

WIPO/IP/DEL/10/INF/1

ORIGINAL: English

DATE: April 1, 2010



BIOTECH CONSORTIUM INDIA LIMITED
DEPARTMENT OF BIOTECHNOLOGY
GOVERNMENT OF INDIA

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

BIOTECHNOLOGY INDUSTRY RESEARCH
ASSISTANCE PROGRAM

TRAINING OF TRAINERS PROGRAM ON INTELLECTUAL PROPERTY ASSET MANAGEMENT FOR BIOTECHNOLOGY INDUSTRY

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
Biotech Consortium India Limited, Department of Biotechnology (BCIL)
Government of India

and

Biotechnology Industry Research Assistance Program (BIRAP)

New Delhi, April 5 to 9, 2010

Casuarina Hall, India Habitat Centre, Lodhi Road, New Delhi

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, April 5, 2010

9.30 – 10.00 Opening Ceremony

THEME 1: INTELLECTUAL PROPERTY (IP) AND COMPETITIVENESS OF THE BIOTECHNOLOGY SECTOR

10.00 – 11.30 Introduction to Industrial Property Rights: An International Perspective

Speaker: Mr. G S Jaiya, Director, Small and Medium Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO)

For Further Reading:

<http://www.wipo.int/sme/en/multimedia/flash/01/index.html>

http://www.wipo.int/sme/en/multimedia/flash/01_old/index.htm

<http://www.wipo.int/sme/en/documents/guides/>

11.30 – 11.45 Coffee Break

11.45 – 12.30 Introduction to Protection of New Varieties of Plants in India

Speaker: Mrs. Malathi Lakshmikumar, Lakshmi Kumaran & Sridharan, New Delhi

12.30 – 13.15 Introduction to Copyright and Related Rights in India

Speaker: Mrs. Prathiba M. Singh, Patent & Trade Mark Attorney, Singh & Singh Advocates, New Delhi, India

For Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/05/>

http://www.wipo.int/freepublications/en/sme/918/wipo_pub_918.pdf

13.15 – 14.15 Lunch Break

THEME 2: ROLE OF TRADEMARKS IN BRANDING

14.15 – 15.30 Creating and Using Trademarks: Getting the Basics Right

Speaker: Mr. G.S. Jaiya

For further Reading: <http://www.wipo.int/sme/en/multimedia/flash/02/>

<http://www.wipo.int/sme/en/multimedia/flash/12/>

http://www.wipo.int/export/sites/www/freepublications/en/marks/900/wipo_pub_900.pdf

15.30 – 15.45 Coffee Break

15.45 – 17.00 Protecting Trademarks at Home and Abroad

Speaker: Ms. Sunita K. Sreedharan, SKS Law Associates, New Delhi

Tuesday, April 6, 2010

THEME 3: ROLE OF INDUSTRIAL DESIGNS AND GEOGRAPHICAL INDICATIONS
IN BRANDING

09.30 – 10.30 Getting Noticed: The Importance of Industrial Design for Marketing of
Biotechnology Products – Case Studies

Speaker: Mr. Rahul Beruar, Senior Consultant, Lakshmi Kumaran &
Sridharan, New Delhi

Case Studies: From Packaging Design and/or Design of Medical Devices

Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/02/>

http://www.wipo.int/export/sites/www/freepublications/en/sme/498/wipo_pub_498.pdf

10.30 – 11.30 Marketing and the Role of Geographical Indications

Speaker: Mr. Rajendra Kumar, K&S Partners, New Delhi

Case Studies: From Agri Products

Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/09/>

11.30 – 11.45 Coffee Break

11.45 – 13.15 Marketing and the Role of Geographical Indications (Contd.)

Speaker: Mr. Rajendra Kumar

Case Studies: From Agri Products

13.15 – 14.15 Lunch Break

THEME 4: TRADITIONAL KNOWLEDGE AND GENETIC RESOURCES

14.15– 15.30 IP Guidelines and Agreements for Access and Use of Genetic and Natural
Resources

Speaker: Mr. Calab Gabriel, K&S Partners, New Delhi

Case Studies: From Health Care and Pharmaceutical Industry

15.30 – 15.45 Coffee Break

THEME 5: PATENTS, TRADE SECRETS AND COMPETITIVE INTELLIGENCE

15.45– 17.00 The Importance of Patents for Biotech SMEs; Role of Defensive Publication

Speaker: Mr. G S Jaiya

For Further Reading: Links on Defensive Publication

http://pdf.dec.org/pdf_docs/PNACS088.pdf

<http://www.nature.com/bioent/building/ip/012003/full/nbt0202-191.html>

<http://www.labmanager.com/articles.asp?id=62>

<http://machinedesign.com/article/defensive-publishing-protect-your-intellectual-property-0322>

<http://support.dialog.com/howdoi/patents/54148.shtml>

<http://www.wipo.int/sme/en/multimedia/flash/03/>

<http://www.wipo.int/sme/en/multimedia/flash/04/>

<http://www.wipo.int/sme/en/multimedia/flash/06/>

http://www.wipo.int/export/sites/www/freepublications/en/sme/917/wipo_pub_917.pdf

Wednesday, April 7, 2010

- 09.30 – 11.30 Indian Patent Law, Office Procedures and Examination Practice for Biotechnology Patent Applications
- Speaker: Mr. K.S. Kardam, Assistant Controller & Head of Delhi Patent Office, Office of the Controller General of Patent, Designs and Trademarks, NewDelhi
- 11.30 – 11.45 Coffee Break
- 11.45 – 13.15 Keeping Confidence: Putting in Place a Trade Secret Protection Program in an R&D Lab and in a Manufacturing Business
- Speaker: Dr. Shantanu De, Associate Director IP, Ranbaxy Laboratories Limited, New Delhi
- Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/04/>
- 13.15 – 14.15 Lunch Break
- 14.15 – 15.30 Role of IP in Competitive Intelligence Gathering and Analysis
- Speaker: Dr. Shantanu De
- Ms. Sunita K. Sreedharan
- 15:30 – 15:45 Coffee Break
- THEME 6: IP POLICIES AND SYSTEMS IN PUBLIC FUNDED BIOTECH R&D SECTOR
- 15.45 – 17.30 Institutional IPR Policies of Publicly Funded R & D Institutions and Research Universities in India: Current Situation and Future Prospects
- Speakers: Mr. R.K. Gupta, Council of Scientific and Industrial Research (CSIR), New Delhi
- Dr. Prabudhha Ganguli, CEO, VISION-IPR, Mumbai

Thursday, April 8, 2010

THEME 7: LICENSING OF TECHNOLOGY

09.30 – 13.15 Acquisitions/licensing of Biotech Patents and Trade Secrets; Basic Principles of Technology Licensing; Due Diligence. Case Study/Group Exercise on Negotiating a Technology Licensing Agreement

Speaker: Dr. Prabudhha Ganguli

Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/07/>
<http://www.wipo.int/sme/en/multimedia/flash/12/>
http://www.wipo.int/export/sites/www/sme/en/documents/pdf/technology_licensing.pdf

13.15 – 14.15 Lunch Break

THEME 8: DRAFTING, FILING AND EXAMINATION OF BIOTECH PATENT APPLICATIONS

14.15 – 15.30 Patentable and Non Patentable Biotech Inventions in India; Drafting a Patent Specification; Pros and Cons of Provisional Patent Application; Examination Practice of the Indian Patent Office; Patent Cooperation Treaty (PCT) and the Budapest Treaty and
- Relevant Case Law

Speaker: Mr. Calab Gabriel

15.30 – 15.45 Coffee Break

15.45 – 17.30 EPO Practice on Patentable Subject-matter of Biotech Inventions
- Sufficiency of disclosure of biotech applications
- EPO examination practice on biotech inventions
- Relevant Case Law

Speakers: Dr. Peter Burkhardt
European Patent Office (EPO) by Video Conference

Friday, April 9, 2010

THEME 9: VALUATION AND LICENSING OF TECHNOLOGY'

09.30 – 11.30 Valuation of Intangibles

Speaker: Dr. Rahul Verma, Assistant Vice President, Evalueserve,
Gurgaon, India

Further Reading: <http://www.wipo.int/sme/en/multimedia/flash/11/>

11.30 – 11.45 Coffee Break

THEME 10: ENFORCING IP RIGHTS

11.45– 13:00 Strategies for Preventing and Resolving Intellectual Property Rights (IPR)
Disputes; Alternate Dispute Resolution and Enforcement of IPRs

Speaker: Mr. Badri Narayanan, Advocate, Lakshmi Kumaran &
Sridharan, New Delhi

13.00 – 14.00 Lunch Break

14.00 – 15.15 Formal Evaluation (Test) of the Participants

Coordinator: Mr. G S Jaiya

15.15 – 15.30 Coffee Break

15.30 – 16.30 Formal Evaluation (Test) of the Participants Contd...

16.30 – 17.00 Closing Ceremony

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