



सत्यमेव जयते

DEPARTMENT OF INDUSTRIAL POLICY
AND PROMOTION
GOVERNMENT OF INDIA



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

TRAINING OF TRAINERS PROGRAM

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WIPO TRAINING THE TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY MICRO, SMALL AND MEDIUM ENTERPRISES

Organized by

the World Intellectual Property Organization (WIPO)
in cooperation with
the Department of Industrial Policy and Promotion,
Ministry of Commerce and Industry

New Delhi, October 21 to 26, 2010

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, October 21, 2010

9.30 – 10.00 Opening Ceremony

THEME 1: OVERVIEW OF INTELLECTUAL PROPERTY (IP) TOOLS FOR COMPETITIVENESS OF SMALL AND MEDIUM SIZED ENTERPRISES (SMEs)

10.00 – 1.00 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)

11.00 – 12.00 Introduction to Copyright and Related Rights in India

Speaker: Mr. Chander Lall, Partner, Lall & Sethi Advocates, New Delhi

12.00 – 13.00 Introduction to Protection of New Varieties of Plants in India

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

13.00 – 13.15 Establishment of Groups and Projects

13.15 – 14.15 Lunch Break

THEME 2: "MAKING A MARK" – TRADEMARK USAGE AND SIGNIFICANCE IN BRAND BUILDING

14.15 – 15.15 Getting the Basics Right – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place

Speaker: Mr. Anil Sinha, Counsellor, Small and Medium Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO)

15.15 – 15.30 Coffee Break

15.30 – 16.30 Protecting Trademarks at Home and Abroad

Speakers: Mr. Chander Lall

Mr. Anil Sinha

Friday, October 22, 2010

THEME 3: "LOOKING GOOD" - INDUSTRIAL DESIGN, GEOGRAPHICAL INDICATIONS AND BRAND BUILDING

09.30 – 11.30 Getting Noticed: The Importance of Industrial Design Protection

Speakers: Mr. G.S. Jaiya

Mrs. Malati Lakshmikumaran

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

11.30 – 11.45 Coffee Break

11.45 – 13.15 Marketing and the Role of Geographical Indications

Speaker: Ms. Latha R. Nair, Partner, K&S Partners, New Delhi

Case Study: From Agri products

13.15 – 14.15 Lunch

THEME 4: TRADITIONAL KNOWLEDGE, GENETIC RESOURCES AND PATENTS

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

Speaker: Mr. V. K. Gupta, Senior Advisor and Director, Council of Scientific and Industrial Research (CSIR), New Delhi

Case Study: From Healthcare industry

15.30 – 15.45 Coffee Break

15.45– 16.45 "Inventing the Future" – The Importance of Patents in the Competitiveness of SMEs

Speaker: Mr. Anil Sinha

Saturday, October 23, 2010

09.30 – 11.00 Indian Patent Law, Office Procedures and Examination Practice

Speaker: Mr. K.S. Kardam, Assistant Controller & Head of Delhi Patent Office,
Office of the Controller General of Patent, Designs and Trademarks,
New Delhi

11.00 – 11.15 Coffee Break

11.15 – 12.45 Keeping Confidence: Putting in Place a Trade Secret Protection Program

Speaker: Mr. G.S. Jaiya

12.45 – 13.45 Lunch Break

THEME 5: ACCESSING AND USING PATENT INFORMATION FOR TECHNOLOGY
DEVELOPMENT

13.45 – 15.00 Shaping Business Strategy Through Competitive Intelligence – Using Intellectual Property
Information

Speaker: Mrs. Sunita Sreedharan, Advocate and Patent Agent,
SKS Law Associates, New Delhi

15.00 – 15.15 Coffee Break

15.15 – 16.30 Shaping Business Strategy Through Competitive Intelligence – Using Intellectual Property
Information (cont.)

Speaker: Mrs. Sunita Sreedharan

Sunday, October 24, 2010

DAY OFF

Monday, October 25, 2010

THEME 6: DRAFTING AND FILING PATENT APPLICATIONS IN INDIA AND ABROAD

10.00 – 13.00 Patentable and Non Patentable Inventions in key jurisdictions. Drafting a Patent Specification. The Patent Cooperation Treaty (PCT) and the Budapest Treaty. Relevant Case Law

Speakers: Mr. G. Deepak Srinivas, IP Attorney, K&S Partners, New Delhi

Mr. A. Sinha

13.00 – 14.00 Lunch Break

THEME 7: ENFORCING YOUR IP

14.00 – 15.15 Strategies for Preventing and Resolving Intellectual Property Rights (IPR) Disputes; Alternate Dispute Resolution and Enforcement of IPRs; WIPO Arbitration and Mediation Centre

Speaker: Mrs. Malati Lakshmikumaran (to be confirmed)

15.15 – 15.30 Coffee Break

THEME 8: EXPLOITING IP: VALUATION, TRANSFER OF TECHNOLOGY AND LICENSING

15.30 – 17.00 Patent and Acquisitions; Basic Principles of Technology Licensing; Due Diligence. Group Exercise on Negotiating Licensing Agreement

Speaker: Mrs. Sunita Sreedharan

Tuesday, October 26, 2010

10.00 – 11.30 Valuation of IP Assets and IP-based Financing

Speaker: Mr. Rahul Verma, Evalueserve, Gurgaon, India (to be confirmed)

11.30 – 11.45 Coffee Break

11.45 – 13.00 IP Audit and Due Diligence

Speaker: Mr. A. Sinha

13.00 – 14.00 Lunch break

14.00 – 16.00 Written test (open book) for evaluation of the participants

Speaker: Mr. A. Sinha

16.00 Closing Ceremony

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