



IIMB - FICCI - VTPC - Govt of Karnataka

**One day National Conference on
“INTELLECTUAL PROPERTY RIGHTS
FOR GLOBAL BUSINESS:
FORWARD LOOKING AGENDA
FOR INDIA”**

Date : 22nd February, 2019

Time : 09:30 – 17:30 Hrs

Venue : IIM Bangalore

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One day National Conference on Intellectual Property Rights For Global Business: Forward Looking Agenda for India

09:30 – 17:30 Hrs | 22nd February 2019 | IIMB, Bengaluru

The Context

The IPR landscape has radically changed in India since 2005 when India ushered in its product patents regime to comply with World Trade Organization's Agreement on Trade Related Intellectual Property Rights (WTO-TRIPS). Since then milestone after milestone have been crossed in improving the IPR regime in India, commencing with changes in Trade Marks and Copyrights regimes and the grand effort at converting Geographical Indications (GI) into a grassroots/village-based process. More recently India has witnessed another major shift towards internationalization of IPRs as experienced by the growing volume of PCT applications and efforts on the part of Indian companies and Digital start-ups to go international with trademark registration. This has been facilitated by India acceding to the Madrid Protocol on Trade Marks in 2015.

The objective of the workshop is to deliberate on some of the key policy challenges that have come up in the realm of IPRs before India and other emerging economies in recent years and propose a forward-looking agenda for the coming years in order to render IPRs as a vehicle for rapid economic growth.

The themes that will be deliberated by the Workshop include

- (1) Strategic Overview where issues will be discussed with reference to the National IPR initiatives
- (2) Geographical Indications (artiste/artisan rights) and the challenges of protecting community based IPRs
- (3) Streamlining Transfer of Technology through Licensing and issues regarding Royalty Payments which is relevant to the macroeconomic considerations associated with India's external sector
- (4) Modernizing IPR Administration in India in the interests of faster and more efficient and qualitative improvements in IPR processes and output.
- (5) Data Protection and Privacy that are critical to protect information that are relevant to patent grant and protection
- (6) Synergies with Make in India, Start Up India and Digital India in the larger interests of technological upgradation and successful deployment

The topics mentioned above will be critical as they could make a difference to technology and capital sourcing that will differentiate India from the rest of the BRICS.



IIM Bangalore

IIM Bangalore, one of the leading management schools in the international arena, has significantly contributed to IPR policy analytics both at the international and national levels. IIMB's landmark work on technology transfer and financing was approved by WIPO's Committee on Development and Intellectual Property (CDIP) in 2015. IIMB's report on India's strategy for optimizing the advantages from the country's accession to the Madrid Protocol on Trade Marks was accepted by the both the WIPO and Government of India in 2016. Finally, IIMB's study on Royalty Regimes forms the basis of national deliberations on technology transfer issues.



FICCI

The **Federation of Indian Chambers of Commerce and Industry (FICCI)** is an association of business organisations in India. Established in 1927, on the advice of Mahatma Gandhi by GD Birla and Purushottam Das Thakurdas, it is the largest, oldest and the apex business organisation in India. FICCI has played a critical role in the evolution of IPR policy in India and played a critical role in fostering debates on internationalization of Trade Marks regime for Indian Companies and start-ups.

PROGRAM

TIME	AGENDA
09:30 – 09:40 Hrs	Registration
Inaugural Session	
09:40 – 09:45 Hrs	Welcome Address by – Prof. G Raghuram Director, IIM Bangalore
09:45 – 10:10 Hrs	Special Address by – Mr. Shekar Viswanathan Immediate Past Chairman, FICCI KSC & Vice Chairman & Whole-time Director, Toyota Kirloskar Motor Private Limited Mr. Ullas Kamath Chairman, FICCI KSC & Joint Managing Director, Jyothy Laboratories Limited, Bengaluru Rear Admiral Atul Khanna, VSM Additional Director General DQA(N), Min of Defence, Dept of Defence Production
10:10 – 10:50 Hrs	Keynote Address by – Mr. Priyank Kharge Minister, Social Welfare Department Government of Karnataka
	Inaugural Address by – Mr O P Gupta Controller General of Patents, Designs & Trade Marks, Government of India
10:50 – 11:00 Hrs	Anchor Theme of the Conference (“Global Competitiveness Ranking and Forward Looking IPR Agenda for India”) Prof. A Damodaran IIM Bangalore
11:00 – 11:15 Hrs	Tea/Coffee Break
First Plenary Session	
Strategic Overview	
11:15 – 12:00 Hrs	Key Focal Themes: Perspective on IPR Regimes in India and Impact on Corporate Competitiveness, Data Protection Issues in Digital Financial Technologies, Protecting Design Creativity Moderated by: Mr. Shekar Viswanathan Immediate Past Chairman, FICCI KSC & Vice Chairman & Whole-time Director, Toyota Kirloskar Motor Private Limited Panelists: - Mr. V Lakshmikumaran Founder and Managing Partner, Lakshmikumaran & Sridharan, New Delhi - Mr. Rakesh Ranjan Senior Vice President & Head, Mobility and Development Centre National Payments Corporation of India, Bengaluru - Dr. Santosh Mohanty Vice President, Tata Consultancy Services - Mr. Nihal Rajan, Vice President and Head of Design, Myntra

12:00 – 12:45 Hrs	<p>Session 2: Modernizing IPR - Administration in India</p> <p>Key Focal Themes: Digital and Network Technologies in IP offices, Quality of Patents, Trademarks and Copyrights, Infrastructure Modernisation in IP offices.</p> <p>Moderated by: Mr. O P Gupta Controller General of Patents, Designs & Trade Marks, Government of India</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Dr. Lt. Col. Abdulrahman Al-Mu’aini Director of the Innovation Center at TQM Dubai Police and Secretary of Emirates Intellectual Property Association, Dubai - Mr. Thaj Mathew Director - Legal, Honeywell Technology Solutions Lab - Mr. Anil Kumar Jagalur, Senior Consultant, LexOrbis - Mr. Pranay Prabhugaunkar Associate Vice President & Head – IP Region Siemens Technology and Services Private Limited
12:45 – 13:30 Hrs	<p>Session 3: Geographical Indications: Protecting Traditional Legacies and Ingenuity of Artisans/Farmers: The Road Ahead</p> <p>Key Focal Themes: Traditional knowledge and Geographical Indications</p> <p>Moderated by: Prof. A Damodaran, IIM Bangalore</p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. S R Sathesha Managing Director & (Nodal Officer for GI Facilitation from Karnataka) Visvesvaraya Trade Promotion Centre, Department of Industries & Commerce, Government of Karnataka - Mr. Chinna Raja Naidu Deputy Registrar of Trademarks & Geographical Indications Geographical Indications Registry, Chennai - Dr. Nandini Dholepat Consultant, Geographical Indications, Government of India - Dr. Farah Deebea Senior IP Specialist and Former Principal Scientist, Monsanto - Mr. Ankit Dhanvijay, EY, Ms. Poorva, IIMB, Mr. Shubham Ramteke, IIMB, Mr. Swapnil Katiyar, IIMB & Mr. Kevin Gandhi, IIMB
Lunch Break	
14:15 – 15:00 Hrs	<p>Session 4: Streamlining Transfer of Technology through Licensing and issues regarding Royalty Payments</p> <p>Key Focal Themes: Incidence and Impacts of Royalty Payment, Assessment Methods, Transfer Pricing Issues</p> <p>Moderated by: Mr R Ravichandran Principal Director of Income Tax Investigations</p> <p>Panelists</p> <ul style="list-style-type: none"> - Prof. A Damodaran, IIM Bangalore - Mr. R Muralidharan Chief Technology Officer, Tata Power Company Limited - Dr. S K Murthy Director – IP, Intel India - Ms. Bindu Sharma CEO, Origiin IP Solutions, Bengaluru

15:00 – 15:45 Hrs	<p>Session 5: Special Plenary on Data Protection & Privacy</p> <p>Key Focal Themes: IPRs and Data Protection, Privacy issues connected to Unique identity and PII, Encryption versus Enforcement</p> <p>Moderated by: Prof. Anil Suraj, IIM Bangalore</p> <p>Panelists</p> <ul style="list-style-type: none"> - Ms. Ashi Bhat Principal associate, Indus Law - Ms. Kavita Mundkur Nigam Partner, Krishna & Saurastri Associates LLP - Mr. Ravi Bhola Partner, K&S Partners
15.45- 16.00 Hrs	Tea/Coffee Break
16:00 – 16:45 Hrs	<p>Session 6: Synergies with Make in India, Start Up India and Digital India</p> <p>Key Focal themes: IPR Policy and Laws for Indigenisation under Make in India, Start Up India and Digital India programs, Recommendations for Corporate IPR policies for Make in India, Start Up India and Digital India.</p> <p>Moderated by: Prof. Sankarshan Basu, IIM Bangalore</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Rear Admiral Atul Khanna, VSM Additional Director General DQA(N), Min of Defence, Dept of Defence Production - Mr. Lakshminarayanan R Director and Head – Intellectual Property & Innovation Management, Samsung Electronics - Ms. Jyothi V K General Counsel and Vice President, Aditya Birla Fashion and Retail Ltd - Dr. K V Omprakash Founder Director, Conscientia Law Associate - Ms. Rachna Singh Puri Senior Specialist (IP Strategy)
16:45 – 17:15 Hrs	<p>Session 7: Second Plenary Session: IPR Management: A Forward Looking Agenda for India</p> <p>Key Focus: Summary of Discussions</p> <p>Prof. A Damodaran, IIM Bangalore</p> <p>Dr. Santosh Mohanty, Tata Consultancy Services</p> <p>Mr. R Muralidharan, Tata Power Company Limited</p> <p>Mr. S R Satheesha, Visvesvaraya Trade Promotion Centre, Government of Karnataka</p>