



## World IP Day-2017

# INNOVATION TO DRIVE BUSINESS AND COMPETITIVENESS

The Park Hotel, Parliament Street, New Delhi  
28<sup>th</sup> April 2017

### TENTATIVE AGENDA

9.30- 10 AM	Registration
<b>Inaugural Session</b>	
10:00 – 10.45 AM	<b>Welcome Address:</b> Mr. Pankaj Patel, President, FICCI
	<b>Special Address:</b> Mr. Ramesh Abhishek, Secretary, Department of Industrial Policy and Promotion (DIPP)
	<b>Inaugural Address:</b> Smt. Nirmala Sitharaman, Minister of State (Independent Charge) for Commerce & Industry*
	<b>Concluding Remarks:</b> Mr. Narendra Sabharwal, Chair, FICCI IP Committee & Former Deputy Director General, WIPO
10:45 -11:00 AM	Tea-Coffee
11:00 -11:45 AM	Session I- Panel Discussion <b>IP Awareness, Protection, Enforcement and Commercialisation - Post National IPR Policy</b>
	<p>The session seeks to generate discussion on IPR policy as an integral part of India's overall development policy, how it is expected to help streamline time-bound administrative processes, enforcement of IP that will facilitate business value addition; strengths, challenges for future business growth in the light of Industry campaigns like Make in India, Digital India, and Startup India – the Policy Focus on 'Creative India, Innovative India'.</p> <p><b>Session will focus on:</b></p> <ul style="list-style-type: none"><li>• IP Ecosystem - Driving the Next Phase of Growth</li><li>• Impact of IPR Policy so far – pro and cons – and Startup India, Make in India, Digital India etc</li><li>• Future steps to help put in place a more robust IPR regime</li><li>• Getting value for innovation through commercialization</li></ul>

	<ul style="list-style-type: none"> <li>• Measures to stimulate innovation and growth of IP savvy culture</li> <li>• Protection of trade secrets and traditional knowledge</li> <li>• Generating awareness &amp; building respect for IPR among general public</li> </ul> <p><b>Session Chair: Mr. Rajiv Aggarwal, Joint Secretary, Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India, New Delhi</b></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Mr. Avnindra Mohan, President (Legal &amp; Regulatory), Zee Network</li> <li>• Mrs. Prathiba Singh, Senior Advocate</li> <li>• Ms. Meenu Chandra, Senior Attorney IP/DCU, India Region Lead, Microsoft</li> </ul>
<b>11:45-12:00 Noon</b>	<b>Open House Discussion</b>
<b>12:00-01:00 PM</b>	<p style="text-align: center;">Session II- Panel Discussion</p> <p style="text-align: center;"><b>Coordinated Approach for IP Administration, Enforcement and Adjudication</b></p> <p>This session seeks to discuss about the efficiency, and related issues and challenges in the administration and enforcement of IP laws, strategy that encourages investment in innovation, and solutions to stop evasion of infringements which result in economic harm.</p> <p><b>Session will focus on:</b></p> <ul style="list-style-type: none"> <li>• IP Protection, Enforcement and Managing the Legal Environment</li> <li>• Strengthening of IP enforcement agencies</li> <li>• Brand Protection and Anti-Counterfeiting/Piracy</li> <li>• Online/Offline Infringement of Trademark/Copyright</li> <li>• Measure to curb online piracy</li> <li>• Best Practices in IP Enforcement – examples</li> <li>• Formation of special IPR courts</li> </ul> <ul style="list-style-type: none"> <li>• <b>Session Chair: Mr. Hemant Singh, Founder &amp; Managing Partner, Intl Advocare</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Mr. Savio D’souza, Secretary General, The Indian Music Industry</li> <li>• Mr. Uday Singh, Managing Director, Motion Picture Association, India Office</li> <li>• Mr. Shravan Kumar Bansal, Head of Practice and Senior Partner, United IPR</li> <li>• Ms. Priya Rao, Partner, K&amp;S Partners</li> </ul>
<b>1:00 – 2:00 PM</b>	<b>Open House Discussion</b>
	<b>Networking Lunch</b>
<b>02:00 -03:00 PM</b>	<p style="text-align: center;">Session III - Panel Discussion</p> <p style="text-align: center;"><b>IP as a Valued Business Asset in Knowledge Driven Economy</b></p> <p>This session seeks to bring forth the role of all IP creators, inventors and</p>

facilitators to realize the potential for generating, protecting and utilizing IP, which contribute to business growth & global competence, wealth creation, employment opportunities and general welfare.

**Session will focus on:**

- Stimulating IP creation as a business asset – Industry awareness on its utility
- IP Commercialization: licensing, pooling, trading, prototyping, acquisitions & mergers
- Creation of an ecosystem for the stake-holders’ interaction and engagement (among IP owners, IP users, Technology developers and Investors)
- IP strategies for a globalised market
- Connecting IP to the business strategy directly
- Start-ups and IP
- Open innovation and facilitation of IP exchange

**Session Chair: Mr. O.P. Gupta, Controller General of Patents, Designs and Trademark, Government of India**

**Panelists -**

- Dr. H. Purushotham, Chairman & Managing Director, National Research Development Corporation (NRDC)
- Ms Monica Magnusson, Vice President, IPR Policy and Communication, Ericsson
- Mr. S K Murthy, Patent attorney, Intel
- Dr. Rahul Verma, Vice President and Global Head of Operations, IP and R&D Solutions, Evalueserve

**Open House Discussion**

**Tea/Coffee**

**3:00- 03.15 PM**

**Session IV - Panel Discussion  
Strategy for India’s Next Stage of IP Growth**

The concluding session seeks to bring forth discussion on the prospects of Indian IP regime vis-a-vis international standards, state-support needed for innovation, IP protection/commercialization, related investments that will create jobs and opportunities for further growth.

**Session will focus on:**

- Encouraging creativity and innovation
- Promoting high quality and cost-effective innovation
- Identifying key areas of IP research for future policy development

**Session Chair: Mr. Narendra Sabharwal, Chair, FICCI IP Committee & Former Deputy Director General, WIPO**

**Panelists:**

- Mr. Deepak Sawkar, Senior Vice President (Technical Administration),

**03:15-04:15pm**

	<p>Maruti Udyog India Limited</p> <ul style="list-style-type: none"><li>• Dr. K. S. Kardam, Senior Joint Controller of Patents &amp; Designs, Patent Office Delhi</li><li>• Mr. Timothy K. Browning, Attorney-Advisor, USPTO</li><li>• Mr. Amitabh Shrivastava, CEO &amp; Managing director, CSIR-Tech*</li></ul>
<b>04:15- 04:20PM</b>	<b>Vote of Thanks by the Chair</b>

*\*Invited*