



# 7<sup>th</sup> International Conference on IPR

## Maximization of IPR for Growth and Development

26 November 2021; 1000-1630 Hrs : CII-Hive Platform

### Programme

1000-1115 Hrs: <b>Opening session</b>		
1000-1010 Hrs	<b>Opening Address</b>	<b>Dr Ramesh Datla</b> Chairman CII National Committee on IP and Chairman, Elico Ltd
1010-1020 Hrs	<b>Address</b>	<b>Mr Rajendra Ratnoo</b> Controller General of Patents, Designs and Trademarks and Joint Secretary, Department for Promotion of Industry and Internal Trade Government of India
1020-1030 Hrs	<b>Special Address</b>	<b>Mr Daren Tang</b> Director General World Intellectual Property Organization
1030-1045Hrs	<b>Keynote Address</b>	<b>Dr R A Mashelkar</b> Former Director General, CSIR and Chair of Jury for CII Industrial IP Awards – 2021
1045-1110 Hrs	<b>7<sup>th</sup> CII Industrial Intellectual Property Award Ceremony</b>	
1110-1115 Hrs	<b>Closing Remarks</b>	<b>Dr Ashish Mohan</b> Principal Counsellor Confederation of Indian Industry
1115-1130 Hrs	<b>Break</b>	



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1130-1245 Hrs	<p><b>Session 1: Remodeling IPR culture and practices for maximizing economic benefits of IPR</b></p> <p><i>IPR are predominant drivers of trade, technology, science and economic growth for Industry 4.0. Their contribution to GDP, employment, industrial development, income levels and FDI are reasonably established by various studies conducted by agencies like WIPO, OECD and EPO. Each country would do well by providing a strategy, policy and financial framework to maximize generation of intellectual property and its appropriate utilization at domestic and global levels The discussion on this session will focused on Investment for R &amp; D, risk coverage as well as practical relationship between industry and academia. Also, key aspects on raising loans from banks using IPR as collateral will also covered.</i></p> <p><b>Moderator</b>  <b>Mr R Saha</b>, Senior Advisor, CII</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Antony Taubman</b>, Director, Intellectual Property Division of the World Trade Organization</li> <li>• <b>Prof Dr Heinz Goddar</b>, Patentanwalt, European and German Patent and Trademark Attorney, BOEHMERT &amp; BOEHMERT</li> <li>• <b>Dr Rajesh Kumar Acharya</b>, Founder, H K Acharya &amp; Company</li> <li>• <b>Dr Anju Khanna</b>, Director -Patents, Lall &amp; Sethi</li> <li>• <b>Mr Mohammed Faisal</b>, General Manager and Head IPR and Environmental Science, Tata motors Ltd</li> </ul>
1245-1300 Hrs	<b>Break</b>



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1300-1415 Hrs	<p><b>Session 2: Impact of frontier technologies in redefining IP rights and administration and promoting and sustaining innovation</b></p> <p><i>Frontier technologies are defined by UNCTAD as a group of new technologies that take advantage of digitization and connectivity which enable them to combine to multiply impacts and these will be primary drivers of Industry 4.0. Some of these technologies include IOT, robotics, AI, big data, blockchain, genetic engineering, solar photovoltaic and drones. UNCTAD estimates that the market size of these technologies will grow to \$3.2 trillion in 2025 from \$350 billion in 2018; the leaders are likely to be IOT, robotics, solar photovoltaic, 5G, AI, big data and genetic engineering. The pace of technology development and the pace of their adoption by societies across the world, especially in developing countries, are mismatched. There are concerns related to human development, economic growth, national capabilities, rise in innovation and rapid changes in science and technology. IPR will play an important role in dissemination, adoption and generation of such technologies and enable companies to be in competitive position and faster development.</i></p> <p><b>Moderator</b> Mr R Saha, Senior Advisor, CII</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Guy Pessach</b>, Director, IP and Business Division (IPBD), IP and Innovation Ecosystems Sector of WIPO</li> <li>• <b>Dr Clovis Freire</b>, Economist, Science, Technology and Innovation Policy Section, Division on Technology and Logistics, United Nations Conference on Trade and Development (UNCTAD)</li> <li>• <b>Mr Masaki Okamoto</b>, Director, Regional Cooperation Office, International Cooperation Division, Japan Patent Office</li> <li>• <b>Ms Jaehee HWANG</b>, Senior Researcher, KISTA (Korea Intellectual Property Strategy Agency)</li> <li>• <b>Dr Santosh Mohanty</b>, VP and Head of components engineering group, Tata Consultancy Services Limited</li> </ul>
1415-1430 Hrs	<b>Break</b>



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1430-1515Hrs	<p><b>Session 3: Final product dependency on IPR holdings of supply chain players like universities, various companies, research institutions and government bodies.</b></p> <p><i>Industry 4.0 will be propelled by innovations, rapidly changing technologies and digital devices developed by multiple companies from different countries. The above scenario is characterized by complex supply chains which need to be addressed. In this session, issues of ownership, licensing, cost etc in the sectors like IT, IOT, block chain, machine learning, drugs, manufacturing will also be discussed.</i></p> <p><b>Moderator</b>  <b>Dr Shankar Venugopal</b>, Vice President, Mahindra &amp; Mahindra</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Pranay Prabhugaunkar</b>, Associate Vice President and Head of IPRs – Region India, Siemens Technology and Services Pvt. Ltd.</li> <li>• <b>Mr R Saha</b>, Senior Advisor, CII</li> <li>• <b>Mr N K Mohanty</b>, Joint Controller of Patents, Patent Office Mumbai</li> </ul>
1515-1530 Hrs	<b>Break</b>



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<p>1530 -1630Hrs</p>	<p><b>Session 4: Enforcing IP rights to check counterfeiting and piracy of brands and copyrights for enhancing GDP, employment, and industrial growth</b></p> <p><i>Counterfeited and pirated products are being produced and consumed in virtually all economies. Counterfeiting and piracy are illicit businesses in which criminal networks thrive. Economy-wide, counterfeiting and piracy undermine innovation, which is key to economic growth. The OECD/EUIPO estimates that trade in counterfeit and pirated products accounted for as much as 2.5% of the value of international trade, or \$461 Billion, in 2013.2 Notably, this figure represents an increase of more than 80% over the OECD's findings in 2008. This session will address high risks of counterfeiting and piracy in all sectors.</i></p> <p><b>Moderator</b>  <b>Mr Pravin Anand</b>, Managing Partner, Anand and Anand</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Phil Lewis</b>, Director General, Anti-Counterfeiting Group (ACG)</li> <li>• <b>Mr Sachin Sharma</b>, Dy. Registrar of TM &amp; GI, Patent Office</li> <li>• <b>Mr Anubhav Jain</b>, Global Brand Relations Manager, Amazon Indi</li> <li>• <b>Mr Milind Palany</b>, Heads-Global Brand Protection Vertical for South Asia, Johnson &amp; Johnson</li> <li>• <b>Mr K Murali Krishna</b>, Assistant General Manager – IPR, Aurobindo Pharma</li> </ul>
<p>1630 Hrs</p>	<p>End of the conference</p>