

8th International Conference on IPR

“Building Global IP Partnerships”

18-19 November 2022; CII-Hive Platform

Program

Day1: 18 Nov 2022 (Friday)		
1000-1130 Hrs: Opening session		
1000-1010 Hrs	Welcome & Theme Address	Mr Satish Reddy Chairman, CII National Committee on Intellectual Property & Chairman, Dr. Reddy's Laboratories Ltd
1010-1015 Hrs	Brief about CII IP Initiatives	Mr R Saha Senior Advisor Confederation of Indian Industry
1015-1025 Hrs	Special Address	Mr Masanori Katsura Deputy Commissioner Japan Patent Office
1025-1035 Hrs	Special Address	Mr Marco Aleman Additional Director General World Intellectual Property Organization
1035-1045 Hrs	Special Address	Dr R A Mashelkar Former Director General, CSIR and Chair of Jury for CII Industrial IP Awards – 2022
1045-1100 Hrs	Keynote Address	Ms Sumita Dawra Special Secretary Department of Promotion of Industry & Internal Trade, Ministry of Commerce & Industry, Government of India
1100-1125 Hrs	8th CII Industrial Intellectual Property Award Ceremony and Awards and release of report on Top IP driven organization	
1125-1130 Hrs	Closing remarks by CII	
1130-1145 Hrs	Break	



Confederation of Indian Industry



DEPARTMENT FOR PROMOTION OF
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MINISTRY OF COMMERCE & INDUSTRY,
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1145-1245 Hrs	<p>Session 1: Why and how to build global partnership in IPR from social, health and business perspectives</p> <p><i>The world wants to live long in a clean and friendly environment. There is a need to build bridges and partnership among nations, societies and industries to bring about changes fast and upscale development for wide dissemination across the globe. Technologies provide many solutions in that direction including sectors of health, energy, manufacturing and business. It is essential that technologies are developed fast and scaled up to meet large demands. One can see competitive inventions taking place in different countries well covered by patents and other IPRs and these companies join hands to provide solutions at a low cost and wide availability to meet human needs. As business becomes increasingly global and technology-driven, companies everywhere are facing pressures to be on the cutting edge. Innovation and Intellectual Property (IP) — long vital for traditional multinational corporations — are now just as important to the strategy of other growing organizations in dynamic and fast-changing markets globally. Global partnership for sharing IPRs with due benefits to all stakeholders including the inventing companies is the call of the day. Revisiting the idea of partnership or considering its place in the next generation of global goals become the key factors. It is essential to work out alternative models including new licensing templates. While nations have to come forward to invest, the international bodies have a responsibility to create a favorable platform to take the discussions forward till an agreed position is arrived at. Like mindedness of nations is at the centre stage. The world is faced with a complex problem and no easy solutions are readily available. This session will discuss present efforts being made in this direction and also the possible new approaches for a healthy environment for IPR sharing.</i></p> <p>Moderator: Mr R Saha, Senior Advisor, Confederation of Indian Industry</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Ms Amy Dietterich, Director of the Global Challenges Division, World Intellectual Property Organization • Mr Roger Kampf, Counsellor, Intellectual Property, Government. Procurement and Competition Division, World Trade Organization • Mr Masaki Okamoto, Director, Regional Cooperation Division, Japan Patent Office • Mr Preetam Merchant, Sr General Manager, Head Engineering Quality-ERC, Tata Motors Ltd
1245-1300 Hrs	Break



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1300-1400 Hrs	<p>Session 2: Valuation of IPR is key to business partnerships and technology transfer</p> <p><i>A company needs to have a valuation of its IPR for future investment in R&D, developing marketing strategies, expanding to various jurisdictions, exploring possibilities of acquisition and joint ventures and licensing of IPR. In the face of complex technologies, technology transfers may be made easy if valuation of IPR is acceptable to concerned parties. It is also essential for complying with regulations regarding accounting practices. Global trade takes place at a rapid pace these days and therefore, it is essential that standard templates and a multilateral framework may be evolved for valuation of IPR to facilitate business and create new business partnerships. It may be worth a while to consider building databases on different methods of valuation which can help academic and research institutions, industries, and governments in negotiating licensing and technology transfer agreements. The increasing contribution of intangible assets in the balance sheet of a company indicates that IPR valuation will take us a long way in maximizing the returns to a company and availability of funds. The session will discuss some global practices and standards.</i></p> <p>Moderator: Mr R Saha, Senior Advisor, Confederation of Indian Industry</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Mr Martin Brassell, Co-Founder and CEO, Inngot Limited • Mr Hidenori Kawarai, Deputy Director, IP Promotion Division, Policy Planning and Coordination Department, Japan Patent Office • Mr Aviral Jain, Managing Director, Duff & Phelps, LLC • Ms Nandita S Pai, Partner, Financial Advisory Valuation & Modeling, Deloitte Touche Tohmatsu India LLP*
1400-1430 Hrs	Break

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1430-1615 Hrs	<p>Workshop on “Green technologies demand sharing of best practices and IPR to mitigate ill effects of climate change for a pollution free world”</p> <p><i>The term 'Green Intellectual Property' refers to the protection of innovations in the field of green technology. It is a concept where innovations which are helpful to environment in one or the other way are legally protected. Subsequently, there was advent of green technologies which tend to protect the environment by reducing the plausible hazards caused to the environment due to increasing globalization, urbanization, and human intervention. Therefore, it is need of the hour to take an initiative for providing a fast-track procedure for protection of Green Intellectual Property. Additionally, an effective Green IP system coupled with government initiatives and commercialized approaches may provide for the most efficient framework for green technologies.</i></p> <p><i>To promote joint projects between Indian and Japanese companies in the field of Green technology, it is important to understand each other's technologies and each other's seeds and needs. World Intellectual Property Organization (WIPO) GREEN is a Database that makes this possible. Thus, the objective of this Workshop is to make Indian companies aware of the existence of WIPO GREEN and encourage them to register to WIPO GREEN.</i></p> <p>Speaker:</p>
1430-1520 Hrs	<ul style="list-style-type: none"> • Ms Anja von der Ropp, Senior Program Coordinator, Climate Change and Food Security, World Intellectual Property Organization
1520-1550 Hrs	<ul style="list-style-type: none"> • Dr Jayant Sawant, Assistant VP, Praj Industries
1550-1605 Hrs	<ul style="list-style-type: none"> • Mr Sachin Gangwar, Sr Product Manager, Tata Consultancy Services
1605-1615 Hrs	<ul style="list-style-type: none"> • Dr Bijay Kumar Sahu, Senior Regional Manager & Associate Editor (Invention Intelligence), National Research Development Corporation
1615 Hrs	<p>End of Day 1</p>



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Day2: 19 Nov 2022 (Saturday)	
1000-1100 Hrs	<p>Session 3: Fast growing AI technologies and paradigm shift in IP protection laws and practices</p> <p><i>We are into the era of Industry 4.0 or the fourth Industrial Revolution dictated largely by information and data technology. Artificial Intelligence (AI) would be the key driver manifesting itself in many different roles including Social, Mobile, Analytics and Cloud (SMAC) technologies, Internet of Everything including Internet of Things (IOT), 3 D Printing, integrated manufacturing, Machine to Machine communication, modern biologics and so on. AI is predicted to outsmart its biological counter parts and thus poses new challenges to authorship, allocation, maintaining and enforcing IPR. With the emergence of quantum computing and associated science and technology, new laws may have to be developed. The level of abstraction involved in AI methods may be quite high which may pose problems in analysing any negative effects. Are we looking for some kind of regulations in respect of AI related inventions? New paradigms and examination processes need to be developed as AI inventions bring together many knowledge areas and technologies. Software and algorithms are only a part of the invention. What is needed is a holistic approach which may require new guidelines, training of professionals and new tools. This session will discuss the global best practices on the laws and policies for protecting AI related inventions and creations.</i></p> <p>Moderator: Dr Santosh Mohanty, Former VP and Head of components engineering group, Tata Consultancy Services Limited</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Dr Nalin Kumar Srivastava, Scientist D, Ministry of Electronics and Information Technology* • Dr Yasuaki Naito, Deputy Director, Regional Cooperation Division, Japan Patent Office • Ms Ulrike Till, Director of the IP and Frontier Technologies Division, World Intellectual Property Organization • Prof Dr Heinz Goddar, Patentanwalt, European and German Patent and Trademark Attorney, BOEHMERT & BOEHMERT • Ms Vidya Vikas, Head-Patents, Tata Consultancy Services
1100-1115 Hrs	Break

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1115-1215 Hrs	<p>Session 4: IP protection challenges in semiconductor and chip manufacturing</p> <p><i>Semiconductor industry is technologically very complex, capital and resource intensive and IPR driven. The machinery and equipment are technologically advanced with complex components. Semiconductor companies spend 10-15% of revenue in R&D. Infringement of patents and theft of trade secrets are a matter of concern. This becomes more serious in view of the fact that the global semiconductor industry is nearing an inflection point as the ratio of semiconductor content within a solution is accelerating with diverse needs across compute, memory, security and architectures.</i></p> <p><i>Intellectual property protection is becoming an increasingly important issue for the equipment and materials industry. Some studies do indicate a reasonable amount of infringement and counterfeiting. While nations decide setup the semiconductor industry either under technology transfer or IPR license agreements, a positive IP environment is called for protecting their IPR (patents) and trade secrets. Major challenges are faced both by a licensor and a licensee. The session will address some of these issues.</i></p> <p>Moderator: Dr Ajay Garg, Former Scientist F and Senior Director, Ministry of Electronics and Information Technology</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Dr Suraj Rengarajan, India CTO, Applied Materials India • Mr Josh Foulger, Country Head and Managing Director – Bharat FIH (a subsidiary of FIH Mobile Ltd; Foxconn Technology Group Company) * • Mr Pranav Komerwar, CEO – India, Electronics Displays and Semiconductor Business, Vedanta Limited* • Mr R Sai Chandra Teja, COO, Green PMU Semi
1215-1230 Hrs	Break



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1230-1330 Hrs	<p>Session 5: IPR enforcement essential for smooth conduct of business internationally and domestic arenas</p> <p><i>IPR enforcement is a very complex task involving multiple agencies such as courts, police, customs and international agencies. It is globally recognized that business houses and companies suffer financial and reputation losses due to counterfeiting and piracy of their IPRs associated with their products and services. Countries also suffer financial losses by way of losing tax income. Counterfeiting of IPR has become a menace across the world. There are no easy ways of checking and getting rid of this disease. The courts many times do not resolve disputes quickly. Global cooperative initiatives are on the way with joint efforts of many countries and international organizations. With rapid increase in international trade, cross border measures are essential for each nation to protect the IP right holders in each country. Efforts are required to check imports and exports of counterfeiting goods as a matter of essentiality. There is also a need to explore if modern technology like AI could be used in facilitating enforcement of IPRS.</i></p> <p>Moderator: Mr Pravin Anand, Managing Partner, Anand and Anand</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Mr Hiroki Watanabe, Director, Japan External Trade Organization • Dr Anju Khanna, Director -Patents, Lall & Sethi • Mr Blaise Fernandes, President & CEO, Indian Music Industry • Mr Sulabh Khandelwal, Country Lead - Anti-Counterfeiting & Brand Protection, Ford Motor Company • Mr Anubhav Jain, Global Brand Relations Manager, Amazon India
1330-1345 Hrs	Break

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1345-1445 Hrs	<p>Session 6: Sustainable development goals and innovations-how IP protection system propels it forward</p> <p><i>Sustainable Development Goals (SDG) laid down by the United Nations are noble goals to be followed by each nation for sustaining the changes being faced by humanity and its residing place namely, the earth. These changes emerge from many quarters including shortage of energy, global warming, pandemics, malnutrition, diseases, movement of populations. and so on. Innovations in all sectors seem to provide some solutions and these are well documented under various goals. There are specific SDG namely goal number 9 dealing directly with innovations. Other goals 2, 3, 6,7,8, 11 and 13 also look up for innovations. . Many of these solutions will have strong linkages to IPR of various types including codified and non-codified rights. As these rights are generally held by private parties, their open use may be restricted for each easy licensing, dissemination, utilization and training are essential requirements. All innovations may not have an element of IPR. Technology seems to provide long term solutions in the energy, power and health sectors. One is hoping for strong collaborations among industry, governments, academic and research institutions. Each nation is expected to make necessary investments in terms finances, technology and trained human resources and other related areas. It is very encouraging that countries are working towards meeting these goals, but challenges are many. This session will throw up new approaches and also discuss present efforts being made by different agencies including WIPO.</i></p> <p>Moderator: Mr Shankar Venugopal, Vice President at Mahindra & Mahindra, Vice President at Mahindra & Mahindra</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Dr Rajan Ratna, Deputy Director, UNESCAP (Delhi) • Mr Kensuke HIROTA, Counsellor, WIPO Japan Office • Ms Irene Kitsara, European Standardization Initiatives Director, IEEE Technology Centre GmbH • Mr Munish Sudan, Head, Intellectual Property Cell, Tata Steel Ltd
1445-1500 Hrs	Break

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1500-1600 Hrs	<p>Session 7: Cost effective public health for all- a global challenge for IPR sharing</p> <p><i>Public health is becoming a cause of concern in every country, be it a least developed, developing or developed country. One is looking at a fast system to meet global health needs in the shortest possible time as observed during the last 2-3 years. Such situations may emerge in future. As the global research is expanding to many countries, collaboration and sharing of IPR appear to be the best way to address the need. Although the TRIPS Agreement recommends easy transfer of technology including IPR, it has not found a practical space. There are suggestions of IPR waiver which were discussed in WTO but with limited success. One has to find a viamedia which is practical, feasible, acceptable and easily implementable which each stakeholder getting is reasonable dues. Health care is a composite of medicines, vaccines, medical devices and consumables which have to be included in any health care programmes. All these are generally covered by various forms of IPRs, some of them are not accessible due to very nature such as trade secrets and know-how. A global understanding towards licensing of rights, commercial returns and maintaining confidentiality is urgently required. This session will discuss some of the strategies for creating such a global alliance.</i></p> <p>Moderator: Mr R Saha, Senior Advisor, CII</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Mr Yasuyuki Matsuura, Lecturer, Collaborative Research Laboratory, Office of Research and Academia-Government-Community Collaboration, Hiroshima University • Dr Sadhana Srivastava, Scientist-F, IPR Unit, Indian Council of Medical Research • Dr B Dinesh Kumar, Head -IPM, Dr Reddy's Lab • Dr Mangesh Pawar, Asst. Director, Global IP, Wockhardt Ltd
1600 Hrs	End of Day 2 and End of the Conference