



Confederation of Indian Industry



On the Occasion of World IP Day

# Virtual National Intellectual Property Convention

*Economic and Social Development through Progressive IP System*

26<sup>th</sup> April 2021; 1000 -1515 Hrs

## Programme

1000-1030 Hrs: **Opening session**

1000-1005 Hrs	<b>Opening Address</b>	<b>Dr Ashish Mohan</b> Principal Counsellor Confederation of Indian Industry
1005-1010 Hrs	<b>Theme 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 Kalyan Revella, IRS</b> Deputy Secretary & Head of Office (Finance) Intellectual Property Office, Govt of India
1020-1025 Hrs	<b>Closing Remarks</b>	<b>Mr R Saha</b> Senior Advisor Confederation of Indian Industry
1025-1030 Hrs		<i>World IP Day Message by <b>Mr Aleman Marco</b>, ADG, WIPO</i>
1030-1045 Hrs	<b>Break</b>	



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**1045- 1145 Hrs      Session 1: IP & SMEs: Taking your ideas to market**

*Contribution of a robust IPR regime to GDP, attracting foreign direct investment, employment generation and ease of doing business is reported extensively in studies including those from WIPO and OECD. As complex technologies emerge integrating AI and satisfying the requirements laid down by standards and regulators, the businesses will need to draw new road maps to compete, sustain and generate profits. The MSME sector is crucial for economic growth and employment especially in developing countries. Various governments are bringing out schemes and policies to help SME to take their products to market. It is global challenge to encourage SME to utilize their IP extensively. Emergence of Covid 19 has encouraged many SME and start-ups to come up with products needed by the society. Easy access to patents may help industries to develop new products to meet global requirements for tiding over the pandemic. There is a need for global consultations and experience sharing to motivate and promote MSME and start-ups to enter into innovation space more vigorously.*

**Moderator: Mr R Saha**, Senior Advisor, Confederation of Indian Industry

**Panellist:**

- **Mr John Cabeca**, U.S. Intellectual Property Attaché for South Asia, USPTO
- **Mr NIKI Manabu**, Director of Regional Cooperation Office, International Cooperation Division, JPO
- **Mr Vinamra Mishra**, Director (Tech & Project), Ministry of MSME
- **Mr Aleman Marco**, ADG, WIPO

**1145-1200 Hrs      Break**



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## 1200-1250 Hrs      **Session 2: How IP is changing the technology & business landscape**

*With a rapid growth of technology and number of players across the world, enforcement of IPR is becoming a challenge for all IPR holders. Counterfeiting and piracy are at center of global attention for various reasons. At the same time good licensing arrangements are essential for new entrants, start-ups and other industries. E commerce places new responsibilities on nations and business to ensure that consumers are saved from pirated or counterfeited products on one hand and on the other IPR holders rights are not infringed. The new business landscape calls for collaboration and cooperation among stakeholders in the face of fast changing technologies and expanding markets.*

**Moderator: Mr CH Unnikrishnan**, Founder & Editor, Future Medicine India

### **Panellist:**

#### **A) Brand Protection -Counterfeiting**

- **Mr Munish Sudan**, Innovation & IP Management, TATA Steel
- **Ms Myrtha Hurtado Rivas**, Global Head of Legal Brand Protection, Novartis International AG, and Chair of the Anticounterfeiting committee, INTA

#### **B) Brand Protection/ IP Protection on Online Marketplaces**

- **Mr Anubhav Jain**, Global Brand Relations Manager, Amazon India
- **Ms Rowena Coelho**, Project Manager, Apj at HP Inc

## 1250-1300 Hrs      **Break**



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**1300-1400 Hrs      Session 3: IPR dispute settlement for MSME**

*IPR related disputes among stakeholders are bound to increase with the development of industries and commerce. Enforcement of IPR is one of the difficult areas in India for achieving a status of a robust IPR system. The MSME sector faces major issues in resolving disputes on many accounts mainly related to cost of litigation and longtime involved in litigation. The court system is in place. Commercial courts have been created for handling IP matters. With the abolition of IPAB the process of appeal seems to be affected and there is concern among stakeholders. There is a need to set up mediation centers in the country to cut short the litigation time and costs. The session will examine some of these matters.*

**Moderator: Mr R Saha**, Senior Advisor, Confederation of Indian Industry

**Panellist:**

- **Mr G R Raghavendra**, Joint Secretary, Department of Justice, Ministry of Law and Justice
- **Mr Pravin Anand**, Managing Partner, Anand and Anand
- **Ms Veena Ralli**, Adv. / Organizing Secretary, SAMADHAN, Delhi High court Mediation and Counseling Center
- **Mr Shilpan Patel**, Chairman, Arrow Green Tech Ltd

**1400-1415 Hrs      Break**



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**1415-1515 Hrs      Session 4: Understanding role of standard essential patents in mobile industry**

*Standards are at the center stage for easy market access and position in practically areas of technology. TRIPS also specify the need to have a transparent system for standards formulation by each member. There is a fast-evolving trend, especially in the ICT sector, to build standards around technologies which have been protected through patents. This poses new challenges for companies utilizing such technologies due to lack of access to such patents, expertise to determine essentiality of patents, reasonable system for licensing and so on. The fast- moving mobile industry in the country needs to cope up with these challenges on a day to day basis. The session will discuss some of the issues and explore necessary steps to be taken for good health of the industry.*

Moderator: **Mr R Saha**, Senior Advisor, Confederation of Indian Industry

Panellist:

- **Dr A K Garg**, Scientist F & Director, Ministry of Electronics & Information Technologies
- **Dr Anju Khanna**, Director -Patents, Lall & Sethi
- **Dr Santosh Mohanty**, VP and Head of components engineering group, Tata Consultancy Services Limited
- **Dr S K Murthy**, Patent Counsel - Intel India, Intel Corporation
- **Dr Rajesh Kumar Acharya**, Founder, H K Acharya & Company

**1515 Hrs**      End of the convention