



**INTERNATIONAL  
INTELLECTUAL  
PROPERTY RIGHTS  
CONFERENCE**  
(INDO-US Knowledge Enterprise)



**EMPOWERING BUSINESS  
ENTITIES THROUGH IPR**

**8-9 JANUARY 2009**  
HOTEL TAJ BENGAL, KOLKATA, INDIA

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INTELLECTUAL  
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### Key Benefits of Attending:

- Enhancing awareness about the pivotal role of Intellectual Property Rights in today's Globalised knowledge economy – Meeting the gap between invention and investment.
- Deliberation on various segments of Intellectual Property Management including IP Risk Management.
- Protection and Enforcement of Intellectual Property Rights.
- IP commercialisation, Licensing, Technology Transfer and IP due diligence, IP Valuation, IPR Policies & Strategies.

Dear Colleagues

We have great pleasure in inviting you to attend the International Intellectual Property Rights Conference - a knowledge conclave at the dawn of the new year. The meeting has as its theme "Empowering Business entities through IPR" as well as focusing on sincere efforts to deliberate and explain the real insights of all issues and share the practical experience of the best experts in this field with the participants. The UK department of science has published recently "Mental Wealth of Nation" after the "Wealth of Nation" of Adam Smith in 1776. Intangible wealth today represents Eighty percent of global wealth.



In today's global business environment, Intellectual Property is the most powerful commercial asset that the business possesses. In fact, Intellectual Properties are the spark plugs that give thunderous start and bring the investments in monetary, fixed and intangible assets to profitable life which otherwise could well remain dormant. Therefore, the intellectual property world over, has given the whole business a new paradigm. At the same time the scope and definitions of IPR is expanding with the growth of international trade and globalisation of economic activities. Hence, the business establishments need to understand the international scenario and profile of intellectual properties for optimum utilisation of IP portfolios and for the existence and growth of their business in the competitive world.

The focus of the conference will be on steel, automobiles, construction engineering, mining engineering, electronics, Information Technology and other field of industries. This is an outstanding learning opportunity to share the experience and interact with the experts to understand the insight of the issues for developing a right IP strategy for the business growth. Thus, it is timely that we have a meeting to consolidate our knowledge together with foremost lawyers from the US, UK and Japan. We hope to bring together the best of Global researchers and practitioners and formulate the frontiers of knowledge so as to give us direction for the future.

We assure that the conference would certainly increase the awareness on various IP issues to a great level which often are not deliberated and are generally lost sight of, though being extremely critical for the growth of the business; therefore the program is a must for all practicing and non-practicing executives & professionals.

We look forward to your attending this International conference and urge you to register early to avoid disappointment.

Sincerely

Dr. D. R. Agarwal  
Director, ITAG Business Solutions Ltd.

### Who should Attend:

- Chief Executive Officers (CEOs) & Managing Directors
- Directors of Legal, Management and Research Institutions
- Computer Software and Hardware Engineers and Corporate Executives
- Consultants for Mergers and Acquisitions, IP Valuations and IP Due Diligence
- CAs, Legal Heads, Company Secretaries, Accounts, Finance and Risk Management Groups
- Trade Mark Attorneys and representatives of Law Firms

### Key Note Speakers Includes:

Alan Kasper  
Senior Partner, Sughrue Mion, PLLC, USA, President Elect, AIPLA, USA

Chid S. Iyer  
Partner, Sughrue Mion, PLLC, USA

John Rabena  
Partner, Sughrue Mion, PLLC, USA

Michael R. Dzwonczyk  
Partner, Sughrue Mion, PLLC, USA

Mainak (Miku) H. Mehta  
Partner, Sughrue Mion, PLLC, USA

Thyane Forbes  
Joint Managing Director, Intangible Business Ltd, London (UK)

### Advantages to Delegates:

- Learning the values and meaning of IP Assets Management
- Direct Interaction with International Experts on IPR
- Promoting Strategic Alliance and Sound Business Networking

Any Questions? Contact us at **+91 33 2363 3925**



## Conference Registration Form

I / We would like to attend/nominate the following:

Name (Prof. Dr. Mr. Ms.):.....

Position: .....

Organization/Company:.....

Postal address:.....

State: ..... City: .....

Country: ..... Post Code: .....

Telephone: ..... Fax: .....

Email: ..... URL:.....

### Registration Fees:

- Business & Corporate Executives : 25,000 INR (500 US\$)
- Professionals including Lawyers, Patent Attorneys etc. : 20,000 INR (400 US\$)
- Special Category: Limited seats reserved for Students/Faculties/Delegates from LDCs, Research & Educational Institutions: 10,000 INR (250 US\$)

10% Discount for 3 or more persons from the same organization.

### Payment Information:

Net amount INR / US Dollars: ..... enclosed.

Please find a Bank Draft/Cheque number: ..... Dated.....

drawn on ..... (Bank).

All payments should be made to "ITAG BUSINESS SOLUTIONS LTD." Payable at Kolkata.

- Registration will be confirmed by email notification upon receipt of payment.
- Our program is Non Residential and the participants have to make their own arrangements. However we can facilitate booking of hotels at concessional rates on prior request.
- Service Tax as applicable will be charged separately

Signature:

Date:

Please send the complete Registration form to:

**Dr. Partha Sarathi Pal / Ms. Mou Saha**  
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## Program Schedule

### Thursday, January 08, 2009

- 9:00-9:30 am Registration & Morning Refreshments
- 9:30-10:30 am **Welcome Address:** Mr. Sanjay Budhia, President, Indian Chamber of Commerce.  
**Opening Remarks:** Mr. V. Ravi, Controller General, Patent, Trademark & Design, Govt. of India  
**Guests of Honour:** Ms. Beth Payne, Hon'ble Consul General, U.S. Consulate General, Kolkata  
Mr. M. K. Agarwal, Managing Director, GATI Ltd., India  
**Keynote Address:** Dr. D. R. Agarwal, Director, ITAG Business Solutions Ltd., Kolkata, India  
**Theme Address:** Mr. Alan J. Kasper, President Elect, American Intellectual Property Law Association (AIPLA), USA
- 10:30-11:45 am **Technical Session I: IPR Policy and IPR Strategy**  
Mr. Chid S. Iyer, Partner, Sughrue Mion PLLC, USA
- 11:45-12:00am Tea and Coffee Break
- 12:00-1:30 pm **Technical Session II: Patentability Assessment on Steel, Construction Engineering, Automobiles, Mining, Electronics, Computer Software and Business Methods.**  
Mr. John Rabena, Partner, Sughrue Mion PLLC, USA
- 1:30-2:30 pm Networking and Lunch
- 2:30-4:00 pm **Technical Session III: IP Commercialization, Issues involved in Technology Transfer, Merger & Acquisitions, IP Due Diligence**  
Mr. Alan J. Kasper, Senior Partner, Sughrue Mion PLLC, USA
- 4:00-4:15 pm Tea & Coffee Break
- 4:15-5:30 pm **Technical Session IV: IP Risk Management, IP Insurance, IP Litigation & Dispute Resolution**  
Mr. Michael R. Dzwonczyk, Partner, Sughrue Mion PLLC, USA
- 5:30-6:00 pm Open House Discussion & Vote of Thanks

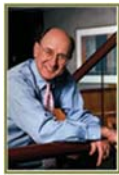
### Friday, January 09, 2009

- 9:00-9:30 am Morning Refreshments
- 9:30-11:15 am **Technical Session V: IP Prosecution under different Jurisdictions: A comparative study of USPTO, EPO, JPO & Indian Patent Office (IPO)**  
Mr. Mainak (Miku) H. Mehta, Partner, Sughrue Mion PLLC, Tokyo, Japan
- 11:15-11:30 am Tea & Coffee Break
- 11:30-1:30 pm **Technical Session VI: IP Valuation, IP Taxation and IP Enforcement**  
Mr. Chid S. Iyer, Partner, Sughrue Mion PLLC, USA  
Mr. Thayne Forbes, Joint Managing Director, Intangible Business Limited, London (UK)  
Dr. D. R. Agarwal, Director, Itag Business Solutions Ltd., Kolkata, India  
Mr. Gautam Banerjee, Advocate, Patent and Trademark Attorney, Khaitan & Co, Kolkata, India
- 1:30-2:30 pm Networking and Lunch
- 2:30-4:30 pm **Panel Discussion**  
Chairman: Mr. Alan J. Kasper  
Open house discussion with International speakers and Vote of Thanks.
- 4:30-6:00 pm **Business Networking with Tea, Coffee & Snacks**

\*TBC



## Keynote Speakers



**Alan J. Kasper:** Alan J. Kasper is a senior partner in the International IP firm Sughrue Mion, PLLC, where he has been practicing law since 1985. Alan's practice focuses on patent matters and consists primarily of prosecution, litigation, licensing, opinions and counseling on patent strategies for a wide variety of clients in the advanced electrical, optical, semiconductor, computer-based and mechanical technologies, and he presently manages the firm's International Department. He graduated from the State University of New York with a B.S. in Electrical Engineering and obtained a JD at the Georgetown University Law Center. He initially worked as an Examiner in the U.S. Patent and Trademark Office and later served as Assistant General Counsel and head of the corporation's Patent Department for the internationally known telecommunications satellite company, COMSAT. Alan is active in several professional associations, including A.I.P.P.I., F.I.C.P.I., ABA, IPO and A.I.P.L.A, where he now is President Elect and a member of the Board of Directors. He has lectured internationally on U.S. patent and commercial matters, and has authored numerous articles published in the U.S. and elsewhere in the world.



**Chid S. Iyer:** Mr. Iyer is a partner of International Law Firm of Sughrue Mion PLLC and is involved in all aspects of patent practice including litigation, prosecution and client counseling in a variety of technologies including chemical, pharmaceutical, electrical design, electromechanical devices and software. He perused degrees from the Georgetown University Law Center (J.D. 1997), University of Tennessee (M.S. Computer Science, 1988), University of Akron (M.S.Ch.E 1986) and Indian Institute of Technology (IIT), Bombay, India (B.Tech. Chemical Engineering, 1984). Chid has conducted and presented in various workshops and seminars on patent practice at various locations in U.S, Korea, Japan, and India. He is currently chairing the AIPLA subcommittee on IP practice in India.



**John F. Rabena:** John F. Rabena is a senior partner of Sughrue Mion PLLC, Washington D.C. office, and a member of the firm's Management Committee. He specializes in intellectual property litigation and has represented clients in a wide variety of technologies. He has handled cases in the United States International Trade Commission (USITC) as well as the U.S. District Courts. He also teaches trial skills seminars with the National Institute of Trial Advocacy and Georgetown University. In addition to litigation, John's practice includes license negotiation, infringement and validity opinions, and patent prosecution.



**Michael R. Dzwonczyk:** Michael R. Dzwonczyk is a partner of Sughrue Mion PLLC, and has over 17 years experience successfully representing multinational companies in patent litigation, including trials and appeals of patent cases and Section 337 cases at the International Trade Commission. His experience has included topics in chemistry and biotechnology, including hormone and gene therapeutics, pharmaceuticals, and anticholesterics. Michael also counsels clients on validity and infringement of IPR, licensing and contract matters and Hatch-Waxman issues. He has lectured on numerous topics including strategies for drafting pre-litigation opinions, pharmaceutical litigation strategies, experimental and exempt uses after Merck, and Patent Law Reform. He is an adjunct Professor of Law at The George Washington University School of Law in Washington, D.C. He serves on the Board of Directors of the Federal Circuit Bar Association, and as Vice-Chair of the AIPLA Chemical Practice Committee.



**Mainak (Miku) H. Mehta:** Miku Mehta is a partner in the Tokyo Office of Sughrue Mion PLLC. Mr. Mehta's areas of focus include technical fields such as electronics, software, telecommunications, Internet-related applications, optics, automotive and mechanical engineering, business processes and medical devices. His areas of legal focus include preparation and prosecution of patent applications before the U.S. Patent and Trademark Office, as well as client counseling and legal opinions with regard to infringement, validity, patentability and product clearance. Mr. Mehta has published scores of articles in English as well as Japanese, and has spoken on various Patent issues in the United States, Japan and India. He is also an active member of International Association for the Protection of Intellectual Property (Japanese Group).



**Thayne Forbes:** Thayne read Mathematics at Oxford University before qualifying as a Chartered Accountant with Binder Hamlyn in London in 1986. He pursued PG Intensive Diploma at the Chartered Institute of Marketing and is now a fellow of both the Institutes. Thayne was one of the key IP specialists in the UK practice, e.g. he was the UK representative on the global steering committee responsible for developing international training and best practice in valuations. Thayne's strategy, valuation and forensic accounting work has covered brands, other intangible assets, businesses and shares. These have been required across a wide range of industry sectors both in the UK and international markets for a variety of business reasons, such as brand strategy, sale or purchase, business re-organisation or dispute resolution.

## ABOUT US



**ITAG** is a one stop solution for intellectual property protection and management including patent filing, prosecution, patentability assessment, prior art search, valuation, licensing, IP due diligence, IP watch, trade mark registration, and paralegal services. We focus on providing end-to-end Intellectual Property service and business solutions in this dynamic globalized world. ITAG's objective is to commercialize Intellectual Property Assets in the fields of mechanical engineering, process automation, aviation and aerospace, automotive, electrical engineering, medical science, biotech, life science, green technology, chemical engineering, microelectronics/ IT, materials science/ nanotechnology and other trademarks.

We provide these services under one roof through a network of corporate, commercial and legal solutions centers with the highest international quality standards and data security. As a completely integrated legal service providers, we at ITAG value knowledge management and engage in continuous client interaction.



Indian Chamber of Commerce

**The Indian Chamber of Commerce** is the premier body of business of Eastern and North-Eastern India. Set up as part of India's freedom movement, ICC's membership comprises of the several of the largest corporates in India. The Indian Chamber of Commerce plays a very proactive role in advocating national economic policies for competitive growth in the country as also regional development to power the growth dynamics of the States. ICC is committed to developing Eastern and North-Eastern India as a powerhouse of growth in the years to come. The Indian Chamber of Commerce won the Best Chamber of Commerce in the World Chambers Competition for Best Unconventional Project at Qubec City in the year 2003.



**Sughrue** protects ideas - all ideas - and for half a century Sughrue has been helping their clients develop, obtain, protect and leverage property rights arising from their intellectual capital. From a submicroscopic sequence of DNA to a vast constellation of satellites circling the globe, from publicity rights to the goodwill of a universally known brand this is the universe of ideas Sughrue explores. And when it comes to serving their clients' needs, Sughrue goes beyond traditional boundaries. Advocating innovative theories and redefining the frontiers of laws as they apply to creativity and invention.

Protecting intellectual property - the property of ideas - demands experience, substantive knowledge, and a commitment to the client's needs. Sughrue rises to meet these challenges every day. How does Sughrue demonstrate this to its clients? Through:

Understanding the significance and value of each idea

Defining our clients' rights and expressing them in a way that maximizes legal enforceability and utility;

Protecting those rights in the courts, administrative agencies and tribunals; and developing and adding value to those same rights through licensing, technology transfers and others types of intellectual property rights transactions.



**The Institute of International Trade (IITrade)**, Kolkata was founded in 2005 with the aim to promote awareness amongst corporate, policy planners, and students on the various issues relating to International Trade and Intellectual Property Rights. The primary focus of the institute is research and training in the field of international trade laws under WTO legal framework. The institute is affiliated to West Bengal University of Technology and conducts several programs such as three-year BBA degree course; Certificate program on International Trade Management, E-commerce, IPR, International Taxation and FEMA. The institute has the experience of managing workshops and seminars in past in collaboration with European Union, USIS, EEPC, Export Development Canada and several other organizations. Institute is a knowledge partner of ITAG for IP Assets Management.



## Key Concepts of Conference

**IPR Policy and Strategy:** Similar to Business policy and HR policy, Organisations need to draw IPR policy and strategy in order to stay in the competition business environment. Protection and enforcement of technology and brand value have become the sine qua none in the present globalised world driven by knowledge.

**Patentability assessment** of technology of various industries in the field of Steel, Automobiles, Information Technology, Construction and Mining Engineering will be the major area of focus for discussion during the conference. The legal requirement of various jurisdictions namely USPTO, EPO, JPO and Indian Patent Office will be distinctly analysed.

**IP Due Diligence** is very Important in case of mergers and acquisitions to establish the validity of the patents, design and trade mark of the concerned company. Sometimes there may be litigations or hidden infringements of others IP for which IP risk assessment has to be done as a part of due diligence.

**IP Valuation** is important for IPO pricing or for raising money through any other route including Private Equity or Alternate Investment Market. Similarly in case of M&A valuation of brand and technology is required to be done.

**IP Taxation** is also a very complex area where the taxation laws of various jurisdictions are different. The issue is relevant even in case of transfer pricing wherever the issue of technology transfer is involved.

**IP Analysis** involves competitive intelligence of the technology and the ongoing research including the patent applied by the competitors in the same industry. It has become very important for the knowledge based companies to stay in the market with latest technology and to avoid duplication of research for which a prior art exist or for improvement in technology for safeguard from obsolescence.

**IP Securitisation** is done if there is a regular flow of income from franchisee commission or royalty and similar to rental income from property loan is granted on regular income from IP for which bank need due diligence on the concerned IP asset.

**IP Insurance** has become a new product for the Insurance companies in the western countries against IP risk and IP litigation where the legal expenses and the infringement damages are very high.

There are other issues of **IP mining and IP audit** apart from **IP accounting and IP portfolio management**. **IP protection and enforcement** are also equally important.

## Conference Executive Committee

- Chairman:** Dr. Dhanpat Ram Agarwal, Director, ITAG Business Solutions Ltd., Kolkata
- Co-Chairman:** Mr. Sanjay Budhia, President, Indian Chamber of Commerce, Kolkata  
CA. Subhash Saraf, Chartered Accountant, M/s Saraf & Chandra, Kolkata
- Members:** Mr. Nirmal Kumar Pandey, Director, ITAG Business Solutions Ltd., Kolkata  
Dr. Rajeev Singh, Secretary General, Indian Chamber of Commerce, Kolkata  
Dr. Partha Sarathi Pal, Head, Technical (Patent), ITAG Business Solutions Ltd. Kolkata  
Mr. Bijay Garodia, Director, Prithvi Energy Ltd, Kolkata  
Mr. T. K. Jana, Patent & Trademark Associate, C. J. Associates, Kolkata  
Mr. Dhruva Bhaduri, Dy. Manager (F&A), INSDAG, Kolkata

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Turtle has evolved as a complete menswear band offering shirts, T shirts, trousers and accessories like ties, cufflinks, hankerchiefs, socks and innerwear. Turtle has four variants... Tailored, Relaxed, luxury and Rare. The Tailored range comprises formalwear, Relaxed comprises casualwear, Luxury the fashionwear and Rare the super premium formalwear. T-shirts are available under the Turtle Knits. Turtle has recently launched denims, suit and jackets. Turtle brings to the Indian man global standards in menswear. The brand's product reflect the latest in mens fashion worldwide. This is possible due to the high standards that Turtle sets for quality and innovation, sourcing best ingredients. Their motto is adding value to all inputs from raw materials to after sales service. Contemporary designs, state of the art manufacturing and packaging facilities are the parameters by which Turtle differentiates itself from the competitors. Fabric quality and designs are not the only aspects where international standards are maintained. Labels, tags and packaging are also at par with the best in the world and reflect a mark of creative excellence.



Resurgent India Ltd. is a consultancy firm dedicated to helping its clients achieve and sustain competitive advantage in the industry. Our services includes in the domain of Financial and Management consultancy. We dedicate our self in providing services like, Project Feasibility Study, Preparation of Project Report, Advising on Debt Restructuring, Advising on Cost Reduction, Financial Feasibility Study, Debt Syndication, Working Capital Loans, Factoring, arranging private equity, Business valuation, IPO planning, Preparation of Business Plans, Assisting in Implementation of Business Plan, Strategic Advisory Services, Setting MIS system to reduce pilferage in retail organizations and many more..



**C. J. ASSOICATES**

C.J.ASSOCIATES is one of the leading intellectual property attorneys firm in India providing Service to, not only Indian Clients but also overseas clients in the field of Trade Marks, Copyright, Designs, Patents and other allied matters such as Licensing, assignments, transfer of technology, watches, investigation, litigation. We represent some of the Front Ranking Clients. C.J.ASSOCIATES was established in the year 1999 but with the passage of time. C.J. has established as a brand by itself in the field of Intellectual Property Service.

**Radio Partner:**





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## Contact:

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