

REGIONAL SEMINAR ON
**Intellectual
Property and
Innovation
Management in
Knowledge Era**



Date: 21st-22nd July, 2009
Venue: Hotel Clarks Inn Grand
Park Road, Gorakhpur



Supported by
**Deen Dayal Upadhyay
Gorakhpur University**
Civil Lines, Gorakhpur (U.P.)-273009 India



Organized by
National Research Development Corporation
(A Govt. of India Enterprise)
20-22, Zamroodpur Community Centre
Kailash Colony Extension, New Delhi 110 048

Programme Schedule

21st JULY, 2009

- 9.00 -10.00 Registration
- 10.00-10.30 Inauguration
- 10.30-11.00 Tea
- 11.00-11.45 Overview of IPR Spectrum in India
- 11.45 -12.30 Copyright Registration in India
- 12.30-12.45 Questions/Answer
- 12.45-13.30 Lunch
- 13.30-14.15 Emerging Trends in Design
Registration: A Marketing Tool for Industry
- 14.15-15.00 The Role of Trademarks in
Marketing of Goods
- 15.00 -15.15 Questions/Answer
- 15.15 -15.45 Tea
- 15.45 - 16.30 Rationale of Protection of
Geographical Indications of
Goods in India
- 16.30 -17.00 Questions/Answer

22nd JULY, 2009

- 10.00-10.45 Indian Patent System
- 10.45-11.15 Tea
- 11.15-12.00 Determining Novelty, Inventiveness
& Utility of Inventions (Case Studies)
- 12.00-12.45 Search for State-of-Art Searches
in the field of Inventions
- 12.45-13.00 Questions/Answer
- 13.00-14.00 Lunch
- 14.00-14.45 The Scope of CBD and Protection of
Traditional Knowledge in India
- 14.45-15.30 Patenting Invention Abroad
- 15.30-15.45 Tea
- 15.45-16.30 IP Issues in Technology Transfer
- 16.30-17.00 Questions/Answer and Feedback
- 17.00-17.30 Valedictory

For further information:

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Your right to your ideas!

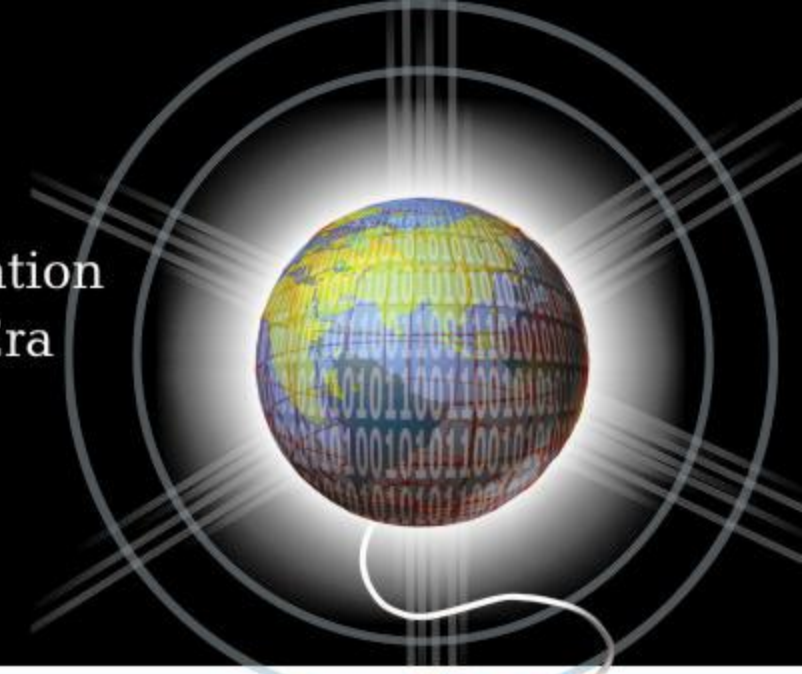
Your ideas are your property and you have every right to benefit for them. This is a core ethos around which intellectual property rights have been formulated. These are the rights given to a person over the creation of their own mind. The main purpose is to encourage inventiveness and research that leads to new ideas and the development of new technologies. A secure and free mind plays a vital role. Positive result encourage and attracts fresh talent in research and getting them trained, eventually leads to improving health of the economy.

Intellectual Property in India

The Indian government and various governing bodies are actively involved in formulating patent laws which will level the playing field with regards to the global scenario and thus create a conducive environment for Indian companies across various sectors to develop and protect their innovations and technologies. The National Research Development Corporation (NRDC), a Government of India Enterprise, New Delhi is actively involved in this process of awareness, capacity building on IPR and technological issues for scientific communities, academicians and rural artisans of the state.

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Advantages of Attending the Seminar

1 Will keep delegates abreast on IPR protection for new invention.

2 Delegates will be exposed to the Convention on Bio-Diversity and Protection of Traditional Knowledge in India

3 Focus on the procedure of Protection and Registration of Geographical Indications of Goods in India

4 Delegates will get an insight into effective IP and Patent issues in Innovation Management.

5 Delegates will acquire hands on knowledge how to conduct a patent search.

6 Delegates will get an understanding of the commercial aspects of IPR laws with respect to their business.

Shrinking World Changing Needs

Globalization and rapid proliferation of technology has elevated the importance of intellectual property rights. The intangible nature of intellectual property and the world wide consistency of standard practices create a challenging environment, for businesses wishing to protect their inventions, brands and design etc. The fundamental unit of most products and services is the invention. Protection of this invention has become a top priority issue in intellectual property and is leading in the re-evaluation of IPR laws.

Through discourse and discussion, various pertinent issues regarding intellectual property rights in the innovation management area in Indian context would be explored in this seminar. The ramifications of globalization with regards to intellectual property and implications of the changing laws on industries, valuation of intellectual property, commercial challenges and opportunities, would be some of the noteworthy topics which this seminar will explore in depth.

About DDUG University

The Deen Dayal Upadhyay Gorakhpur University estd. in 1956 is (a teaching and residential-cum-affiliating University . At present, with the establishment of new colleges and the creation of new districts, there are 206 colleges located in five districts of Gorakhpur Division. It now has neat and attractive campus spread over an area of about 300 acres with well-planned teaching and residential campuses and Research Buildings for Chemistry, Zoology, and Botany. The academic culture of the University evolved out the cross fertilization of diverse traditions of teaching and research.

Speakers

Experts from
Patent Office,
Industry Experts,
R&D Scientists
and leading
Patent Attorneys.

About NRDC

NRDC is a one-stop provider of comprehensive business services, devoted to satisfying the demanding customer of competitive technology. To this end, NRDC nurtures new ideas and inventions by providing finance and rewards; ensuring intellectual property protection; efficiently effecting transfer of knowhow from laboratories to industry; providing access to new technologies from India and abroad; exporting Indian technological expertise and offering an array of technology consultancy services.

IP Consultancy & Management Division of NRDC has taken a lead role in raising awareness of the importance of IPR, its protection, commercialization and management across the country.

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REGISTRATION FORM FOR PARTICIPANTS

Please register the following

Name : _____

Designation: _____

Address: _____

Telephone No.: (O) _____ (R) _____

Mobile No.: _____ Fax: _____

E-mail: _____

Enclosed herewith a Cheque/DD drawn in favour of "National Research Development Corporation" payable at New Delhi towards attending the Seminar.

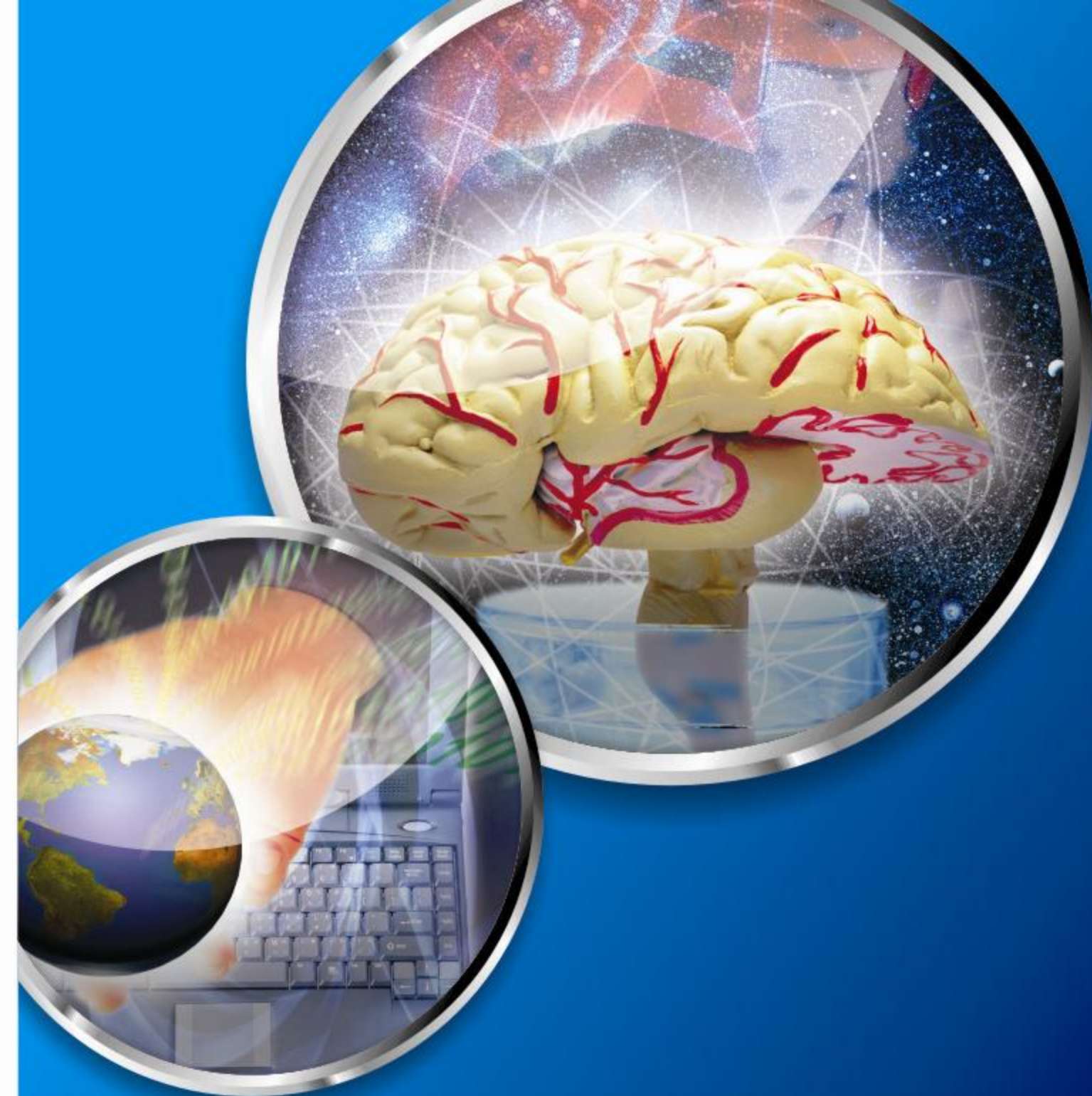
Bearing No.: _____ Date : _____

Drawn on.: _____

Local Coordinator at Gorakhpur- Dr. A.K. Dwivedi, Pollution & Environmental Assay Research Laboratory (PEARL), Dept of Botany, DDU Gorakhpur University, Gorakhpur-273009, Mob: 09793337373, email: pearl@puniiv@gmail.com

Participation Fees

- Rs. 150 for Students & Research Scholars
- Rs. 250 for Academicians, R&D Scientists and Govt. Officials
- Rs. 750 for Private Sectors and NGOs



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