



National Seminar on Harnessing Innovation: The Business of Intellectual Property

Presented by
The Licensing Executives Society India

Principal Sponsors:
Caterpillar Inc & Tata Sons Ltd

Date: *Thursday, January 29th, 2009*
Friday, January 30th, 2009

Venue: *The Imperial Hotel, New Delhi, India*

Harnessing Innovation: The Business of Intellectual Property

Our world is truly a borderless economy. The WTO and an ever-increasing number of regional trade agreements have all contributed to breaking down of the old world model of the state protecting inefficient businesses. Today, business can survive and thrive only on the basis of uniqueness of offering and real differentiation. And the common denomination that the world recognizes for that competitive edge is IP.

For years there was a disconnect between research, or the creation of intellectual assets, and the conduct of business, or the creation of commercial wealth. But successful corporates and entrepreneurs have learned to bridge this gap. No longer do you have scientists poring over random behavior of mice, while industry builds old mousetraps. Harnessing innovation has meant that researchers, production designers, marketing professionals and IP lawyers, all place their focus on creating a product that a customer, anywhere in the world, will want to buy. Like research, the legal profession too has moved on from being a litigating tool to becoming a partner in the business of intellectual property.

The National Seminar on this contemporary paradigm is organized by the Licensing Executive Society India. The seminar will harness the best of global talent in the field of business and IP to present the commanding place of innovation as the driver for business. With the insights that the impressive galaxy of speakers will provide at the Seminar, participants can expect to take away thoughts on newer pathways to pursue in their business and professions.

LES International

LES International is an association of 32 national and regional societies, each composed of individual members who are engaged in the profession of licensing and other aspects of transferring or profiting from intellectual property. The LES family is business-oriented for the most part, and its over 10,000 individual members include management representatives from companies both large, medium and small, scientists, engineers, academicians, governmental officials, lawyers, patent and trademark attorneys and consultants.

LES India

LES India is the national LES society in India (organized as a not-for-profit company). Its objectives are:

- § To foster global best practices in India for transfer and licensing of technology and industrial or intellectual property rights, and to present the Indian perspective on these
- § To function as a non-profit professional society encouraging high professional standards among individuals engaged in the transfer and licensing of technology and industrial or intellectual property rights. To assist its members in improving their skills and techniques in licensing through self-education, the conduct of special studies and research, the sponsorship of educational meetings, the publication of statistics, reports, articles and other material, and the exchange of ideas related to domestic and foreign licensing.
- § To inform the public, international bodies, governmental bodies, and the business community concerning the economic significance of licensing and the high professional standards of those engaged in the licensing profession.
- § To make available to its members the latest, most accurate, information on licensing

Session Overview

Intellectual Property Rights as Business Tool

With contemporary IP laws now firmly in place in India and other emerging markets, it is time industry recognizes how IP assets provide competitive advantage, create business value and mitigate risks of exclusion from markets. Jim Malackowski of Ocean Tomo is the best proponent for IP as a business tool.

Capturing Value – A World View: Business, Legal and IP Case Studies

Innovation and Commerce develops unique business partnerships but can vary from region to region based on opportunities and regulations. In these sessions we will seek an understanding of the breadth of innovative methods and public policies for capturing value. These parallel sessions covering North America, Europe, Australia and most of Asia, has an array of 15 internationally eminent speakers.

The India Growth Story – Riding on Innovative Trends

The transnational Indian corporation is a new reality and one that has burst into the global scene driven by a unique set of competencies. The Tata Group is one such example of Indian enterprise achieving global recognition for its innovation driven businesses. L & T's *Imagineering* is as potent a way ahead as the name suggests.

Innovation can be fun, and fun can be money – is well demonstrated by the huge success of the advertising and entertainment industries in India.

Blockbuster Innovations – Does it still exist?

Billion dollar corporations have been created around a single innovation. Can we really expect mega apples to continue to fall in the future? Or will we witness a world of many innovative variations. Healthcare giant GSK shares its views on future trends in lifescience research; while Johnson & Johnson presents a case for defending pharmaceutical related intellectual property rights.

Growth through Sustainable Development

Can we create wealth without burdening this planet? Global leader in earthmoving equipment and diesel and gas engines, Caterpillar, has been voted eight times to the Dow Jones Sustainability World Index (DJSI) and has retained the leadership position in the industrial engineering sector. Innovation is the key to bridging business growth and social responsibility.

Innovation - the Driver of Economics

Political governance in emerging markets has definitely moved from controlling social life to facilitating prosperity through innovative growth. Leading figures from the world of law and public administration offer their views on state and its legal framework as enablers of growth through innovation

Confirmed Speakers

Dr. Shyam Bishen **Vice President, Corporate** **Development, Ranbaxy**

Is responsible for corporate strategy, business development, licensing, and alliance activities. Dr. Bishen has a very broad international background with the pharmaceutical business in over 25 countries. He has published over 20 research papers and received several US patents in drug discovery and development.



Padma Shree Prof. Anil Gupta **IIM Ahmedabad**

Founder of two research based institutions SRISTI and GIAN. He helped set up the National Innovation Foundation. Voted one of the Star Personalities of Asia among the fifty leaders at the forefront of change by Business Week, Asian Edition, 2001



Dr. Ajay Shankar



Secretary Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry,

The department responsible for formulation and implementation of the overall industrial Policy for India. Earlier served in the Planning Commission and Ministry of Power

Arun Maira, Senior Advisor, BCG India



Combines hands-on industry experience, international consulting, and thought-leadership as an author and speaker on the subject of organisation transformation. Earlier with Arthur D Little (ADL) in the US for ten years where he was leader of ADL's Global Organisation Practice, and Managing Director of novation Associates. He was also a Member of the Board of Telco and a senior Tata director for many years.

Author of "The Accelerating Organisation: Embracing The Human Face of Change"; "Shaping The Future: Aspirational Leadership in India and Beyond"

'Remaking India and Discordant Democrats.

James E. Malackowski, President and Chief Executive Officer of Ocean Tomo, LLC, an integrated Intellectual Capital Merchant Banc® firm providing financial products and services related to intellectual property



He is a member of the IP Hall of Fame Academy and was voted in 2007 by Managing Intellectual Property magazine as one of the fifty most influential people in intellectual property. Formerly Director of the International Intellectual Property Institute as well as Resident Advisor for the U.S. Department of Commerce and U.S. Information Agency, he is Secretary for The Licensing Executives Society International, and a Past President of The Licensing Executives Society USA and Canada, Inc

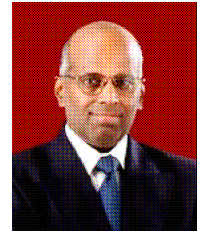
As an inventor, he has ten issued U.S. patents and a number of pending applications. He is Adjunct Professor of Law at Chicago-Kent College of Law and an Adjunct Instructor at the University of Notre Dame Mendoza College of Business.

Pravin Anand, Partner - Anand and Anand,

Is a renowned patent and trademark attorney. Has been counsel in some interesting IP cases such as the first Anton Piller Order, the first Mareva Injunction Order, the first Norwich Pharmacal Order, the Bandit Queen case which established the Right of Privacy in India, the Glenfiddich case which dealt with the 'concept of dilution' in trade mark law, the Time Warner case where an Indian court recognized market survey evidence, and The Yahoo case (the first domain name case).



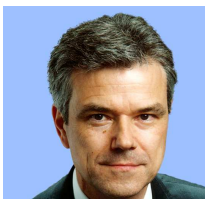
He serves on the editorial board of several international intellectual property journals such as IP Asia, Entertainment Law Review and Computer & Telecommunications Law Review. He is the Chairman of IPR Promotion Advisory Committee constituted by the Government of India.



**V. Lakshmi Kumaran
Founder Partner -
Lakshmikumaran &
Sridharan.**

His specialization includes Intellectual Property laws, Indirect Taxes, WTO Agreements: International Trade Remedy laws such as Antidumping, Subsidies & Countervailing Measures and Safeguard Measures; and Corporate laws.

His articles on Trade Remedy Laws in India were published by the American Bar Association.



Peter Chrocziel, Partner Freshfields Bruckhaus Deringer, Munich,

has a Doctor of laws degree (Dr iur.) from the University of Munich and an M.C.J. degree from the New York University School of Law. He is a professor at the University of Erlan-gen-Nürnberg, Bavaria, where he teaches patent, trademark and competition law. He is a former President of the Licensing Executives Society International (LESI). He is regularly cited in the Europe's top 50 lawyers and Chambers Global 100 Lawyers listings.

Russel Levine
Partner, Kirkland & Ellis LLP.

He focuses his jury trial, bench trial and ADR practice on patent infringement matters and disputes involving and relating to patent license agreements. .“ He is co-editor (with A. Liberman and P. Chrocziel) of “International Licensing and Technology Transfer: Practice and the Law,” Kluwer Law Publishing, March 2008.

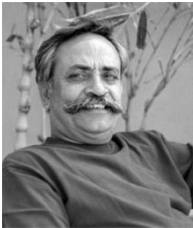


Dr. Bertram Huber
Senior Vice President, Robert Bosch GmbH,
Germany.

He holds a Doctor degree in Law (Dr. jur.) of the University of Tuebingen. He is responsible for the global IP activities of the Bosch Group which rates among the major patent applicants worldwide. Dr. Huber is active in a number of IP organizations and professional IP expert groups.

Piyush Pandey
Executive Chairman and National
Creative Director, O&M – India and
South Asia

redefined Indian advertising and is known as "the most influential man in Indian advertising" (ET). He has won over 600 national and international awards to date.



Voted Asia's Creative Person at the Media Asia Awards 2002, he was member of the Clio Jury 2000 and Cannes Film Jury 2002, and President of the Jury for Outdoor & Press and Film at the Cannes International Advertising Festival, 2004. His cinema credits include the adaptation of Walt Disney's Aladdin and The Lion King, The Bhopal Express- a film based on the Bhopal Union Carbide gas tragedy. This film was screened at the Berlin Film Festival. On television, Piyush has anchored India's first TV show on Advertising - The Dream Merchants. In cricket he led Delhi University to its win in the Rohinton Baria Trophy in 1979. He also played Ranji Trophy, India's premier domestic cricket tournament

Peter Linford
Senior Trade Commissioner, Australia.

Earlier served in Japan, Korea, Middle East & North Africa. He was Consul General of Australia in Dubai UAE, prior to his present position in 2008 with the Australian High Commission, New Delhi.



K. R. (Kevin)
Thieneman
Managing
Director, Asia
Pacific
Operations
Division
Country
Manager, India
and ASEAN
Caterpillar Inc

SIMON ROWELL
Partner, James & Wells Intellectual Property

Simon Rowell joined James & Wells Intellectual Property in 1995. He has first class honors degrees in law and management studies (majoring in economics). Simon is a registered Patent Attorney and a Barrister and Solicitor, specializing in the field of licensing.

Simon is President of the Licensing Executives Society of New Zealand and Australia (LESANZ), and President-Elect of the New Zealand chapter of the Entrepreneurs' Organization.

Simon has expertise in drafting and reviewing a wide range of local and cross-border agreements having an IP component or implications. Before focusing on commercial agreements, Simon operated a substantial trademark practice and continues to provide certain trademark services to key clients. Simon contributed a chapter entitled "Commercial Relationships" in the publication *Inventor's Guide To Success*, published by James & Wells in 2000. He was a contributing author to *James & Wells Intellectual Property Law in New Zealand* (Brookers, 2007). He also has several papers published in the LESANZ journal and the New Zealand Law Journal.

François Painchaud

Admitted to the Bar of Quebec since 1986, Me Painchaud is a partner in Léger Robic Richard, L.L.P. ("Robic") Lawyers, Patent and Trade-Mark Agents.

In charge of the business law group of Robic, he specialises in the preparation and negotiation of technology transfers and in the fields of commercial and corporate laws such as joint venture merges and acquisitions and venture capital financing. He also participates in the negotiation and drafting of commercial agreements such as license, research and development agreements and the likes.

He is the President (and a trustee since 2001) of the Licensing Executives Society (U.S.A. & Canada), Inc.

("LES"), Director & Corporate Secretary of the Canadian Foundation Louis Pasteur, member of the Canadian Bar Association ("CBA") and is a former

President of the Executive Committee - Telecommunication, Information and Intellectual Property Law Section (Quebec Division). At the academic level, he was a seasonal lecturer at McGill University for four (4) years and an annual lecturer at the Business Law course for the MBA of Concordia University.

Thomas A. Picone, Ph.D.
Vice President, Global Strategic Alliances, Schering Plough



28 years of pharmaceutical experience, 10 of which was in Research and Development and over 18 years of Business Development, Licensing, M&A and Commercial Development experience. A strong track record of making significant contributions, valued at hundreds of millions of dollars, to company growth. Completed 31 in licensing, 5 out-licensing and 4 M&A projects in diverse Therapeutic Areas. Experience with portfolio management and mega-merger (Pfizer/Pharmacia) integration including, FTC required divestitures and company portfolio evaluation, integration and management

Agenda

Day 1 - Thursday, January 29

- 08.30 – 09.00 Registration and tea
- 09.00 – 09.25 **Welcome and Introduction to Seminar**
LES India – S. Ramkrishna, President LES India, and Chair of the Conference
LES International – Adam Liberman, President LESI
- 09.25 – 10.00 **Special Plenary: ‘Innovation is Courage’ - A Tribute to India**
- 10.00– 10.30 Tea Break
- 10.30 – 11.15 **‘Resurging Visions: Staying the Course’**- Arun Maira, Senior Advisor, BCG India
- 11.15 – 12.45 **Session II – ‘The Leading Edge of Competitiveness’**
‘Enterprise IP: At the heart of business growth’ – Dr. Ruud Peters, CEO of Philips Intellectual Property & Standards and Executive Vice President of Philips International BV*
‘Growth through sustainable development’ – Kevin Thieneman, Country Manager India/ASEAN, Caterpillar Inc
‘Harnessing the speed of thought’ - Rakesh Bakshi, Associate General Council & Director, Microsoft India*
- 12.45 – 13.45 Lunch
- 13.45 – 17.30 **Session III – ‘Capturing Value – A World View’**
Group I - USA/Canada:
Dominic Keating, IPR Specialist, US Embassy
Case Study - Tom Picone, VP Strategic Alliances, Schering Plough & Shyam Bishen, VP Corp. Development, Ranbaxy, US
Russell Levine, Kirkland & Ellis, Chicago, US
Francois Painchaud, Leger Robic Richard, Montreal, Canada
Canadian Trade Speaker
- Group II - EU/Philippines:**
Peter Chrocziel, Partner, Freshfields, Munich, Italy
Case Study - Dr. Bertram Huber, Senior VP, Robert Bosch
Patricia Bunye, Villaraza Cruz Marcelo & Angagco, Philippines
Case Study - Jose Maria Ochave, VP United Labs, Manila, Philippines
- Group III - Australia/New Zealand:**
Peter Linford, Austrade*
Australian Case Study – AFL in India
Kim O’Connell, Mallesons Stephen Jacques, Sydney
Simon Rowell, James & Wells, Auckland
Cliff Fuller, New Zealand Trade & Enterprise
Case Study - Robert Barker, Joint Managing Director, NZIFS Limited, NZ
- 18.00– 21.00 Cocktails and Dinner at The Imperial Hotel, New Delhi

Draft Agenda

Day 2 - Friday, January 30, 2009

- 08.30 – 09.00 Registration and tea
- 9.00 – 10.15 **Session IV - “The Great Indian Story”**
‘Markets are where mind matters’ – Piyush Pandey, Chairman, O & M
‘Borderless opportunities for India’ - Pravin Anand, Anand & Anand,
- 10.15 – 10.45 Tea Break
- 10.45 – 12.00 **Session V - Eminent Speakers Session**
‘Innovation and IPR: Moving up the value chain’ – Kishor Chaukar, MD, Tata Industries
‘Topic to be announced’ – Speaker from Monsanto, St. Louis*
- 12.00 – 12.45 **Session VI – ‘Intellectual Property as a Business Tool’**- Jim Malackowski, President, Ocean Tomo, Chicago
- 12.45 – 14.00 Lunch
- 14.00 – 15.30 **Session VII – ‘The Lifeline for Innovation in Pharma and Biosciences’**
‘Blockbuster Innovations – does it still exist’ – Speaker from PhRMA*
‘Life sciences lead India’s IP charge’ - V. Lakshmi Kumaran, Lakshmi Kumaran & Sridharan
‘Defending pharma IPRs’- Kevin Nachtrab, Senior Patent Attorney, J&J
- 15.30 – 16.00 Tea Break
- 16.00 – 17.30 **Session VIII - Grand plenary session: ‘Innovation: the driver of economics’**
Chair: Fali Nariman Senior Advocate, Supreme Court of India*
Panelists:
Dr. Ajay Shankar, Secretary, DIPP, Govt. of India
Prof. Anil Gupta, IIM – and Convenor, National Innovation Foundation
Som Mittal, President Nasscom

*Attendance to be confirmed

Join LESI

LES International is an umbrella organization for the 32 national and regional LES societies.

LES is a professional society for people interested in licensing. The membership is drawn from a wide range of disciplines and organizations. It is an important feature of LES that it brings together people from different backgrounds - hands-on licensing practitioners, academicians, lawyers and consultants, from industry, university, public bodies and professional firms.

Once a member of the India chapter of LES, you will be entitled to the following benefits

- § Automatic membership of LES International.
- § Opportunities to learn from experienced licensing professionals about IPR licensing, technology transfers, profiting from IPR, and best practices in I P management.
- § Entitled to attend local meetings of LES India. There are also international meetings such as the Annual International Conference, and meetings organized by special interest groups such as Life Sciences or Automotives.
- § Special rates for attending conferences, courses and seminars organized by LES India and LES International
- § Enjoy networking opportunities with over 12000 licensing professionals worldwide, including management representatives of the most respected companies in the world, with scientists, engineers, academicians, government officials, lawyers, patent and trademark attorneys and consultants.
- § Engage in task forces, committees and other forums that will broaden and deepen your knowledge and contacts.
- § Get a free copy of the LES International magazine 'Les Nouvelles' and a newsletter from the India chapter.
- § Be featured in the LES International Directory
- § Get access to the "members only" section of the LES International website

If you have a personal interest in licensing, or if your business relates to any kind of intellectual asset such as patents, trade marks, etc, you will benefit from membership of the Licensing Executives Society.

2009 Membership

As a special one-time offer, every individual registrant to the National Seminar on Harnessing Innovation (January 29-30, 2009) will be eligible for a free membership of LES India for 2009. The Delegate Registration Form for the Seminar is enclosed.

Delegate Registration Form

Please send a cheque/demand draft of Rs. 20,000 payable in the name of 'Licensing Executive Society India' and the completed form to confirm your registration:

Ms. Lata Rawat
 LES Seminar Secretariat
 Corporate Law Group
 1106-1107, Kailash Building,
 26, Kasturba Gandhi Marg,
 New Delhi-110001
 Tel : 91-11-43621000
 Fax : 91-11-23357721
 Email: lata@clgindia.com

Delegate Name			
Designation Name of Company/Firm			
Address			
Phone Number		Fax Number	
Member of LES	Yes/No		
Session Attendance			
Select which breakout session you will attend on Day One ('Capturing Global Advantage')	USA/ Canada ☒	EU & Philippines ☒	Australia and New Zealand ☒
Dinner on Day One	Yes/No		
Payment Details (Rs. 20,000/-) in favour of 'LES India'			
Cheque/ Draft No		Bank and Branch	

- § The fees listed above include ONE delegate only
- § No refund will be given if your cancellation is received after 15 January 2008. Refunds will only be made in cases of medical emergencies. A cancellation fee of RS 5000/- will apply to every refund
- § For accommodation in Delhi, we have negotiated a special rate of Rs. 9000/- plus taxes with the Lalit Hotel (formerly Intercontinental Hotel), New Delhi. This includes airport transfers and breakfast. For reservations please call
 Ms. Bhumika - Tel: +91 11 44447099; Fax: +91 11 44441234 / 23413792; Mobile: +91 9958854433