

9.00–10.30

Lecture 5: IP and Corporate Strategy in the Global Knowledge Economy

Globalization, IP and competitive dynamics. Essential components of Corporate IP assets management. IP audit. Appraisal and reward system for inventors and project team members. Strategies for IP Licensing and IP Disputes settlement. Effective use of IP (patent/trademark) information for R&D and business partnering. Global IP protection and enforcement strategy. Strategic use of PCT/Madrid and other regional IP systems.

Mr. Mats Parup

10.30–10.45

Break

10.45–12.45

Lecture 6: IP and Finance

How do companies deal with uncertainty about future events in valuing and negotiating the sale of IP? Group exercise based on a case from the pharma/biotech sector. Mr. Tony Hadjiloucas

12.45–14.30

Power Lunch

12.45–13.45

Creating and Sustaining Value by Strategic Management of Innovation and Intellectual Property: Case of Tata Group of Companies

Mr. Kishore A. Chaukar,
Managing Director, Tata Industries, Mumbai

14.30–15.45

Case Study and Group Discussion

Prof. James Conley

15.45–16.00

Break

16.00–16.45

Strategic Use of WIPO's Global Protection and Dispute Resolution System

Mr. Anil Sinha

16.45–17.30

Question Time

17.30–18.00

Program Evaluation and Closing Remarks

WIPO
WORLDWIDE
ACADEMY

CONFEDERATION
OF INDIAN INDUSTRY



PROGRAM

STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT

March 11 to 13, 2007

Radisson White Sands Resort
Goa (India)



EXECUTIVE PROGRAM

Harnessing intellectual property

WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION



15.00–17.00

Registration

17.00–17.10

Welcome Remarks

Mr. Natarjan Sriram, Chairman CII Goa

Mr. Anil Sinha, Head, Research & Executive Program, WIPO Worldwide Academy, WIPO

17.10–17.30

Program Introduction

This session will introduce the participants to the program, the instructors and the methodology. Each instructor will present an abstract of the topics they will be covering during the two days.

Mr. Anil Sinha

17.30–19.00

Lecture 1: Basics of Innovation and Intellectual Property (IP) Management

What is the relationship between investments in innovation and various IP regimes? What are the basic elements of trade secrets, patents, copyrights and marks? What are the strategic/tactical advantages/disadvantages of each regime?

Prof. James Conley, Professor of Technology Industry Management, Kellogg School of Management, Chicago

19.00–21.30

Dinner & Networking

19.00–19.30

Welcome Speech by

Mr. Ajay Dua, Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India

Mr. Narendra Sabharwal, Deputy Director General, World Intellectual Property Organization, Geneva

19.30–21.30

Welcome Cocktail/Dinner

9.00–10.30

Lecture 2: Trends in Corporate IP Management

What is intellectual property management? Is it relevant to your organization? If so how do you create an IP structure? Who should be in charge? What are the main tasks in IP management? How should you build IP strategies? What are the key ingredients of such a strategy? How do you integrate it with other business units?

Mr. Mats Parup, Head of Corporate IP, Novartis, Basel

10.30–10.45

Break

10.45–12.45

Lecture 3: IP and Finance

What are the reasons for valuing your IP? How does an organization identify, value, account for, and insure its IP? What does the introduction of IFRS 3 mean for your organization?

Group exercise on calculation of the "right" royalty rate or upfront fee in a licensing deal

Mr. Tony Hadjiloucas, Director, Valuation and Strategy, PriceWaterhouseCoopers, London

12.45–14.30

Power Lunch

12.45–13.45

Creating and Sustaining Value by Strategic Management of Innovation and Intellectual Property: Case of Infosys

Mr. S. Gopalakrishnan, President, COO and Joint Managing Director, Infosys Technologies Ltd., Bangalore

14.30–16.00

Case Study and Group Discussion

Prof. James Conley

16.00–16.15

Break

16.15–17.45

Case Study and Group Discussion

Mr. Mats Parup

17.45–19.00

Lecture 4: IP Portfolio and Life Cycle of an Innovation

How different IP regimes are used together as a portfolio of strategic assets that can be opportunistically deployed to realize competitive advantage? What is the concept of Value Transference, Value Transportation, Value Translation and the greater framework of IP and Value Articulation?

Prof. James Conley

20.00–21.30

Dinner