



Initiatives on

Intellectual Property Rights (IPR)

www.aptdc.com

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The initiatives on IPR are driven by:

- Confederation of Indian Industry (CII) National Committee of Intellectual Property (IP) Owners, Chaired by Mr. Shanker Annaswamy, MD, IBM India Ltd and having members from IP Owners' Industry.

- AP Technology Development & promotion Centre (APTDC) – jointly promoted by CII, TIFAC and Govt. of AP) Governing body, Chaired by Dr. T Ramasami, Secretary, Department of Science & Technology, Govt. of India and having members from industry, Government of India & Andhra Pradesh.



Mr Shanker Annaswamy
Managing Director, IBM India Ltd. and Chairman – CII National Committee of IP Owners (2007-08)



Dr. T Ramasami
Secretary, Department of Science & Technology Government of India & Chairman, APTDC Governing Body

Introduction

The increasing importance of intangible assets as a source of Competitive advantage for a Nation, has made the intellectual property (IP) system increasingly attractive and, in many cases, indispensable for all economic agents. Intellectual property (IP) is a key consideration in day-to-day business decisions. New products, brands and creative designs appear almost daily in the market and are the result of continuous human innovation and creativity.

While Indian industry has been increasingly realizing the importance and benefits of IP creation and protection, the Indian Government has been doing their best in creating conducive environment by upgrading infrastructure and bringing in policy level initiatives in the country which has resulted in sweeping changes in IP culture and administration in the Country.

CII realizing the importance of IPR as the key differentiator for industrial competitiveness institutionalized a dedicated department manned by domain experts & professionals more than a decade back. **CII's Technology & IPR division informs analyses, match makes, facilitates and implements IPR related requirements of industry, Government, Institutions and Society.**

The overall objective of **CII's initiatives in IPR is to enhance competitiveness of Industry through wealth creation through IPR.** The primary focus of the initiative is to take policy initiatives, awareness creation, Capacity Development, IPR

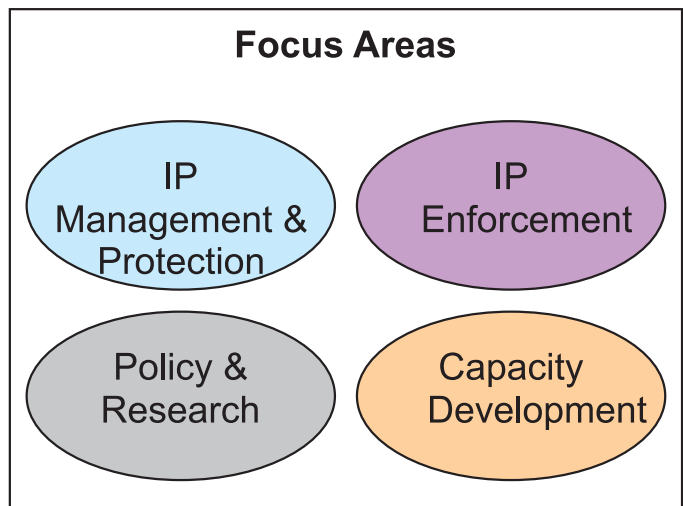
Services, international networking and also combating the menace of counterfeiting & piracy.

CII in partnership with Technology Information forecasting and Assessment Council (TIFAC) (under the aegis of the Department of Science & Technology, Govt. India and Govt. of Andhra Pradesh) had established in the year 2000 an autonomous organization named Andhra Pradesh Technology Development & Promotion Centre in Hyderabad to help SMEs in technology and IPR areas. **APTDC's IPR Facilitation Cell is the pioneer institution in the country in providing various IPR services towards Training, Information & Advisory services and IP protection facilitation.**

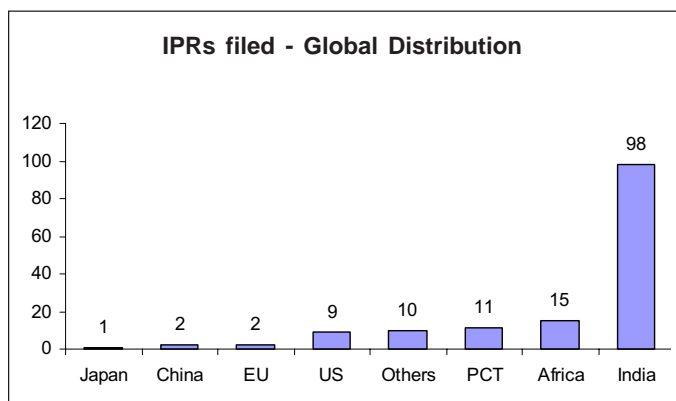
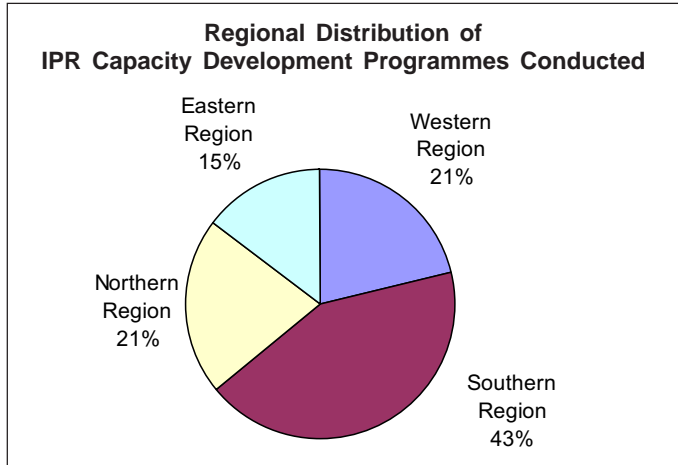
Major Activities undertaken

Policy & Research: CII has been partnering with Government both in formulation of policy as well as initiating reforms in various policy and implementation issues in IPR. Some of the major policy recommendations are: Third Amendment Bills on Patents; several important legislations on Trademarks, Copyrights, GI & Utility Models; CII position on Patentability of New Chemical Entities (NCEs), Data exclusivity/protection; Customs Rules etc.

Some of major Research Projects which have been completed are Study on "Growth and Potential of Biotech Industry in India" sponsored by World Intellectual Property Organization (WIPO), Geneva; Study & Identification of Potential Products for IPR Protection in the Textile Sector – under Tier II Partnership with Textile Committee, Govt. of India and Study on Compendium of TRIPS Case laws sponsored by Govt. of AP.



Capacity Development : In the current scenario of global research, business and governance, Indian industry, Institutions and Government need a very strong professional support – professionals who are well versed in handling critical IPR issues. India will soon witness the trend of scientific and engineering professionals aspiring to become IPR Professionals. There is a strong need for training and developing IPR professionals in our country. CII-APTDC has been contributing to this important mission by conducting training & awareness programmes across the Country which facilitates creation of IPR awareness & realization of growing importance of IPR amongst Corporate & Academic Institutions. CII-APTDC has conducted a series of awareness, training programmes & conferences. Some of the important programmes have been: Combating Counterfeiting & Piracy. Geographical Indications Sensitization Programme, IP Management Workshop, Training Programme on Patent Drafting, IPR in IT & Bioinformatics, Strategic Intellectual Property Management. **In the last couple of years, more than 100 capacity development programmes conducted across the country and approximately 4000 persons from various cross sections from Industry, Academia, Govt. and other sectors have benefited.**



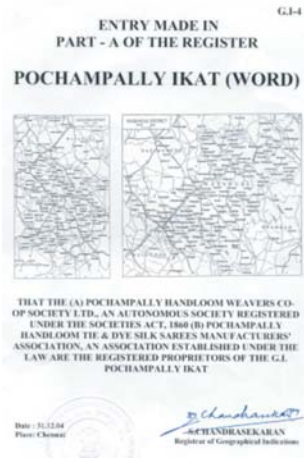
Intellectual Property Protection: The Protection of IPs is vital for competitiveness of Indian Industry & Research Institutions. The need to recognize and protect Intellectual Property is also very important for the socio economic prosperity of the nation. Intellectual Property is a strategic tool for wealth creation. An Intellectual Property Culture provides the necessary stimulus for Intellectual Creations to be recognized and protected. More important will also be the Commercialization of these inventions for societal benefits.

CII has been facilitating the protection of IPRs through APTDC's IPR Facilitation Cell. It has been serving Indian industry and organizations including overseas Industries like Motorola and Jackson Healthcare.

CII-APTDC has facilitated more than 250 IPR Services to industry & Institutes – Patentability Assessment Report, Prior Art Analysis, Intellectual Property Protection, IPR Counseling & Advisory Services.

CII-APTDC has facilitated the Geographical Indication (GI) Registration of Pochampally Ikat (the first in traditional textile Sector) & Kondapally Toys (First hand-made toy from AP) & Silver Filigree of Karimnagar (a Unique Silver Work from Andhra Pradesh) including AP Govt's Service Mark "Genome Valley" for their upcoming Biotechnology Park

Intellectual Property Enforcement: In continuation with these efforts, a series of IPR Enforcement Workshops and sensitization programmes have been conducted throughout the country in collaboration with US Embassy, United States India Business Council (USIBC) and other partners for Judiciary, police & customs officials. Yearly International Conference on "Anti Counterfeiting & Piracy draws global attention.



Services offered

Training Modules

- Demystifying IPR –ABC of IPR
- Patent Search and Analysis
- Patent Drafting and Specifications
- Geographical Indications & Traditional Knowledge
- IPR in Sectors (like Agriculture, Pharma, Biotechnology, Manufacturing etc.)
- IP Management
- IP Enforcement
- IP Valuation
- IPR for SMEs

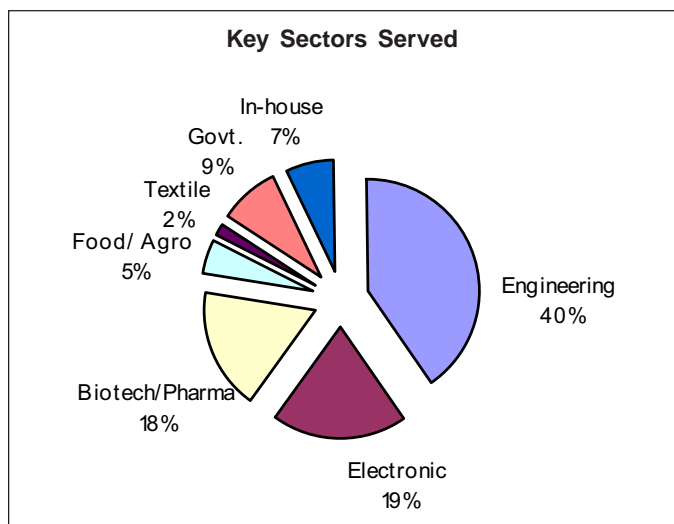
IP Protection services

- IP Audit
- Creating IP system / IP Policy in the organisations
- Patent information - PatentScan™
- Patentability Advisory service
- Search & Analysis for suitability for IP protection
- IP (Patent, Copyrights, Trademarks, Design, GI, Traditional Knowledge) Application drafting & filing to concerned authorities thru' empanelled law firms
- Follow-up and obtaining grant of protection

Stakeholders

Beneficiaries

Industry, Entrepreneur, Grass root innovators, Academia, R&D Institutions, Govt., Judiciary, Police, Customs, IP Practitioners, Students



National & International Partners

- World Intellectual Property Organization (WIPO)
- US Govt and American Embassy in India
- The George Washington Law University, Washington
- United States India Business Council
- European Union TIDP
- Department of Industry Policy & Promotion (DIPP) Govt. of India
- GI Registry, Govt. of India
- Ministry of Human Resource Development
- Ministry of Science & Technology
- Indian Judiciary, Customs, Police
- Technology Information Forecasting & Assessment Council
- Academic Institutions and Law Firms
- Services providers Industry

Initiatives in 2007-08

Ongoing Services

- Policy inputs to Government
- Technology Information Services (TechnoScan™)
- Patent Information Services (Patentscan™)
- Corporate IP Policy Advisory Services
- Patent Filing Facilitation Services
- Trade Marks/Copyrights/Design Filing Facilitation Services
- Geographical Indications/Traditional Knowledge Filing Facilitation Services

Ongoing Capacity Development Programmes

- IPR Skill Development for SMEs & R&D Inst.
- IPR Trainings for Enforcement agencies
- Workshops on Geographical Indications
- Workshops on IPR in Design

Global Mega Events coming up....

- **International Conference on Anti-counterfeiting & Piracy** on 23-24 August, 2007 in Mumbai
- **CII-DIPP-WIPO Inter-Regional Forum on the use of Intellectual Property for leveraging Innovation & National Wealth Creation** on November 15-16, 2007 in New Delhi
- **India-US Conclave of Intellectual Property Owners** on 24th February, 2008, New Delhi
- **CII-George Washington University-Delhi University IPR Moot Court** on 25th February, 2008, New Delhi
- **CII-USIBC-US Chamber of Commerce "Global Forum on Innovation, Creativity & IPR"** on 26-27 February, 2008
- **CII-DIPP-George Washington University "4th IPR Summit"** on 28-29 February, 2008 in Chennai

CII-APTDC in Print Media on IPR



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