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<b>One Day Seminar on</b> <b>IP Licensing with a focus on Patents</b> <b>Organized by IPFACE, Venture Center, IP Group, NCL Innovations &amp; BIG Team</b>							
<b>LEARN</b>	<ul style="list-style-type: none"> <li>• Licensing of IP</li> <li>• Licensing arrangements and agreements</li> <li>• Negotiation of Licenses</li> <li>• Case Studies</li> </ul>						
<b>ORGANIZERS</b>	<ul style="list-style-type: none"> <li>• Intellectual Property Group, CSIR- National Chemical Laboratory, Pune</li> <li>• IP Facilitation Center, Venture Center, Pune</li> <li>• Venture Center, Pune</li> <li>• Biotechnology Ignition Grant Team at Venture Center</li> </ul>						
<b>SUPPORTED BY</b>	<ul style="list-style-type: none"> <li>• BioIncubator at Venture Center Supported by Biotechnology Industry Research and Assistance Council (BIRAC), Govt. of India</li> <li>• Accures Legal</li> </ul>						
<b>FOR WHOM</b>	<ul style="list-style-type: none"> <li>• Research/ Science Managers/ CTOs/ CSOs in Research/ Technology Organizations/ Companies</li> <li>• Technology/IP Managers/Patent Professionals/ Innovation Officers</li> <li>• Students of IPR, Patent Law, Other law disciplines, Pharma/ Biotech</li> <li>• Entrepreneurs/ tech start-ups/ MSMEs/ Inventors</li> </ul>						
<b>WHEN</b>	<b>17<sup>th</sup> January 2015   Time: 09:15 – 17:00</b>						
<b>WHERE</b>	Training Room, Venture Center, 100 NCL Innovation Park , Dr. Homi Bhabha Road, Pune-411008						
<b>IPFACE LEAD</b>	Ashutosh Prachand, IPFACE						
<b>CONTACT</b>	Ms. Lipika Biswas Phone: +91-20-25865877/64011024   <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a> For more information and registration visit- <a href="http://www.ipface.org/workshops.php">http://www.ipface.org/workshops.php</a>						
<b>COST</b>	<p><b>Number of seats: 40</b></p> <table border="1"> <tr> <td>Medium and large companies</td> <td>Rs. 3000/-</td> </tr> <tr> <td>Non profit / Micro &amp; Small/ Individuals/academic</td> <td>Rs. 1500/-</td> </tr> <tr> <td>NCL Staff and Students/ other students with ID card/NCL-TEC Members/ IPFACE members, VC resident incubatee, AIP Members/BIG grantees</td> <td>Rs. 900/-</td> </tr> </table>	Medium and large companies	Rs. 3000/-	Non profit / Micro & Small/ Individuals/academic	Rs. 1500/-	NCL Staff and Students/ other students with ID card/NCL-TEC Members/ IPFACE members, VC resident incubatee, AIP Members/BIG grantees	Rs. 900/-
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## INTRODUCTION AND OBJECTIVES

A new study by the World Intellectual Property Organization reports that the global market for intellectual property is now worth US\$ 180 billion a year. According to the World Intellectual Property Report 2011- The Changing Face of Innovation, royalty and licensing fee revenue rose from US\$ 2.8 billion in 1970 to US\$ 27 billion in 1990 and hit the US\$ 180 billion mark in 2009. In this total market share a vibrant country like India presently does not show a promising future.

India's IP statutes provide clear guidelines and provisions regarding the granting of license and right to use. The Trade Marks Act, 1999, the Copyright Act, 2013, the Patents Act, 1970 and the Designs Act, 2000 contain sections that provide for licensing IP rights and rights of the license holders. The Indian judiciary is well-equipped to handle IP licensing disputes and continues to provide top-class judicial precedents on the IP licensing matters. In general, the administrative, legislative and the judicial system in India can certainly be said to be conducive to the growth of IP assets monetization.

In spite of all the positive attributes, the revenue from the intellectual assets created within India is not up to the mark. One of the main reasons for this is the lack of understanding of IP licensing and the nuances thereof. IP Licensing can be a very lucrative tool to foster business growth and increase the market share, however there are some pitfalls that must be avoided while executing a licensing deal.

This workshop is aimed to introduce basics of licensing and fine points to be considered while closing a licensing deal. The workshop also aims to provide a unique platform to interact with inventors/ creators who have licensed their IP.

## PROGRAMME OUTLINE

- Introduction to IP licensing
- Fostering business growth through IP licensing
- Types of Licenses
- Types of payments in technology transfer
- Panel discussion by IP experts on best practices in IP licensing

[Technology & market potential assessment & commercialization is not covered under the scope of this workshop]

## COURSE INCLUDES

- Handouts (Course notes, Inventor Guidance Notes, Case studies)
- Restricted website with online resources for participants (Slides, Inventor Guidance Notes, Case studies)
- Certificate of Completion
- Free one-year reference membership for Venture Center Library
- Lunch
- Tea and snacks

			
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WORKSHOP SCHEDULE				
Date	Timing	Duration	Session title	Speakers
Jan 17 <sup>th</sup> 2015	09:15-09:30	15 Min	Registration	
	09:30- 10:00	30 Min	Introduction to Organizers, Faculty, Participants & Workshop	Premnath / Nitin S Tewari
	10:15-11:00	45 Min	Introduction to IP and Value creation with IP	Ashutosh Prachand/ Premnath
	11:00- 11:15	15 Min	Tea Break	
	11:15-12:15	60 Min	Case Studies in Licensing ( <i>Chhota Bheem</i> character)	Madhav Prabhala
	12:15-13:15	60 Min	Types of Licenses	Nitin S Tewari
	13:15-14:00	45 Min	Lunch Break	
	14:00-15:00	60 Min	Structure of a Typical Licensing Agreement	Vedant Pujari
	15:00-16:00	60 Min	Structuring Payments & Reward Sharing	Magesh Nandgopal
	16:00-16:15	15 Min	Tea Break	
	16:15-17:00	45 Min	Tips & pointers for closing licensing deals <ul style="list-style-type: none"> <li>• Structured panel discussion</li> <li>• Real life experience in licensing</li> <li>• Question and Answers Session</li> </ul>	S.Sivaram G. Prabhakaran, Vedant Pujari Premnath Shweta Uttam Magesh Nandagopal Nitin S Tewari Hasit Seth

			
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### SPEAKERS ( in alphabetical order)

 <b>Magesh Nandgopal</b>	<p>Scientist, NCL Innovations</p> <p>New product development in chemical/material sciences, Assessment, Valuation, portfolio management &amp; marketing. Scientist, NCL Innovations. PhD (Polymer Science) &amp; MBA (Finance &amp; Operations), University of Connecticut</p>
 <b>Madhav Prabhala</b>	<p>Madhav Prabhala, Vice President of India's fastest growing and largest animation company, Green Gold Animation. Green Gold are the creators of <i>Chhota Bheem</i>, India's iconic animated cartoon show besides Mighty Raju, Arjun Prince of Bali, Krishna Balram, Vikram Betal, Luv Kushh and Chorr Police.</p> <p>Madhav has been instrumental in setting and establishing the Licensing Business for Green Gold. He has contributed to Green Gold being adjudged "Top Global 150 Licensors" and "Licensor of the Year" for 3 consecutive years, 2011, 2012 &amp; 2013. Chhota Bheem is the most successful licensing program ever in India and Green Gold is the only company to have monetized an original and Indian kids' I.P beyond Television and Theatrical Films. Chhota Bheem is a household name now with a viewership over 40 million and presence in about 15 countries worldwide.</p> <p>Madhav has a diverse background in television media, e-learning, corporate training and work experience of more than 20 years. He pursued Engineering from Bangalore University and holds a Diploma in Television Production &amp; Direction. Madhav is also a and has undergone Six Sigma Green Belt training. He has previously worked with Zee Telefilms, Network 18, GE Capital and NIIT.</p>
 <b>G. Prabhakaran</b>	<p>Head (Business Development Division) National Chemical Laboratory, Pune</p> <p>He has done MMS (Marketing), from Symbiosis Institute of Management, Pune University, Pune and MBA (Marketing &amp; Finance), from Bharathidasan Institute of Management, Bharathidasan University, Tiruchirapalli.</p> <p>He analyzes, assess techno-commercial business information and market intelligence in order to identify potential business Partners. He also interacts with prospective customers with the purpose of developing business partnerships/ customer and identifies new business opportunities for NCL's knowledgebase.</p>
 <b>Dr. V Premnath</b>	<p>Dr V Premnath is currently the Head, NCL Innovations – the group within National Chemical Laboratory (NCL) charged with the responsibility of championing the cause of technology innovation within NCL. Dr Premnath also provides leadership for the Intellectual Property Group at NCL – one of India's leading IP management groups based out of research institutions. Dr Premnath is also the Founding Director of the Venture Center – a technology business incubator on NCL campus. Dr Premnath is also the Founding Director of CSIR-Tech Pvt Ltd – a technology commercialization company. Dr Premnath is also a Scientist, Polymer Science &amp; Engineering Division at NCL with an interest in technology development for biomedical products.</p>

			
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	<p>B.Tech. from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK.</p>
 <p><b>Vedant Pujari</b></p>	<p>Vedant is the founder of Accures Legal, an IP, Corporate and Commercial Practice, based out of Delhi, India. After graduating from the prestigious ILS law college, Pune, he moved to New Delhi to pursue a career in the field of Corporate and Intellectual Property laws.</p> <p>One of his notable contributions in the field of intellectual property is creating India's first searchable web-enabled commercial IP information platform. He is also credited with the development of a web-enabled tool to remotely manage patent annuities in India. Vedant was a part of the team appointed by the Department of Pharmaceuticals, Ministry of Chemical and Fertilizers to assess the impact of creation of IPR facilitation center at Hyderabad. He is also an IP consultant to the Federation of Indian Small and Micro &amp; Medium Enterprises (FISME). One of the key areas of interest and expertise for Vedant is IP transactions, where he assists the clients to draft and negotiate IP licenses, assignments etc. and also works with IP valuers in order to value-add from the legal side of the same.</p>
 <p><b>Hasit Seth</b></p>	<p>B.Sc, LL.B, LL.M (Commercial Law, Mumbai Uni., Gold Medal), LL.M in IP (FPLC,USA), Member of the New York Bar</p> <p>12+ years of experience in the legal field covering the whole value-chain of patents from invention (at EATON), drafting and litigation (US law firms Harness Dickey, F.Chau), licensing (at IPVALUE). Previously, he was a practicing counsel at the BOMBAY HIGH COURT. He has worked through law firms in US for clients like SIEMENS, IBM, PANASONIC, TRW, SEIKO-EPSON, LG, SAMSUNG and others. Until recently, he was the Asia Pacific IP counsel for EATON, a large diversified manufacturing MNC.</p>
 <p><b>S. Sivaram</b></p>	<p>Dr. Sivaram, Ex-Director of NCL and Founder Chairman of Venture Center.</p> <p>Masters Degree in Chemistry from IIT Kanpur PhD (Organic Chemistry) from Purdue University Experience in research on polymer synthesis, high performance polymers and surface chemistry of polymers.</p>
 <p><b>Nitin S Tewari</b></p>	<p>Dr. Tewari is a Scientist, IP Group / NCL Innovations</p> <p>Patent drafting &amp; prosecution, IP portfolio planning, management and value addition PhD (Biomed Research), WoS-C fellow of DST, Patent Agent</p>
 <p><b>Shweta Uttam</b></p>	<p>Shweta has nearly 20 years of experience in the areas of R&amp;D and technology management, intellectual property management, systems analysis and process design. She has been associated with leading private and public institutions in India (Thermax, Satyam, CSIR-NCL) and has also been an entrepreneur (iTheme Consulting). She holds a B.Tech. degree in Chemical Engineering, a Post Graduate Diploma in Intellectual Property Management, an MBA degree in Finance and is also a registered Patent Agent.</p>

			
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## ABOUT THE ORGANIZERS

	<p>The National Chemical Laboratory, India is a research, development and consulting organization with focus on chemistry and chemical engineering. It has a successful record of research partnership with industry. NCL Innovations is resource center of NCL that supports, promotes and champions the cause of technology innovations within NCL.</p> <p><b>For more information about NCL Innovations &amp; IP group NCL, visit <a href="http://www.nclinnovations.org/">http://www.nclinnovations.org/</a></b></p>
	<p><b>IPFACE</b> aims to promote awareness and adoption of intellectual property rights amongst entrepreneurs and MSMEs in India while also making accessible high-quality IP services and resources. IPFACE is a project of the Venture Center supported by the Ministry of Micro, Small and Medium Enterprises, Government of India and National Chemical Laboratory, Council of Scientific and Industrial Research, India.</p> <p><b>For more information about IPFACE services visit: <a href="http://www.ipface.org">www.ipface.org</a></b></p>
	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative, is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology &amp; knowledge-based enterprises by leveraging the scientific &amp; engineering competencies of the institutions in the Pune region. The Venture Center is a technology business incubator supported by the Department of Science &amp; Technology’s National Science &amp; Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center’s focuses on technology enterprises offering products &amp; services exploiting scientific expertise in the areas of materials, chemicals and biological sciences &amp; engineering. <b>For more information visit: <a href="http://www.venturecenter.co.in/">www.venturecenter.co.in/</a></b></p>

## SUPPORTED BY

	<p>Biotechnology Industry Research &amp; Assistance Council is a new industry-academia interface and implements its mandate through a wide range of <b>impact initiatives</b>, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring <b>innovation excellence</b> to the biotech firms and make them globally competitive.</p> <p><b>For more information about BIRAC: <a href="http://www.birac.nic.in">www.birac.nic.in</a></b></p>
	<p>Accures Legal is an Intellectual property, corporate and commercial practice base in Delhi, assisting its clients at all phases of development, protection and monetisation of IP. One of the key reasons why the Firm concentrates on the monetisation is the lack of understanding of the right holders in that area. It is the Firm’s observation that IP right holders, in India, gets stuck post crystallisation of their right – not knowing that there are many ways in which they could earn revenue out of the same - IP Licensing being one of the ways.</p> <p><b>For more information about Accures Legal visit <a href="http://www.accureslegal.com">www.accureslegal.com</a></b></p>