

Coofluence

In Collaboration with



IP Facilitation Center (IPFACE) of Venture Center

Announces a Unique Course

“INTELLECTUAL PROPERTY FOUNDATIONS”

A course covering Patents, Trademarks and Copyrights for Law, MBA, Engineering, and Pharmacy professionals, students who want to enhance their career growth and placement potential in the industry.

Faculty: Hasit Seth

(B.Sc., LL.B., LL.M (Mumbai, Gold Medal),
LL.M in IP (FPLC, USA), New York Attorney

Overview: Coofluence provides specialized Intellectual Property (IP, i.e., patents, trademarks and copyright) and negotiation training. Boost your career with an edge of intellectual property knowledge. Whether you choose to be in technical, business or creative fields, IP will play a key role in your field. You can also create a career in patent drafting, IP litigation and advisory, trademark and copyright services, all of which have excellent prospects. (See: www.coofluence.com)

IPFACE of Venture Center 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. (See: www.ipface.org and www.venturecenter.co.in)

Faculty Profile: Hasit Seth

Education: B.Sc, LL.B, LL.M (Commercial Law, Mumbai Uni., Gold Medal), LL.M in IP (FPLC, USA), Member of the New York Bar.

Experience: 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.

Course Outline: IP Foundations

- Introduction to IP and its Role in Society and Business



- Patents – How to Protect Inventions and Investments in Creating Technology
- Patents – Invention, Prosecution, Litigation, Licensing



- Trademarks – Protecting Brands, Economic Interests
- Trademarks – Obtaining and Defending TMs



- Copyright - Protecting Creative Rights in Music, Movies, Print, Internet and Digital Media
- Copyright – Obtaining, Litigation and Legislative Policy
- Designs – Scope and Protection
- IP Careers, Geographical Indicators, Traditional Knowledge, Policy Issues, Valuation of IP, etc.
- International IP Systems – PCT, Madrid Protocol, etc.

Course Fee:

- Rs.6,000/-** including materials.
- A 500 discount for students of IISER or NCL or NCL affiliate.**
- Refund: 75% Refund for cancellations on or before August 12. No refunds after this date for any reason.

Course Details:

10-12 classroom sessions at Venture Center's training facility. This is a private certificate course and not affiliated or recognized by statutory bodies.

Start Date & Timings:

14th AUGUST 2010 on Saturday's from 1.30pm – 5.30pm

Venue: Venture Center, 100, NCL Innovation Park Dr. Homi Bhabha Road, Pune – 411008. From University, on Pashan Road, go ahead of NCL gate, just next to the sports ground is the Venture Center on right.



Payments:

Crossed A/c Payee Cheque in name of "**Hasit Seth**" or Cash at:

- The Reception, Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Rd. (Pashan Road), PUNE – 411 008.
- Please insist on a receipt which is the only proof of registration. Crossed cheques are the preferred method of payment.

Contacts:

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Websites: www.coofluence.com www.venturecenter.co.in www.ipface.org