



Confederation of Indian Industry

Tamil Nadu



TDP



# IP-VAULT

Seminar on Demystifying IP Valuation, Audit, Licensing and  
Technology Transfer for Business Excellence

30th OCTOBER 2015, HOTEL CROWNE PLAZA, Chennai

Associate Partner



Seminar Partner



UNITED STATES PATENT AND TRADEMARK OFFICE  
GLOBAL INTELLECTUAL PROPERTY ACADEMY

# IP-VAULT

Seminar on Demystifying IP Valuation, Audit, Licensing and  
Technology Transfer for Business Excellence

## **BACKGROUND:**

Long gone are the days where IP bandwagon was more of showcasing innovation strength of the corporate world. Over the last few years people have realized and recognized the value of intangible assets such as patents, copyrights, trademarks, trade secrets etc. The realization of competitive importance of intellectual capital in today's economy has induced people to switchover from tangible to intangible assets.

However there is a general howl over the efficient practice of IP management. Professionals has raised concerns and questions about managing these assets.

The advanced technological transformation has made it necessary for the business people to master IP management with a contemporary lens. Companies with lack of IP management skills are under threat of technological disruption. Companies are in need to develop strategies that are resource effective to protect and manage their IP and this seminar will give them the directions to manage their IP portfolio better.

## **THE NEED:**

Proper understanding of IP management includes determining value or worth of an asset, identifying new opportunities to profit from IP, minimizing risk of third party infringement, devising effective negotiation strategies for licensing which in turn would lead to successful technology transfer.

With this background, TNTDPC proposes to organize a one day seminar on "IP-VAULT: Demystifying IP Valuation, Audit, Licensing & Technology Transfer for Business Excellence/Competitiveness" at Chennai, to unlock the vault and explore various aspects of IP management such as valuation, audit, licensing to maximize business efficiency.

The seminar will also highlight on how an IP cell could be instrumental in successful technology transfer and thereby build a strong Academia-Industry Connect.

The seminar will be a first of its kind initiative where in all the important milestones of an IP Journey will be covered in one platform for the benefit of Industry, Innovators and Stakeholders.

## **OBJECTIVE:**

The Seminar on IP VAULT will provide a platform to understand the various aspects of IP management. The objectives of the seminar will be to:

- Understand different aspects of Managing and exploiting IP Assets.
- Wider insight on practices and procedures of IP Valuation and Technology.
- Analyze the benefits of IP Audit.
- Know-how to build effective strategies for gaining benefits from IP Licensing.
- Provide ample working knowledge on how IP cell plays an instrumental role in successful Technology transfer

## SESSIONS @ IP VAULT

- IP VALUATION- When and how to begin the journey
- IP AUDIT- Measure and manage your IP assets for Business Competence.
- IP LICENSING: Best Strategies for IP licensing: Do's and Don'ts
- IP CELL IN TECHNOLOGY TRANSFER: Role and Best practices from Institution

## EXPERTS:

Eminent speakers from Law firms and professionals in the field of IPR and IP Valuation will be invited to address the Seminar

## TARGET AUDIENCE:

The seminar targets a broad spectrum of participants associated with Innovation, R&D and IP Management at large. Participation from Industry and allied services, Decision Makers, CEO's, Executives, IP Managers, Officials from concerned Government Departments and Ministries, Representatives of Indian & Foreign Companies, National and International Associations and agencies, IPR Research and Consulting Firms / Institutes, R&D Companies, IP Consultants & Contractors, Scientists, Academic Institutions and Innovators from all over India.

## MODE OF PARTICIPATION :

Participate as a Delegate/ Sponsor @ IP Vault

Sponsorship Opportunities:

<b>Associate Sponsor</b>	<b>Rs 50,000/- only</b>
<b>Co-sponsor</b>	<b>Rs 1,00,000/- only</b>

## DELEGATE FEES :

(Per Participant / including Service tax)

<b>CATEGORY</b>	<b>Rs. (INR)</b>
<b>CII Member</b>	<b>2500</b>
<b>Non Member</b>	<b>3000</b>
<b>Academic Institution</b>	<b>1500</b>

## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of "Build India – Invest in Development, A Shared Responsibility," for 2015-16 aims to strengthen a growth process that meets the aspirations of today's India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labor law reforms and entrepreneurship as growth enablers.

With 64 offices, including 9 Centre of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

## ABOUT TNTDPC

Tamil Nadu Technology Development & Promotion Centre (TNTDPC) was established under the joint participation of the Govt. of Tamil Nadu and Confederation of Indian Industry (CII). TNTDPC is incorporated as a Society, an apex Governing Council chaired by the Secretary, of Government of India, the Department of Science & Technology and consisting of members from Government of India, Government of Tamil Nadu, Industry and CII.

Services offered

Broadly TN-TDPC offers the following services :

- Technology Awareness & Identification
- Technology Development and/or upgradation
- Research Promotion for NPI
- Technology Sourcing and/or transfer
- Technology Commercialization
- Quality control
- IPR services
- Online IPR Services
- Promotion of Technologies leading to Societal Benefits (Concept-to-Commissioning Support).

For more information please contact:



**ANJANA.V**

**Tamil Nadu Technology Development and Promotion Center**

Confederation of Indian Industry

98/1, Velachery Main Road, Chennai 600 032, India

Tel: +91-44- 42444555/ 603 (D) Mob. 9710353587 Fax: +91-44- 42444510

Email : anjana.v@cii.in | Website : www.tntdpc.com / www.cii.in