

LES Workshop

on

“Monetizing Opportunities with Intellectual Property in the Digital Age”

Bengaluru

April - 12, 2017



Over the past couple of years, through government initiatives of Digital India and Startup India, and businesses leveraging software and Digital Technologies such as Social Media, Cloud, Analytics, Mobility and Internet of things (IoT) technologies, there has been increase in innovations in these areas. These innovations have application in various industries and geographies and benefit multiple customer segments and society at large.

Intellectual Property (IP) plays an important role in protecting such innovations and enables in-licensing, out-licensing and cross-licensing to facilitate technology transfer and related transactions between industries, leading to overall business benefits for all stakeholders.

To discuss the various aspects for protecting innovations, transacting and monetizing IP, LES India has planned a one-day workshop on Apr 12, 2017. This workshop will cover the journey of IP from creation, development, valuation, and monetization in the digital age through adoption of various strategies. LES India will also run a three-track parallel tutorial session to disseminate forms of Intellectual Property, Licensing Considerations, and Protection of Software Innovations.

We have a diverse speaker base for this conference with representation from IP Professionals from industry and law firms, startup incubators, R&D, and business professionals. We look forward to seeing you at the workshop. Do join us in Bengaluru on Apr 12, 2017.

Venue

ABB Global Industries and Services Pvt. Ltd (ABB GISPL)
Bhoruka Tech Park, Whitefield Road, 560048
Bengaluru, Karnataka, India.

Licensing Executives Society India

8:00 - 9:00 AM **Registration**

Inaugural Session

9:00 - 9:15 AM **Welcome Address**
Mr. GNV Subba Rao, Managing Director, ABB GISPL

9:15 - 9:30 AM **Context Setting of the Workshop, Introduction to LESI and LES India**
Dr. Raj Hirwani, LES India President

9:30 - 10:00 AM **Keynote by Chief Guest**
Mr. Rajiv Aggarwal, Joint Secretary, DIPP

10:00 - 10:30 AM **Keynote**
Mr. Akilur Rahman, CTO ABB, India

10:30 - 10:45 AM Tea Break

Session Theme: Creating and Leveraging IP as business asset

10.45 - 11.30 am **Parallel Tutorial Sessions**

Tutorial 1: "How to tie up patents, copyrights, trademarks and trade secrets into an overall IP strategy?"

Dr. Anindya Sircar (LESI Industry Advisory Board IT & SW)

Tutorial 2: How to identify IP challenges and prepare for licensing?

Mr. Subhadip Sarkar (Cognizant)

Tutorial 3: How to protect software innovations

Ms. Swetha Maladkar (TCS)

11:30 - 12:00 PM **Importance of IP for business strategy**
Mr. Luke Bonacci (Qualcomm)

12:00 - 1:15PM **Practical transformations needed in an organization (large organization, SME, startups) to create and use IP as business enhancer**
Moderator: Mr. Wilhelm Wiese, Head India Development Center, ABB
Panel Members: Ms. Lakshika Joshi (Nucleus Software), Mr. Kumar Ranganathan (Intel), Dr. Arvind Chinchure (SIBM), Dr. Vijay Sarathy (GE), Mr. Tarun Khurana (Khurana and Khurana)

1:15 - 2:00 PM Lunch Break

Session Theme: Intellectual Property and Digital Technologies

2:00 - 3:00 PM **Nurturing Startups and Facilitating IP in Digital Technologie**
Moderator: Mr. Pravin Anand (Anand and Anand)
Panel Members: Mr. Sanjeev Malhotra (NASSCOM), Dr. Ravi Tumkur (Philips), Mr. Arvind Vasu (ABB), Mr.Kiran Chikkappa (Qualcomm),

3:00 - 3:30 PM **IP Valuation and Modes of IP transactions**
Mr. Sumantra Mukherjee (KPMG),Dr. Pinaki Ghosh (KPMG)

3:30 - 3:45 PM Tea Break

3:45 - 5:10 PM **Expected transformation in business, legal, licensing and IP strategies in the Digital Era**
Moderator: Dr. SK Murthy (Intel)
Finance and e-commerce Sector: Mr. Surendra Vyas (Visa)
Electronics and Communications Sector: Dr. Sheetal Chopra (Ericsson)
Energy and Automation Sector: Dr. Vinay Kariwala (ABB)
Media and Entertainment Sector: Ms. Richa Pandey (Krishna and Saurashtri)

5:10 - 5:30 PM Conclusion and Closing Remarks

Participation Fee:

For LES Members - Rs.1500/-

For Non LES Members- Rs. 2000/-

For Students (Limited Seats)- Rs. 1000/- (Valid ID card Proof)

Participant's Name:

Designation:

Organization:

Mailing Address:

Telephone:

Mobile No:

Fax:

E-mail:

LES Member – Y/N

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