



SVKM's NMIMS University

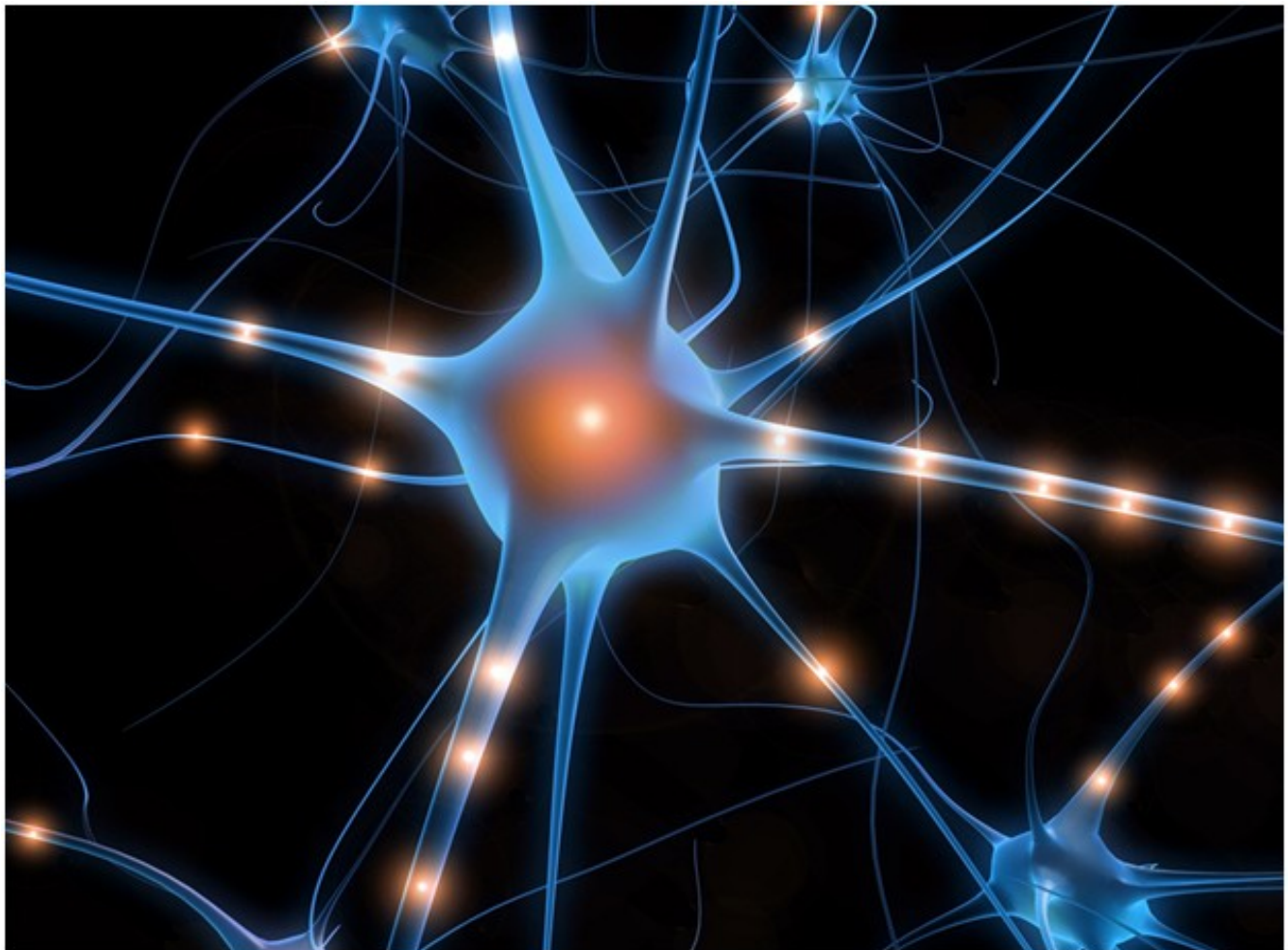
Institute of Intellectual Property Studies



Presents

## **THE FUTURZ**

**An Intellectual Property Biotech Conclave**



**January 15, 2010**  
**Mayfair Banquet, Worli**

The field of biotechnology is rapidly advancing and every advance brings with it increased elation of success, trepidations of what the future holds and media attention on a global scale. While millions are being invested on innovative research and development to make life easier for mankind, battle lines are also being drawn over technology related property issues, ethico-legal dimensions and environmental impacts.

So while we have come a long way from fermenting juices, curd & cheese, to manipulating genes into hybrids and cybrids, the industry is still grappling with the mechanisms to best protect and exploit its inventions to the maximum advantage of the creators, without compromising public interest.

**Scope :**

This conclave brings forth a discussion on the challenges of biotech innovations like ownership issues, international disparities, isolation of genetic material, qualifications and patenting of life forms, ethical and social concerns and how best to protect and leverage the inventions into profitable assets through branding, tech- transfer and licensing.

**Who can attend:**

Professionals, executives, research scientist from pharma/biotech companies, patent attorneys and patent agents, students from biological sciences and biotech engineering, professors and lecturers

**Date:** January 15, 2010

**Time:** 9 am onwards

**Venue:** Mayfair Banquets, Graviss Hospitality Ltd., 254-C,  
Dr. Annie Besant Road, Opp. Sasmira, Worli, Mumbai-30



**Registration Details:**

**Fees:** Rs. 1500/- to be paid in cash or DD along with the registration form to IIPS between 10pm to 5pm

\*Students and group discounts available

**Last date for registration: January 10, 2010**

**Please mail the completed registration form to the following**

	<p style="text-align: center;"><b>SVKM's NMIMS University</b> <b>INSTITUTE OF INTELLECTUAL PROPERTY STUDIES</b> SVKM Campus, Ground Floor, JVPD Scheme, Vile Parle (West), Mumbai - 400 056, Tel.: +91 22 2613 2529/2610 1132/ 64514849 Fax: +91 22 2613 2532 Email: <a href="mailto:info@iips.ac.in">info@iips.ac.in</a>, <a href="mailto:iips.nmims@gmail.com">iips.nmims@gmail.com</a> Website: <a href="http://www.iips.ac.in">www.iips.ac.in</a> <b>RSVP : Swetal Patel - 9969084815</b></p>	
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## Program Schedule:

9:00 - 9:30	Registration & Tea	
9:30 – 10:00	Key note Address-Roadmap for the future with respect to IPRs in the Biotech Industry	MD/ Medical Director Pfizer India

<b>Session: I</b>	<b>Global vision of IP in biotech innovations</b>	Chairperson : Kurt Ehresman
10:00-10:30	Concerns for future Innovations -Patentability & disclosure requirements	Kurt L. Ehresman Partner- Saul Ewing
10:30-11:00	Open source vs Protected research- impediment or progress?	Dr. Vijay Chauthaiwale VP- <i>Torrent Pharmaceuticals Ltd</i>
11:00-11:30	Challenging international disparities - Patenting standards for biotech applications	Chirag Shah CEO - <i>Mogambo Solutions LLC</i>

<b>Session: II</b>	<b>Who's IP is it anyway?</b>	Chairperson : Konstantina Katcheves
11:45-12:15	Ownership Issues - Patenting cell lines & genetic matter	Konstantina Katcheves Partner- <i>Saul Ewing</i>
12:15-12:45	First sale exhaustion of rights- Plants, seeds, GMOs	Dr. Anil Gupta, <i>Prof, IIM- Ahd</i> Exec. Vice Chair - <i>NIF</i>
12:45-1:15	Inventions or discoveries?- Isolation of substances from naturally occurring living organisms-	Dr. Swati Bal-Tembe Vice President, Patents <i>Piramal Life Sciences Ltd</i>

<b>Session: III</b>	<b>Argumentative Precedence</b>	Chairperson : Dr. Raj Hirwani
2:00-2:30	Patent validity - Ariad V. Lilly	Chirag Shah CEO - <i>Mogambo Solutions LLC</i>
2:30-3:00	Ethical concerns & Consequences - Patenting of life forms & gene	Dr. Raj Hirwani Head, <i>URDIP - CSIR</i>
3:00-3:30	Patent Strategy & Infringement analysis – Mapping forward	Dr. Alka Mehta, Head , Patent Department - <i>Cipla</i>

<b>Session: IV</b>	<b>The Biotech Business- IP to profitable assets</b>	Chairperson : Mr. Tapan Ray
3:45-4:15	A Branding Strategy - Taxonomy of Biotech/Pharma names	Sandhya Kowdley Saul Ewing
4:15-4:45	Not only patents! – Building/ managing IP portfolio for Biotech businesses	*Dipali Talwar, Director, Legal & General Counsel - <i>Pfizer</i>
4:45-5:15	Tech transfer & benefit sharing – Licensing & partnership issues	Tapan Ray Director General - <i>OPPI</i>

\*tentative