



WIPO  
WORLDWIDE  
ACADEMY

CONFEDERATION  
OF INDIAN INDUSTRY



# STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT

March 11 to 13, 2007  
Goa (India)



## EXECUTIVE PROGRAM

*Harnessing intellectual property*

WORLD  
INTELLECTUAL  
PROPERTY  
ORGANIZATION



## Overview

Designed for senior executives the international executive program teaches how intellectual property (IP) can be strategically leveraged to create value and sustain competitive advantage over time in a rapidly changing environment. Thought leaders from leading business schools and corporate organizations reveal unique insights and experiences on strategic IP management using lectures, case studies, best practices and group discussions. Participants will have the opportunity to learn from each other, share experiences, reflect and apply the principles and practices of IP management in their own business environment.

## Content

- Intellectual Property (IP) viewed as management option
- IP, innovation and technology management
- IP and marketing
- IP and finance
- Strategic use of WIPO's global IP protection and dispute resolution systems
- IP strategy in global corporations and SMEs
- Case examples from healthcare, information technology, automobile, entertainment, media & food ingredients, consumer durable, agro-products and luxury goods industries.

## Background

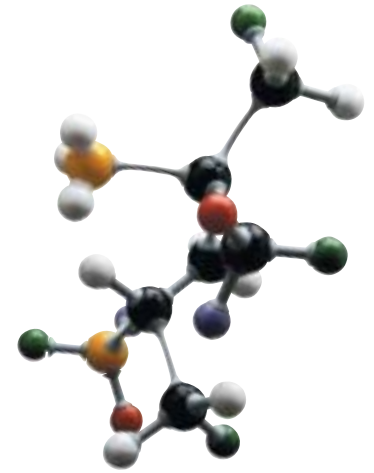
Intellectual Property is a valuable corporate asset and a strategic business tool. Increasing significance of intangible assets is forcing business organizations to actively manage intellectual property as a key driver for building and sustaining competitive advantage.

Globalization, deregulation and advances in information and communication technologies have dramatically transformed the economic landscape. Asian companies and organizations, leveraging the availability of a large pool of highly skilled scientific, technical and managerial manpower, have grown rapidly providing quality products and services worldwide.

To sustain growth, profit and market share, and to move up the value chain, companies need to emerge as technology leaders by aggressively deploying resources in research and development and product and process innovation.

The innovative ideas and products emerging from the R&D laboratories need to be effectively protected and converted into valuable intellectual property assets. Evolving national, regional and international intellectual property regimes impact business processes as well as provide new opportunities and challenges. Effective protection and management of intellectual property rights (patents, trademarks, industrial designs, copyright) will be the key to survival and vitality. IP should become an integral part of the corporate strategy.

IP management has emerged as a major area of business competence. It has become as important as understanding innovation, technology, marketing, finance, corporate governance, industrial economics and strategy.



## Faculty

**James Conley**, Professor, Kellogg School of Management, Chicago



James Conley serves on the faculty of both the Kellogg School of Management and the McCormick School of Engineering at Northwestern University. He is a faculty contributor in the Kellogg Center for Research in Technology & Innovation and serves as a Faculty Fellow at the Institute for Design Engineering and Application (NU IDEA).

His research investigates the strategic use of intangible assets and intellectual properties to build and sustain competitive advantage. Additionally, he engineers product design and development technologies and studies the impact of computer automation on product realization. Professor Conley teaches courses on Innovation Process Management, Intellectual Capital Management, and other related subjects to both graduate student and executive education audiences.

**Tony Hadjiloucas**, Director, PriceWaterhouseCoopers, London



Tony Hadjiloucas has 11 years of valuation and corporate finance experience with PriceWaterhouseCoopers. His particular area of expertise is the valuation and exploitation of intellectual property. He is currently a Director in the firm's Valuation & Strategy practice in London, where he leads a team focussing on providing advice in the area of intellectual asset management.

Tony specialises in providing valuation and royalty rate determination advice in connection with patents, brands and branded businesses, know-how, software, trade secrets and other intangible assets for commercial, litigation and financial reporting purposes. Tony advised numerous blue chip companies on identifying potential licensing targets or strategic partners, negotiating and structuring licensing deals and helping clients understand and quantify the impact of trade offs often involved in licensing decisions.

**Mats Parup**, Head of Corporate Intellectual Property, Novartis, Basel



Mats Parup is the Head of Corporate Intellectual Property of Novartis at Basel, Switzerland. With close to 300 IP staff from different business divisions reporting, the corporate intellectual property function encompasses the patent sections for Consumer Health, Pharma, Vaccines & Diagnostics and the generic company Sandoz as well as Trade Marks, Domain Names and Copyright.

Mats leads and sets standards for the IP work including worldwide patent litigation and supervises the effective utilization of the IP budget.

Mats is also the Chairman of the Intellectual Property (IP) Coordination Committee of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), the Chairman of the Trade Mark Committee, and the Vice-Chairman of the IP Policy Committee, of the European Federation of Pharmaceutical Industries and Associations (EFPIA).

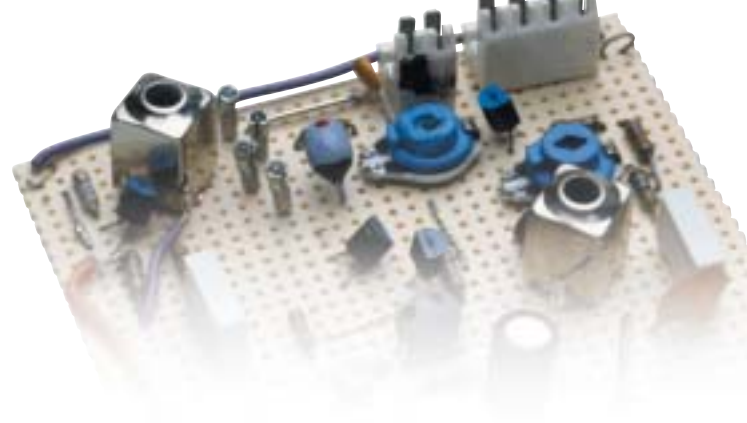
*“Fundamentally, the genesis of competitive advantage is shifting to intangibles, specifically intellectual property, so management needs to proactively utilize and leverage these assets if they want to sustain the advantages of investment and innovation.”*

James Conley, Professor,  
Kellogg School of Management,  
United States



## Key Benefits

- Develop an understanding of the basic concepts of strategic intellectual property management
- Learn how companies are generating value from intellectual property
- Examine how your company can extract maximum value from intellectual property rights
- Explore how functions across the organization can leverage IP.



## Learning Method

- Lectures
- Case Studies
- Group Discussions

Study materials and a CD-ROM containing introductory information on intellectual property will be provided to registered participants ahead of the program.

## About WIPO

The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO administers 24 international treaties and carries out a rich and varied program of work with over 180 member States.

WIPO's activities in fields such as standardization and progressive development of IP laws, international industrial property registration and dispute resolution services and international technical cooperation programs continue to oil the wheels of international trade and commerce which in turn brings economic gain, efficiency and certainty to business enterprises around the world.



## About WIPO Worldwide Academy

The WIPO Worldwide Academy is the education and research arm of WIPO. It was founded in response to global demand for knowledge and skills in intellectual property.

It serves as a center of excellence in teaching, training and research in IP. Its programs cater to different target audiences - inventors and creators, business managers and IP professionals, policy makers and government officials of IP institutions, diplomats and representatives, students and teachers of intellectual property and the civil society.

The Executive Program of the WIPO Academy is geared towards developing IP skills and competencies in business organizations. Drawing on WIPO's vast expertise and resources and a carefully selected group of eminent academics, thought leaders and experts from renowned business schools, major global corporations, professional bodies and management consultants, the WIPO Academy offers a unique interdisciplinary learning experience in the theory and practice of international intellectual property management.

## Award of Certificate

WIPO Worldwide Academy and the Confederation of Indian Industry will award a Certificate of Participation on successful completion of the program by the participant.

## About CII

The Confederation of Indian Industry (CII) is a non-government, not-for-profit, industry led and managed organization. It is India's premier business association with a direct membership of over 6,000 organizations from the private as well as public sectors, including SMEs and MNCs and has indirect membership of over 98,000 companies from around 342 national and regional sectoral associations.

A facilitator, CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry identify and execute corporate citizenship programmes.

CII through its National Committee on IPR is spearheading some of the very important initiatives in Policy Recommendation, IPR Protection & Enforcement. The CII Technology & IPR division is closely working with its member organizations to disseminate the best practices in IP across the country and to gear up the Indian industry to face the emerging challenges in IP.

*"I am deliriously happy that I attended the program. It was indeed a powerful learning experience that will greatly inform my teaching IP Management, as it keeps me abreast of best IP management strategies. It was one of the very best programs I ever attended with lectures that were truly excellent in terms of depth and scope of the topics."*

Prof. Karl Jorda ,  
Franklin Pierce Law Center,  
United States





### Sunday

- Welcome and Program Introduction
- Innovation, Creativity and IP Management in Emerging Economies
- What is Strategic IP Management? How do Firms preserve Differentiation using IP?
- Dinner/Networking (Guest Speaker)

### Monday

- Integrating IP with Innovation, Technology and R&D activities
- Opportunistically Leveraging IP Portfolio
- Value Transference and Value Articulation
- Power Lunch (Guest Speaker)
- Recent Trends in Corporate IP Management

### Tuesday

- Measuring, Protecting and Maximizing the value of IP and Intangible assets.
- Audit, Valuation and Licensing IP Assets
- Building Effective IP Systems and Structures
- Power Lunch (Guest Speaker)
- Leading External and Internal Corporate IP Strategies
- WIPO's Global IP Protection and Conflict Management Services
- Coping with Changing Global IP Landscape

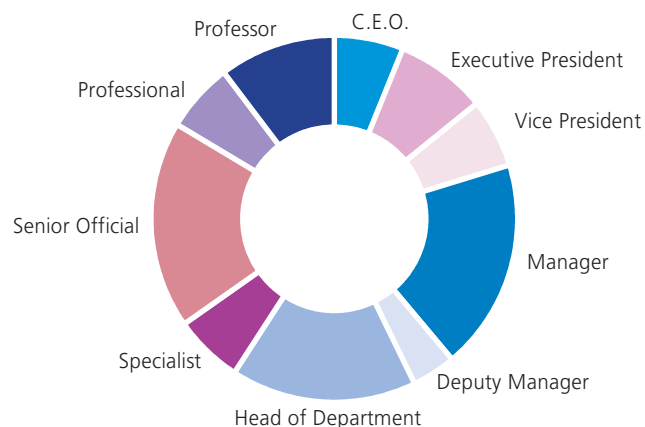
### Guest Speakers

Leading personalities from the Indian corporate world will share their thoughts and experiences on IP management during Power Lunch and Dinner sessions.

*"The program was absolutely enlightening. What I learnt about the technical and business aspects of IP and the intricacies of global IP management would enable me to better guide our company's IP department."*

Ganesh Nayak,  
Executive Director,  
Zydus Cadilla, India

### Past Participants by job level



## How to Register

Candidates may register online at [www.wipo.int/academy/en/execed](http://www.wipo.int/academy/en/execed) or [www.ciionline.org](http://www.ciionline.org).

Alternatively, they may complete the printed registration and participant information forms and return with payment details to Mrs. Silvia Nunez (WIPO) or Mr. K. Subodh Kumar (CII).

Places are limited. Candidates are registered on a first come first serve basis subject to availability of space. Early application is encouraged.

Candidates are expected to be fluent in English and have a minimum of five years managerial experience at a senior level. Organizers reserve the right to decline registration and refund the fee in the event it is considered that the profile of the applicant is better suited to another program.

**Application Deadline:** February 10, 2007

## Dates

March 11 to 13, 2007

## Venue

Goa (India)

## Language

English

## Fee

1,400 Swiss Francs  
or 50,000 Indian Rupees

The fee covers tuition, study materials, refreshments, lunches and dinners. The fee does not cover accommodation. Please note that no scholarships, fee waivers or discounts are available for this program.

## Organizations of some of the past participants

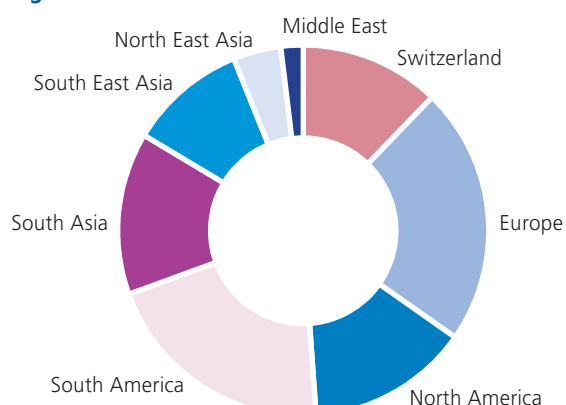
Alembic  
BSH Bosch und Siemens  
Cargill  
CERN  
Cisco Systems  
Council of Scientific &  
Industrial Research

European Patent Organisation  
Franklin Pierce Law School  
GE India Technology Centre  
Hitachi Ltd.  
Husqvarna AB  
Mexican Institute of Industrial  
Property

Nokia  
Pirelli Spa  
San Sebastian Tech Park  
Siam Cement Co.  
Ultrashape Ltd.  
University of Minas Gerais  
ZydusCadilla



## Past Participants by region



## Further Information

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