

National Conference
on
Intellectual Property Rights :
Current and Future Prospects

12-13 October, 2012

Organized by
Department of Biotechnology



THE IIS UNIVERSITY

deemed to be a university under section 3 of UGC Act., 1956

SFS, Gurukul Marg, Mansarovar, Jaipur-302020
Ph : 0141-2397906, 2400160, 2400161 • Fax : 0141-2395494
Email : icg@iisuniv.ac.in • Web: www.iisuniv.ac.in

DISTINGUISHED COLLEAGUES

It is our immense pleasure and privilege to invite you to the National conference on 'Intellectual Property Rights: Current and Future Prospects' which is being held at the IIS University, SFS, Gurukul Marg, Jaipur, on 12-13 October, 2012.

The twenty-first century is the century of knowledge, indeed the century of the intellect. Thus, a nation's ability to translate knowledge into wealth and social good through innovations will determine its future. Innovations hold the key to the creation as well as processing of knowledge and these innovations are the property of intellect which should be protected. This brings the idea of intellectual property right in the fore front.

Intellectual property can be characterized as the property in ideas or their expression. It is a creation of the mind, which encompasses the protection offered by the legal regime of the various types like patent, copyright, trademark and designs. It protects the rights of individuals and businesses who have transformed their ideas into property by granting rights to the owners of those properties. To increase awareness on various IP issues, a conference on IPR is the need of the hour.

The current conference encompasses the following objectives:

- ❑ To help the students to develop both a generalist's understanding of IP practice, and a specialist's comprehension of certain technical and procedural skills
- ❑ To encourage and enable students to use IP law in the mediation of competing interests
- ❑ To provide an outstanding learning opportunity to share experiences and interact with the experts to understand the insight of the issues for developing a right IP strategy for entrepreneurs and researchers
- ❑ To bring together the individuals from academics, industry and law to formulate the frontiers of knowledge so as to give new directions for the future

THRUST AREAS

- ❑ Significance of IPR and IP infrastructure in India and related issues such as IP audit, Valuation, Securitization, Technology Transfer, Infringement Issues, Recent Litigations, Social Media, Advertising, Entertainment etc.
- ❑ Patent: Bio-prospecting, Bio-piracy, Patentability Issues, Prior -art Search, Landscaping, Statistics and Trends, Recent Litigation etc.
- ❑ Trade mark: Significance, Branding, Recent Trends, Non-Traditional Trademarks and Deceptive Similarity (case study) etc.
- ❑ Protection of Plant Varieties and Farmers Rights
- ❑ Trade Secrets
- ❑ Copyright and related rights-latest changes in law and policies and recent cases etc.

ICG-THE IIS UNIVERSITY



International School of Informatics & Management



- Biodiversity and Traditional Knowledge
- Other IP issues: Industrial Designs, Geographical Indications, Protection of Plant Breeder Rights, Trade Secrets, Bio-diversity, Traditional Knowledge etc.

REGISTRATION

Category of the Participant	Registration up to 06 October 2012	Registration after 06 October 2012	Spot Registration
<ul style="list-style-type: none"> • Faculty Member • Student (PG & Research Scholars) 	₹ 600/- ₹ 400/-	₹ 700/- ₹ 500/-	₹ 700/- ₹ 500/-

A request for Registration, in the prescribed form along with the Registration Fee, may be sent to The IIS University by 06 October, 2012.

The Registration Fee is payable either by DD in favour of "The IIS University, Jaipur" payable at Jaipur or in cash. No Cheques or money order will be accepted

- Photocopy of the Registration Form may be used
- The Registration Form can also be downloaded from the University website www.iisuniv.ac.in or <http://cipr.iisuniv.ac.in>



SUBMISSION OF ABSTRACTS

An abstract of about 300-500 words including the title, author (s), and address typed in MS Word in single spacing should be submitted by 06 October, 2012.

Paper presentation in the conference will be permitted only when the delegate/participant has registered for the conference and has submitted the full paper. No abstract will be taken into consideration for pre-conference publication without registration fee. On spot papers will not be accepted.

A hard copy of the abstract should be submitted along with a CD or through e-mail at cipr@iisuniv.ac.in.

PAPER PRESENTATION

- Time of about 10-15 minutes will be given for each presentation followed by a discussion of 5-10 minutes or as instructed in the final schedule.
- LCD projector facility will be available for making presentations



ABOUT JAIPUR

Jaipur, the Pink City of India, is the starting point for the visitors to Rajasthan. The capital of Rajasthan, Jaipur, casts an unusual spell on the traveler with its royal palaces, forts and monuments, revealing a historic past of chivalrous warriors, aristocratic royal ladies, art & craft, literature and science. Handicrafts like miniature paintings, textiles, blue pottery and jewellery make it a shopper's paradise as well.

ABOUT THE IIS UNIVERSITY

The IIS University is a deemed-to-be-a-university (placed in category A by MHRD, Government of India) under the section 3 of the UGC Act, 1956. With over 3500 students and 208 staff members, the University offers UG, PG and Doctoral programmes in Arts, Science, Commerce, Home Science, Management and Computer Science & IT. Started in 1995, as the International College for Girls, affiliated to the University of Rajasthan, the College has crossed many significant milestones in its journey towards excellence in higher education. Besides receiving numerous other accolades, it has been accredited A+ by the NAAC of UGC, recognized as a College with potential for excellence (CPE) by the UGC, and selected as a model College by the state government. In a national survey by AC-Nielsen-ORG MARG in April-May, 2010 for the India Today Magazine, ICG is rated as the top college in the state in Arts, Science and Commerce streams. Ranked among the top 30 institutions of the country in this survey, the college has become a symbol of quality education and women empowerment grooming the young girls into World Ready Women.

TRAVEL & ACCOMMODATION

- No travel reimbursement will be made by the organizers.
- Participants are expected to make their own boarding & lodging arrangements. However, participants can be assisted for the same on request.

ADVISORY COMMITTEE

- Prof. K.S. Sharma
- Prof. N.K. Jain
- Prof. M.K. Sharma
- Mr. Prateek Kasliwal
- Mr. Rohit Jain
- Mr. Shashwat Purohit

ORGANIZING COMMITTEE

Conference Chairman

Dr. Ashok Gupta
Vice-Chancellor
The IIS University, Jaipur

Conveners

Prof. Raakhi Gupta
Rector & Registrar
The IIS University, Jaipur

Prof. Pradeep Bhatnagar
Dean, Faculty of Science
The IIS University, Jaipur

Organizing Secretaries

Dr. Sreemoyee Chatterjee

Sr. Assistant Prof. & Head
Dept. of Biotechnology, The IIS University, Jaipur

Ms. Payal Mehtani

Asst.Prof. & Additional Head

Members

Dr. Ameeta Sharma, Dr. Anuja Joshi, Ms. Charu Jhamaria, Ms. Charu Sharma, Dr. Kalpana Agarwal, Dr. Lata Shahani, Ms. Neha Batra, Dr. Pallavi Kaushik, Mr. Pankaj Kumar, Ms. Priyanka, Dr. Priyanka Mathur, Ms. Priyanka Tiwari, Ms. Radhika Sharma, Dr. Shelja K. Juneja, Dr. Shilpi Rijhwani, Dr. Smita Purohit

CONTACT NUMBERS

- Dr. Sreemoyee Chatterjee 09783307311
- Ms. Payal Mehtani 09783307166