

Taking advantage of Rules of Origin prevailing under different Indian FTA's



Mr. Dominic Keating, First Secretary IP, US Embassy, New Delhi addressing the gathering.

The Second International Conference on Intellectual Property Rights: Leveraging in Software, Electronics and Green Technology was held in Bangalore from January 29-30, 2010. The conference was supported by FIEO and organized by ITAG Business Solutions Ltd. It provided an overview of the value of intellectual property (IP) and explained how companies can use new technology, new business practices, and organizational alignment to make the most of their IP assets.

Around 100 people took part in the conference, including Mr Dominic Keating, First Secretary, IP, US Embassy, New Delhi, and Mr. S. Chandrasekaran, Technical Member, Intellectual Property

Appellate Board, Chennai. Eminent research organisations and law houses also took part.

During the technical session eminent speakers from India, the United States and Singapore made a detailed presentation on the following topics:

- ◆ Importance of IP protection and use of patents as a competitive tool for the electronics and software industry in India
- ◆ Patenting of software and electronic technologies in the United States in view of recent case law including Bilski
- ◆ Developing and maintaining an optimal patent portfolio for large and medium size electronics companies

with special emphasis on patents covering industry standards

- ◆ Technology transfer in the field of software, electronics and green technology
- ◆ Innovation process management in research institutions
- ◆ International patent filing under PCT route and a comparative study of patentability of electronics and software technologies in the United States, Japan, EU, China and India
- ◆ Green technology for oil, gas and energy sector
- ◆ IP policies, strategies and FTO analysis under a competitive environment and challenges and opportunities of IPR in the Social Development Sector.

ADVANTAGES OF PATENTING

Effects on	Benefits	Costs
Innovation	Creates an incentive for research and new product/process development; Encourages the disclosure of inventions	Impedes the combination of new ideas & inventions; Raises transaction costs for follow-on innovation
Competition	Facilitates the entry of new small firms with a limited asset base or difficulties obtaining finance	Creates short-term monopolies, which may become long-term in network industries, where standards important

Why protect intellectual property?

The conference discussed the key reasons why strong steps should be taken to safeguard intellectual property:

- ◆ Protect revenue stream and reputation of products
- ◆ Prevent competitors from using your know-how and technology
- ◆ Enforcement tool against counterfeiters

What are the various ways of protecting intellectual property?

The protection given by the IPR acts have been the drivers of innovation in the Indian ICT industry. The forms of protecting IP include: a) Patent b) Trademark c) Copyright and d) Trade Secret.

The innovators are able to provide better value to their clients - a key component for moving India forward from a manufacturing-services-led economy to an innovation-led economy.

The conference dwelt upon several important issues on innovation process management, implication of technology transfer and IP due diligence on mergers, issues relating to controversy arising out of the Federal Circuit Judgment in the case studies of Bilski relating to patentability of software and business methods and IP leveraging and optimization through proper portfolio managements.



A view of the participants.

It was discussed that every company/institution should have an IP Rights Policy in order to protect their economic growth and avoid infringement, etc for their invention and innovation. If it is adopted then India in the future would not import technology but would instead export technology and would earn sizeable foreign exchange. For example, the United States generated an income of \$1.4 trillion as royalty alone by outsourcing which accounts for 11% of GDP.

As renewable energy is a green technology and environment friendly, and because planet saving is the need of the hour, this was discussed in detail during the Conference.

During the Open House Session, moderators and speakers clarified the points raised by the participants. ■

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FIEO Invites Participation in

GLOBAL EXPO BOTSWANA

17th to 20th November 2010 at Gaborone, Botswana

HIGHLIGHTS

- 2009 edition attracted 160 exhibitors, 4709 visitors and generated USD 8.1 mn worth of business.
- B2B event. Last days is for general public and selling is allowed on last day.
- Visitors profile includes importers, wholesalers, agents, international buyers, retailers etc.
- Botswana is one of the political & economic stable nation in Africa.
- Botswana has stable convertible currency and has duty free and quota free access to EU.

EXHIBITORS PROFILE

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|--------------------------|-----------------------------------|------------------------------|
| ● Agricultural products | ● Electrical goods and Appliances | ● Machinery |
| ● Leather | ● Timber and furniture | ● Information technology |
| ● Textiles and garments | ● Engineering products | ● Tourism |
| ● Construction materials | ● Chemicals and cosmetics | ● Power and renewable energy |
| ● Automobiles | | |

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