



PROGRAMME ON Harnessing Intellectual Property for Strategic Competitive Advantage

September 26 –28, 2006

For The role of intellectual property management in knowledge economy needs to be properly appreciated. This programme is intended for all those senior policy makers, institution leaders, researchers and managers of private and public sector firms, research and development organizations who are involved in creating, protecting or licensing intellectual property for competitive advantage. Programme will be particularly useful for industries and institutions involved in agri-business, biotechnology, herbal and other drug sectors besides any other R&D group.

The focus will be on knowledge intensive approaches to developing competitive technologies, products, and services in a globalizing economy. The ethical aspects of knowledge extraction and utilization will also be discussed with particular reference to biodiversity-based products and traditional knowledge systems. The emerging legal and statutory changes in IP laws will be reviewed so that firms and research institutions can prepare themselves for the emerging global IP scenario. Various dimensions of knowledge management within firms and social networks will also be discussed. The advantages of linkages with informal sources of innovation at grassroots will be highlighted.

- Objective**
- To familiarize the participants with the basic theory and practice of IP regimes in India as well as the world.
 - To look into specific cases of competitive advantage gained through protection of IP in formal as well as informal sectors.
 - To get hands-on experience in reading patents, reviewing prior art, and understanding the strategic issues involved in protection of IP.
 - To appreciate the dimensions of licensing associated with IP protection.

Content

- Theory of intellectual property rights (IPRs) and competitive advantage in a knowledge economy
- Various instruments of intellectual property protection such as patents, trademarks, service marks, copyrights, geographical indications, trade secrets, etc. in national and international context
- Biodiversity, traditional knowledge, plant variety protection, plant patents
- Global context of herbal patents, herbal and other drugs
- Hands-on workshop on filing patents, searching prior art, developing claims, etc.
- Managing brands through trademark protection
- Licensing of technologies nationally and internationally; negotiation strategies
- Organizational incentives for IPR protection in teams as well as by individuals in firms and research organizations; inter-organizational networking for harnessing intellectual property
- Partnership between private and public sector R&D organizations for global competitive advantage

Methodology

Apart from lectures and group discussions, the programme will provide opportunity to participants to interact with senior leaders from industry, and policy making, research and developmental institutions. There will also be group work to develop strategies about IP protection within organizations as well as for acquiring IP from outside. Facilities for online search will be provided to familiarize participants with proprietary and public domain IP services.

Faculty

Anil K. Gupta (Coordinator)
Abraham Koshy

Guest Faculty

David E. Martin

Fee

Organizational sponsorship is essential.

Rs.25,000 per participant (US\$ 700 for participants from other countries), payable in advance, covers boarding and lodging, cost of tuition, teaching material, and computer time. Please send the fee by demand draft in favour of “Indian Institute of Management, Ahmedabad.”

No refund of fee is allowed unless the intimation of withdrawal is received at least 15 days before the commencement of the programme.

Income tax exemption: The Indian Institute of Management, Ahmedabad holds income-tax exemption certificate under section 197(1) of the I.T.Act, 1961, No.ADIT(E)/4/2005-06 dated 7/4/2006 issued by the Assistant Director of Income Tax (Exemption), Ahmedabad, which is valid up to October 31, 2006. Therefore, tax on professional fee paid may not be deducted at source.

Venue and Accommodation

Kasturbhai Lalbhai Management Development Centre (KLMDC) is located on the campus. Accommodation will be arranged on a twin-sharing basis in furnished air-conditioned rooms.

Nominations and Inquiries

Nominations must reach the Manager (MDA) before September 11, 2006. The programme committee’s decision about acceptance of nominations would be intimated to the nominated executives and sponsoring organizations immediately thereafter.

Please write to the Manager (MDA), Indian Institute of Management, Vastrapur, Ahmedabad 380 015.

Phone: 91-79-26324071-5 (MDP)26324927, /26308357
Fax: 91-79-26300352 (MDP) /26306896 (General)
email: anilg@iimahd.ernet.in and mdp@iimahd.ernet.in
website: www.iimahd.ernet.in/mdp/

Alumni Association

Participants will become members of the IIMA Alumni Association on completion of the programme. The alumni enjoy certain benefits with regard to the Institute’s publications, facilities, and activities

Indian Institute of Management, Ahmedabad

NOMINATION FORM					
Programme Title	Harnessing Intellectual Property for Strategic Competitive Advantage				
Date	September 26 –28, 2006				
<p>Please return this completed form with programme fee on or before 11 September 2006</p> <p>to Manager (MDA)</p> <p>Indian Institute of Management, Vastrapur, Ahmedabad 380 015</p> <p>Phone: 91-79-26324071-4 , 26324927 ❖ Fax: 91-79-26300352</p> <p>❖ Email: anilg@iimahd.ernet.in and mdp@iimahd.ernet.in</p>					
TO BE FILLED IN BY THE NOMINEE					
Name					
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Age	<input type="text"/>
				Date of Birth	<input type="text"/>
Designation					
Organization					
Address for communication					
			City	<input type="text"/>	PIN
Phone	(O)	<input type="text"/>		(R)	<input type="text"/>
Email	<input type="text"/>			Fax	<input type="text"/>
Description of present responsibilities			<input type="text"/>		
Designation of executive to whom you report				<input type="text"/>	
Qualification					
Degree	Subject(s)			Year	College/University
<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>
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Work experience			
Organization	Position	Years of experience	Gross Salary
Previous IIMA programmes attended			
Programme title	Duration	Year	
Other programmes attended			
Institution	Programme title	Duration	Year
What are your expectations from this programme			
TO BE FILLED IN BY THE SPONSOR			
Name of the sponsor		Designation	
Organization			
Address for communication			
		City	PIN
Phone	Fax	Email	
Information on Organization			
Total assets (last year)		Total sales turnover (last year)	
Major Products/services			
Form of organization	Proprietary	Partnership	Public Sector
			Public Ltd.
			Others (specify)