

IP EAST 2011

International Intellectual Property Rights Conference
on
“Economic Value of IPR for Business in Competitive Global Markets”



Date: 28-29th January, 2011
Venue: Raffles City Convention Centre, Singapore

ORGANISED BY



ITAG Business Solutions Ltd.

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Supporting Organisers



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE
INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS
INTERNATIONALE FEDERATION
VON PATENTANWÄLTEN



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Tentative Program Details

- 08:00-08:15 AM** : Registration & Morning Refreshment
- 08:15-09:45 AM** : **Welcome Address:**
- Dr. D. R. Agarwal, Director, ITAG Business Solutions Ltd., India
- Opening Remarks:**
- Chid Iyer, Partner, Sughrue Mion PLLC, USA
- Guests of Honour:**
- Pushpendra Rai, Head of WIPO Office in Singapore
 - M. K. Agarwal, Managing Director, GATI Ltd.
 - Alban Kang, Managing Partner, ATMD Bird & Bird LLP
 - Peter Huntsman, President, International Federation of Intellectual Property Attorneys (FICPI)
 - Ms. Jenny Ness*, Regional IP Officer, USPTO
- Keynote Address:**
- Dr. R. K. Malhotra, Director, Indian Oil Corporation Ltd, R&D Centre, India (*TBC)
- 09:45-10:00 AM** : Tea and Coffee Break
- 10:00-11:30 AM** : **Technical Session I:** Harmonization of IP Law as a tool to promote trade & investment
- Moderator:** Michael R. Dzwonczyk, Partner, Sughrue Mion PLLC, USA
- Speakers:**
- Kent Baker, V.P., Standards & IPR, Qualcomm Inc.
 - Esther Lim, Managing Partner, Finnegan's Shanghai Office
- 11:30-01:00 PM** : **Technical Session II:** European and US Patent Laws on Biosimilars
- Moderator :** Peter Huntsman, President, International Federation of Intellectual Property Attorneys (FICPI)
- Speakers :**
- Chid S. Iyer, Partner, Sughrue Mion PLLC, USA
 - Michael R. Dzwonczyk, Partner, Sughrue Mion PLLC, USA
 - Dr. William J. Simmons, Sughrue Mion PLLC, USA
- 01:00-02:00 PM** : Networking Executive Lunch
- 02:00-03:30 PM** : **Technical Session III:** Information Technology, Patentability of Software's and Telecommunication Industry
- Moderator:** Keith Callinan, President, Association of Singapore Patent Agents
- Speakers:**
- Alban Kang, Managing Partner, ATMD Bird & Bird LLP
 - Daniel Poh, Partner, Marks & Clerk LLP
 - Max Ng, Managing Director, Gateway Law Corporation, Singapore
- 03:30-03:45 PM** : Networking Coffee Break
- 03:45-04:30 PM** : **Technical Session IV** Global Perspectives on Intellectual Property and Economic Development
- Moderator :**Chid S. Iyer, Partner, Sughrue Mion PLLC, USA
- Speaker:**
- Pushpendra Rai, Head of WIPO Office in Singapore
- 04:30-06:00 PM** : **Technical Session V:** IPR AT THE CROSSROADS – Evaluation, Regulation and Enforcement with refer to Trademark & Copyrights
- Moderator:** Alban Kang, Managing Partner, ATMD Bird & Bird LLP
- Speakers:**
- Dr. Ludwig Kouker, Boehmert & Boehmert, Germany
 - Robert J. Kenney, Birch, Stewart, Kolasch & Birch, LLP, U.S.A.

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- 08:00-09:15 AM** : **Technical Session VI:** Patentability issues on Hydrocarbon / Green Technology
Moderator: Dr. William J. Simmons, Sughrue Mion PLLC, USA
Speakers:
- Anup Kacker, General Manager (IP), Indian Oil Corporation Ltd, R&D Centre, India
 - Low Pei Lin, Partner, Allen & Gledhill LLP
- 09:15-09:30 AM** : **Networking Coffee Break**
- 09:30-11:00 AM** : **Technical Session VII:** Patent Litigation issues on Chemical, Drugs & Pharmaceutical Industry
Moderator: Rudolf A. Telscher, Principal, Harness, Dickey & Pierce, P.L.C., USA
Speakers:
- Richard Baddeley, Principal, Watermark, Australia
 - Kevin Mooney, Partner, Simmons & Simmons, U.K.
 - Dr. Hedio Meka, Fisher Adams Kelly, Australia
- 11:00-01:00 PM** : **Technical Session VIII:** IP Leverage through strategic partnerships with big industry players: Technology Transfer, Licensing & Commercialization
Moderator: Chiew Yu Sarn, President, LES Singapore
Speakers:
- Richard Bird, Freshfields Bruckhaus Deringer, Hong Kong
 - J. Timothy Keane, Principal, Harness, Dickey & Pierce, P.L.C., USA
 - Vinod Kumar, Sr. Director-Business Development, MOSAID Technologies Inc., Canada
- 01:00-02:00 PM** : **Networking Executive Lunch**
- 02:00-03:45 PM** : **Technical Session IX:** Innovation Process Management and IP Policy: Role of IP Cell
Moderator: Chid Iyer, Partner, Sughrue Mion PLLC
Speakers:
- Dr. Venkatramani Mangala, Head-Patent Group, Unilever, India
- 3:45-04:00 PM** : **Networking Coffee Break**
- 04:00-5:30 PM** : **Technical Session X:** IP Accounting and Valuation under IFRS
Chair Person: Thayne Forbes, Joint Managing Director, Intangible Business, UK (*TBC)
Speakers:
- Kate Grecki, Director of IP Operations, Intellect Consultancy Ltd, HongKong (*TBC)
 - Dr. D. R. Agarwal, Director, ITAG Business Solutions Ltd, India
- 05:30-06:00 PM** : **Concluding Plenary Session XI:**
 Panel Discussion and Vote of Thanks

* (TBC)=To be confirmed



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