

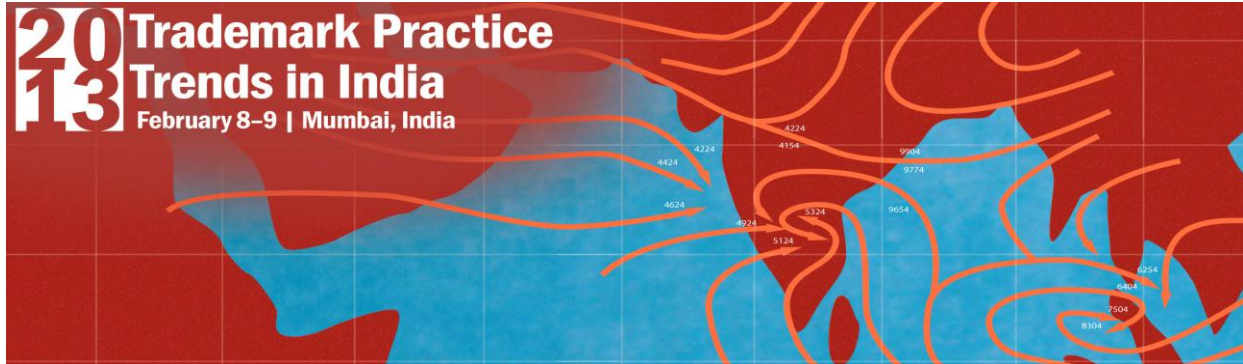
Preliminary Program

February 8-9, 2013
Trident Nariman Point
Mumbai, India



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Overview

A shift in worldwide economies along with a swelling Indian middle class and rising consumerism has made the Indian market paramount. Attend INTA's two-day conference at the iconic Trident Nariman Point in Mumbai, India on February 8-9, 2013 to learn about new trends across important facets of trademark practice in India and its effects on both domestic and international brand owners. Global trademark experts will explore subject matter that will provide you with a new perspective on the challenges and new possibilities within the practice.

This two-day conference will cover the following topics:

- The trademark landscape in India—optimizing business strategies.
- Trademark office practice update.
- Customs recordal of rights and post clearance audits.
- Trademark litigations and settlements through ADR.
- Social media and counterfeiting.
- The evolving relationship between in-house and outside counsel.

"You have a great panel and audience here... a nice mix of the industry and legal profession. The most interesting aspect was being able to get an in-house counsel's perspective on brand building, maintenance and protection on the internet and related issues faced by their company."

Prashant Jha, Amarchand & Mangaldas & Suresh A Shroff & Co.

"I really liked how the topics were tied together and how the sessions flowed from one to the other. This made it easy to comprehend. I will be taking this information back to my company and will try to apply it."

Gauri Kumar, Apollo Tyres Ltd.

"It was a real opportunity to meet great professionals in trademark law and it was also beneficial in receiving updates through the sessions. Business in India is developing at a fast pace and I look forward to future collaborations with several of the contacts I have made at this event."

Sabine Lipovetsky, Kahn & Associates

Agenda

Day 1: Friday, February 8

The programming on this day has been designed as a precursor to the topics on Day 2. Register at the two-day rate to gain access to this niche program and participate in intimate discussions on local and international trends that may impact your global businesses and learn more about traversing trademark processes in India.

All meeting functions for Day 1 occur in the Mexican Meeting Room.

12:00 pm–6:30 pm **Registration and Information Desk open**

1:00 pm–1:15 pm **Welcome and Introductory Address**

Speakers:

Toe Su Aung, 2013 INTA President, BATMark Limited (United Kingdom)

Ruby Chan, Program Co-Chair, Baker & McKenzie (Hong Kong)

Bharath Subramanian, Program Co-Chair, Anand and Anand Advocates (India)

1:15 pm – 3:15 pm **Luncheon Table Topics**

Table Topics are moderated discussions for small groups. Learn, share and discuss local and international developments that affect your global trademarks while networking with your colleagues and enjoying lunch. (You will be emailed directly to select your table topic)

- **Protecting Trademarks in India: The Perspective From Outside India**
 - Bharat Dube, IP Gurus and Strategic IP Information Pte. Ltd. (Singapore)
- **Strategies for Multinational Corporations (MNCs) Operating in India**
 - Ananth Sripadarao, 3M India Ltd. (India)
- **Advancements in the Asia-Pacific and the European Union**
 - Ruby Chan, Baker & McKenzie (Hong Kong, SAR China)
 - Morag Macdonald, Bird & Bird LLP (United Kingdom)

3:15 pm–3:30 pm **Networking Break**

3:30 pm–5:30 pm

General Info Session

The Trademark Landscape in India: Optimizing Business Strategies

Over the last decade, India's trademark processes have radically changed. This session will highlight these changes and how they impact your organization and doing business in India.

Speakers will discuss:

- How the local consumer's perspective affects branding in India.
- Differences in trademark practice between India and other countries.
- Trademark office developments and challenges.
- Civil and criminal enforcement policies.
- INTA's policy efforts in India.

Moderator:

Bharath Subramanian, Anand and Anand Advocates (India)

Speakers:

Murli Balasubramanian, Castrol India Pvt. Limited (India)

Niti Dewan, RK Dewan & Co. (India)

Bruce MacPherson, INTA (United States)

Jatin Y. Trivedi, Y. J. Trivedi & Co. (India)

5:30 pm–6:30 pm

Networking Reception

Join INTA for a reception to welcome you to the city of Mumbai.

Day 2: Saturday, February 9

Registration is available for Day 2 only. This day includes an exciting line-up of sessions focused on trademark practice trends in India. Experts from other jurisdictions will provide a comparative perspective on specific issues.

All meeting functions for Day 2 occur in the Rooftop Meeting Room.

8:00 am–6:00 pm

Registration and Information Desk open

9:00 am–9:25 am

Welcome and Introductory Address

Speakers:

Toe Su Aung, 2013 INTA President, BATMark Limited (United Kingdom)

Ruby Chan, Program Co-Chair, Baker & McKenzie (Hong Kong)

Bharath Subramanian, Program Co-Chair, Anand and Anand Advocates (India)

Featured Speaker:

Shri Chaitanya Prasad, Controller General of Patents, Designs & Trade Marks (India)

9:25 am–9:45 am

Keynote Speaker: TBD

9:45 am–10:45 am

General Session I

Trademark Office Practice Updates

Learn the tips and proper protocol to navigate the Indian, United States and United Kingdom Patent and Trademark Offices. The panel will also provide insights on Madrid procedures.

Speakers will discuss:

- Recent developments at global PTOs.
- The need for harmonization of office practices worldwide.
- Practical aspects of using the Madrid system.

Moderator:

Jatin Y. Trivedi, Y. J. Trivedi & Co. (India)

Speakers:

Debbie Cohn, Commissioner for Trademarks, USPTO (United States)

Alan Morgan Datri, World Intellectual Property Organization (WIPO) (Switzerland)

10:45 am–11:15 am

Networking Break

11:15 am–12:30 pm

General Session II

**Customs Recordal of Rights and Post Clearance Audits:
Boon or Bane?**

Counterfeiting has reached disturbing proportions and as a result, commercial activity stemming from intellectual capital is slowing down. Customs recordal of rights is one of the measures that IP owners can employ for enforcement at the borders. The concept of post clearance audit allows for speedier clearance of the goods with the audit being performed subsequently at the importers' premises. Gain insights from this panel on each of these procedures and how they impact brand owners.

Speakers will discuss:

- The debate on customs recordals – should it be applied to exports and does it check counterfeiting?
- Suggested amendments to the law governing customs recordal and post clearance audit.
- Comparison with practices in other regions and countries, including Europe and China.

Moderator:

Niti Dewan, RK Dewan & Co. (India)

Speakers:

William Mansfield, ABRO Industries, Inc. (United States)
Florian Schwab, Boehmert & Boehmert (Germany)
Zhongjun Zheng, Zhongzi Law Office (China)

12:30 pm–1:30 pm**Networking Luncheon****1:30 pm–2:30 pm**

General Session III

**In the Fast Lane: Trademark Litigations and Settlements
through Alternative Dispute Resolution (ADR)**

One of the effects of the rising number of trademarks and trademark registrations in the Indian market is the increasing amount of disputes. Resolution of these disputes can be resolved by way of litigation and through the various forms of ADR such as arbitration. Effective commercial settlements of such disputes may be achieved by the application of a variety of techniques including mediation. Understanding these various disputes and settlement mechanisms is vital to reaching commercially satisfactory resolution of such disputes.

Speakers will discuss:

- When to use litigation and when to use arbitration, as well as the pros and cons of both.
- When and why you should mediate?
- The commercial goals of the parties.
- How to develop a strategy to achieve cost-effective resolution of a trademark dispute.
- Effective communication with the corporate client.

Moderator:

Morag Macdonald, Bird & Bird LLP (United Kingdom)

Speakers:

Pravin Anand, Anand And Anand Advocates (India)

Toe Su Aung, BATMark Limited (United Kingdom)

Sriram Panchu, Nani Palkhiwala Arbitration Center (India)

2:30 pm–3:30 pm

General Session IV

Social Media and Counterfeiting: Threats and Opportunities

Using technology to reach new audiences has transformed traditional business practices—both legitimately and illegitimately. How do companies create strategies to counter threats as well as maximize opportunities?

Speakers will discuss:

- The risks and benefits of using social media.
- Creating successful social media campaigns with brand protection at the core.
- Best practices for online brand management.

Moderator:

Ruby Chan, Baker & McKenzie (Hong Kong, SAR China)

Speakers:

Bharat Dube, IP Gurus and Strategic IP Information Pte. Ltd. (Singapore)

Loknath Swain, PRJankari Digital Marketing Pvt. Ltd. (India)

3:30 pm–3:45 pm

Networking Break

3:45 pm–4:45 pm

General Session V

Business Transactions: The Evolving Relationship between In-house and Outside Counsel

This panel will discuss the most salient issues being faced by in-house and outside counsel such as budgeting for trademark

prosecution, counseling and litigation, and using alternative fee arrangements to negotiate win-win solutions for both parties. Speakers will share best practices on project management issues, and exchange ideas on how to improve communications between in-house and outside counsel.

Speakers will discuss:

- Reasons for retaining of outside counsel.
- Understanding requirements and setting budgets, project management and fee arrangements.
- Motives for replacing outside counsel.

Moderator:

Elizabeth Puthran, Puthran & Associates (India)

Speakers:

Nick Beckett, CMS Cameron McKenna LLP Beijing
Representative Office UK (China)

Khozem Mirza, Aditya Birla Management Corporation Private
Limited (India)

Ananth Sripadarao, 3M India Ltd. (India)

4:45 pm–5:00 pm

Adjournment

5:00 pm–6:00 pm

Networking Reception

Join INTA for the Pre-Annual Meeting Reception as Dallas introduces INTA to their city for the 135th Annual Meeting.

Project Team

Exceptional topics, faculty and presentations have come to distinguish INTA programs and earn them an unmatched reputation in the field of trademark law and practice. INTA owes this achievement to the many volunteers who so willingly contribute their time and energy to this effort.

INTA would like to thank the Project Team for its excellent work in planning and presenting this conference.

Chairs

Ruby Chan
Baker & McKenzie (Hong Kong)

Bharath Subramanian
Anand and Anand Advocates (India)

INTA Staff Liaisons:

Simran Daryanani Zainulbhai
India Representative (India)

Peg Reardon
Manager, Membership & Business
Development (United States)

Sarah O'Connell
Manager, Program Development
(United States)

Project Team Members:

Niti Dewan, RK Dewan & Co. (India)
Morag Macdonald, Bird & Bird LLP (United Kingdom)
Elizabeth Puthran, Puthran & Associates (India)
Jatin Y. Trivedi, Y. J. Trivedi & Co. (India)

Sponsorship Opportunities

For information on INTA sponsorship opportunities for this and other INTA programs, please contact Paula Lee, CMP at plee@inta.org or +1-212-642-1721.

PLATINUM SPONSOR – US \$3,000

- Recognition as a Platinum Sponsor in the *Final Program and Attendee Directory* and on the INTA Website
- Two full registrations to the 2 Day program.
- One piece of collateral or a giveaway to be placed on a table
- A hyperlink to your website from the INTA website
- A one-time use of the Attendee Mailing List (pre- and post- registration); includes attendee name, company and mailing address (no email)
- Sponsor ribbons for all attendees from your firm
- Company logo recognition on signage at registration
- 200 word company description in the *Final Program and Attendee Directory* and on the INTA Website
- Company logo listed on walk-in session PowerPoint slides

GOLD SPONSOR – US \$2,000

- Recognition as a Gold Sponsor in the *Final Program and Attendee Directory* and on the INTA Website
- One full registration to the 2 Day program.
- A hyperlink to your website from the INTA website
- A one-time use of the Attendee Mailing List (pre-registration); includes attendee name, company and mailing address (no email)
- Sponsor ribbons for all attendees from your firm
- Company logo recognition on signage at registration
- 150 word company description in the *Final Program and Attendee Directory* and on the INTA Website
- Company logo listed on walk-in session PowerPoint slides

BRONZE SPONSOR – US \$1,000

- Recognition as a Bronze Sponsor in the *Final Program and Attendee Directory* and on the INTA Website
- A hyperlink to your website from the INTA website
- Sponsor ribbons for all attendees from your firm
- Company logo recognition on signage at registration
- 75 word company description in the *Final Program and Attendee Directory* and on the INTA Website

Hotel and Travel

Passport and Visa

All individuals who are not natives of India need a valid passport and visa to enter India. Residents of Nepal and Bhutan do not require a visa. It is suggested that you apply for the business or conference visa. For more information regarding visas, please visit this site:

http://www.incredibleindia.org/newsite/cms_page.asp?pageid=798

If you wish to request a visa letter, please email Binita Jain, bjain@inta.org. Please note that you must be registered for the meeting to receive a visa letter.

Hotel

Trident Nariman Point

Mumbai, India

400 021

(+91)22 6632 4343

niloufer@idgpro.com

The best view of Mumbai—The Marine Drive, a 3-kms-long beautiful promenade that rings a natural bay, greets guests at the Trident Nariman Point. Part of the famous Mumbai skyline, the hotel is located in the heart of the financial and business district with access to major corporate houses, entertainment, recreation and shopping centers.

The hotel, delivers a memorable experience for guests – from excellent amenities to warm and friendly service. Apart from the 555 well-appointed rooms, the hotel features multiple restaurants, a bar, extensive banqueting and conference facilities, a spa and a state of the art fitness centre. Be it for business or leisure, a comfortable and invigorating experience awaits every time you visit Mumbai.

**Reprinted with permission from the Hotel Trident Nariman Point*

| Room Type | Rate |
|--------------------|--|
| Premier | 9,800 INR per night (single); 11,300 INR per night (double) |
| Premier-Ocean View | 11,600 INR per night (single); 13,200 INR per night (double) |
| Executive Suite | 21,500 INR per night (single); 23,000 INR per night (double) |

Room block closes on Friday, January 18, 2013. Reserve your room today!

<http://inta.tbiholidays.com/online/INTATBI/index.html>

Ground Transportation

For those unfamiliar with Mumbai, it is suggested that you arrange your car service to and from the airport before you begin your journey. If you do not make any pre-arrangements, pre-paid taxi kiosks are present within the international and domestic airport terminals towards the exit. You can also use this website to book a Meru Cab. <http://www.merucabs.com/>.

Currency

The Indian Rupee (INR) is the official currency of the Republic of India and is issued and controlled by the Reserve Bank of India.

The modern Rupee is subdivided into 100 paise. The coins have nominal values of 5, 10, 20, 25, and 50 paise, as well as 1, 2, 5, and 10 rupees. The rupee coins are more widely used than the paise coins which are rarely used in physical commercial transactions. The bank notes are available in values ranging from 1 to 1,000 Rupees.

The Rupee experiences rapid fluctuations in the global market. Check currency conversion here: <http://www.oanda.com/currency/converter/>.

It is suggested that you exchange your currency either before departing your home or upon arrival at the Mumbai Chhatrapati Shivaji International Airport. The hotel offers reliable currency exchange services, too.

In and Around Mumbai

Pulsating, alive, vibrant and fun, Mumbai (known as Bombay until 1996) is India's most modern and populous city and represents the modernization and technological advancements of the entire country. In recent years, Mumbai has developed as a city with thriving businesses and markets that represent diverse global cultures, and the city serves as the epicenter of India's economy. The city represents the entire country's advancement towards becoming a global economic superpower and intertwines the old with the new like no other place on Earth: it is common to see relics of the past alongside some of the most modern and efficient technology available.

Mumbai Facts:

- The city spans 170 square miles (440 square kilometers).
- The population is 18 million, but is projected to be nearly 30 million by 2020.
- Hindi and English are the official languages.
- The time zone is GMT/UTC plus 5.5 hours (when it is 9:00 am in New York, it is 7:30 pm in Mumbai).
- Business Hours: Monday–Friday, 9:30 am to 5:30 pm, Monday through Friday. Many businesses are open for limited hours on Saturdays, but nearly all are closed on Sundays.

We hope that your travel schedule permits you to enjoy Mumbai and experience the stunning museums, gardens, temples and shopping. The Trident, Nariman Point concierge can assist you with tour packages and provide recommendations. For tourism suggestions, as well as to read more about the fascinating culture of India, visit this website: www.incredibleindia.org.

Climate and Dress

Mumbai natives joke that they enjoy three climate seasons: hot, humid and very humid. The months of October to February are the most pleasant. During these months, the city enjoys comfortable weather and clear skies. The average high temperature in February is 31°C (88°F) and the average low temperature at night is 17°C (63°F).

The meeting encourages business casual attire. Meeting rooms are well air conditioned and the inside temperature might be slightly warmer or cooler than you find comfortable. Therefore, it is suggested that you dress in layers (light jackets and/or shawls are a good idea to have with you).

Pricing and Policies

Fees – To Attend Days 1 and 2

Registration on or before THURSDAY, JANUARY 31st AT 5:00 PM EST:

| | |
|--------------------|----------|
| Standard Member | US \$400 |
| Standard Nonmember | US \$450 |
| Government | US \$350 |
| Non-Profit | US \$350 |
| Student | US \$200 |

After THURSDAY, JANUARY 31st you will only be able to register onsite:

| | |
|--------------------|----------|
| Standard Member | US \$450 |
| Standard Nonmember | US \$500 |
| Government | US \$350 |
| Non-Profit | US \$350 |
| Student | US \$200 |

Fees – To Attend Day 2 Only

Registration on or before THURSDAY, JANUARY 31st AT 5:00 PM EST:

| | |
|--------------------|----------|
| Standard Member | US \$225 |
| Standard Nonmember | US \$250 |
| Government | US \$175 |
| Non-Profit | US \$175 |
| Student | US \$100 |

After THURSDAY, JANUARY 31st you will only be able to register onsite:

| | |
|--------------------|----------|
| Standard Member | US \$275 |
| Standard Nonmember | US \$300 |
| Government | US \$350 |
| Non-Profit | US \$350 |
| Student | US \$100 |

Policies

Final Program Attendee Directory

To be included in the official *Final Program and Attendee Directory* distributed at the meeting, INTA must receive your registration by **Thursday, January 31, 2013**.

Badges and Admittance

Only persons registered for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges, may be subject to sanctions up to and including removal from the meeting and revocation of your INTA membership.

Cancellation and Refund Policies

Full refunds are issued only if a program cancellation is received in writing by **Friday, January 4, 2013**. A cancellation received after that date is subject to a US \$150 service charge. Because of printing and hotel charges incurred by INTA, no refunds will be issued for this program after **Thursday, January 31, 2013** at 5:00 pm EST (New York).

Please send your cancellation request to Ken King at kking@inta.org.

A Note for Persons with Special Needs

Accommodations are provided for those with disabilities and special needs. If you have a special need or request, or are in need of auxiliary aids or services, please contact Paula Lee at plee@inta.org.

Language

This INTA meeting will be conducted in English.

Register

How to Register

Register online at https://applications.inta.org/apps/india/log_in/

*Credit card payment is the only option

Important Dates

| | |
|-----------------------------------|--|
| Today | Ensure that you have the proper travel documents for your travel to India. Reserve your hotel room, and begin to plan your travel arrangements. |
| Saturday, January 5, 2013 | Registration cancellation penalties begin. |
| Friday, January 18, 2013 | Room Block closes. Book your room by this date. |
| Thursday, January 31, 2013 | No refunds are given for registration cancellations after this date. |
| Thursday, January 31, 2013 | Advance (online) registration closes. After this date, you will register onsite and your name will not print in the <i>Final Program and Attendee Directory</i> . |
| Friday, February 8, 2013 | The conference Registration and Information Desk opens at noon for those registered for the full program. Plan to arrive in time to register before the conference begins. |
| Saturday, February 9, 2013 | The conference Registration and Information Desk opens at 8am for those registered for Day 2. Plan to arrive in time to register before the conference begins. |

Frequently Asked Questions

Where and when is the event?

The meeting is on Friday, February 8-9, 2012 at the following location:

[Trident Nariman Point](#)

Mumbai, India

400 021

(+91)22 6632 4343

niloufer@idgpro.com

How do I register?

You can register for the meeting online through this link: www.inta.org/2013India

The e-commerce system will prompt you for a promotion code. There is no promotion code for this event. Please leave that field blank and proceed.

How much does it cost?

Fees – To Attend Days 1 and 2

Registration on or before THURSDAY, JANUARY 31st AT 5:00 PM EST:

| | |
|--------------------|----------|
| Standard Member | US \$400 |
| Standard Nonmember | US \$450 |
| Government | US \$350 |
| Non-Profit | US \$350 |
| Student | US \$200 |

After THURSDAY, JANUARY 31st you will only be able to register onsite:

| | |
|--------------------|----------|
| Standard Member | US \$450 |
| Standard Nonmember | US \$500 |
| Government | US \$350 |
| Non-Profit | US \$350 |
| Student | US \$200 |

Fees – To Attend Day 2 Only

Registration on or before THURSDAY, JANUARY 31st AT 5:00 PM EST:

| | |
|--------------------|----------|
| Standard Member | US \$225 |
| Standard Nonmember | US \$250 |
| Government | US \$175 |
| Non-Profit | US \$175 |
| Student | US \$100 |

After THURSDAY, JANUARY 31st you will only be able to register onsite:

| | |
|--------------------|-----------------|
| Standard Member | US \$275 |
| Standard Nonmember | US \$300 |
| Government | US \$175 |
| Non-Profit | US \$175 |
| Student | US \$100 |

What are the registration categories?**Standard Member**

All employees of an INTA member organization are considered INTA members and are eligible for this registration category. To check your organization's membership status, contact Customer Service at +1-212-642-1700 or customerservice@inta.org. **Please note that membership is location-specific.**

Standard Non-Member

If you are not a member or do not wish to become an INTA member, you must register using this category.

Government

If you are a government employee, please email customerservice@inta.org to register under this category.

Non-Profit

If you are an employee of a non-profit organization, you are eligible to register under this category.

Student

If you are a full or part-time law student or non-attorney legal student enrolled at a recognized university or law school and are not currently employed at a law firm or as in house counsel, you are eligible to register under this category. Please note that you will be emailed directly to provide proof of your student status. INTA reserves the right to cancel any registrations of those who are found to be ineligible for this category.

Can you provide me with a Visa Letter?

If you wish to request a visa letter, please email Binita Jain, bjain@inta.org. Please note that you must be registered for the meeting to receive a visa letter.

How do I become an INTA member?

Join and save on the forum registration fee for this event and other INTA events around the world (this discount applies to all individuals at your location). An online membership enrollment form is available at www.inta.org/go/membership; please note that membership is organization and location-specific. Once your membership application is confirmed, you will receive your member username and password; you can then register for the meeting at the member rate.

How do I register as a non-member?

You will need to create a non-member username and password. The online registration form will prompt you to do this. Once you have your username and password, please proceed with completing the details required in the online form.

What are the payment options?

Credit card payment is the only payment option. Although the registration fees are in dollars, your card will reflect the charge in INR. Onsite registration is also via credit card payment only.

Will I receive a confirmation?

Yes. As soon as you make the online payment, you will receive an email confirmation. Please present the printed confirmation when you register onsite at the meeting. If you are making a payment onsite, you will receive a confirmation immediately.

Will I receive an invoice?

To request an invoice, please write to customerservice@inta.org citing your registration confirmation number.

What is the cancellation and substitution policy?

Full refunds are issued only if a program cancellation is received in writing by **Friday, January 4, 2013**. A cancellation received after that date is subject to a US \$150 service charge. Because of printing and hotel charges incurred by INTA, no refunds will be issued for this program after **Thursday, January 31, 2013** at 5:00 pm EST (New York).

If you wish to send a substitution, please contact customerservice@inta.org.

How do I reserve a hotel room?

Visit the following link <http://inta.tbiholidays.com/online/INTATBI/index.html>

How can I become an official forum sponsor?

For information on INTA sponsorship opportunities for this and other INTA programs, please contact Paula Lee, CMP at plee@inta.org or +1-212-642-1721.

How can I become involved in INTA activities in India?

To learn more about INTA activities in India and how to get involved, please contact Simran Daryanani Zainulbhai at sdaryanani@inta.org

Contact Information

Registration customerservice@inta.org

Program Content sdaryanani@inta.org

Location, Hotel, Logistics plee@inta.org

Sponsorship Opportunities plee@inta.org

Membership Information lcastle@inta.org