Final Program

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International Trademark Association

Powerful Network, Powerful Brands
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Overview

Discover novel approaches to building brands through fundamental trademark strategies and adapt them in the context of an evolving marketplace.

Today, INTA convenes in corporate India with leading trademark experts to share best practices for creating and protecting brands. Five comprehensive panel discussions include:

- Strong Foundations: The Creation of a Successful Trademark
- A New Blueprint: Trademarks on the Internet
- Fortification: Protecting Your Brand Against Violations
- Gaining Recognition: Well-Known Marks and Geographical Indications (GIs)
- Expanding the Model: Using Licensing and Franchising to Grow Your Business

Make contacts and build new relationships among other attendees from more than 14 jurisdictions worldwide. At the conclusion of the conference we encourage you to attend the Networking Reception and learn about INTA's 134th Annual Meeting!
Agenda

Saturday, February 11

All meeting functions occur in Tulip Ballrooms.

8:00 am–6:00 pm  Registration and Information Desk

9:15 am–9:45 am  Welcome and Introductory Address
Speakers:
Latha Nair, Program Co-Chair, K&S Partners (India)
Allan Poulter, Program Co-Chair, Field Fisher Waterhouse (United Kingdom)

Keynote Speaker:
Subhinder Singh Prem, Managing Director, adidas Group (India)

9:45 am–10:45 am  General Session I
Strong Foundations: The Creation of a Successful Trademark

Strong brands are money spinners for their owners. But how does a brand owner develop a winning brand and how can they use IP laws as one of their tools to sustain their competitive advantage in the marketplace?

Speakers will discuss:

- Developing ideas into brands
- The relationships between the legal and marketing departments and the need for synergy between these teams
- Formulating international trademark search and filing strategies

Moderator:
Anthony Tong, Robin Bridge & John Liu (Hong Kong)

Speakers:
Allan Poulter, Field Fisher Waterhouse (United Kingdom)
Daan Tieuwissen, Knijff Trademark Attorneys / Multisearch® (Netherlands)
Dominic Twyford, Fitch (India)

10:45 am–11:15 am  Networking Break

11:15 am–12:30 pm  General Session II
A New Blueprint: Trademarks on the Internet

The Internet has given rise to incredible opportunities for global interactions but has also resulted in growing trademark concerns. Learn from a leading judiciary member and seasoned practitioners on how to successfully manage online infringements.
Saturday, February 11 (continued)

Speakers will discuss:

- Issues of jurisdiction and the Internet and an analysis of recent court decisions in India
- Lessons from the EU on trademarks and keyword advertising
- Remedies for online infringements in India

Moderator:
Prathiba Singh, Singh & Singh (India)

Speakers:
Justice Ravindra Bhat, Delhi High Court (India)
Sabine Lipovetsky, Kahn & Associes (France)
Ranjan Negi, Amarchand Mangaldas (India)

12:30 pm–1:30 pm Networking Luncheon

1:30 pm–2:30 pm General Session III
Fortification: Protecting Your Brand Against Violations

Successful brands are vulnerable to abuse. If unprotected, they slowly start losing their value, integrity and distinctiveness in the minds of consumers. Gain insights from this panel on how brand owners, legislators and law enforcers can find innovative and effective ways of guarding rightful trademark owners.

Speakers will discuss:

- Organizational strategies for brand protection
- Recent judicial trends and tips to protect your brand in India
- Guidance on cross border enforcement actions in China

Moderator:
Murli Balasubramaniam, Castrol India Pvt. Ltd. (India)

Speakers:
Rajiv Bakshi, Godrej Industries (India)
Ameet Datta, Luthra & Luthra Law Offices (India)
Anthony Tong, Robin Bridge & John Liu (Hong Kong)

2:30 pm–3:30 pm General Session IV
Gaining Recognition: Well-Known Marks and Geographical Indications (GIs)

Well-known marks enjoy enhanced protection awarded by national governments. GIs are increasingly being recognized and protected as an intellectual property right. However, the protection of these kinds of marks can be challenging on a worldwide scale. This panel will highlight the global challenges and provide valuable solutions.
Saturday, February 11 (continued)

Speakers will discuss:

- Protection of well-known marks - A practitioners’ perspective
- An in-house counsel’s perspective on the enforcement of well-known marks
- Challenges in global protection for well-known GIs

Moderator:
Anoop Narayanan, ANA Law Group (India)

Speakers:
Latha Nair, K&S Partners (India)
Bernard O’Connor, NCTM Studio Legale Associato (Italy)
Shallyamanyu Singh, Procter & Gamble (Singapore)

3:30 pm–3:45 pm  Networking Break

3:45 pm–5:00 pm  General Session V
Expanding the Model: Using Licensing and Franchising to Grow Your Business

Licensing and franchising continue to be adopted as successful business methods. Learn how to evaluate, unlock and encash the value of brands through these methods and compare the international trends to what we are seeing today in India.

Speakers will discuss:

- When to adopt licensing or franchising and best practices of each
- International approach to licensing and franchising
- Legal considerations and practices in India

Moderator:
Jacob Kurian, Kurian & Kurian (India)

Speakers:
Tanmay Kumar, Yum! Restaurants India (India)
Jyoti Sagar, J Sagar Associates (India)
Jeremy Schrire, SJ Berwin LLP (United Kingdom)

5:00 pm–5:05 pm  Adjournment

Speakers:
Latha Nair, Program Co-Chair, K&S Partners (India)
Allan Poulter, Program Co-Chair, Field Fisher Waterhouse (United Kingdom)

5:05 pm–6:00 pm  Networking Reception
Washington D.C. Welcomes INTA’s 134rd 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
Latha Nair
K&S Partners (India)

Allan Poulter
Field Fisher Waterhouse (United Kingdom)

INTA Staff Liaisons
Simran Daryanani Zainulbhai
India Representative (India)

Peg Reardon
Manager, Membership Development
(United States)

Stuart Ruff, CMP, CGMP
Senior Meetings Planner (United States)

Project Team Members:
Murli Balasubramaniam, Castrol India Pvt. Ltd. (India)
Sheila Francis, Rouse (United States)
Jacob Kurian, Kurian & Kurian (India)
Anoop Narayanan, ANA Law Group (India)
Sangeetha Punniyamoorthy, Dimock Stratton LLP (Canada)

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About the Sponsors

Platinum Sponsor

K&S Partners, a full service and exclusive IP firm was founded in 1994 and has offices at Gurgaon, New Delhi, Bangalore and Mumbai.

The practice areas of K&S includes Patents, Trademarks, Geographical Indications, Copyrights, Domain Names, Designs, Plant Varieties, Trade Secrets and related matters. Specially noted for its diverse expertise in patent prosecution and for the pioneering work done in the area of GIs, the specific services rendered by the firm include conducting availability searches, handling post registration aspects including enforcement (civil and criminal) before courts/tribunals, border enforcement measures through the customs offices, IP due diligence and advisory and transactional work.

The firm also undertakes filing and prosecution of IP rights for its overseas clients in some neighboring countries through its network of associates in these countries.

Gold Sponsor

Greves Protection Management Pvt. Ltd. is the South Asian arm of Greves Group and has an established reputation for helping IPR attorneys, Law firms, Trademark/Geographical Indication mark/copyright holders, Brand Owners and Corporate Legal Departments to protect their Intellectual property rights, whether it is the infringement of trademarks, copyright, patent, design, geographical indication (GI) marks or counterfeiting of products.

Greves is a professional IPR investigation and Risk protection firm headquartered in New Delhi which provides comprehensive IPR investigative and intelligence services all over India and South Asian countries.

Greves specializes in the field of combating growing menace of counterfeit goods and products by offering services such as

- IPR investigation services
- Law enforcement services
- IPR monitoring services
- IPR acquisition services
- IPR audit and services
- Litigation support services
- Corporate Investigation Services

Greves's main focus is to reduce the rampant duplication widely prevalent today, from the point of origin to the point of landing. Greves provides services not only in India but also in other countries of South Asia like Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Afghanistan & Maldives. For more information kindly visit our web site www.grevesgroup.com or e-mail us at info@grevesgroup.com.
Headquartered at Mauritius, KIPG an 'IP Boutique', is committed to provide high standard services related to management, protection and enforcement of Intellectual Property Rights since the year 2006. Marking its presence through regional/liaison offices in 35 countries, KIPG is capable of handling IP matters in 200 jurisdictions. On account of being reliable, efficient and meticulous in their services, KIPG has the honor of associating with a number of prestigious Law/ IPR Firms and Corporate worldwide.

INTA 2012 Calendar of Events

INTA helps you stay up to date on trademark issues that affect your brands—domestically, regionally and globally.

Save the dates for these 2012 events:

- **May 5–9**: 134th Annual Meeting, Washington, D.C., USA
- **May 7**: India Reception at the Annual Meeting
- **June 23**: In-House Practitioners Luncheon, Hyderabad, India
- **July 21**: In-House Practitioners Luncheon, Bangalore, India
- **September 10–11**: Trade Dress and Design Protection Conference, Copenhagen, Denmark
- **October 6**: INTA India Seminar, Mumbai, India
- **October 11–12**: Trademarks in Business Transactions, Chicago, IL, USA
- **October 14–16**: Trademark Administrators Conference, Charlotte, NC, USA
- **November 7–10**: Leadership Meeting, Orlando, FL, USA
- **December 3–4**: Anticounterfeiting Conference, Istanbul, Turkey

Learn more about INTA events, including E-Learning programs at [www.inta.org/programs](http://www.inta.org/programs)
INTA’s 134th Annual Meeting

From valuable skill-building workshops and educational sessions, to benchmarking and networking opportunities, INTA’s Annual Meeting is the centerpiece event for the trademark industry and is attended by more than 9,000 individuals from 140 countries.

Register and learn more at www.inta.org/AnnualMeeting

Early Registration ends February 17.