



Confederation of Indian Industry

ANNUAL REPORT

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2015

# INTELLECTUAL PROPERTY RIGHTS



## Foreword



Intellectual Property is set to act as the new currency as India gradually transitions into a knowledge driven economy. It is bound to play a key role in helping drive forward the 'Make in India' initiative in order to enhance the innovative capacity of our country. There exists immense opportunities for Indian and global companies to collaborate and generate intellectual property assets which can help propel the economic growth of the country as well as create jobs and employment.

If India is to become the creative and innovation hub of the world, it is important to take appropriate measures to further boost the intellectual property ecosystem in the country. The CII National Committee on Intellectual Property Rights which has been mandated to promote and implement initiatives on Intellectual Property Rights (IPR) has expanded its outreach to various sectors. The committee has also expanded its scope of work over the years by undertaking a wide variety of initiatives ranging from awareness and capacity building programmes to policy advocacy. Through its leadership, expertise and excellence, CII National Committee on Intellectual Property has become a single reference point in the domain of Intellectual Property protection in India.

I take immense pleasure to share the CII Annual Report on Intellectual Property Rights 2014-15. This report gives an overview of all activities organized under the aegis of the CII National Committee on Intellectual Property for the year 2014-15. This annual publication will prove to be an enriching resource material for Indian Industry, Institutions, Academia, Professionals and International Organizations seeking information on CII's engagements with stakeholders and the masses as we attempt to further improve the IP culture in the country.

May I also take this opportunity to thank Mr. Ramesh Datla, Chairman & Managing Director, Elico Limited, the outgoing chairman of CII National Committee on Intellectual Property Rights, whose efforts have helped in developing the goodwill enjoyed by this committee in the space of IPR

**Dr. Pawan Goenka**

Chairman – CII National Committee on IPR and  
Executive Director & Group President - Automotive & Farm Sector  
Mahindra & Mahindra Limited



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## CII National Committee on Intellectual Property Rights 2014 - 15

Knowledge economy and protection of Intellectual Property Rights (IPR) are interlinked with one another in the sense that Knowledge economy cannot flourish without a sound ecosystem for generation, protection, management and commercialization of intellectual property at the national and international levels. IP is a complex mix of tacit and explicit knowledge which at the organizational level is critical for success in the competitive environment of trade and commerce. Intellectual Property Rights (IPR) are key to provide exclusivity and monopoly to IP generated by organizations without which a company cannot ensure competitive advantage in the commercial world. CII has been very active in creating a conducive IP eco system in the country both through its efforts and by supplementing the efforts of many governmental agencies, academic and research institutions, international organizations, foreign IP offices and industries for almost 20 years. Recognizing the Importance of IP also led CII to create a dedicated department which is guided by the CII National Committee on IP comprising of industry representatives from a wide variety of businesses and sectors.

The CII-National Committee of Intellectual Property Rights (2014-2015): The committee is represented by leaders from Indian Industries in various sectors such as auto, pharma, media and entertainment, manufacturing, publication, ICT and software. The committee also takes opinions from time to time from legal experts, academia, government institutions and other national and International organizations in their capacity as special Invitees.

### **Our Initiatives in the space of Intellectual Property Rights aim to:**

- Provide Industry's position papers and recommendations on national and international IP policy issues to the Government and other regulatory bodies.

- Provide learning platforms for disseminating information related to IPR and to train the stakeholders by organizing seminars, training programmes, roundtables, missions etc.
- Support various network organizations and also to provide services for IP protection and enforcement. It also works towards developing capacity, providing IP services to all stakeholders in the state and also to provide input on state policies.
- Take measures to safeguard the interest of intellectual property owners.
- Provide networking platform for sharing best practices in IP management.
- To create a reward and recognition system at a national level.

### **1. Policy Advocacy in 2014-15:**

**CII was engaged with the following tasks in the domain of policy advocacy.**

#### **Sensitization of Indian Enforcement Authorities on IPR**

- CII suggested incorporation of IPR into the training module of Police Officers during the 2nd meeting of Copyright Enforcement Advisory Council (CEAC).
- CII conducted a research study to estimate the extent and level of piracy in the publishing sector.

#### **Draft National IPR Policy**

- CII gave its comments and recommendations on the draft National IPR Policy.



## Inputs on Streamlining IP Administration

CII submitted the views and comments of its members on the Draft Manual for Trademarks Practice and Procedure as well as the Draft Guidelines for Search and Examination of Patent Applications Published by the Office of Controller General of Patents, Designs and Trademarks.

## 2. IP Capacity Building Initiatives

CII in partnership with national and international agencies has conducted several programmes on IPR such as IPR awareness programmes, seminars on PCT, public awareness building sessions on the Madrid Protocol, workshops on IPR, interactive sessions on IPR – Best Practices with Police and Customs Officials.

- Interactive Sessions with Police and Customs Officials on IPR Enforcement - Best Practices

CII in association with United States Patent and Trademark Office (USPTO) conducted eight interactive sessions on IPR meant for the police and customs officers which were organized all across India.

### States/Cities where such programmes were conducted

S. NO.	REGION (STATES COVERED)	PLACE/ DATE
1	North (New Delhi, Faridabad,)	New Delhi/ 29 & 30 Oct,2014 Faridabad /31 Oct,2014
2.	West (Jaipur,Pune)	Jaipur / 20 Oct,2014 Pune / 27 Oct,2014
3.	East (Kolkata)	Kolkata / 14 Oct,2014
4	South (Thrissur, Chennai, Hyderabad)	Thrissur / 1 Oct,2014 Chennai / 9 Oct,2014 Hyderabad / 23 Feb,2015



Interactive Session with Police and Customs Officials on IPR Enforcement - Best Practices in Pune & Thrissur



Interactive Session with Police and Customs Officials on IPR Enforcement - Best Practices in Kolkata & Delhi



Interactive Session with Police and Customs Officials on IPR Enforcement - Best Practices in Jaipur & Hyderabad

- **Awareness Programmes on Intellectual Property Rights**

CII in collaboration with Intellectual Property Office, Government of India has been organizing IP Awareness programs in various states of India. Two programmes were conducted simultaneously in Bihar & Mizoram on 15 & 16 October, 2014. The main objective of these awareness programmes is to sensitize the industry, institutes and government employees about intellectual property thereby leading to greater of IP filing from states and thus building a robust IP ecosystem in India.



Shri Jitan Ram Manjhi Hon'ble Chief Minister Govt. of Bihar inaugurated the IP Awareness programme in Bihar

- **Seminars on Patent Cooperation Treaty (PCT)**

CII in collaboration with World Intellectual Property Organization & Intellectual Property Office, Government of India organized PCT seminar on 26 November, 2014 in Hyderabad. The objective of the seminar was to provide a brief overview on the PCT system and how companies which are filing patent applications in various countries can take advantage of the PCT system.



Seminar on Patent Cooperation Treaty (PCT) held in Hyderabad

- **Seminar on Public Awareness Building on the Madrid Protocol for the International Registration of Marks:**

CII in collaboration with World Intellectual Property Organization & Intellectual Property Office, Government of India organized a roving seminar on public awareness building on Madrid system on 24 November, 2014 in Kolkata.



Seminar on Public Awareness Building on the Madrid Protocol for the International Registration of Marks held in Kolkata

- **One Day Workshop on Current Patent Practices & Competitive Intelligence from EPO Patent Search Tools**

CII in collaboration with European Patent Office (EPO) and European Business and Technology Centre (EBTC), New Delhi conducted a one day Workshop on “Current Patent Practices & Competitive Intelligence from EPO Patent Search Tools” on 26 Nov 2014 in Pune. The course content of the workshop was structured so as to cover not only current national and international patent practices but also demonstrate practical utility of patent database with case studies for gathering competitive intelligence beneficial for the newly trained IP workforce. It has been attended by the government, industry people from all over Delhi.



One Day Workshop on Current Patent Practices & Competitive Intelligence from EPO Patent Search Tools



### 3. Awards and Recognition

National Intellectual Property Awards 2014 – The awards were given on the occasion of World IP Day (26 April, 2014) in New Delhi at a ceremony jointly organized by the CII and the DIPP and IPO.

The awardees for the National IP Awards 2014 were:-

- **Crompton Greaves Global R & D Centre** - Top Organization in Designs.
- **Bharat Heavy Electricals Ltd** - Top Indian Public Limited Company/Private Limited Company / Indian subsidiary of a transnational corporation in Patent, for research and development conducted in India.
- **Bilcare Limited** - Top Organization in Trade Marks.
- **CSIR-Institute of Microbial Technology** - Top R & D Institution in Healthcare.



National IP Awards 2014

#### 4. Promotion / Networking/ Learning Initiatives for knowledge exchange and share global best practices

##### 1st International Conference on IP Laws and Enforcement of IPR

- CII began organizing the International Conference on IP Laws and Enforcement of IPR from 2014. The first international conference was organized in partnership with Department of Industrial Policy and Promotion (DIPP) as well as Intellectual Property Office (IPO) from 20-21 November 2014. The event featured eminent experts and IP professionals from India and abroad, as well as eminent personalities from Industry, academia, government, R&D institutions and legal luminaries. It was an international event that brought together discerning audiences and eminent speakers to discuss and evolve emerging aspects of intellectual property.
- This conference generated much interest among the participants and stakeholders who for the first time experienced a platform so comprehensive and focused for the cause of building the intellectual property ecosystem in the country. The summit brought together the best speakers and thinkers in the domain of IPR from across the world to deliberate on various issues of concern in this domain and the way forward.

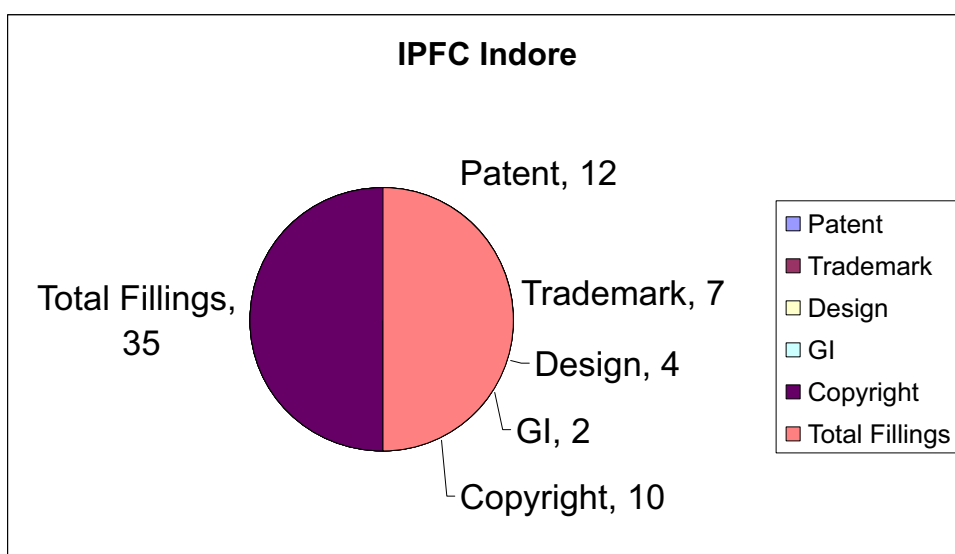


1st International Conference on IP Laws and Enforcement of IPR

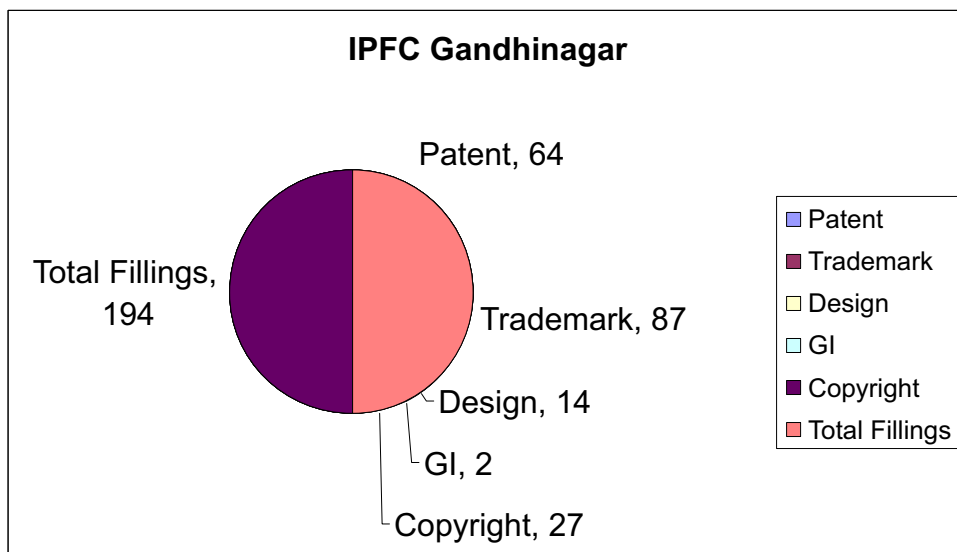
## 5. Public Private Partnership Initiatives: Technology Development Centers & Intellectual Property Facilitation Center (IPFC) in States

**Intellectual Property Facilitation Center:** Under the National Manufacturing Competitiveness Programme (NMCP) of Govt of India, Ministry of MSME and CII established IPFCs at Gandhinagar, Indore and Mysore. The IPFCs are equipped with State of Art IP Search and IP Service Support Facility. The objective of IPFCs is to enable MSMEs to understand, identify and use Intellectual Property for competitive Advantage. IPFCs together provide services such as IP Protection, IP awareness and Training, Counseling and Advisory Services to hand hold MSME to Identify Intellectual Property in their day to day business & leverage it for Business Advantage. Some success stories from IPFCs are given below.

### A) IP Services:



Till date IPFC Indore has filed 12 patent applications, 7 trademark applications, 4 Industrial design, 10 copyright and 2 GI applications. Out of these one design application has been registered. The Centre has executed around 17 IPR sessions across the state of Madhya Pradesh.



IPFC Gandhinagar has filed a total of 194 IPR applications since its inception. The Centre has also been executing 17 IPR sessions on a regular basis.

**B) Promotional /Networking/Learning Initiatives to facilitate sharing of best practices:**

- 1. IPTECH-2014 Conference on Intellectual Property Rights in Electronics, IT & ICT** was held on 30 August 2014, at Hotel Fortune Landmark, Indore. CII MoMSME IPFC Indore in partnership with Department of Electronics & IT, Govt. of India organized this one day conference on “Intellectual Property Rights in Electronics, IT & ICT” with the aim of developing insights into the complex mechanism of creation, ownership and protection of Intellectual Property with reference to the eco-system across India – US - EU. The overall objective of the conference was to create awareness, capacity building and improve factual understanding on implications that IP for the Electronics, IT & ICT industry.



IPTECH-2014 Conference on Intellectual Property Rights in Electronics, IT & ICT





Building Awareness on Geographical Indication

2. **Economic Impact of Counterfeiting and Piracy-Indian Pharma:-** CII and IPFC Gandhinagar in collaboration with Ministry of MSME organized a conference on 20th June, 2014 on impact of counterfeiting and piracy of Indian pharma sector to make industry aware of antipiracy and counterfeited medicines and how they can protect there medicines from counterfeiting.



Economic Impact of Counterfeiting and Piracy-Indian Pharma

3. **Conference on IPR in electronics, IT & ICT:** CII and IPFC Ahmedabad in collaboration with Ministry of MSME organized a conference on 8th August 2014 on IPR in electronics, IT & ICT. The objective of the conference was to make industry aware how they can protect their electronics from counterfeiting.



IPTECH-2014 Conference on Intellectual Property Rights in Electronics, IT & ICT

## Andhra Pradesh Technology Development Center (APTDC)

Andhra Pradesh Technology Development Center was established in 2000 with the joint participation of CII, Government of Andhra Pradesh and the Technology Information, Forecasting and Assessment Council (TIFAC). It is a one stop shop for IP facilitation and since its inception it has taken up 500 plus assignments (from search, analysis, drafting, filing to prosecution) in the field of Intellectual Property protection, patent information analysis IP counseling and advisory services.

APTDC has worked closely with several governments departments, national & international agencies such as Intellectual Property Office, India; World Intellectual Property Organization, US Patent & Trademark Office-Global Intellectual Property Academy (USPTO GIPA), European Patent Office (EPO), and European Business & Technology Centre (EBTC) for organizing workshops, training programs and conferences to discuss on emerging trends on IPR management & enforcement.

In year 2014, APTDC identified and focused on some key sectors where it felt was a need to sensitize the industry about the emerging IPR ecosystem.

### A) Promotional/Networking/Learning Initiatives to facilitate sharing of best practices:

- **Electronics & IT sector:** Executive Program on Strategic IP Management for Electronics & IT sector was organized from 16-17 April 2014 in Hyderabad .The objective was to understand the role of IP Management in Software & Electronics Sector and generate a strategy for integrating R&D, Design, Manufacturing, and Marketing with IP for Market Leadership.



Conference on Strategic IP Management for Electronics & IT sector

- **Biodiversity Sector:** APTDC organized a series of seminars on Biodiversity all across India. One such programme was organized in Hyderabad to create awareness on Biodiversity on 28th March 2014. APTDC and CII in association with the AP State Biodiversity Board organized this one day seminar on IPR & Biodiversity focusing on IPR issues and concerns over Biodiversity .

APTDC and CII in association with US Patent and Trademark Office - Global Intellectual Property Academy (USPTO-GIPA) organized three one day seminars on “Intellectual Property Rights & Biodiversity” on 18th August 2014 at Chennai, 16 September 2014 at Bhopal and 30 October 2014 at Thiruvananthapuram.

The objective of the seminars was to provide a platform to learn and share experiences on the procedures and practices in IPR with focus on Biodiversity. The seminar also helped to create awareness and improve factual understanding on implications that Biodiversity and IPR has for Industry and stakeholders using bio-resources.



Seminar on Intellectual Property Rights & Biodiversity

- **Green Technologies:** APTDC and CII in association with European Business and Technology Centre (EBTC) and the European Patent Office (EPO) organized two seminars on “Searching Green Technologies with Espacenet and the Global Patent Index” on 26 & 28 May, 2014 at Hyderabad and Bengaluru, respectively. Their objective of these programmes was to facilitate searching of patented Green Technologies on available databases.



Seminar on searching green technologies with GPI and complimentary services.

- **America Invents Act:** Seminar on America Invents Act Procedures & Practices at USPTO: APTDC and CII in association with US Patent Office and Trademark Office - Global Intellectual Property Academy (USPTO-GIPA) organized tow seminars on “America Invents Act (AIA): Procedures & Practices at USPTO” on 20th August 2014 at Bengaluru and 10th October 2014 at Pune.

There objective was to sensitize the stakeholders on AIA which is considered to be bringing up the major legislative changes to the US Patent System since the Patent Act of 1952. The seminar provided a unique platform for IP stakeholders to become aware of the important change that has been made with the advent of new legislation.



Seminar on America Invents Act Procedures & Practices at USPTO



- **Roundtable Interaction with Seed Industries;** APTDC and CII in association with US Patent and Trademark Office - Global Intellectual Property Academy (USPTO-GIPA); organized a round table interaction with the Seed Industries in Hyderabad on 3 February 2014.

The objective of the programme was to discuss and understand the issues related to Plant Variety Protection, Biodiversity, Compulsory Licensing, Proper linking between IP Laws and other related laws affecting Indian and Foreign Companies. The Round table was chaired by Ms Kitisri Sukhapinda, Attorney Adviser –USPTO and President UPOV Council. The session was well attended by 18 Industry members.

- **Roundtable Interaction on IPR Issues** understanding the current IPR issues with focus on Hyderabad Based Industries on which was held on 11 July 2014 at Hyderabad. The objective of the programme was to understand the Intellectual Property Protection Landscape in the country and how the industries interact with the governments to raise such IPR issues Mr.Mike Delany, Assistant U.S. Trade Representative for South Asia discussed the IPR issues with the industry representatives with an aim to include such issues in future bilateral trade discussions.



Roundtable interaction on IPR issues

- **Roundtable Interaction with Malaysian- Singapore Delegation on IP Financing/Valuation/Licensing** was held on 12 November 2014, Hyderabad with an objective of understanding IP financing/valuation/licensing scenario in India particularly Hyderabad Based Industries.



Roundtable Interaction with Malaysian-Singapore Delegation on IP Financing/Valuation/Licensing

#### B) Flagship Events/Conference

- **IPEX-2014: Conference and Exposition on Emerging trends in IP Management and Commercialization:** APTDC and the Tamil Nadu Technology Development and Promotion Centre (TNTDPC) of CII together organized the 5th edition of IPEX-2014, an international conference and exposition on 'Emerging Trends in Intellectual Property (IP) Management and Commercialization' on 5-6 September in Chennai. The objective was to discuss emerging trends in IP management, exchange best practices, develop solutions, and publicize new initiatives on building an IP ecosystem in India.

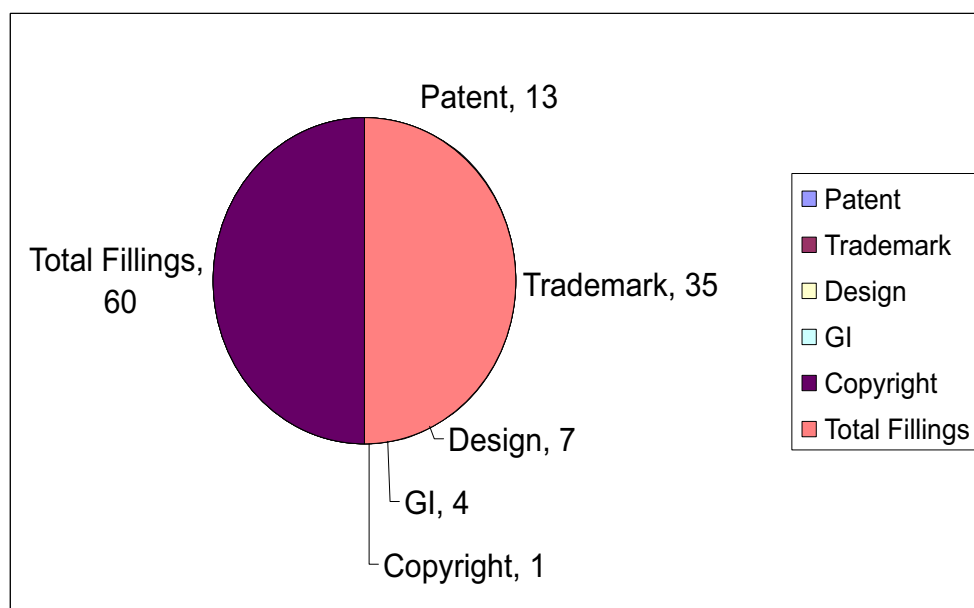


Conference and Exposition on Emerging trends in IP Management and Commercialization

### C) IPR Services

- APTDC facilitated 60 plus IPR Service requirements (from search – analysis – drafting –filing- prosecution) across the state, country and abroad. The beneficiaries of our services are Industry, Entrepreneur, Government MSMEs, academia, R&D institutions and Grass root innovators and Individuals.
- APTDC facilitated 5 prior art patent search, filing of 13 patent applications, 35 Trademarks(TM), 7 Industrial Design 4 GI, 1 copyright and 22 office action responses in the year 2014-15.

**Pie-Chart of IP Filed (2014-15)**



**i. Registered Designs:**

**Purse with Different Patterns**





## ii. Geographical Indications (GI)

- APTDC in collaboration with the Department of Handloom and Textiles, Govt. of Andhra Pradesh, facilitated the registration of Geographical Indications for the famous Silk Sarees and Silk Pavadas from Dharmavaram. Dharmavaram Handloom Pattu Saree and Pavada are now a Registered Geographical Indication of India with the issue of certificate on 31st March 2014 by the Geographical Indication Registry, Chennai.



**Lavish Zari work on colorful Dharmavaram sarees**

- The centre has facilitated filing of 28 products for GI, out of which 17 products have been granted GI certificate. The centre has also facilitated Enforcement of GI rights of Tirumala Tirupati Devasthanam (TTD) for Tirupati Laddu, which is first of its kind in India confirming the rights of a registered Geographical Indication as against its unauthorized use by third parties”.

### **APTDC Facilitated Filing Of Warangal Durries, Udayagiri Wooden Cutlery, Adilabad Dokra And Allagadda Stone Carving For Geographical Indications (Gi) Registration.**

- As its ongoing initiative to facilitate registration of potential products from the country under Geographical Indications Act, APTDC in association with the Andhra Pradesh Handicrafts Development Corporation Ltd. have facilitated filing of Warangal Durries, Udayagiri Wooden Cutlery, Adilabad Dokra and Allagadda Stone Carving for Geographical Indications registration. APTDC conducted a detailed study for all the crafts by visiting the places and interacting with the artisans.

- The GI Applications for the Adilabad Dokra, Udayagiri Wooden Cutlery, Warangal Durries and Allagadda Stone Carvings were filed on 6 March 2015 at the GI Registry, Chennai. Application Numbers 521, 522, 523 & 524 have been allotted to these crafts respectively.

#### 1. Adilabad Dokra



#### 2. Allagadda Stone Carvings



#### 3. Udayagiri Wooden Cutlery



#### 4. Warangal Durries



## Tamil Nadu Technology Development & Promotion Centre (TNTDPC)

### A) Promotional / Flagship Events:

- Workshop on Functional Innovation Methodology for Leaders in Automotive Industry: TNTDPC of CII in association with Innomantra Consulting Pvt.Ltd. hosted a one day workshop on Functional innovation methodology - a systematic approach to accelerate profitable and patentable ideas in an organization on 19th June 2013 at Taj Coromandel, Chennai.



Workshop on Functional Innovation Methodology for Leaders in Automotive Industry

- **Conference on IPR: Valuation & Monetization of IP Assets:** - TNTDPC of CII organized the conference on valuation and Monetization of Knowledge Assets with theme of Transitional IP Strategies for businesses on 27th Nov 2013 at Hotel Hilton, Chennai with an objective to utilize IP as a strategy for business and competitiveness.



Conference on IPR: Valuation & Monetization of IP Assets

- **6th Edition – Conference on Automotive R & D Trends, Theme R & D Challenges for Sustainable Mobility:** - Conference on Automotive R&D Trends is annual flagship event of TNPDC the conference has good reception among the automotive community . It was organized on 28th February 2014 at Hotel ITC Grand CHOLA Chennai. The conference aimed to address mobility is an important area pertaining to the development of the industry and the nation.



Conference on Automotive R & D Trends  
Theme R & D Challenges for Sustainable Mobility

- **Awareness Session on Legitimate & Competitive Tools for the Industry to Compete & Grow in the Globalized Business Scenario – Information Technology & IPR**

The Center organized an Awareness Session on the Legitimate & Competitive tools for Industry to Compete & Grow in the Globalised Business, focusing on “Information Technology (IT) & Intellectual Property Rights (IPRs)”. This programme was organized on 21 June 2013 at IITM Research Park, Chennai. The objective of the workshop was to enhance the understanding about IT & IPR as Legitimate & Competitive Tools for achieving global competitiveness amongst Manufacturing Industry & Exporters.

- **World IP Day Celebrations – Steering Intellectual Property Rights in an Innovation Driven Economy:** - TNPDC celebrated with theme “Steering intellectual property rights in an innovation driven economy



“ with an objective to discuss about formulating effective knowledge management and framework for all forms of IP and to stress on the importance of Innovation, Protection and Commercialization.



Steering Intellectual Property Rights in an Innovation Driven Economy







## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7600 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 250 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

In its 120th year of service to the nation, the CII theme of **‘Build India – Invest in Development, A Shared Responsibility,’** reiterates Industry’s role as a partner in national development. The focus is on four key enablers: Facilitating Growth & Competitiveness, Promoting Infrastructure Investments, Developing Human Capital, and Encouraging Social Development.

With 66 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 300 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

### Confederation of Indian Industry

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