



उद्योग संवर्धन और आंतरिक व्यापार विभाग
Department for
**PROMOTION OF INDUSTRY AND
INTERNAL TRADE**
Ministry of Commerce and Industry
Government of India



Creative India
Innovative India



IPRISM

Imagine. Invent. Inspire.



20th November 2019 - New Delhi

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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IP & BRAND PROTECTION

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IPRISM a joint initiative of DIPP-CIPAM, ASSOCHAM and ERICSSON is to promote a culture in which innovation and creativity are encouraged and appreciated at every level of education society. The awards also promote wider understanding of how the intellectual property system works to serve creativity and innovation.

IPRISM was launched by Shri Ramesh Abhishek, Secretary (DIPP), Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Govt. of India on 12th January, 2018. The initiative is for students enrolled and studying at school, polytechnic institute, college and university.

IPRISM is an annual initiative and successfully completed its first year. In recognition & appreciation of the creativity of students on a theme of film making on Anti-Counterfeiting and Piracy, we have organised 1st IPRISM Awards on 18th December, 2018 at Hotel Claridges, New Delhi. ASSOCHAM has honour of hosting Hon'ble Minister of Commerce & Industry, Govt. of India, Shri Suresh Prabhakar Prabhu, as the Chief Guest for the occasion.



Shri Suresh Prabhakar Prabhu, Hon'ble minister, Ministry of Commerce and Industry, Government of India



Award presented to winner, Mr. Harmanjot Singh from GNA University, Punjab



Award presented to 1st Runner-up Agnishikha Ray, Mohamed Umair, Shivani Alajangi, ICAT Design and Media College, Chennai



Award presented to 2nd runner up Khushi Solanki, Avni Aggarwal, Ananya Bharadwaj, GPP School

Selection of winners is based on novelty of the idea, complexity, clarity and innovation. After evaluation of entries made by Jury members; Mr. Bobby Bedi, Founder and MD, KEPL Entertainment, Ms. Lohita Sujith, Director, Motion Picture Association, Mr. Hemant Singh, Managing Partner, Intl Advocare. The winners of IPRISM 2018 were declared during the Award Ceremony in presence of chief guest and Shri Rajiv Aggarwal, Joint Secretary, DIPP on 18th December, 2018 at Hotel Claridges.

Winner was awarded with Rs. 1lakh along with the trophy & certificate and runner-ups were awarded with Rs. 25000 each along with the trophy & certificate. Also top thirty entries were awarded with certificate.

In continuation of our efforts to promote culture of creativity & innovation, we have initiated second edition of IPRISM Awards 2019 in collaboration with DIPP-CIPAM, ASSOCHAM and ERICSSON under the New theme namely Film on IP in Daily life and Comic Book Making on Intellectual Property Rights.

IP in Daily Life

Intellectual Property is all encompassing and makes a positive influence on our daily lives. From kitchen to clothing, entertainment to sports, medicines to electronics & cosmetic to jewellery etc, everywhere we find that, we are all surrounded by IP. You may have witnessed a lot of news coverage regarding piracy in fashion and publishing industry. Many of us witness someone copying movie while viewing in a theatre, which is a straight case of piracy.

While in cooking food, there are new recipes created in our kitchen which is an intellectual property. Many such instances are continuously witnessed in our daily lives.

Through this competition, we encourage participation to develop 60 seconds video and approx 10 pages comic strip on the theme of "Intellectual Property in Daily Life".

As we have received wide range of entries and we are pleased to announce 2nd IPRISM Awards cum Conference under the theme of Brand Protection. It is an executive platform to discuss the industry challenges for Anti-counterfeiting, Online Brand Protection, Cross Border Product Security, Cyber Crime, IP Legislations, Global Cloud Security, Serialization and Track & Trace Strategies.

2nd IPRISM AWARD AND CONFERENCE ON IP & BRAND PROTECTION

Protection of IPRs is an issue to which governments and industry have assigned higher priority in recent years. This is reflected in the actions that they have taken in a number of areas such as multilaterally, governments established an agreed framework for recognising and enforcing IPRs both in national and international contexts in the Uruguay Round through TRIPS.

Government and Industry have been closely working together to improve IP enforcement but despite several efforts, counterfeiting and piracy remain a big problem for all economies. Counterfeiting and piracy is a trillion dollar problem and a threat for any business or brand. The counterfeiting and piracy life-cycle can quickly destroy sales volumes, profit margin, production costs, product liability claims, harm long-term trust of business partners, brand & product reputation.

Therefore, it is very important to understand the role of brand value in the business and customer's life as brand value and their protection carries significant importance in business development and also customer satisfaction. To understand the best protection strategies to increase consumer trust & deliver positive benefits and brand value, ASSOCHAM is holding conference on **IP & BRAND PROTECTION**.

Why it is Important

In a rapidly growing intellectual property market, it is important for business to utilize intellectual property ownership and licensing for their business. Owning intellectual property helps you protect from others using something identical or similar to your creation, brand or product, and can also create new sources of revenue should you desire to license your goods or services out to third parties. Without protection, you could end up spending a lot more money in defending against someone else or even rebranding, and miss out on commercial opportunities.

A business's most valuable asset is its good name, its brand and reputation. The value is the organization's brand reputational value which refers that strong brand reputational value equals greater profits. As the marketplace becomes more competitive, organizations must be able to rely on the strength of their brand and reputation to attract and retain customers, business partners, employees and investors.

Brands today are generally recognized as a key asset for creating value for a business. Any "enterprise", in the wide sense of that term, be it for-profit, not-for-profit, small, medium-sized or large, even a country or geographical region, can develop a brand image.

Why is Attend

The global risk of counterfeit products is rapidly growing and evolving, with enormous detrimental effects on brand owners, consumers, and society. The IPRISM provides a central location for thought leadership in brand protection and anti-counterfeiting & anti-piracy as an independent, interdisciplinary evidence-based hub, designed to assist in protecting brands and products of all industries worldwide.

This is a collaborative space for brand owners, law enforcement agencies and academia to strategize about the most critical issues and their solutions.

Major Topics

Regulations and IP Enforcement: Role of Government and Industry

A successful anti-counterfeiting and brand protection program requires both the collaboration of internal and external partners to be successful. In this session, panellist will discuss that how government and industry can help together in effective implementation of regulations to eradicate counterfeited and pirated products in the system.

Strategies for Start-ups to Create Brand Value

Start-up business faces many difficult challenges getting off the ground in the early stage and their priorities in product development and seed fund to grow are their primary concerns but they don't realize the significance of making brand strategy decisions at the embryonic stage of their big idea.

For start-ups, brand building is as important to early success as product development and raising money. You can have the most innovative, groundbreaking product ever conceived, but if you can't create a strong foundation for communicating that value to the marketplace, chances are the business won't go far. Developing a strong brand is critical to the early success of start-ups.

Strategies for online Brand Protection

As online and technological environments continue to develop, there are increased openings for brands to reach new customers and expand their profile. But at the same time, counterfeiters and infringers ready to capitalise on the goodwill built by companies see opportunities.

- Future risks and opportunities: identification, preparation and reaction
- Managing resources and developing the right external support networks
- The value to the business: costs versus the ROI of online brand protection

Challenges and opportunities for small & Medium Size of enterprises with counterfeiting

Small and Medium enterprises are vulnerable to the many of the same counterfeiting threats faced by large business, and they can face many challenges to implementing brand protection and anti counterfeiting programs. This panel will explore the unique resource constraints of SMEs that make it challenging to implement traditional brand protection strategies as well as opportunities to play roles in and benefit from the brand protection activities undertaken by large firms.

How can Block Chain and other Transformative Technologies will help to Fight Counterfeits and Diversion?

The problems associated with counterfeit products result almost wholly from a lack of transparency and immutability of the supply chain records. Put differently, if there were an unalterable record that rights holders, manufacturers, wholesalers, retailers and consumers could all access and trust (as a result of technology, not the naked eye), fraudulent product would lose its value. Moreover, law enforcement would have an efficient way to distinguish between real and fake.

Fighting infringement on e-commerce sites

Established and new marketplaces mean the Internet is an open playground for counterfeiters and infringers. How can brands effectively prioritise, determine where to focus efforts and understand the enforcement options available?

- Policing and tolerance: balancing business and legal priorities
- Assessing enforcement options: how to know when, and how, to act
- Out with the old? The emerging threat from new online marketplaces

Brand protection strategies for social networks and apps: Social media is now an integral part of business strategy, enabling organisations to maximise online revenue channels. However, as opportunities arise so do threats and risks – all under the watchful eye of the consumer.

- Cease and desist? Ethical enforcement in the online world
- Brand reputation: rewriting the rule book for the social media realm
- A glimpse into the future and what it means for trademark professionals

Piracy & Brand Protection at Source

- ⊙ Digitalization of Films and Watermarking – trackability to source cinema and its importance for investigations
- ⊙ Enforcement – investigations and key prosecutions
- ⊙ Technology – proactive and reactive

Truly Cross-Industry

- ⊙ Consumer Technology
- ⊙ Entertainment
- ⊙ Toy Companies
- ⊙ Apparel, Clothing &
- ⊙ Footwear Companies
- ⊙ Luxury Goods
- ⊙ Pharmaceuticals
- ⊙ Tobacco
- ⊙ Alcohol
- ⊙ Automotive
- ⊙ Jewelry
- ⊙ Perfumes & Cosmetics
- ⊙ Medical Devices

Who Should Attend

👉 Senior Vice Presidents, Vice Presidents, Directors, Senior Managers of:

- Anti-Counterfeiting Brand Protection
- Brand Management
- Investigation
- Legal Affairs
- Trademark
- Corporate Security
- Enforcement
- Global Security
- Litigation

👉 As well as:

- IP Counsel
- Associate General Counsel
- Corporate/In-House Counsel
- General Counsel
- Chief Trademark
- Counsel
- Chief Legal Officer

KEY TAKEAWAYS



Discover new ways to protect your brand and stop counterfeiting



Meet hundreds of professionals to share best practices from around the world



Listen to the challenges faced by authorities and learn from practical examples



Interact with specialist suppliers and compare authentication technologies



Enhance your knowledge and network with industry peers



Ask experts for advice in panel discussions

For more information, please contact:

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