

Registration form

Participant's Name:

.....

Designation:

Mailing Address:

.....

Telephone:

Fax:

Email id:

SIS Member: Y / N

Accommodation needed: Y/ N

Registration Fees:

Accommodation Charges*:

Total:

D.D. No.:

Drawn on:

Signature with Date:

Payment by Bank draft in the name of:
 "SIS Conference" payable at Pune and to
 be sent to Conference Secretariat.

* Charges to be paid separately depending on the type of accommodation selected/ available. Details will be provided later on the society website.

Conference on Patinformatics for Technological Competitive Intelligence and Licensing

Who should attend?

- Scientists/ Researchers
- Information Science Professionals
- Patent Analysts
- Technical Managers
- IP Professionals
- R&D Managers
- Corporate Planning Managers

Venue

CSIR-National Chemical Laboratory

Event Details:

- December 7, 2015 – Workshops & Evening Inaugural function followed by welcome dinner
- December 8 and 9, 2015 – Technical sessions

Registration Fees

- Industry - Rs.5000/-
- Academia/ Research – Rs. 4000/-
- SIS Members – Rs. 4000/-
- Students (limited seats) – Rs. 3000/-

Delegates (including speakers and vendors) must register before December 1, 2015

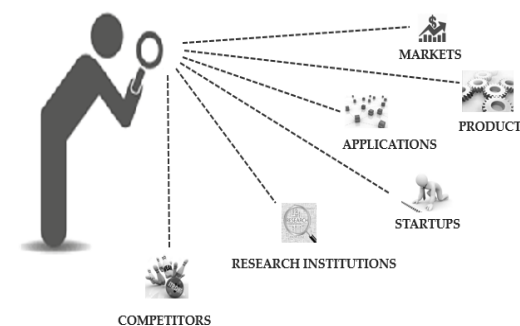
Conference Secretariat

Ms R. Jansi
 CSIR-URDIP, "Tapovan", S. No. 113, 114, NCL
 Campus, Pashan, Pune 411008 (India)
 Email: events@urdip.res.in Tel: +91-20-69000857



**32nd National Convention
December 7 – 9, 2015**

Conference on Patinformatics for Technological Competitive Intelligence and Licensing



www.sis.org

www.urdip.res.in



Society for Information Science (SIS) is an all India Professional body devoted to encouraging interaction among information professionals, Scientists, Managers and users.



The technical intelligence can be procured from different sources of information such as patents, scientific literature and business news. A study carried out by the European Patent Office says that approximately 80% of scientific and technical information can be found from patents alone and very often the valuable technical information is not disclosed anywhere else.

Patents are also a unique source of information since they are collected, screened and published according to internationally agreed standards. In addition to being an extremely valuable source of technology intelligence, patent documents offer a business competitive intelligence by revealing a competitor's strengths and strategies. Information gained from patents can also help in locating partners for cross-licensing and collaboration. Being aware of the state of the art of relevant technology areas is crucial for a company's innovation process. Knowledge of developed techniques and products forestalls overlapping R&D projects and thereby prevents unnecessary investment. Equally important is the recognition of other actors operating in the field. Benchmarking and evaluating a competitor's R&D and market strategies aids in managing one's own processes.

Patinformatics for Technological Competitive Intelligence and Licensing

In today's fast-paced competitive environment, technological innovations can be fundamental to business success. Sound competitive technical intelligence enables companies to identify where technology can deliver a competitive advantage in areas such as marketing, product design, and R&D.

Technology companies are in a perpetual race against existing competitors, and always looking behind their shoulders for the next technology disruption or an emerging start up to challenge their existence. Business models can be threatened overnight, and staying ahead of competitors is vital.



CSIR-URDIP provides training and value added patent information services to clients in the public and private sectors.

Society for Information Science (SIS) in collaboration with CSIR's Unit for Research and Development of Information Products (CSIR-URDIP) is conducting the fourth Indian Conference on Patent Informatics (Patinformatics) from December 7-9, 2015 at Pune. The theme of the Conference will be "Patinformatics for Technological Competitive Intelligence and Licensing". There will be number of workshops by database and software vendors on 7th December with an inaugural session in the evening followed by a dinner. There will be technical sessions on 8th and 9th December with focused presentations on how to monitor the technical environment, identify technological developments, assess the potential of new technologies, and analyze their effect upon the business, customers, and competitors. Each of the presentation will have a case study and also discuss about the tools used for analysis as well as methodologies adopted to identify gaps in patent coverage, revealing partnering opportunities, licensing opportunities, identifying technologies ripe for transfer and unmet customer needs.

Presentations in the form of detailed case studies are invited from information and R&D professionals on the theme of the conference. Presentations on the related patent information topics may be accommodated in the poster session.



Society for
Information Science



URDiP

**Conference
on
Patinformatics
for
Technological Competitive Intelligence and Licensing**

7 - 9 December 2015

Programme

Registration

8.30am - 5.30pm

Training Workshops

9.30am - 5.00pm

Inaugural Session

5.30pm

Inaugural Address

Competitive Intelligence: What you don't know can hurt you
by

Mr. Craig W. Stephens

Vice President, Chemical Abstracts Service,
Ohio, USA

Key-Note Address

Patent Information...A Peep Beyond the Horizon
by

Dr. Prabuddha Ganguli

CEO, Vision IPR, Mumbai

Welcome Dinner

8.00pm

Session I: 9.30am-11.15am

Patent Information : For Strategic Decision Making

Mr. Prakash Balekundri

Principal Consultant, Robert Bosch Engineering and Business Solutions, Bengaluru

Harnessing the Value of Patent Information for Innovation & Business Decisions

Dr. Asim Pattanayak

Senior Manager, Legal Affairs – Intellectual Property Group, SABIC Research & Technology Center, Bengaluru

Patent Analytics and Society

Dr. Liza Jo

Lead IP Analyst, Philips Intellectual Property & Standards, Bengaluru

Session II: 11.30am-1.15pm

Enhancing Inventive Ideas Using Patent Information

Mr. Nilesh Puntambekar

Senior Manager- Innovation & Intellectual Property, Emerson- India & South Asia, Pune

Importance of IP Intelligence in Today's Market

Dr. Neeraj Panchal

Senior General Manager, Global Intellectual Property Services, John Deere India Pvt. Ltd., Pune

Patent Information and its Role in Competitive Intelligence

Mr. Biplab Dey

Manager-IP, Reliance Industries Limited, Mumbai

Session III: 2.00pm-3.45pm

Locating Evasive Competitive Technologies Using In-depth Indexing of STN Databases

Mr. Makarand Waikar and Dr. Jyoti Singh

ACS International India Private Limited, Pune

Understanding Patent through Visualization

Dr. Tara Prasad & Ms. Sangeetha Jayaram

Head, IP System, & Head, Visualization, Tata Consultancy Services Limited, Bengaluru

Innovations in Patent Research Platforms Beyond Search

Mr. Manish Sinha

Chief Technology Officer, Gridlogics Technologies Private Limited, Pune

Session IV: 4.00pm-5.45pm

Interface Between Patent Law and Competition Law in a Standards Setting Organization – Importance of Analysis of SEPs''

Dr. Murthy S.K

Patent Counsel-Intel India, Bengaluru

A Patent Analysis Model to Investigate Investment Targets

Mr. Surendra Vyas and Mr. Balakrishna Uppala

Patent Landscape Analysts, Shell Technology Centre, Bengaluru

IP Strategy for Open Innovation

Dr. Shantha Kundapura

Technology Entrepreneur, Venture Centre, Pune

6.00pm to 7.30pm Cultural Programme

8.00pm Dinner

Session I: 9.30am-11.15am

Developing Technology Strategy in an Uncertain World

[Dr. Debjani Kapila](#)

CoE Leader-Patents and Analytics Center of Excellence, GE Global Research,
GE India Technology Centre, Bengaluru

**Effective IP Competitive Intelligence for Winning Strategies, Value Creation
and Competitive Advantage**

[Mr. Yateen Pargoankar](#)

Ex-Manager, IP Competitive Trends, Chevron, USA (Subject to change)

Effective Patent Portfolio Management for Large Entities

[Ms. Jaya Murthy](#)

Manager, Intellectual Property, Centre of Excellence, Eaton Technologies Private
Limited, Pune

Session II: 11.30am-1.15pm

Patents and Entertainment Licensing: An Unusual Coincidence

[Dr. Kalyan Kankanala](#)

Managing Partner, Banana IP, Bengaluru

IoT (Internet of Things) for Competitive Intelligence

[Ms. Anushka Shembekar](#)

Head, Incubation Center and Mobility, Kirloskar Systech Limited, Pune

Deciphering High Quality Invention

[Mr. Soumik Das](#)

Solution Consultant, Thomson Reuters, Bengaluru

Session III: 2.00pm-3.45pm

Dynamic challenges in Patents and Licensing

[Mr. J.L.N. Murthy](#)

Vice-chair of American Bar Association International Law United Nations and
International Organisations, India Committee, Hyderabad

Patinformatics in Licensing and Technology Transfer

[Dr. Aravind Chinchure](#)

Chair Professor, Innovation and Entrepreneurship, Symbiosis International
University, Pune

Organizational Capabilities, Intent and Patents

[Dr. M.G. Kulkarni](#)

Emeritus Scientist, CSIR-URDIP, Pune

LED Patents - Competitive and Commercialization Landscape

[Dr. Murari Venkataraman](#)

Director, Technology, Relecura Technologies, Bengaluru

Session IV: 4.00pm-5.30pm

Panel Discussion

Vote of Thanks

Please note that Tracks A and B are parallel sessions running on the same day

Gridlogics Technologies Private Limited (Track A: 9.30am to 12.45pm)

PatSeer: Overview of PatSeer database and how to search, analyze and share your results using PatSeerPatent iNSIGHT Pro: Overview of Patent iNSIGHT Pro and how to conduct complex patent analysis with ease

The first part of the workshop covers the Search and Analysis capabilities of PatSeer including key features in PatSeer Projects such as Custom Fields, Hierarchical Categorization, Patent Dashlets™ and Scoring.

The other session is designed to show you how you can go from searching to conducting advanced patent analysis using various easy-to-use tools in Patent iNSIGHT Pro with a special focus on categorization of Patent data sets and how you can create your own categories (buckets) and further use them for analysis.

ACS International India Private Limited (Track A: 2.00pm to 5.00pm)

New powerful STN Platform for Chemical, Pharma and Engineering Patent Decisions

The New STN® platform is the latest release from STN. It is a web-based search solution offering essential, value-added content in an intuitive, powerful interface designed for professional IP searching.

New STN® improves efficiency and enhances your search experience with Project-oriented workflow, Enhanced search power and faster search execution, intuitive chemical structure search capabilities, Integrated real-time analysis of queries etc. In this session, we will cover live case studies discussing chemical, pharma and engineering patent related queries using new STN.

CSIR-URDIP (Track B: 9.30am to 11.00am)

Best Practices in Patent Searching

The session shall cover the essentials of searching, analysis and landscaping tools and techniques using open access and subscribed databases. It shall include mechanics of searching, best practices in chemical/biotechnology/engineering patents searching with hands on training, landscaping, analytics and a case study on white space analysis for research planning.

R. K. Dewan & Co (Track B: 11.15 am to 1.00pm)

Patentability v/s Freedom to Practice

Many companies think that if during a prior art search, their technology is found to be novel; they also have Freedom to practice. Unfortunately that is not the case. This workshop is intended to examine "why" and the way forward.

Patracode Services Private Limited (Track B: 2.00 pm to 4.00pm)

Patent Life Cycle Management through Orbit

Questel Orbit offers wide-ranging suite of web-based IPR databases. It covers entire innovation life cycle, from idea to products. Questel provides Patent software with live analysis features that is designed for R&D institute, Academics, service provider and corporate IP groups of all sizes, with everything you need to engage your inventors, search worldwide data before & after invention and start managing your IP portfolio strategically.

Sponsors

ACS International India Pvt. Ltd.
Gridlogics Technologies Pvt. Ltd.
Patracode Services Pvt. Ltd.
R.K.Dewan & Co

Venue

National Chemical Laboratory
Dr. Homi Bhabha Road
Pune 411 008 India