



MARKPATENT.ORG®
AN IP KNOWLEDGE HUB

12th Annual International Seminar **Intellectual Property Rights** **CATALYSING CREATIVITY**



seminar@markpatent.org
www.markpatent.org

About International Seminar Intellectual Property Rights CATALYSING CREATIVITY



Intellectual property is the primary area through which the law seeks to motivate and regulate human creativity. Because innovation usually requires some form of creativity as an antecedent,

intellectual property law generally should also promote, and certainly should not impede, originality. Despite the value of facilitating creativity for intellectual property law, understanding it is hardly something within the competent domain of law and legal analysis.

Not surprisingly, the legislative and judicial development of intellectual property law has paid remarkably little attention to modern knowledge concerning how to promote creativity. This shift has started to change what is considered valuable in private exchange. Instead of physical objects, or land, the most important form of property in this new world is intellectual, the ingenious products of the human mind.

The different types of intangible assets of a business are often more important and valuable than its tangible assets. A key subset of intangible assets is protected by what are labeled collectively as Intellectual Property Rights (IPRs). These include trade secrets protection, copyright, design and trademark rights, and patents, as well as other types of rights.

For any product or service that has an innovative aspect to it, understanding how IPRs affect such product or service, is always an essential part of establishing the business model.

All businesses, especially those which are already successful, nowadays have to rely on the effective use of one or more types of intellectual property to gain and maintain a substantial competitive edge in the marketplace. Business leaders and managers, therefore, require a much better understanding of the tools of the IP system to protect and utilize the IP assets they own, or wish to use, for their business models and competitive strategies in domestic and international markets.

This Seminar will give a vision to the need and effectiveness of creativity in its crystallized form. The seminar program is specially designed to meet the needs of passionate participants such as IP Managers/ Officers, IP lawyers/Consultants, Engineers and Scientists. The eminent personalities and distinguished speakers across the globe will meticulously harbor real-world experience in many aspects of the Intellectual property.

12th Annual International Seminar
Intellectual Property Rights
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11th & 12th Feb. 2017

Venue

The Umed Ahmedabad
International Airport Circle,
Ahmedabad - 382 475
Gujarat, INDIA



Sardar Vallabhbhai Patel International Airport to The Gateway Hotel Ummid Ahmedabad



Distances are calculated in a straight line from the property's location to the point of interest or attraction, and may not reflect actual travel distance.

The preferred airport for The Gateway Hotel Ummid Ahmedabad is Ahmedabad (AMD-Sardar Vallabhbhai Patel Intl.) - 1.2 km / 0.7 mi.

Note : If you want to stay at conference Hotel, The Gateway Hotels Ummid, Ahmedabad. Please contact :

Ms. Ritu Mishra

Reservation Manager

The Gateway Hotel Ummid,

Opp. International Airport Circle,

Ahmedabad – 382475, Gujarat, India

ritu.mishra@tajhotels.com

Tel: 91 79 6666 1234 Fax: 91 79 6666 4444

E-mail : gateway.ahmedabad@tajhotels.com

Web : www.tajhotels.com/gateway

THE GATEWAY
HOTELS & RESORTS

Archives of Our International Seminar

1st Annual International Seminar

Intellectual Property Rights
Nuts & Bolts of Patent

2nd Annual International Seminar

Intellectual Property Law :
India & Global Perspective

3rd Annual International Seminar

Emerging Importance of Intellectual Property Rights
Protection in India-global Perspective

4th Annual International Seminar

Intellectual Property Rights
Evolution of IPRS and its Management

5th Annual International Seminar

Accelerating Growth of
IPR's in Global Village

6th Annual International Seminar

Intellectual Property Rights :
Advantage Business

7th Annual International Seminar

Intellectual Property Rights
- a formula for success

8th Annual International Seminar

Intellectual Property Rights
A blueprint for knowledge capital

9th Annual International Seminar

Intellectual Property Rights
Tonic to the Business

10th Annual International Seminar

Intellectual Property Rights
Business Boosters...

11th Annual International Seminar

Intellectual Property Rights
Knowledge flow influences cash flow



About Ahmedabad

If you are braced to taste the mystifying paradox that India can serve up, a visit to its megacity, Ahmedabad comes as a prescription. Nestled in the heart of Gujarat, this zesty city provides one with a generous buffet of stimulation that swears to enliven all the five senses. A day here is like living through an enigmatic and passionate dance between the old and the contemporary, the virtuous and the ruthless, the peaceful and the chaotic, the artistic and the crude, the spiritual and the material.



The Legend

There is a legend associated with Ahmedabad. At the beginning of the fifteenth century, an independent sultanate ruled by the Muslim Muzaffarid dynasty was established in Gujarat. Sultan Ahmed Shah, while camping on the banks of the Sabarmati River, saw a hare chasing a dog. The sultan was intrigued by this and asked his spiritual adviser for explanation. The sage pointed out unique characteristics in the land which nurtured such rare qualities which turned a timid hare to chase a ferocious dog. Impressed by this, the sultan, who had been looking for a place to build his new capital, decided to found the capital here and called it Ahmedabad ('Abad' means 'prosper'). The construction had begun with the fort wall housing the intricately designed city within. The construction was completed in 1417 AD.

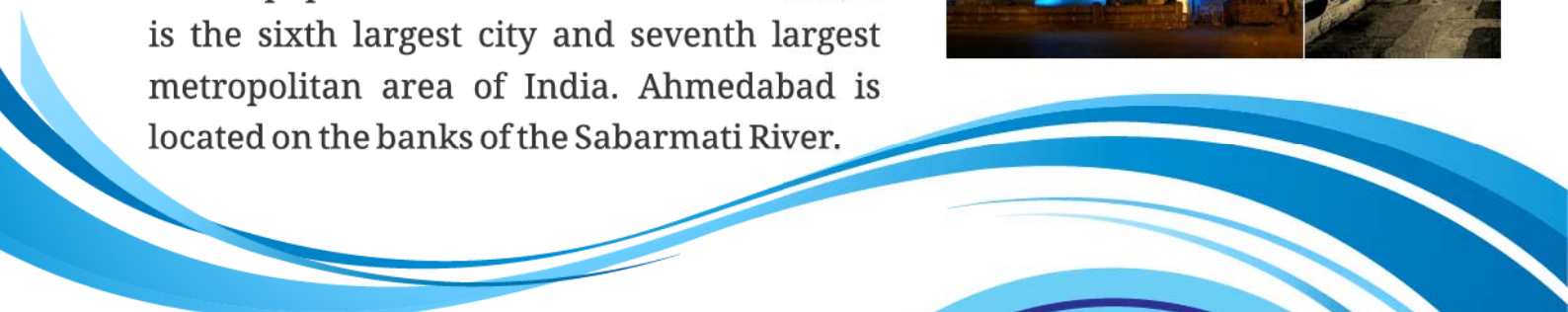
Ahmedabad is among world's fastest-growing cities. It is considered as the "most market-oriented and business-friendly" by Forbes magazine. Ahmedabad has become the breeding ground for some of the most well known education institutions, industries, information technology, business, art, music and culture, activism and social development organizations.

Aapnu Ahmedabad! (Our Ahmedabad)

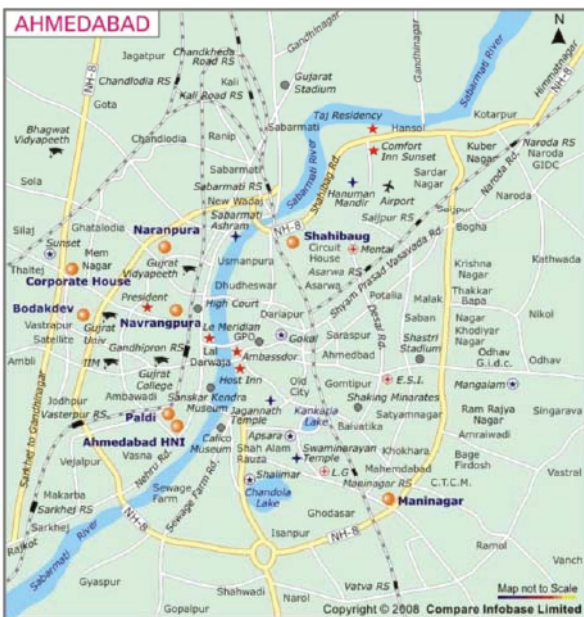
Ahmedabad is one of the most preferred cities to live in by various surveys and studies. It is also considered as one of the safest cities.

Gujarati film industry is based in Ahmedabad; which has a significant contribution to the large Indian Film Industry.

With a population of more than 7.2 million, it is the sixth largest city and seventh largest metropolitan area of India. Ahmedabad is located on the banks of the Sabarmati River.



Ahmedabad City Map:



Distance from Major cities of India

Delhi to Ahmedabad
915 Kilometers / 569 Miles

Mumbai to Ahmedabad
545 Kilometers / 339 Miles

BY AIR (Distance in Hours- Appro.)

Mumbai to Ahmedabad - 1.00 hr

Delhi to Ahmedabad- 1.30 hrs

Time Zone

India's standard time Zone is
GMT+5:30 hours.

Geographic location

Ahmedabad is located in the northern part of Gujarat, towards the western region of the country. The city is situated on the banks of the river Sabarmati spanning over an area of 190.84 sq. km. Its longitude and latitude are 72° 41' E and 23° 1' N respectively and rises to an average height of 50 m above the sea level. It is the seventh urban conglomeration of India with a population of 4,519,278 persons according to 2001 census.

The river Sabarmati divides Ahmedabad into two physically distinct eastern and western regions. The eastern bank of the river constitutes the old city, which includes the central town of Bhadra. It is packed with bazaars, the clustered and barricaded pole system of old buildings with numerous places of worship. Some landmark establishments like railway station, the General Post Office

and buildings of the Muzaffarid and British eras are present in this part of the city.

The western side of Sabarmati is assisted by the construction of Ellis Bridge in 1875 and later with the modern Nehru Bridge. This part of the city houses educational institutions, modern buildings, well-planned residential areas, shopping malls, multiplexes and new business districts centred on C. G. Road, Ashram Road, and more recently, the Sarkhej-Gandhinagar Highway.

Ahmedabad falls under seismic zone-III (a zone having low damage risk).

Climate & Weather

Climate: - Under the Koppen climate classification, Ahmedabad has a semi-arid climate. There are three main seasons: summer, monsoon and winter.

Summer: - In summer i.e. from March to June the weather remains hot and temperature ranges from maximum of 45°C (i.e. 113°F) to minimum of 23°C (73°F).

Monsoon: - Monsoon season prevails during mid June to mid September with an average rainfall of 93.2 cm (36.7 inches), but sometimes frequent heavy rain causes flood.

Winter: - From November to February the maximum average temperature is 30°C (85°F) to minimum of 15°C (59°F) and the climate remains extremely dry. Cold winds from north makes the weather mild chill in the month of January.

The highest temperature recorded is 47°C (116.6°F) and minimum of 5°C (41°F).

Currency & Exchange

The Indian rupee symbol is ₹. The Indian rupee code- INR, it is the official currency of the Republic of India. The issuance of the currency is controlled by the Reserve Bank of India.

Electricity

The voltage in Ahmedabad and the frequency at which the electricity is available is about 230volts/50 hertz. Thus, the equipments function on 230 volts, AC supply. Most hotels may provide outlet converters. It is advisable to carry outlet converter.

Sight seeing places in Ahmedabad

<http://www.gujarattourism.com/showpage.aspx?contentid=137>

Gandhi Ashram **Badshah no Hajiro** **Manek Chowk**
 Heritage Walk Walled city & gates **Kanoria Centre for Arts**
Rani no Hajiro **Jama Masjid** Jhulta Minara
 Calico Museum & Sarabhai Foundation
N C Mehta Gallery **CEPT Campus**
 Community Science Center
 Indroda Nature Park **Sundarvan**
Hussain Doshi's Gufa **Kochrab Ashram** **Sidi Sayed Masjid**
 Sardar Patel Museum **Akshardham** Vishala **Institute of Indology**
Hutheesing Jain Temple
Dada Harir Vav (Stepwell) Ravivar (Sunday) Market
Swaminarayan Temple **Kankaria Lake**
Hutheesing Visual Arts Centre Shreyas Folk Museum
Vechaar Utensils Museum **Sarkhej Roza**
 Mahudi Jain Temple
Auto World **Science City**
 Sanskar Kendra **Pols of Old City**

Gandhi Ashram

For many years Ahmedabad was the center of Mahatma Gandhi's non-violent struggle for India's independence. The energy of that movement can still be felt at the Satyagraha Ashram that he established on the banks of the Sabarmati in 1917. You can get a sense of his life, the history of the movement and those who worked alongside him, at the Gandhi Smarak Sangrahalaya, a small museum that includes excellent pictorial and written documentation, a library of Gandhian literature and paintings, and an immense archive of letters written by Gandhiji, every single one on the back of used paper. The grounds include the Hridaykunj, Gandhiji's sparse living quarters, Vinoba-Mira Kutir, where Vinoba and Mira each

stayed on separate visits, a prarthana bhumi, a guest house and a building used as a training center for cottage industries, all preserved as part of the museum. The grounds are open from sunrise to sunset, but the best time to visit these grounds is early morning, as the sun rises over the river, and people are in a meditative spirit.



Hutheesing Jain Temple

This remarkably elegant temple created out of white marble has been sacred to many Jain families, generation after generation. It was built in 1848 A.D. at an estimated cost of 10 lakh rupees by a rich merchant Sheth Hutheesing as a dedication to the 15th Jain tirthankar, Shri Dharmanatha. Traditional artisans working in stone belonged to the Sonpura & Salat communities.

The Salat community constructed masterpieces of architecture



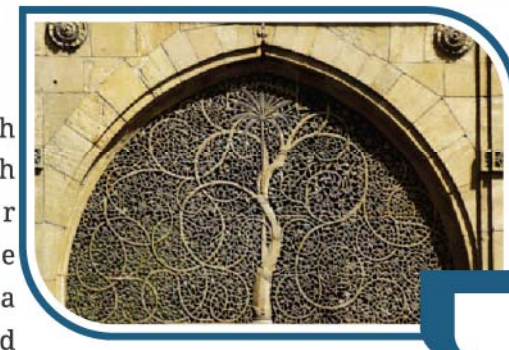
ranging from forts, palaces to temples. The work of the Hutheesing Jain temple is attributed to Premchand Salat.

Sidi Sayed Masjid

Off the eastern end of Nehru bridge stands the Sidi Sayed mosque. Built in 1573, it is the last of the major mosques to be built in Ahmedabad under the Mughal rule.

The carved jaalis in the windows of the western wall are known worldwide and have become a symbol of the city of Ahmedabad. Depicting a tree with intertwining branches, the carvings look like fine lace filigree work, but are hewn from solid stone.

Though much smaller than the Jama Masjid, and



lacking the enclosed courtyard, the craftsmanship of this mosque places it on a level nearly unequalled in the world.

Hutheesing Visual Arts Centre

L & P Hutheesing Visual Arts Center has worked to support various painters, dancers, actors and tribal artists by offering an exhibition space and an open sky amphitheater.

Sundarvan

In the midst of this busy, sprawling western Ahmedabad, dotted by mushrooming malls and multiplexes, you may find your way into the nature discovery center, SUNDARVAN. As you walk gently around bamboo grooves and a banyan tree you might spot a tortoise blocking your way or a love bird humming away or even a snake skin resting by the pond. This natural refuge is indeed a mini zoo committed to spreading awareness and sensitivity towards nature. It is most known for the variety of snakes like Russel's viper, Red Sand boa and the revered Indian cobra.

Every Sunday they have a snake

show in their small amphitheater where the reptiles are removed from their cages. The center also gives its services to rescue snakes whenever they get calls from befuddled city residents. Other than snakes, the zoo also has a marsh crocodile, porcupine, a small aquarium and a bird section.



Hussain Doshi's Gufa

If you are looking for a quiet refuge in the midst of this bustling city, which is surrounded by trees, art and fantasy, than a visit to this underground cave gallery will do you good. Also popularly known as Amdavad ni Gufa on Kasturbhai Lalbhai campus. It is a creative union of two of India's most imaginative minds, the celebrated architect B. V. Doshi and painter MF Hussain.

It is a lively whimsical fusion of modern art and natural design with undulating

interconnected domes inlaid with mosaic tiles. Sit

here to watch the sunset or enjoy a cup of coffee in its Zen Cafe. This space also houses an art gallery by the same name and becomes a nourishing hub of creative exchange.



Kankaria Lake

A polygonal lake almost a mile in circumference, it was constructed in 1451 by Sultan Qutb-ud-Din. In the centre of the lake is an island-garden with a summer palace known as Nagina Wadi. The lake is now a popular recreational centre and is surrounded by parks, 'Bal Vatika', children's gardens, a boat club, natural history museum and a zoo.



Science City

Located off the Sarkhej Gandhinagar Highway, Science City is an ambitious initiative of the government of Gujarat to trigger an inquiry of science in the mind of a common citizen with the aid of entertainment and experiential knowledge. Covering an area of more than 107 hectares, the idea is to create imaginative exhibits, virtual reality activity corners, and live demonstrations in an easily understandable manner.

Currently the 3D Imax theater, musical dancing fountain, energy park and simulation rides

interest
visitors
. It is
hoped
that as
t h i s

place develops, the investment helps to create awareness and sensitivity to better care for our ecology and people through the appropriate use of science and technology. The park is open from 12-9pm.



Indroda Nature Park

Indroda Dinosaur and Fossil Park is a precious treasure spread over an area of about 400 hectares on either bank of Sabarmati river in Gandhinagar, the capital of Gujarat. It is considered to be the second largest hatchery of dinosaur eggs in the world. Regarded as India's Jurassic Park, it is run by the Gujarat Ecological Education and Research Foundation (GEER), and is the only dinosaur museum in the country. The park consists of a zoo, massive skeletons of sea mammals like the blue

whale,
well as
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garden, amphitheatre, interpretation center and camping facilities. It also has a Wilderness Park which is home to innumerable species of birds, reptiles, hundreds of nilgais, langurs and peafowls in its vast forest.



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The Adalaj Stepwell

Set in the quiet village of Adalaj, this well has served as a resting place for hundreds of years for many pilgrims and caravans along their trade routes. Built in 1499 by Queen Rudabai, wife of the Vaghela chief, Veersinh, this five-storey stepwell was not just a cultural and utilitarian space, but also a spiritual refuge.



Akshardham

Akshardham is majestic, intricately carved stone structure which stands amid sprawling gardens set in a 23-acre plot at Gandhinagar (Gandhinagar district). It is built in 6000 tonnes of pink sandstone and not a bit of steel has been used. The temple is 108 ft in height, 240 ft in length and 131 ft in width. A point worth noting is that this modern monument to Hinduism was built as per the injunctions of Vastu Shastra. The monument enshrining the seven foot high, gold-leafed Murti (idol) of Lord Swaminarayan is the focal point of the complex.



The monument

stands on 7 sculpted pillars, 210 single-piece stone beams, 57 window grills, 10 domes, eight ornate zarokhas, etc. The sanctum sanctorum contains the 1.2 tonne gold-plated idol of Lord Swaminarayan, the founder of the sect that bears his name, shown in a sitting posture with his right hand raised in abhaya mudra.

"Auto World"

"Auto World" is a part of one of the most important collections of Antique Vehicles, Cars, Motorcycles, Utility Vehicles, Buggies etc. built by one family over the last century. It represents several of the greatest marques of cars from all over the world, of all types and ages. "Auto World" showcases that time of history when an automobile was not a mere means of transport but a symbol of wealth, power & style; the mighty ceremonial limousines, the romantic convertibles & the snappy Sports Cars, cars specially coach built like Railway Saloons, Horse drawn carriages, Boat tailed Wooden Speedsters, Shooting Brakes-Cars built for the rich & famous. Cars to see and be seen in. At "Auto World", various pavilions built on acres of

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more than 100 of the finest cars in the world such as Rolls-Royces, Bentleys, Daimlers, Langondas, Mercedeses, Maybach, Packards, Cadillacs, Buicks, Auburns, Cord, Lancias, Lincolns, Chryslers and many other distinguished makes from USA, UK & Europe. Most of the cars are coach built by renowned coach builders like Hooper, Barker, Gurney-Nutting, Fleetwood, Labaron etc.

Ahmedabad Languages

Ahmedabad lies in the state of Gujarat and it is due to this fact that, Gujarati is the most widely spoken language in Ahmedabad. Common languages of Ahmedabad, India are Gujarati, Hindi and English.

For official purposes, the global language as in English is used. Though, Ahmedabad is communicate mostly in Gujarati language, but at the same time, they very well understand and speak Hindi and English. Hindi is National Language of India.

Indian expressions

ENGLISH	HINDI	
Name	naam	(नाम)
Month	mahina (pl. mahine)	(माह)
Stay	rahanaa	(रहना)
Again	phir	(फिर)
Sure	zaroor	(जरूर)
Thank you	dhanyavaad	(धन्यवाद)
Hello	namaste	(नमस्ते)
Goodbye	alvida	(अल्वीदा)
Good morning	namaste	(नमस्ते)
Good afternoon	namaste	(नमस्ते)
Good evening	namaste	(नमस्ते)
Yes	haa	(हां)
No	nahee	(नहीं)
Please	kripayaa	(कृप्या)
Thanks	dhanyavaad	(धन्यवाद)
Excuse me	maaf keejie	(माफ किजीए)
Excuse me (to get information)	maaf keejie	(माफ किजीए)
My name is ..	meraa naam .. hai	(मेरा नाम..है)
What is your name?	aap kaa naam kyaa hai?	(आप का नाम क्या है ?)
Pleased to meet you	aapase milkar khushee huee	(आप से मिलकर खुशी हुई)
How much does this cost?	ye kitane kaa hai?	(ये कितने का है ?)
Can you help me please?	kyaa aap meree sahaayataa kar sakte hei?	(क्या आप मेरी सहायता कर सकते है ?)
Sorry	Maaf kijiye	(माफ किजीए)

Emergency Call Services

100_Police

This is one of the most important emergency numbers. It is the number to call the police. Apart from criminal emergencies this number can also be used for any sort of other emergencies where the police can help.

101_Medical

This yet another important emergency number, which is, used the maximum. This number is used for medical emergency and fire emergency. But calling in this number could get you out from various problems.

108_Services

1-0-8 Emergency Response Service is a 24 x 7 emergency service for medical, police and fire emergencies.

The main highlights are :

- It is a 24x7 emergency service.
- Toll Free number accessible from landline or mobile
- Emergency help will reach you in an average of 18 minutes

1-0-8 is dialed for the purposes mentioned below:

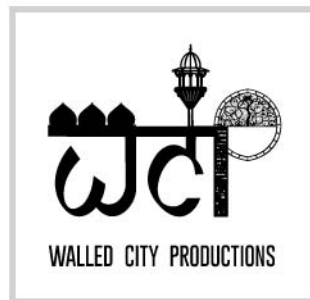
- To save a life
- To report a crime in progress
- To report a fire



Note:

Do not call 1-0-8 if there is no 'serious emergency'. It is not a number for enquiry or information gathering. Do not play around by dialing 1-0-8 as a joke, otherwise a call in real emergency could be blocked and a life will be lost. If you happen to call 1-0-8 by accident then do not hang up until the officer asks you to do so.

Co-organizers





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Mezzanine Floor, N.R. House
Nr. Popular House, Ashram Road
Ahmedabad 380 009 INDIA

Tel : +91 79 2754 5255 Fax : +91 79 2754 5257

E-mail : info@markpatent.org

www.markpatent.org