

## Welcome



# **BIPF 2014– BRICS IP Forum**

**October 29-31, 2014  
Munich, Germany**

This year it will be the 6<sup>th</sup> time that BRICS countries launched an unprecedented project allowing international businesses to obtain information on IP landscape in all the BRICS countries. In the modern world, where international cooperation goes far beyond borders it is especially important to have firsthand information on a particular IP situation in all or some of the BRICS countries where a business wants to go. This is accentuated by the fact that economic recovery has not yet stabilized in the developed countries and the opportunity to make business elsewhere may be a good option.

The BRICS countries have a great potential to develop, they are looking for foreign investments so that friendly economic environment in those countries coupled with the knowledge of the IP owner presents a challenge and the opportunity to thrive in these circumstances.

The program prepared for the forthcoming Forum is intended for the IP owners who wish and are ready to do business in the respective BRICS countries. It is focused on the procedures for obtainment and enforcement of IP rights and will be an invaluable tool for those who view their IP as a valuable asset.

## Co-organizers



Brazil – Daniel Advogados



Russia – Gorodissky & Partners



India – Remfry & Sagar

*Remfry & Sagar*



China – CCPIT Patent & Trademark Law Office

Adams & Adams

PATENT, TRADE MARK, COMMERCIAL,  
PROPERTY & LITIGATION ATTORNEYS

South Africa – Adams & Adams

## Organizing Committee

**Ms. Venera Kanukova**

c/o Gorodissky & Partners  
B.Spasskaya Str., 25, bldg. 3  
129090 Moscow, Russia

## Speakers

- Russell Bagnall** Partner, Head Patent Litigation, Adams & Adams, South Africa
- Vladimir Biriulin** Partner, Chief Lawyer, Gorodissky & Partners, Russia
- C.A. Brijesh** Partner, Remfry & Sagar, India
- Johan Du Preez** Partner, Trademark Attorney, Adams & Adams, South Africa
- Rana Gosain** Senior Partner, Daniel Advogados, Brazil
- Gang Hu** Deputy Director of Trademark Division/Attorney at Law, CCPIT Patent & Trademark Law Office, China
- Yury Kuznetsov** Partner, Russian & Eurasian Patent Attorney, Gorodissky & Partners, Russia
- Richard Li** Advisor/Patent Attorney, CCPIT Patent & Trademark Law Office, China
- Ji Liu** Head of Chemical Engineering Group, Patent Attorney, CCPIT Patent & Trademark Law Office, China
- Andre Oliveira** Partner, Daniel Advogados, Brazil
- Pankaj Soni** Partner, Remfry & Sagar, India
- Jörg Thomaier** Chief IP Counsel, Bayer Group, Germany
- Philip R. Wadsworth** VP & Legal Counsel, Global IP, Qualcomm, Incorporated, USA

# Conference Program

## October 29

**19.00 - 21.00**    **Welcome Reception**

## October 30

**09.00 - 14.00**    **Registration**

09.00 - 09.30    Opening Ceremony/Welcome Address

09.30 - 10.10    Inventive level: where is the threshold?

**Speaker:** Yury Kuznetsov, Gorodissky & Partners, Russia

**Contributors:** Russell Bagnall, Adams & Adams, South Africa;  
Richard Li, CCPIT Patent & Trademark Law Office, China

10.10 - 10.50    Sufficiency of Patent Disclosure

**Speaker:** Ji Liu, CCPIT Patent & Trademark Law Office, China

**Contributors:** Yury Kuznetsov, Gorodissky & Partners, Russia;  
Russell Bagnall, Adams & Adams, South Africa;  
Pankaj Soni, Remfry & Sagar, India

**10.50 - 11.20**    **Coffee Break**

11.20 - 12.00    Doing business with BRICS countries

**Invited speaker:** Jörg Thomaier – Bayer IP GmbH

12.00 - 12.40    Demystifying India's Patent regime – case studies

Pankaj Soni, Remfry & Sagar, India

**12.40 - 13:40**    **Lunch**

13.40 - 14.20    Pharma developments in Brazil  
Rana Gosain, Daniel Advogados, Brazil

14.20 - 15.00    Enforcement of Pharmaceutical Patents in South Africa and  
the new Draft IP Policy  
Russell Bagnall, Adams & Adams, South Africa

**15.00 - 15.30**    **Coffee break**

15.30 - 16.10    Disposal of IP rights in technology transfer  
**Speaker:** C.A. Brijesh, Remfry & Sagar, India  
**Contributors:** Johan Du Preez, Adams & Adams, South Africa;  
Vladimir Biriulin, Gorodissky & Partners, Russia

16.10 - 16.50    Ambush marketing  
**Speaker:** Andre Oliveira, Daniel Advogados, Brazil  
**Contributors:** Vladimir Biriulin, Gorodissky & Partners, Russia;  
Johan Du Preez, Adams & Adams, South Africa;  
C.A. Brijesh, Remfry & Sagar, India

## October 31

**09.00 - 11.00**    **Registration**

09.00 - 09.40    An ICT Industry Perspective on the State of BRICS Patent Laws  
Philip R. Wadsworth, Qualcomm, Inc.

09.40 - 10.20    China's Trademark Law: New Law, New Direction  
Gang Hu, CCPIT Patent & Trademark Law Office, China

10.20 - 11.00    Trade Dress: Registrability and Enforceability  
**Speaker:** Johan Du Preez, Adams & Adams, South Africa  
**Contributors:** Vladimir Biriulin, Gorodissky & Partners, Russia;  
Gang Hu, CCPIT Patent & Trademark Law Office, China;  
C.A. Brijesh, Remfry & Sagar, India

**11.00 - 11.30**    **Coffee break**

11.30 - 12.10    Enforcement of patents and trademarks, injunctive relief.  
Landmark court precedents  
Vladimir Biriulin, Gorodissky & Partners, Russia

12.10 - 12.15    Closing remarks

**12.15 - 13.00**    Workshop/Table Discussions

**13.00 - 14.00**    **Lunch**

# Venue

## Holiday Inn Munich – City Centre

Hochstrasse 3, 81669 Munich  
Germany

### Registration fee

300 Euro

The registration fee covers – tea/coffee breaks, lunches and Welcome reception  
On-line registration is available on: [www.gorodissky.com](http://www.gorodissky.com)

### Deadline for registration

October 1, 2014

### Accommodation

Accommodation at special room rates is arranged in the Holiday Inn Munich – City Centre.

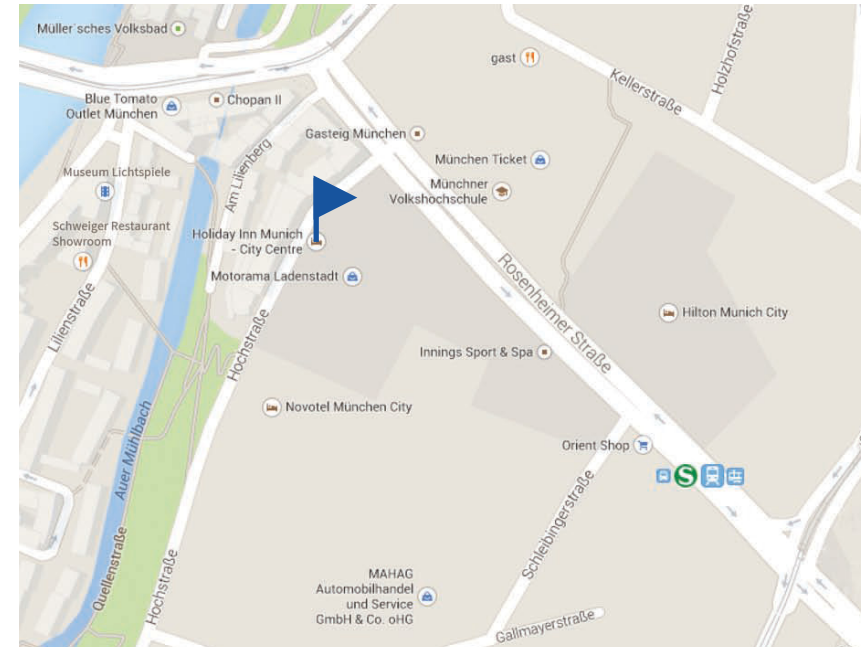
Standard room (single occupation)

99 Euro

Breakfast (per person)

15 Euro

Group booking code WJ5 on [www.holidayinn.de/munichcitycentre](http://www.holidayinn.de/munichcitycentre)



## From The Airport

Munich Airport (Franz-Josef-Strauss: MUC)

Distance: 38,0 km to the Holiday Inn Munich - City Centre

Time by Taxi: 45 min (charge approx. 65,00 €)

Time by Train (S-Bahn): 35 min

Take the S8 or S1 and get out at the S-Bahn station "Rosenheimer Platz".

Use the exit "Hochstrasse/Gasteig" and follow the signs to the Holiday Inn Munich - City Centre. At the very end of the arcade, some stairs and an elevator lead directly to the hotel lobby.

# Registration Form

The completed Registration Form should be sent to the Organizing Committee:

Ms. Venera Kanukova  
Gorodissky & Partners  
B. Spasskaya Str., 25 bldg. 3  
Moscow 129090, Russia  
Phone: +7(495) 937 61 12  
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e-mail: [KanukovaV@gorodissky.ru](mailto:KanukovaV@gorodissky.ru)  
<http://www.gorodissky.com>

Mr\Ms \_\_\_\_\_  
Family name First name  
Title \_\_\_\_\_  
Company name \_\_\_\_\_  
Mailing address \_\_\_\_\_  
City \_\_\_\_\_ Country \_\_\_\_\_ Zip code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## Registration fee

Participant: 300 Euro

## Method of payment

**By bank transfer, in EURO, made payable to:**

Beneficiary: "Gorodissky& Partners" Ltd.  
Bank of Beneficiary: Deutsche Bank Ltd., Moscow  
SWIFT: DEUT RU MM (very important)  
Bank address: Sadovnicheskaya Str., 82, bld. 2, Moscow 115035 Russia  
Our Account: 4070297820000000012  
Details of payment: Registration fee for Seminar

Please indicate "free of charge for the receiver account"

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**By credit card. Copy of a credit card is required.**

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