



BIPF 2010 – BRIC IP FORUM

"THE CHALLENGES OF SECURING INTELLECTUAL PROPERTY RIGHTS IN EMERGING MARKETS"

December 02-05, 2010 - Rio de Janeiro - Brazil
Hotel InterContinental Rio

BIPF

Economic recovery, even for free world countries, continues to be sluggish although it appears that the worst scenario has passed. Surprisingly, some emerging economies have remained stalwart during the economic crisis. The BRIC countries have become extremely important and attractive markets for multinational companies. To this end, securing Intellectual Property Rights in these countries and understanding the challenges and peculiarities of the respective systems are invaluable to companies. The primary objective of the 2010 BRIC IP Forum is to make these systems and their different characteristics known to business people and, secondarily, to allow IP specialists of the BRIC countries, provide ample discussions on tentative harmonization and practice and hopefully find a common path to overcome any impending obstacles to streamlining of protection of IP Rights in the BRIC countries.

The BIPF 2010 is co-sponsored by:

- Gorodissky & Partners – Russia
- Remfry & Sagar – India – Host of 2008 BIPF in Delhi
- CCPIT Patent and Trademark Law Office – Host of 2009 BIPF in Beijing

Hosted in 2010 by DANIEL ADVOGADOS, Brazil.

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REGISTRATION
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PROGRAMME

1st Day: Thursday, December 02, 2010

- 12:00 / 17:00 Registration
19:00 / 21:30 Cocktail & Welcome Party

2nd Day: Friday, December 03, 2010

- 07:00 / 08:30 Registration / Breakfast
09:00 / 09:35 **Opening Ceremony - Welcome from:**
Mr. Rana Gosain – Daniel Advogados – Brazil
Mr. Vladimir Biriulin - Gorodlssky & Partners – Russia
Dr. Vidya Sagar – Remfry & Sagar - India
Mr. Zhongqi Zhou – CCPIT Patent and Trademark Law Office – China
09:35 / 10:15 **Session I – The Role of an IP Office in Emerging Countries**
Mr. Jorge Ávila
President of the Brazilian Patent and Trademark Office (INPI) - Brazil
10:15 / 10:55 **Session II – An Overview of IP Matters in Brazilian Courts**
The Honorable Judge Mr. André Fontes
Judge of the Federal Court of Appeals of the 2nd Region - Brazil
10:55 / 11:15 **Coffee Break & Networking**
11:15 / 12:05 **Session III – Panel: Non-Traditional Trademarks Rights in Brazil**
Speaker: Mr. Ricardo Pinho – Daniel Advogados – Brazil
Mr. Vladimir Biriulin – Gorodlssky & Partners – Russia
Ms. Sangeeta Savant – Remfry & Sagar – India
Mr. Zhongqi Zhou – CCPIT Patent & Trademark Law Office – China
12:05 / 12:45 **Session IV – A US perspective of what type of trademark protection is expected from the BRIC countries**
Ms. Christina Gensler
Caterpillar Inc. – USA
12:45 / 14:15 **Lunch**
14:15 / 15:05 **Session V – Panel: Parallel Imports**
Speaker: Mr. Vladimir Biriulin – Gorodlssky & Partners – Russia
Mr. Ricardo Pinho – Daniel Advogados – Brazil
Ms. Sangeeta Savant – Remfry & Sagar – India
Mr. Zhongqi Zhou – CCPIT Patent & Trademark Law Office – China
15:05 / 15:45 **Session VI – Bad Faith Adoption**
Ms. Sangeeta Savant – Remfry & Sagar – India
15:45 / 16:05 **Coffee Break & Networking**
16:05 / 16:45 **Session VII – Key Issues in Trademark Protection in China**
Mr. Zhongqi Zhou – CCPIT Patent & Trademark Law Office – China
16:45 / 17:25 **Session VIII - Trademarks in Russia**
Speaker: Mr. Alexey Kratiuk – Gorodlssky & Partners – Russia
19:00 / 21:00 **Dinner**

3rd Day: Saturday, December 04, 2010

- 07:00 / 08:30 Registration / Breakfast
09:00 / 09:40 **Session I – The International System of Protection of IP**
Mr. Graça-Araújo
WIPO Regional Director – WIPO Office in Brazil
09:40 / 10:20 **Session II – Patent Examination in Brazil**
Mr. Carlos Pazos
Director of Patents of the Brazilian Patent and Trademark Office (INPI) - Brazil
10:20 / 10:40 **Coffee Break & Networking**
10:40 / 11:20 **Session III – What Type of Patent Protection do Developed Countries Expect from Emerging Countries**
Mr. Mardson McQuay
GE (Infra, Oil & Gas) - USA
11:20 / 12:00 **Session IV – US Patent Examination Standards and their Applicability to Emerging Countries**
Mr. James W. Edmondson – Partner
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP (Washington, DC – USA)
12:00 / 12:40 **Session V – Software Related Patents in BRIC Countries**
Mr. Jim Banowsky
Microsoft Corporation – USA
12:40 / 14:10 **Lunch**
14:10 / 15:00 **Session VI – Panel: Inventors Remuneration**
Speaker: Mr. Richard Yi Li – CCPIT Patent & Trademark Law Office – China
Mr. Rana Gosain – Daniel Advogados – Brazil
Mr. Vladimir Biriulin – Gorodlssky & Partners – Russia
Ms. Richa Pandey - Remfry & Sagar – India
15:00 / 15:50 **Session VII – Panel: Certification of Drugs by Health Authorities**
Speaker: Ms. Richa Pandey - Remfry & Sagar – India
Mr. Rana Gosain – Daniel Advogados – Brazil
Mr. Vladimir Biriulin – Gorodlssky & Partners – Russia
Mr. Richard Yi Li – CCPIT Patent & Trademark Law Office – China
15:50 / 16:10 **Coffee Break & Networking**
16:10 / 16:50 **Session VIII – Significant Patent Developments**
Mr. Rana Gosain – Daniel Advogados – Brazil
16:50 / 17:30 **Session IX – Custom Protection of IP Rights in Brazil**
Speaker from Brazilian Customs - Brazil
17:30 / 18:00 **Closing Remarks**
Mr. Rana Gosain – Daniel Advogados – Brazil
Mr. Vladimir Biriulin – Gorodlssky & Partners – Russia
19:30 / 22:30 **Closing Dinner**

Sunday, December 05, 2010

- 08:00 / 12:00 Latin American IP Forum

Parallel Activities

- Thursday, December 02, 2010, afternoon – City Tour
- Sunday, December 05, 2010, morning – City Tour

