



International Trademark Association
Representing Trademark Owners Since 1878



BRAND OWNERS DELVE INTO BORDER MEASURE REGULATIONS IN INDIA

One day programme features in-depth analysis into international customs rules

FOR IMMEDIATE RELEASE

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NEW DELHI, INDIA – February 19, 2009 – The International Trademark Association (INTA) along with the Associated Chambers of Commerce and Industry of India (ASSOCHAM) today announced that they are hosting a discussion on border measure regulations and intellectual property in New Delhi.

The discussion will focus on the Border Measure Rules enacted by the Indian Government.

WHAT: Discussion on Border Measures Regulations and IP

WHEN: Friday, February 20, 2009

WHERE: ASSOCHAM Seminar Hall

WHO: INTA's Anti-Counterfeiting Enforcement Committee along with ASSOCHAM

INTA is an association of trademark owners and IP professionals from more than 190 countries throughout the world, including India, UAE, Saudi Arabia, etc. Anti-counterfeiting is one of its key initiatives and through the Anti-Counterfeiting and Enforcement Committee (ACEC), INTA works in partnership with the governments of various countries, to develop and advocate policies to advance protection of trade marks from counterfeiting and infringement.

The programme for the day begins with an introduction to the topic, followed by a key note address on the effectiveness of Border Measure Regulations. The first session commences on the topic "Enforcing IP at the Borders" which includes an in-depth analysis into the Indian and other comparable international customs rules as well as an industry response to the same.

The second session focuses on the practical implications of the Enforcement of the Indian IP Rules of 2007, as well as examining the lacunae in the law from the perspective of the practitioner and three different industries.

This event is a culmination of extensive work by the ACEC's Middle East, Africa, South Asia (MEASA) Subcommittee of INTA on practical issues concerning the application of the Intellectual Property Rights (Enforcement Rules) of 2007. Based on the active participation of enforcement agencies, customs authorities, industry practitioners, and Government Officials at this event, INTA hopes to further engage with the government officials to strengthen the enforcement measures against counterfeits.

To learn more about trademarks and how they protect businesses and consumers, please visit www.inta.org/go/mediacenter.

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About INTA

The International Trademark Association (INTA) is a worldwide association of member companies and firms that support and advance trademarks and intellectual property as elements of fair and effective global commerce.

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Round Table
“Border Measures Regulations and IP”

Friday, 20th February, 2009,
ASSOCHAM House, 47 Prithviraj Road, New Delhi

FINAL AGENDA

9.30 – 10.00am	Registration and Morning Tea
INAUGURAL SESSION	
10.00 – 10.10	Floral Felicitation of the dignitaries and lighting of the lamp
10.10 – 10.15	Introduction to the topic and to INTA with a focus on the role of the ACEC MEASA Sub Committee – Mr. Vinod Bhagat, Partner, A T Bhagat & Company
10.15 – 10.20	INTA’s Role in India – Ms. Simran Daryanani, India Representative INTA
10.20 – 10.30	Key -Note Address: Mr. P.S. Purthi, Commissioner of Customs “Border Measure Regulations - Tools for effective IP protection”
10.30 – 10.50	Chief Guest’s Address: “ IP- Instrument of Economic Progress” Mr. Amarendra Khatua, IFS Joint Secretary Ministry of Commerce, Govt. of India Mr. R. Raghupati, ILS Joint Secretary & Legal Advisor, Ministry of Law & Justice, Govt. of India Special Invitee : Mr. Anil Bhatnagar, Director General, National Academy of Customs, Excise and Narcotics
10.50 – 10.55	Vote of Thanks: Mr. D.S. Rawat, Secretary General, ASSOCHAM

SESSION I

Session I: *“Enforcing IP at the borders - The IP Rules & their Enforcement”*

- The Indian rules and their implications
- Comparative international customs rules
- The Industry’s response to the rules

10.55 – 11.00

Introduction and floral welcome of the Chair and the Speakers of Session I by MC

11.00 – 11.45

Chair: Mr. Hemant Singh, Managing Partner, INTTL ADVOCARE

[The Chair will give an overview of the Intellectual Property Rights (Imported Goods) Enforcement Rules, 2007 and their implications]

Speakers:

- **Mr. Anil Bhatnagar, NACEN** - The IP Enforcement experience at the borders – “before” and “after”
- **Mr. Prashant Goyal, Director, Intellectual Property Rights, Ministry of Commerce** - Comparative Customs and Border Measures across jurisdictions – lessons learnt
- **Ms. Venita Gabriel, Regional Intellectual Property Adviser, Nestle** – Decoding the IP Enforcement Rules – what it means to the industry

11.45 – 12.00

Tea/Coffee Break

SESSION II

Session II: *“The Practical implications of the Enforcement of the IP Rules 2007”*

- Lacunae in the Rules and the practitioner’s experience with their enforcement
- A look at the rules from the angles of three different industries in the light of their unique problems

12.00 – 12.05

Introduction and floral welcome of the Chair and the Speakers of Session II by MC

12.05 – 13.00

Chair: Mr. Shravan Bansal, Managing Partner, United Overseas Trade Mark Company

[The Chair will assess the IP Rules from the perspective of a practitioner and discuss various

lacunae and the problems in their enforcement]

Speakers:

- **Keshav Dhakad - Legal Head, Microsoft/ Chair, BSA** – Border Measures and the software industry experience
- **Mr. Rajiv Chauhan, Manager Legal, Pernod Ricard India Private Limited** – The Alcohol industry – grappling with overlapping legal and policy issues at the borders
- **Anju Jain Kumar, Director-Legal, Disney Consumer Products, India** - FMCG goods at the borders: Issues of quantum and identification.

13.00 – 13.10

Concluding remarks: **Mr. Neel Mason, Managing Partner, Mason & Associates**

13.10 – 13.15

Vote of thanks: Ms. **Pooja Dodd, Partner, FoxMandal Little**

13.15 onwards

LUNCH