

World Intellectual Property Day 2021

World IP Day is an event celebrated around the world every year to promote discussion of the role of intellectual property in encouraging innovation and creativity. The theme for this year is “**IP and SMEs: Taking your ideas to market**”. With the spirit of celebrating the World Intellectual Property (IP) Day, the Department for Promotion of Industry and Internal Trade (DPIIT) IPR Chair, Microsoft Chair and Centre for Intellectual Property Rights, Gujarat National Law University (GNLU) would like to invite you for the Webinar.

The details of the event are as follows:

Date: 26 April 2021

Time: 5:30 pm-6:30 pm (India)/ 2:00PM(Geneva)/8:00 am (New York)

Meeting Details:

Topic: World Intellectual Property Day 2021 Event

Platform: CISCO WEBEX

Session number: 158 028 1173

Session password: ipday2021

Link: <https://gnlu.webex.com/gnlu/k2/j.php?MTID=t7101d66968f7f592a34d67551928b31a>

SPEAKERS PROFILE



Mr. Joe Bradley currently works as the Head of the Academic Institutions Program at the World Intellectual Property Organization (WIPO) Academy where his responsibilities include the WIPO Joint Master's Degree in Intellectual Property Programs, support to universities in offering IP higher education, the WIPO Summer Schools program and WIPO's support to countries in establishing national IP training institutions. Prior to this, he was Deputy Director of the WIPO External Relations Division following a range of UN negotiations and discussions such as the UNFCCC climate change negotiations, follow-up to the UN Conference on Sustainable Development (Rio+20) and the Sustainable Development Goals (SDGs).

Previously, Joe worked for the UK Diplomatic Service at the Foreign and Commonwealth Office in London and at Embassies and Diplomatic Missions in Geneva, Berlin, Vienna, Lusaka and Lisbon. Joe has an MBA (Technology Management).



Dr. S. Rama Rao served as the Director of the WIPO Coordination Office in New York. He had been WIPO's representative till beginning of 2014 at the UN Headquarters in New York. Currently he is holding the GNLU-Microsoft Chair. Dr. Rao worked with the Ministry of Foreign Affairs of India for nearly 25 years and became its Chief Legal Adviser. He was also the Legal Adviser at the Permanent Mission of India to the United Nations in New York from 1995-1998. Earlier, he was a full-time Professor at the Advanced Legal Studies Department of the University of Madras from 1977 to 1982 and lectured at several universities in USA. He was Adjunct Professor at Columbia University and PACE University Law school, New York. He was also a visiting faculty member at the Indian Academy for Diplomacy and International Law, Indian Foreign Service Institute, Executive Member of the Indian Society of International Law, Member of the SAARC Arbitration Council, Member of the Editorial Board of Indian Journal of International Law and the Indian Year Book of International Affairs, and an active member of the International Law Association in India Branch. He is enrolled as a member of the bar at the Delhi High Court, and has several publications. He is been a Director of Intellectual Property and Technology Boards globally.



Mr. Jatin Trivedi, Senior Partner of Y.J. Trivedi & Co has been practicing as an advocate and as a patent and trademark attorney. With his extensive knowledge of IPR and unmatched dynamism, he became one of the reputed young lawyers of India. ASIA IP global publication house has featured him an IP Expert in Asia's leading Lawyers. He is one of the Founder members of Gujarat Innovation Society (AIGIS) and Chairman of Legal Sub Committee, FICCI-GSC.

He has been empaneled as IP Advisor to GESIA (Gujarat Electronics and Software Industries Association), TiE (The Indus Entrepreneurs), GUSEC (Gujarat University Start Up and Entrepreneurship Council), Research Park Advisory Committee of Gujarat University and KVIC (Khadi and Village Industries Commission) with a special responsibility to protect our country's prized possession - KHADI.

He has also written book on IPR titled "'IPR Law & Practice' and has written two more books in succession, titled 'This Handbook will change the Face of Your Start-up' and 'Handbook on Intellectual Property Rights for Start Ups and Entrepreneurs'. More remarkable and noteworthy is his presence as a Regional Consultant on the Roster of world's apex IP Organization - WIPO (World Intellectual Property Organization). WIPO had bestowed him with the privilege and responsibility of providing technical assistance to the member countries of WIPO, more specifically SRI LANKA and he has played an instrumental role in drafting the Trademark Act of Sri Lanka and facilitated them in effectively acceding to the MADRID PROTOCOL.

World IP Day Celebration Event

DPIIT-IPR Chair, Microsoft Chair & GNLU Centre for Intellectual Property Rights

IP and SMEs: Taking your ideas to market

Monday 26 April 2021

Cisco Webex link:

<https://gnlu.webex.com/gnlu/k2/j.php?MTID=t7101d66968f7f592a34d67551928b31a>

Time: 5:30 pm-6:30 pm (India)/ 2:00PM(Geneva)/8:00 am (New York)

Time	Item	Speaker
5:30pm - 5:35 pm	Opening remarks	Dr. Annamma Samuel , DPIIT-IPR Chair Professor, Gujarat National Law University
5: 35 pm- 5: 40 pm	Welcome Address	Prof. (Dr.) S. Shanthakumar , Director, Gujarat National Law University
5: 45 pm – 5:55 pm	Guest of Honour	Dr. S. Rama Rao , Microsoft Chair, Gujarat National Law University, Former Director WIPO Coordination office, New York
5: 55 pm- 6:15 pm	Chief Guest	Mr. Joe Bradley , Head, Academic Institutions Program, World Intellectual Property Organisation (WIPO) Academy
6:15 pm -6: 25 pm	Guest of Honour	Mr. Jatin Trivedi , Senior Partner, Y.J. Trivedi & Co.
6: 25 pm- 6:30pm	Vote of Thanks	Dr. Nidhi Hriday Buch , Assistant Professor of Law & Head, GNLU Centre for IPR