

## ROUND-TABLE SERIES SESSION - II

### “Will India ever enforce its IP laws? Changing Trends” June 18, 2010

To strengthen competitiveness in global market, India needs to reinforce its IP regime in tune with international standards and commitments. In order to work in sync with the technological advancements of the world, India also requires creating a cogent IP support system. Equally significant is the need to foster IP management strategies for industry, and to encourage public awareness of IP protection.

It is critical to ensure that enforcement of a right is done in a manner that most suitably serves the requirements of contemporary business. Otherwise, what good are rights if they cannot be enforced and benefits bestowed by law cannot be reaped? How can a foolproof legal relief be ensured if IP is damaged beyond repair even before the matter is listed in court? Is it really easy to assess the quantum of the “intellectual loss” and hope to claim it through damages or compensation?

Mr. Neeraj Dubey, head of the IP group at PSA will lead the Roundtable discussion on the topic **“Will India ever enforce its IP laws? Changing Trends”** on June 18, 2010 at 4:30 P.M. at our office and will provide practical, legal and strategic insights on IP enforcement laws in India and their changing trends.

We look forward to your participation.

#### **RSVP:**

Shalini Mahay, (+91.11.43500504)  
s.mahay@psalegal.com

Shashi Panwar, (+91.11.43500503)  
s.pawar@psalegal.com