

#IP2020

24 April 2020



**Global IP
& Technology
Disputes Forum**
MUMBAI 2020





Preserving Creative Force - Creating Unprecedented New Capabilities

FICM's 2020 Global IP & Tech Disputes Forum will celebrate yet further innovations in IP protection and dispute resolution and contributing towards limitless human innovation.

It will be a client-facing conference attracting a significant number of in-house counsels, claims handlers, intellectual property litigators, and those involved in the ever-shifting patent environment and IP managers. The meet will bring together key decision makers, enforcement agencies, multinational companies, in-house and outside counsel, experienced neutrals, current and former

policyholders, judges and other private actors as well as relevant stakeholders to discuss trends and alternative techniques used to prevent and resolve IP and technology disputes.

The IP2020 Forum, rich in valuable strategic information will ensure you are prepared for upcoming developments and challenges in the IP landscape.

Participants will walk away armed with insights concerning key IP issues that impact their clients, companies and careers.



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The #IP2020 Forum Topics

In today's complex business environment and economies where Intellectual Property (IP) and Technology, Media and Telecommunication (TMT) are of increasing importance, the focus is on data and brand protection. Business Stakeholders and their counsel face an increasing number of commercial disputes related to intellectual property (IP) and technology with a significant business, financial and reputational impact. Such disputes require a carefully integrated dispute resolution strategy to control costs and to protect the value of technologies and associated IP rights. The one-day conference will include debate and discussions and will feature Intellectual Property, Contract and Data Management in today's modern world.



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The #IP2020 Forum Topics

IP Contracts and Dispute Prevention

The forum will explore and analyze the IP Contracts in the practice of preventing, resolving and settling IP and technology disputes - an overview of the contractual framework of collaborations, relevant IP matters, actual and potential disputes, and options to manage and resolve such disputes.

Mediating and Arbitrating IP Disputes

Case studies on mediating and arbitrating disputes arising under patent license agreements, SEP/FRAND disputes and disputes subject to PTAB/TTAB proceedings, as well as best practices for drafting arbitration and mediation clauses. Court litigation, mediation and arbitration in major markets in Asia, Europe and the United States of America.

Cost, time and enforceability of court litigation as compared to procedures under the FICM Expedited Arbitration and Mediation Rules.

Working Group on IP, TMT and Data Disputes

The forum will also be an opportunity of setting up a Working Group on IP, TMT and Data Disputes to assess dispute resolution needs and the appropriateness of mediation and arbitration to meet these needs. The results of the Working Group will be presented to offer guidance for dispute resolution strategies. In the meeting it will be discussed whether and to what extent FICM might help to resolve FRAND issues and to avoid SEP related disputes.

The impact of the “Convention on International Settlement Agreements Resulting from Mediation” as newly approved by the United Nations on international business environment

Data protection and privacy - Trade secrets and know-how

Crafting a robust strategy to protect the value of trade secrets

How can you avoid trade secrets breaches and liability?

Valuation and measures to make your trade secrets ‘bulletproof’

What are the ‘reasonable measures’ to preserve secrecy and how does this differ in how confidential information is managed?



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The #IP2020 Forum Topics

Is prevention better than cure?

Artificial Intelligence

What is the right approach in this new environment?

Patentability criteria for emerging technologies

Enforceability of AI patents in the future; how do you train your AI?

How do you find out if someone is infringing on your product? Is it really worth the value of having patents? Issues with enforcement – what about compulsory licensing?

Should there be standards around safety and verification of some of the systems?

How should you protect data?

Drafting International IP Contracts and Agreements

Focus on the many differences in IP laws across different jurisdictions and how these affect international IP agreements. Hear from global IP experts on the legal and commercial issues surrounding international IP agreements, and gain clarity on the inherent litigation risks.

Contracts and Agreements in IP Services Area

- IP Laws in Different Jurisdictions
- Legal and Commercial Issues
- Threats and Challenges
- Litigation Risks
- Solutions

General Counsel Panel - The View from the Top

Hear from General Counsel of global companies on how they are preparing for and dealing with new patent regimes and IP issues around the world from the US to China and India. IP issues around the world
Trademark, Patents and Copyright
New developments
In house IP Departments and Law Firms – Managing Relationships
Defining the Relationship
What 'Needs' Do the Law Firms Fulfill?
Success and Failures



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Sponsorship, Marketing and Outreach Opportunities

Sponsoring #IP2020 will give your company the global recognition to reach arbitrators, in-house counsel, business people, and lawyers and legal practitioners involved in international trade. Along with increasing brand awareness, your company also takes centre stage in the developments of international arbitration. Through this sponsorship you have the opportunity to reach thousands of legal practitioners worldwide

With access to over 15,000 corporate counsel from over 5000 top-of-the-line fortune companies and organizations, the #IP2020 partners are perfectly placed to increase their exposure and business opportunities with professionals that oversee legal spends worth millions.

We offer numerous avenues for you and your organization to reach out to these key professionals and the wider world. We can tailor specific sponsorship and exhibition packages to help you meet and influence the people who are going to ensure the growth of your business now and in the future. With a clear understanding of your overall marketing strategy, we will work in partnership with you to develop a bespoke marketing solution to meet your objectives. We will ensure that you enjoy all the benefits of association with the right event, targeted at the right delegates, with a promotional package that underpins your marketing objectives.

With IP2020 sponsorship, you benefit from:

Publicity

The IP2020 is highly publicized among the industry and its professionals. Our communications reach thousands professionals across categories and customized publicity can also be designed for the purpose.

Your brand name and sponsorship recognition is included in the IP2020 Newsletter, e-news, monthly and weekly announcement eMailers to prospects and members, on highly visited website and in all event collateral to help you lock in valuable brand recognition.

Brand Association

If your company strives to have its name recognized with professionals, executives, managers and other influential business decision-makers, sponsorship of IP2020 is the answer.



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Access to New Business Relationships

The unique one-on-one marketing aspects of our event and programs provide companies access to hundreds of new clients and customers. ICIDF is also an ideal forum for renewing and strengthening relationships with existing clients and customers.

Speaking Slot on the Agenda

A powerful platform from which to showcase the industry knowledge and abilities of a senior representative of your organization.

Branding Opportunities

Exposure on conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts – a comprehensive brand awareness raising opportunity which targets people beyond attending the conference itself.

Customize your Sponsorships

Many creative opportunities exist to tailor a sponsorship opportunity specifically designed to showcase your business practice or brand. Let our staff create the perfect partnership match for you.

Some of the key opportunities available to our sponsors:

- Recognized as 'Partner in all event related communication (print & digital)
- Exclusive presentation and pitch sessions
- Branding via the pre conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts – a comprehensive brand awareness raising opportunity which targets people beyond attending the

Hosting your own time, drinks, reception or dinner

For all conference attendees or a select group of your choice. A fantastic networking opportunity in an environment that you control.

Display Space

A display in the networking area – demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all coffee breaks are held

Thought Leadership

Content-driven marketing through articles in our conference document packs for delegates or webinars targeted at both attendees and the wider international audience.

- conference itself
- Brand Lounge in the conference networking area – demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all coffee breaks are held, as well as in many cases, lunches and evening receptions (2m x 6m raw booth space)
- Complimentary passes
- meetings pre-set with attendees
- Coverage on Social Media Platforms (Facebook, Twitter, LinkedIn, Slideshare)
- Access to VIP lounge (speakers and VIP invitees)
- Many other publicity, networking, and lead generation opportunities can be customized and packaged for you to suit your needs and budget.



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Platinum Partner

A Platinum sponsorship is fully customized opportunity that takes care of all the needs and wants of the client and woven into the event. This almost ensures that the event is fully compliant to the ROI of sponsor. However a fine balance is maintained in the content, delivery, structure and audience of the conference to ensure its uniqueness and creativity.

Below are just a few elements that can also be considered while creating a customized package.

Eight complimentary registrations (names to be provided by the Early Bird Registration date)

Early Bird registration rate for any number of additional organization registrants

Content

- 20-Minute Executive Main Stage Keynote (Approved by.FICM)
- Presentation Integrated into Main Stage Keynote
- 35-Minute Panel Session

Networking

- Exhibit Booth
- VIP Reserved Seating Area for Keynoting Partners
- Meet the Experts Speaker Q&A

Marketing and Branding

- Sessions Included in Online Content
- Catalog
- Company Logo and Profile Inclusion on Website & Mobile App
- 30 Second Non-audio Video
- Logo Placement on Registration Confirmation, On-site Signage, Opening Keynote Slide
- 2 Mobile App News Feed Posts

Social Media

- Inclusion in Sponsor Twitter List
- Custom Social Media Image
- Pre-event and On-site Retweet
- On-site and Post Conference Social Media Tweet
- Pre-event and On-site Instagram Posts
- Onsite Instagram Story
- LinkedIn promotions



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Gold Partner

Gold sponsorship is partly customized opportunity that takes care of the important needs of the client and woven into the event. This ensures that the event is compliant to the ROI of sponsor. However a fine balance is maintained in the content, delivery, structure and audience of the conference to ensure its uniqueness and creativity.

Below are just a few elements that can also be considered while creating a customized package.

- Five complimentary registrations (names to be provided by the Early Bird Registration date)
- Early Bird registration rate for any number of additional organization registrants
- 35% Discount on speaking slots
- 25% Discount on all other opportunities of the year
- on Website & Mobile App
- 30 Second Non-audio Video - AV presentations of one minute repeated during lunch and coffee breaks
- Logo Placement on Registration Confirmation, On-site Signage. Opening Keynote Slide
- Mobile App News Feed Post (written by FICM)

Networking

- One (1) 6' x 6' exhibitors space
- Dedicated reserved seating area for sponsor use in the Business Lounge

Marketing and Branding

- Sponsor Logo Recognition within the Business Lounge
- Company Logo and Profile Inclusion

Social Media

- Inclusion in Sponsor Twitter List
- Custom Social Media Image (created by FICM)
- Onsite Twitter Promotion (written by FICM)



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Silver Partner

- Four complimentary registrations (names to be provided by the Early Bird Registration date)
- Early Bird registration rate for any number of additional organization registrants.
- 35% Discount on speaking slots
- 25% Discount on all other opportunities of the year

Content

35-Minute Panel Session (Approved by FICM).

Networking

- One (1) 6' x 6' exhibitors space
- Meet the Experts Speaker Q&A

Marketing and Branding

- Sponsorship and level acknowledged in the program brochure, conference materials and website (with logo linked to sponsor's website)
- Can have promotional materials in the registration hall
- Sessions Included in Online Content Catalog
- Company Logo and Profile Inclusion on Website & Mobile App
- Logo Placement on Registration Confirmation, On-site Signage, Opening Keynote Slide

Social Media

- Inclusion in Sponsor Twitter List
- LinkedIn promotions
- Custom Social Media Image (written by FICM)



Bronze Partner

- Three complimentary registration (name to be provided by the Early Bird Registration date).
- Early Bird registration rate for up to five additional organization registrants
- Sponsorship and level acknowledged in the program brochure, conference materials and website (with logo linked to sponsor's website)
- 30% Discount on speaking slots
- 20% Discount on all other opportunities of the year

Benefactors

- Two complimentary registration (name to be provided by the Early Bird Registration date).
- Early Bird registration rate for up to four organization registration registrants
- Sponsorship and level acknowledged in conference materials and website (with text link to sponsor's website)
- Inclusion of logos in all conference collateral
- 25% Discount on speaking slots
- 15% Discount on all other opportunities of the year

Supporters

- One complimentary registration (name to be provided by the Early Bird Registration date).
- Early Bird registration rate for three organization registration
- Sponsorship and level acknowledged in conference materials and website
- Inclusion of logos in all conference collateral
- 20% Discount on speaking slots
- 10% Discount on all other opportunities of the year



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BUILD YOUR OWN SPONSORSHIP

Conference T Shirts

Attendees LOVE our conference T-shirts! With your logo imprinted on the official conference T-shirt, your brand will be visible everywhere!

Branded Water Bottles

Attendees will appreciate your contribution to their hydration with a water bottle branded with your logo.

Meal Sponsorship

The conference serves breakfast and lunch on conference day. What better way to build good will than meal sponsorship? Zone screens and special thanks via social media where your logo will appear.

Notepad and Pen

Put your logo on the conference notepad and pen! While jotting down ideas, appointments or notes, conference attendees will be reminded of your brand.

Coffee Break Sponsorship

Provide refreshment to conference attendees during scheduled coffee breaks in The Zone. Receive prominent recognition on signage near the coffee stations featuring your company's name and logo.

Event Website Advertising

Attendees, industry professionals and exhibitors constantly access the event web site leading up to and throughout the event. Your web site landing page will reach a targeted industry audience, even those who are unable to attend the conference.

Conference badge lanyards

Your logo will be printed in a highly visible way on the badge-holding lanyards, worn all throughout the event.

Delegate bags

Who doesn't love a great bag? Conference bags are given to every conference attendee and go everywhere attendees go. Have your logo on the conference giveaway bag for maximum exposure.



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Delegate bag promotional insert

Have a direct contact with every single participant by inserting your advertising in the delegate conference bags (about 500). The final document for the conference bags insertion must be supplied by sponsor (A4 or A5 size flyer or leaflet) in due time (deadlines communicated separately).

E-mailing campaign

Reach out to over 10k prospects including pre-registered participants of the Conference, before and during the Forum to inform them of your presence and keep in touch after the event, to prolong the learning experience.

Keynote Live Streaming

Sponsor the video streaming of the conference keynotes to our virtual community. Spotlight your logo alongside the Great Place to Work® brand and specific keynote sponsors to provide the public access to our world-class content and help us spread our mission of creating great workplaces for all.

Wi-Fi & Charging Stations

A must-have at all great conferences, help attendees stay connected as they enjoy complimentary access to the conference Wi-Fi network. We'll include signage around the venue promoting the Wi-Fi password and sponsorship by your organization. Additionally, ensure those devices never run out of juice with branded charging stations throughout the venue. These were a welcome amenity last year and we know they'll be popular again this year.

Room Drops

With the majority of attendees staying at the conference hotel, you'll have a chance to welcome them with a branded room drop. Room drop items have included in the past a branded swag item, book or handy travel devices to provide attendees. We'll work with you to find the right item that will leave a lasting impression. *Please note the sponsorship fee does not include the item you choose to room drop, however it does include the room drop fees charged by the hotel.

Speaking Opportunity (Subject to Approvals)

5 Minutes stage time
10 Minutes stage time
20 Minutes Stage Time



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SPEAK OR MAKE YOUR PRESENTATION AT #IP2020

Speaker submissions

#Ip2020 feature leaders in the industry and those who are inventing and redefining in this fast changing world. Our objective is to combine topics on the most pressing issues of the day with the thought leaders who are moving those issues forward.

Speaking at our event offers numerous benefits including an unparalleled platform to gain exposure for your practice or institution; increased credibility for your business, project or team; and the opportunity to convey your goals and vision.

FICM provides the highest quality programs throughout the year and this is because of the thought-leaders, disruptors, and innovators who speak at our events.

If you are an industry expert with years of experience, are on the verge of the next leap in industry innovation or if you are interested in the opportunity to share your expertise through our programming, we want to hear from you! Please email us the following:

- Name
- Title
- Company/Organization
- Short Bio (no more than 500 words)
- Description of Area of Expertise
- Links to: Website, LinkedIn
- Previous Speaking Engagements (videos, podcasts, webinars, etc.)
- Articles, Press, Blogs, etc.
- Relevance and why you are interested in speaking at a FICM event.

PLEASE NOTE:

Once you have submitted a proposal, we will only confirm receipt of your submission.

Due to the extremely high volume of submissions we receive, if you have already submitted a proposal within the past year, please refrain from resubmitting.

As a non-profit, our speaking roles are unpaid or at times weaved with sponsorships. If you require an honorarium, fee, or reimbursement of expenses (travel, etc.) to speak, please do not submit a proposal.

FOR MORE DETAILS PLEASE CONTACT AKSHAY AT +91 8383 805 123 | akshay@mediationhub.in



ADVERTISE

ADVERTISE TO YOUR TARGET AUDIENCE

#IP2020 Collateral is an indispensable resource for participants.

Advertisers will have the captive attention of thousands of professionals and other stakeholders through our marketing, promotion and event day collateral.

SOCIAL MEDIA - FACEBOOK, LINKEDIN, TWITTER

Leverage our social media promotions and assets to reach your audience and build your brand's connect with specific audiences.

EVENT MARKETING COLLATERAL

Reach out to over 5 lac prospects in legal fields in over 50 countries via our email marketing mailers, brochures and other informational material including news clips etc.

#Ip2020 VIDEO's

Video is hands down one of the most effective marketing tools available and our event videos will put you in front of thousands.

BRANDING WITHIN VENUE

Help promote a brand re-image or drive attendees to your table with prominent and cost-effective posters, wraps, and more.

FOR MORE DETAILS PLEASE CONTACT

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Companies and their legal counsel wanting to retain control over disputes must register for this unique event with participation from around many jurisdictions. In-house counsel will not want to miss this opportunity that will help them define their own interests and prepare realistic options. And external counsel and dispute resolution specialists will be keen to attend to discover the wants and needs of corporate users today.

REGISTRATIONS

FEE CATEGORIES

ON OR BEFORE 29 FEBRUARY 2020

- Members USD 200
- Non-Members USD 250
- Student and Retired (Not Earning) USD100

AFTER 29 FEBRUARY 2020

- Members USD 230
- Non-Members USD 290
- Student and Retired (Not Earning) USD100

IMPORTANT

Registration forms must be received (and full payment included) on or before these dates in order to be eligible for early registration fees.

- Registration opens: 15 January 2020

Refund and Cancellation

Deadline: 1 March 2020

Cancellation requests for refunds must be made in writing and received on or before this date. There is a refund processing fee of USD50 / INR 2500. No refunds will be issued after this date.

**+18% GST will be levied
on all Invoices**

What is FICM

FICM plays a fundamental role in building the global ecosystem for preventing and resolving disputes anywhere in the world. Through its integrated systems, FICM provides users with highly reliable, unconstrained access to Dispute prevention and resolution across the spectrum of business functions and with diverse stakeholders. It also provides a forum for collaboration, innovation and knowledge-sharing to foster the development of dispute prevention and associated services for businesses around the world.

Sponsorship Team

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www.ficmecosystem.com
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Federation of Integrated Conflict Management

**where the world's
innovators converge**

