

## STEM International Conference on Intellectual Property and Tech Transfer gets underway today at Ooty

*The Society for Technology Management, Asia's premier tech transfer forum, will be conducting its flagship international program on IP and Tech Transfer from today at Ooty. The four day event brings together the finest of IP professionals from Asia and the world. The forum will facilitate exchange of new ideas and active knowledge transfers. As in past years, the event is expected to result in many new business linkages.*

Hyderabad, Andhra Pradesh, IND, 2008-04-13 10:34:01 (IndiaPRwire.com)In today's networked economy, successful companies are those that are truly creative and perpetually create new knowledge. With the realization that knowledge is the new engine of corporate success, companies are depending on measuring, managing and developing their knowledge assets. Technology-driven companies need to leverage their intellectual assets to retain their competitive edge. Intellectual Property Asset Management and Technology Transfer are the keys to achieve success in today's changing policy and complex business environment.

It is in this background that the Society for Technology Management (STEM) will be hosting its flagship international program, the Graduate Course in IPR and Technology Transfer at Hotel Sullivan Court, Ooty, India from April 13-16, 2008. The STEM [ [www.stemglobal.org](http://www.stemglobal.org)] is a premier tech transfer forum in Asia developed with full support from all the Indian public sector research institutions- the Council for Scientific and Industrial Research (CSIR), Indian Council for Agricultural Research (ICAR) and Indian Council for Medical Research (ICMR) and one leading multifaceted biotech and agribusiness management consultancy firm- Sathguru Management Consultants. The STEM forum has the support of leading technology management bodies including the Association of Universities for Technology Management (AUTM), and the Association of European Science and Technology Transfer Professionals (ASTP). STEM offers guidance and assistance to inventors and corporations on matters concerning intellectual property (IP) and technology licensing; and increases general awareness about effective intellectual management and promotes capacity building among technology management professionals, both in Asia and globally.

The STEM IP program is a comprehensive introduction to the entire gamut of intellectual property rights and technology transfer. It includes sessions on IP policies;  
Patent prosecution;  
Infringement remedies;  
Technology licensing- options and methods;  
Valuations models; Licensing- Intricate issues and touches upon issues across industries from biotechnology to engineering, and from pure life sciences to chemistry, exploring options other than non-IP as well.

The faculty for this program are eminent people with years of experience in IP and Tech Transfer, and are suitably placed to guide the participants through the basics as well as advanced level issues involved in IP management. The distinguished faculty include Dr. Richard Cahoon, Cornell University; Patricia McClary, Cornell University; John Fraser, Florida State University; Dom Keating, US Embassy, Delhi; and many others from Asia and the world.

This program would enable the participants to understand and appreciate the intricacies involved in knowledge/IP capture and in managing IP. In addition, the program brings together participants from

a cross-spectrum of the Indian Industry. It provides immense opportunities to engage in knowledge sharing and serious networking with the faculty as well. The participants include IP managers from leading innovative Indian enterprises and MNCs. It also includes participation from senior professionals from the public research system in Asia.

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