



**National Productivity Council**  
(Under DPIIT, Ministry of Commerce & Industry)



**Webinar Title: Patents, Innovation and Pharmaceutical Industry**

**Expert Speaker:** Prof. Alaknanda, Assistant Professor, ICFAI University Jaipur

**Webinar Type:** Paid                      **Registration Fee:** 472/- per participant (Inclusive of GST)

**Webinar Date:** 18/09/2020              **Duration:** 14:30 hrs to 15:30 hrs

**About Webinar:** As new and improved drugs are being introduced every year in the market, drug or pharmaceutical patents have become particularly important as these drugs help to generate a significant amount of revenue for their commercial benefits. Patent protection for pharmaceutical products in the developing world can help to encourage the development of new medicines for diseases that affect these countries, by providing protection for the investments that need to be made by the pharmaceutical companies. Pharmaceutical companies often maintain that patent protection for drugs ensures that they are able to invest billions of dollars into the development of new products, by making sure that they will be able to take advantage of the sales. There has to be a perfect balance of patent monopoly and rights of the people to have access to health and medicine specially in exceptional circumstances like covid-19 pandemic.

Webinar Coverage:	Key Learning Points:
<ul style="list-style-type: none"> <li>• Introduction to Patents</li> <li>• R&amp;D in Patents</li> <li>• Branded and Generic Drugs</li> <li>• Legal framework and Clinical Trials</li> <li>• Patent Innovation and Covid-19 Crises</li> </ul>	<ul style="list-style-type: none"> <li>• Concept of Patents and Innovation</li> <li>• Invention, R&amp;D and Pharmaceutical Industry</li> <li>• Legal Framework, Clinical Trials and Marketing Approvals</li> <li>• Scope of Patent Innovation during Covid-19</li> </ul>

**Speaker Profile :-** Prof. Alaknanda, is currently Assistant Professor of Law at ICFAI Law School, The ICFAI University Jaipur. She is a specialist in Intellectual Property Laws & pursuing her PhD on Trademarks from WBNUJS Kolkata. She did her LLM from National Law University Jodhpur in IPR Law and B.A.LL.B (Hons) from University of Calcutta. She is also a CS Finalist from ICSI. Her area of teaching & interest includes IPR, Constitutional Law, International Trade Law and Business Law. She has published many research papers on IPR. She has recently presented a paper on Counterfeiting of Trademarks in IP & Innovation Researchers of Asia Conference, Jakarta, Indonesia.



**Contact Details:** Manoj Lilhare, Asst. Director, NPC Guwahati, 0361-3512552  
**E-mail:** [guwahati@npcindia.gov.in](mailto:guwahati@npcindia.gov.in)