

**Webinar**  
**Intellectual Property Rights**  
**15th July 2021, 10:30 am IST**



Supported by



**Opening Address**

Dr. Ajay Pradhan  
President  
Consulting Engineers  
Association of India



- Value of Data as intangible asset
- Leveraging IP Strategy to drive business value

Ms. Anuradha Maheshwari  
Founding Partner  
Lex Mantis



**Moderator**

Mr. Uttam Sengupta  
Former Corporate Advisor –  
Contracts & Risks  
Voltas Limited

Conceptualisation is the forte of Engineers, Technical personnel, Scientists, Researchers, in fact all professionals and that results at times in the creation of designs, materials, products, methods, systems, processes and operations, some of which are novel. In doing so they use their knowledge, expertise, experience, time, and resources and come up with new ideas or concepts. It's the non-routine technical consultancy work which differentiates the real capabilities and worth of the individual or group or organization. It is therefore necessary that the work done and the knowledge created or gained be appropriately valued and the financial credit be given to the party that first generated it. The financial gains could be substantial.

That's where concept of intellectual property comes in. Knowing about Intellectual Property Rights would help professionals to monetise their innovations and inventions which they do to fulfill the requirements of their work. How to safeguard that knowledge and use it gainfully would be explained.

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Ms. Anuradha Maheshwari, is a lawyer of many years, and specializes in intellectual property, corporate, transactional, real estate, and human rights law. After years of experience in legal academics, she founded Lex Mantis, a legal service firm in 2012, through which she helps her clients strategize their IP protection and advises them on their IP, corporate & commercial transactions; entity structuring where required; governance/compliance, due diligence, employment and human rights related issues. Her strength lies in filing, prosecution and management of client Intellectual Properties; as well as the drafting of legal documents and contracts like collaboration & technology transfers, licenses/franchises; media/entertainment & publishing contracts and opinions. She also assists companies in drafting various policies, like their sexual harassment policies and child protection policies in case of NGOs.

She was recognised as one of the "Powerful Women In IP, India 2021" by the World IP Forum, and also awarded the prestigious "IP Star Woman of the Year" at the Legal Era Intellectual Property Awards, 2019. Lex Mantis was recognized as one of "10 most Promising IP, Copyrights & Trademarks Consultants- 2020" by Consultants Review Magazine. In 2016, Lex Mantis received award for 'Best Practices in Patents & IP Excellence in INDIA' from Questel de Science Infoware, and was declared one of the "20 Most Promising Legal Consultants of India", by Silicon India, in 2015.

Anuradha, an erstwhile academician, led SVKM's Institute of Intellectual Property Studies in Mumbai as its Dean from 2005 onwards and subsequently as its Director under NMIMS Deemed University, till 2012. Anuradha has also collaborated with organizations like WIPO, Indian Patent Office, European Patent Office, USPTO, NASSCOM, Music Producers Association (India Office), as also with companies on various IP issues and programs. She also helps conduct various awareness programs on intellectual property and human rights issues.

She continues to be actively involved in legal training and has been a visiting faculty for more than 2 decades at law, management, engineering, pharma institutes and corporate houses of repute. In particular, Anuradha regularly conducts training workshops for Department of Atomic Energy for all its organisations like BARC, TIFR, etc., SJM School of Management (IIT-B) and CSIR's URDIP. She has participated in over 30 seminars as a speaker and has an equal number of publications on varied topics of IP and law, including journal papers. Anuradha has been actively involved in human rights awareness & training programs through HURT Foundation, since the year 2002 and has been recently inducted as Trustee on the Board of Committed Communities Development Trust (CCDT), a well-known NGO dedicated to the wellbeing of underprivileged children and women.

She has authored various articles and research papers on legal issues and intellectual property rights and has also co-authored a few text books on subjects like 'Understanding Human Rights (14 edns)', 'Business Systems of Society', Business Environment & Development' and 'Export Marketing' for commerce students.

Mr. Uttam Sengupta, former Corporate Advisor- Contracts & Risk, Voltas Limited has a career spanning over 40 years. He started with reputed engineering multinational Siemens, in various Domestic and International functions. Later, at Voltas Limited, a TATA Enterprise he headed Contracts & Risk Management for the International and Domestic businesses.

He specialises in Contract Management, evaluation of risk by reference to contract provisions, monitoring and reviewing them so as to suggest mitigation measures in the entire contract procedure, including basic risk areas.

He has a proven track record of managing risks of multi-million dollar international projects across Middle-East, South East Asia and Africa with a willingness and aptitude to handle challenging assignments.

He was actively involved, in mentoring management students from reputed management institutions in International Business, lecturing and sharing of knowledge at various corporate forums and institutional bodies. He was a Member on the Board of Studies of GNIMMS and the Industry Representative on the Ad-hoc Board of Studies in Management Courses, Mumbai University.

He represented Voltas on the Governing Council of the Consulting Engineers Association of India and was also the Chairman of its Western Region Centre.