

Intellectual Property in the Large Emerging Countries (Brics): Challenges for the Current Reality and Medium Range Perspectives

For the first time in this country, experts in intellectual property from the largest emerging economies will gather to discuss the current situation and the challenges resulting from increasing pressure from developing countries. Between 7 and 9 March professionals from Russia, India and China, besides Brazilians, all experienced in the practices of each market will be together in São Paulo to discuss the daily reality they face and create a common reference about this activity. This unprecedented meeting will take place during the IX Congress of ASPI – The São Paulo Intellectual Property Association – and will have as a theme “Intellectual Property in Emerging Countries – Specific Policies and Business Practical Aspects”.

There will be a session dedicated exclusively to the examination of what happens in practice with the program of the Chinese government to fight piracy, with the presence of Dr. Lin Zhong, who represents local and multinational customers in China. In the case of Russia and India, where there also exists a legislation for industrial property protection, the discussion will be focused on the effectiveness of the current rules, also with active professional in these markets: Dr. Denis Khabarov, from Moscow, and Dr. Hari Subramaniam, from New Delhi.

The objective issue, also decisive in the Brazilian case, is the possibility to enforce industrial property rights in the largest emerging economies, whose share in global trade progresses at much higher rates than global averages. The success of the effort to protect trademarks and patents depends equally on the effectiveness of border measures taken.

Experts in border measures will explain the best practices in countries that concentrate piracy fighting in action at customs. Such is the case of Lisa Meyerhoff and Dorian Mazurkevich, from the United States, whose professional path is well renowned in this area.

Practical cases on the applicability of intellectual property rights in Brazil will also be presented and discussed, be it in the civil as well as in the criminal spheres. Recent aspects of the protection of copyright in leading industries, such as videogames, will also be discussed.

ASPI is a nonprofit organization founded in 1983 to study and promulgate relevant themes on intellectual property. The Congress will be held at the Blue Tree Towers Morumbi Hotel, at Av. Roque Petroni Jr., 1.000, from 7 to 9 March 2007. For further information please see www.congressoaspi.org.br

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