LES SINGAPORE BASIC LICENSING COURSE:
A 2-DAY COURSE ON THE LICENSING OF INTELLECTUAL PROPERTY

Date: 23 - 24 September 2009 (Wednesday to Thursday)
Venue: IP Academy (Singapore), 7 Maxwell Road, #05-01A, Annexe B, MND Complex, Singapore 069111

ABOUT THE COURSE

The Licensing Executives Society (Singapore) and IP Academy (Singapore) are pleased to present the 2009 LES SINGAPORE BASIC LICENSING COURSE. The course covers aspects of the licensing of Intellectual Property – trademarks, copyright, patents and registered designs. It presents a brief and lucid explanation of the various principles and procedures of licensing negotiations,including a "hands-on" scenario which will enable the participant to put into practice the lessons taught, under the supervision and assessment of the instructors. The course assumes no previous knowledge of or experience in Intellectual Property or licensing, however, there is also much material which will be useful to the experienced licensing professional, including Intellectual Property valuation and pointers for structuring the deal.

The course has been structured by Licensing and Intellectual Property lawyers and industry members based on the accumulation of a wealth of experience in the field of licensing, franchising and technology transfer.

COURSE OBJECTIVE

At the end of the course, participants should have a comprehensive perspective on the concepts and steps used in the licensing of Intellectual Property.

Participants should be able to:

- Understand basic vocabulary, legal concepts and processes for Intellectual Property and Licensing
- Follow a technology transfer process
- Understand the basic principles of different valuation approaches
- Recognise the essential issues in licensing agreements
- Practice elements of successful negotiation
- Know how to manage IP and license agreements after the deal is made

COURSE OUTLINE

23 September 2009 (Wednesday)

Part 1 – Basics of Intellectual Property & Licensing
- Introduction to Intellectual Property
- How to protect your Intellectual Property Rights
- How do you get value from your IPRs

Part 2 – Developing a Licensing Strategy
- Assessing your IPR for licensing
- IP Valuation
- Pricing Considerations

24 September 2009 (Thursday)

Part 3 – Making the Deal
- Due Diligence
- Structuring the Licence Agreement
- Negotiation Techniques

Part 4 – Practical Workshop: The Licensing Game
- Participants will learn to identify the issues in a hypothetical licensing deal, and practice negotiation in teams

Part 5 – Living with the Deal
- Contract Management Plan
- IP Portfolio Management
- Dispute Resolution Mechanisms
- Managing Post-Contract Issues

Jointly Organised By:

Licensing Executives Society (Singapore)

ABOUT THE SPEAKERS

CHIEW YU SARN is a founding partner and head of the corporate and commercial department of Yu Sarn Audrey & Partners. He is an Advocate & Solicitor of the Supreme Court of Singapore, and is also qualified as a Solicitor, England & Wales. His area of practice includes intellectual property (IP) and corporate and commercial law, in particular the commercialisation of IP such as franchising, licensing, research collaborations, joint ventures and IP related private equity transactions.

Yu Sarn is the President of the Licensing Executives Society Singapore and a member of the Franchising and Licensing Association (Associate Member – Professional) and the Association of University Technology Managers. As part of his professional activities, he has been accredited as a Trainer for the Fundamentals of Intellectual Asset Management course developed by the Licensing Executives Society, USA & Canada.

DANIEL KOH is a partner in Rajah & Tann's Intellectual Property, Technology, Entertainment and Communications (iTEC) department. His main areas of practice are dispute resolution and intellectual property including entertainment, sports and gaming law. Daniel teaches at the Practice Law Course conducted by the Board of Legal Education. He is a member of the Law Society's Intellectual Property Committee and Continuing Practice Development Committee as well as an Executive Committee member of the Licensing Executives Society (Singapore). He undertakes a broad range of work including advising on intellectual property, electronic commerce & communications, sports, entertainment and competition law and is recommended for Intellectual Property work in Asialaw Profiles.

MAX NG is the managing director of Gateway Law, and heads the IP & IT practice. Max's practice involves patent and other intellectual property litigation, general counselling and preparation of specific contracts and documents in relation to licensing, franchising, media and entertainment law, electronic commerce and the Internet, amongst others.

Max is listed as a leading lawyer in his field in amongst others, AsiaLaw Leading Lawyers, Legal Who's Who and the International Who's Who of Business Lawyers. He is also the lead author of the book "Intellectual Property", under the Butterworths Law for Business Series. Max speaks frequently at various forums on IP and IT-related topics. He also renders his services by judging at competitions and providing legal guidance pro bono at entrepreneurship forums such as at "Start-up@Singapore", or at the local educational institutes.

SURESH SACHI is A*STAR's General Counsel and heads its Legal Department. His responsibilities include overseeing all legal,intellectual property, risk management and compliance matters of the Agency and its subsidiaries, including Exploit Technologies, ETPL Investments and the A*STAR Research Institutes, centers, consortiums and networks. As a member of the senior management team, he also has management responsibilities. He is a frequent speaker on technology transfer, licensing, intellectual property, corporate and biotechnology law related topics at local and overseas seminars, workshops and symposiums organised by the WIPO, Law Society of Singapore , Licensing Executive Society, IPOS, and the IP Academy. Suresh is also a Registered Patent Agent as well as admitted as an Advocate and Solicitor of the Supreme Court of Singapore. He is currently the Vice-President of LES Singapore.

WILSON WONG is a Director of Amica Law LLC. His practice area centers on Intellectual Property licensing, technology and commercial transactions and advice. He represents a broad spectrum of Intellectual Property, IT, biotechnology and other technology providers and users in a wide variety of transactions. He has extensive experience in advising, negotiating and drafting Intellectual Property licensing, IT, technology transfer, research and development, biotechnology, franchising, entertainment and other agreements involving intellectual property and technology.

Wilson is a SCOPE IP Consultant certified by the Intellectual Property Office of Singapore (IPOS), and a member of the Interactive & Digital Media Expert Group of the Media Development Authority. Wilson also sits on the executive committee of the Licensing Executives Society Singapore.

AUDREY YAP is a founding partner and head of the IP department of Yu Sarn Audrey & Partners, a boutique Intellectual Property & Commercial Law practice. Audrey is a Registered Patent Agent, an Advocate & Solicitor of Singapore and Malaysia and a Solicitor of England & Wales. She is also Adjunct Fellow of the Singapore IP Academy and a Commissioner for Oaths.

Audrey was recently named as one of the top 250 World's Leading IP Strategists in the London based survey www.iam250.com and only Singapore lawyer to make the list. Audrey served on the Examination Committee, IPOS as an examiner for the Patent Agents Qualifying Examination from 2002-2006. Audrey is currently the Chair of Education & Training Subcommittee of LES Singapore and served as an Exco member and Treasurer of the Association of Singapore Patent Agents from 2005-2009. Audrey was invited by the European Patent Office to serve as an external expert in 2004 under the framework of EC-ASEAN Intellectual Property Rights Cooperation programme. She has been an invited speaker at international & regional business and legal seminars. Audrey was appointed as the Regional Consultant by the World Intellectual Property Organisation (WIPO) to lead an ASEAN wide study in 2005-2006.

ALEX YU is Director of the Innovation & Technology Transfer Office at Nanyang Technological University (NTU) in Singapore where he has responsibility for intellectual property management, research collaboration agreements, licensing and commercialisation of NTU technologies.He also sits on the Boards of NTU Venture Pte Ltd (NTUV) and its subsidiary companies and is the Chairman of the Board of an environmental technology company under NTUV.Prior to joining NTU in 2003, he was the Associate Director, Corporate Development at a drug discovery company in Singapore. He also spent 5 years as the Director of Research and Business Development at a Canadian start-up biotechnology company. Dr. Yu is a frequent lecturer and speaker on IP management, technology licensing and technology valuation at NTU, Intellectual Property Office of Singapore (IPOS), World Intellectual Property Organization (WIPO) programs and Licensing Executive Society (LES) seminars. He has a Bachelor degree in Chemical Engineering from McMaster University and a Ph.D. in Medical Biophysics from the Ontario Cancer Institute, University of Toronto.

ABOUT THE FACILITATOR

SHARON CHIANG'S experiences include research, patent prosecution, bioethics, business panning and development, contract negotiation, strategic alliance, project management, technology transfer, intellectual property commercialization and regulatory affairs.

She has worked in an Intellectual Property firm dealing with patent prosecuting and in the Genome Institute of Singapore in the areas of bioethics, strategic alliance, technology transfer and contractual, business and regulatory matters. She was certified by the Institute of Patent Attorneys, Australia under the South East Asian Drafting Course organized by FICPI.

TERMS & CONDITIONS

Registration

Register for this course by completing the form below and fax it to (65) 6221 8601 or email: renita_ong@ipacademy.com.sg. Alternatively you could register at our website: http://www.ipacademy.com.sg

Withdrawal

Any cancellation must be conveyed to the Organisers in writing. A cancellation fee of $75 will be charged if the cancellation is received before 16 September 09. There will be no refund of registration fee if the cancellation is made after 16 September 09. Replacements from the same organisation can be accepted if made before 16 September 09.

Cancellation & Refund

The Organiser reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Organisers. LES (Singapore) and the IP Academy reserve the right to make changes to the programme.

Payment

Payment is required before the start of the course or within 14 days of receipt of invoice, whichever is earlier.

All cheques should be crossed and made payable to "IP Academy". Kindly write the workshop title at the back of the cheque. Cheques should be mailed to:

IP Academy (Singapore)
7 Maxwell Road #05-01A, MND Complex, Annexe B
Singapore 069111
Attention: Accounts Dept

Enquiries

For more information, please contact Ms Renita Ong at:
Tel: (65) 6232 9822 or Email: renita_ong@ipacademy.com.sg

REGISTRATION FORM

Name of Course	Duration	Date & Time	Fees*	Registration
LES Singapore Basic Licensing Course	2 Days	23-24 September 2009, 9.00am - 5.00pm	LES Member S$450.00 nett	☐
			Non-Member S$600.00 nett	☐

*Registration fees for walk-ins will be at S$800.00 nett.
Registration will only be confirmed upon receipt of full payment.

Non-Members: You may register at the LES Member rate if a completed LES membership application and payment ($150) accompanies your registration form. Please email renita_ong@ipacademy.com.sg for an application form.

Mr/Mrs/Ms/Dr: _____
(Please underline surname)

Name & Address of Organisation: _____

_____

Designation: _____ **Department:** _____

Industry: _____

Contact Information:

Office Tel: _____ Mobile: _____

Fax: _____ E-mail: _____

Have you ever attended any of our programmes? ☐ Yes ☐ No

How did you know about this programme?

☐ IP Academy's Website ☐ E-mail Alert by: _____ ☐ Publication: _____
☐ Word of Mouth ☐ Others: _____

By signing this form, I agree to the Terms & Conditions.

_____
Signature & Date