

TRANSLATING IP INTO PROFIT?

Date: 19 October 2010 (Tuesday)

Time: 6.30pm - 8.00pm (Registration starts at 6.00pm)

Venue: Singapore Management University (SMU)

School of Economics & Social Sciences, Level 2, Seminar Room,
81 Victoria Street, Singapore 188065



ABOUT THE PROGRAMME

Innovation is required to maintain a competitive edge in today's business world. Intellectual Property Rights, including patents, copyrights, trademarks and trade secrets, are promoted as value extraction models for utilizing and realizing value from innovation. However, is intellectual property's value just a myth? Or can intellectual property really translate innovation into value or profit? In this session learn from experts how IP can create value for your company. Examples of methods of IP value-creation and company experiences will be shared.

PROGRAMME OUTLINE

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|-------------------|--|
| 6:00 pm - 6:30 pm | Nibbles and Networking |
| 6:30 pm - 6:50 pm | New Financial Models for IP Value Creation – Ron Laurie Using IP just as a defensive mechanism or an attacking strategy is old school. Learn how IP-savvy companies are finding new ways to create value from their IP assets. |
| 6:50 pm - 7:10 pm | Standards and Open Innovation as an IP Strategy – Dan Collopy IP value can be amplified through collective effort and contributions by more than one company. Find out how to leverage on standard setting and open innovation for growth and market expansion. |
| 7:10 pm - 7:30 pm | Dealing with an IP Heavy-weight – Philip Mendes Going out into an IP savvy market? Facing a heavy weight multinational? How can Singapore companies deal with the big guys? Sometimes bigger is not necessarily more powerful. |
| 7:30 pm - 8:00 pm | Panel & Floor Dialogue: Managing Different IP Assets to Create Value – Can Smaller Companies Really Get It? A dialogue between panelists and members of the audience to come up with ways smaller companies can use different forms of IP assets as a portfolio to create value. |

Organised by:

IP academy
SINGAPORE

CREATING AN EDGE IN
THE KNOWLEDGE ECONOMY

ABOUT THE SPEAKERS

DANIEL COLLOPY

IP Consultant, Exploit Technologies Pte Ltd

Daniel served as a criminal litigator for five years before moving to the Intellectual Property Law field. In IP, Daniel has worked in both law firms and multinational corporations. During almost a dozen years as an in-house IP attorney with Motorola Inc., Daniel worked for the paging, cellular phone and semiconductor businesses. He also served five years as Asia Pacific Intellectual Property Counsel, providing counsel for all of Motorola's Asia Pacific entities while lobbying and negotiating cellular and paging standards with governments in Japan, South Korea, Taiwan and the People's Republic of China.

In 2000, Daniel joined Advanced Micro Devices, Inc., serving as Associate General Counsel and handling the formation and Initial Public Offering of AMD's memory product subsidiary, Spansion LLC. In 2004, Daniel left AMD and became Vice President with the law firm of Ingrassia, Fisher & Lorenz. He is currently an IP Consultant with Exploit Technologies Pte Ltd.

Daniel has lectured on IP issues in Australia, England, Singapore, India, Japan, South Korea and Taiwan and at the Golden Gate University in San Francisco, as well as Washington & Lee University School of Law (his alma mater) in Virginia.

PHILIP MENDES

Director, Ozgene Pty Limited

Philip has been negotiating intellectual property transactions for over 20 years, involving parties in over 20 countries. Philip has negotiated some of the largest intellectual property transactions emerging from Australian research, including the licensing of Gardasil, in relation to which over 600 million women have been vaccinated since the vaccine was approved in 2006.

Philip's training is as a lawyer. He has clients in Australia, as well as New Zealand, Malaysia, Singapore, India, the United States, the United Kingdom, and China. Philip's clients include 14 universities, research institutes, start up companies, as well as government. He is a director of a biotechnology company, Ozgene Pty Limited. He served two terms as a member of the Australian Government's Advisory Council on Intellectual Property from 2003 to 2009.

He has an adjunct appointment as a lecturer at the Queensland University of Technology where he lectures on the management and commercialisation of intellectual property in WIPO's Master of Intellectual Property Law Program. He was engaged by the International Trade Center (of the World Trade Organisation) to contribute a number of chapters on pharmaceutical licensing and strategic alliances to its book on international trade for biotechnology companies.

RON LAURIE

Founder, Inflexion Point Strategy, LLC

Ron Laurie has worked in Silicon Valley since before it had that name, initially as a computer programmer and systems engineer, and then as an IP lawyer and strategist. In 2004 he co-founded the first IP investment bank, Inflexion Point Strategy, LLC, which works with technology companies and institutional investors in the United States, Europe and Asia in acquiring, divesting and investing in IP-rich companies, businesses units and technologies, and IP assets in the form of patent portfolios, exclusive field-of-use rights and related know-how. Inflexion Point's mission is to extract the unrealized value of strategic IP by increasing corporate valuation in M&A transactions, by building a defensive shield against litigious competitors and by generating additional top-line revenue.

He is also a co-founder and principal of Percipience, LLC, a strategic consulting firm providing advisory services in IP asset management, focused innovation and patent valuation.

Prior to launching Inflexion Point, Ron was a founding partner of Skadden Arps' Silicon Valley office, where he chaired the firm's IP strategy and transactions group for six years. He was also a founding partner of the Silicon Valley offices of Weil, Gotshal (in 1991) and Irell & Manella (in 1988). He has led IP teams in some of the largest high-tech and life sciences deals ever done, worth over US\$50 billion in aggregate. As a lawyer, Ron advised clients in the semiconductor, computer, software, communications, media and financial services industries on IP strategy - a subject he has taught at Stanford and Boalt (UC Berkeley) law schools.

TERMS & CONDITIONS

Registration

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

Withdrawal

This must be received in writing at least 7 working days prior to the commencement of class. An administration charge of 25% of course fee applies. For any withdrawal received after this period, the participant is bound to pay all fees due, regardless of attendance.

Substitutions are welcome at any time. However, such requests must be made to the IP Academy in writing.

Cancellation & Refund

The Organiser reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Organiser. The IP Academy reserves 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 course 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 Naveena Methani at: Tel: (65) 6232 9831 or
Email: naveena_methani@ipacademy.com.sg

REGISTRATION FORM

| Name of Course | Duration | Date & Time | Fee (Incl GST) | Registration |
|-----------------------------|-----------|----------------------------------|----------------|--------------------------|
| Translating IP Into Profit? | 1.5 hours | 19 October 2010, 6.30pm - 8.00pm | S\$32.10 | <input type="checkbox"/> |

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Have you ever attended any of our programmes? Yes No

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