THE IMPORTANCE OF IP TODAY

In today’s highly competitive business environment, intellectual property (IP) rights have grown to become valuable assets which companies can leverage upon to differentiate themselves and gain the competitive advantage. IP creation and ownership can be used as an indicator for determining the innovation intensity of that organization, i.e. to do things better or different to seek positive outcomes.

HOW COMPLEX IS IP?

The practice of IP protection, portfolio management and commercial exploitation can be rather challenging as it is the confluence of business, technology and law. Unfortunately, when dealing with such issues, companies are often left in the lurch when it comes to understanding and deciding how best to properly organize and set themselves up, the type of expertise and resources that will be needed to better equip themselves to handle the tasks on hand, and to manage the varied expectations and demands among the many internal and external stakeholders.

WHAT SHOULD I DO?

Therefore, an IP strategy will be needed that is closely aligned to the overall mission and goals of the organization concerned. It will enable greater transparency in processes and procedures, clarity and consistency in thought and decision-making as well as conformance to rules and regulations to safeguard potential interests, overcome pitfalls and mitigate risks.

EVENT OBJECTIVES

This 1-day comprehensive seminar offers a unique opportunity to gain valuable insights from the practitioner’s perspective. It will cover many of the key issues and challenges related to IP protection, management and commercialization. Also shared will be good practices, actual experience and case studies, recommendations of pragmatic solutions, and useful technology transfer-related processes and approach.

Attend this seminar to:
- Understand the different types of IPs and what it means to your organization
- Learn how others has successfully turned their R&D findings into market opportunities
- Obtain knowledge on how to seek IP registration and renewal
- Build up awareness on listing IP regionally
- Be aware of the legal issues surrounding IP registration and protection
- Appreciate the factors that will affect IP valuation
- Realize infringement comes in various forms and possible solutions to safeguard your interests & mitigate potential risks
- Building sustainable IP royalty model that will reward inventors and stakeholders satisfactorily
- Understand how to establish a structured and systematic process to facilitate tech transfer management within your organization in a sustained manner

Please refer to page 2 for details!

About Productivity and Innovation Credit

The Productivity and Innovation Credit (“PIC”) was introduced in the Singapore Budget 2010.

PIC has been enhanced in Budget 2011 and Budget 2012 to provide tax benefits for investments by businesses in a broad range of activities along the innovation value chain. The tax benefits under PIC will be effective from Years of Assessment (YA) 2011 to YA 2015.

One of the six activities along the innovation value chain that will qualify for PIC benefits includes training of employees. For more details on your qualifications and the claim processes, please check with any K2B representatives today!
IP Protection, Management & Commercialization

ABOUT THE INSTRUCTOR

Dr Valdew Singh

Has over 30 years of extensive work experience in academia, industry and government service. He is actively involved in advanced technology and specialized manpower development programs for various MNCs, SMEs and also government agencies. His domain expertise includes advanced industrial automation & manufacturing technology, info-communication technology, supply chain management, business process engineering, and material engineering & nanotechnology.

Presently, Dr Singh serves as Director for the Centre of Technology Innovation & Commercialization (CTIC) with Nanyang Polytechnic (NYP), Singapore. He oversees intellectual property management & commercialization effort, and spearheads R&D initiatives in collaboration with industry partners, universities and research institutes. NYP has grown to be among the top 10 IP filers in Singapore.

Dr Singh is a Chartered Engineer (UK), Member of the Institution of Engineering & Technology (UK), Expert Assessor for Infocomm Development Authority (Singapore), and a certified Practising Management Consultant with the Singapore Business Advisors and Consultants Council. He is also a published author and an inventor with a list of patents granted.

TESTIMONIALS ON DR SINGH

“Listening or watching to Dr. Singh’s speeches is always an attraction. He seems to have the ability to blend theory and practice and produce results. Nanyang Poly CTIC is an IP-related institution having the most patents in comparison with its peers, achieved because of the able leadership of Dr. Singh.”

Candra N. Darusman, Deputy Director, WIPO Office in Singapore (WSOK)

“Dr Valdew Singh is one of the early pioneers of technology transfer and the commercialisation of intellectual property by Institutions of Higher Learning (IHL) in Singapore. He has successfully developed and continues to lead the Centre for Technology Innovation and Commercialisation (CTIC) in Nanyang Polytechnic. CTIC oversees the management and commercialisation of innovations and creative offerings of students and faculty. Over many years, Dr Singh’s experience in this area has allowed him to calibrate and balance the interests of inventor, student and institution to optimal effect. Never tiring of pursuing synergies, Dr Singh has also championed collaboration in research between institutions and the private sector. He has presided over many start-ups that were conceived by the student community (based on intellectual property that has been made available to them by the IHLs), and mentored them to become credible and successful ventures and businesses. Entrepreneurship lies at the heart of Dr Singh’s efforts, and I as well as many others in the IP ecosystem have benefited greatly from his insights and unique perspective as to how inventorship and enterprise should be developed to flourish in Singapore.”

Dr Stanley Lai, SC, Partner and Head of Intellectual Property, Allen & Gledhill LLP

“Dr Valdew Singh has extensive experience and made contributions in the field of IP and Technology. His courses with the IP Academy are always well sought after. That’s mainly due to his ability to clearly expound concepts and provide practical applications in the complex field of Intellectual Property management.”

Mr Kitt-Wai Kok, Director, Intellectual Property Office of Singapore

EVENT PROGRAM

MORNING

IP Protection & Management

- Types of IPs & their relevance to business strategy
- Understand the ‘lab-to-market’ value chain, i.e. translating ideas into working solutions
- Handling & protecting invention disclosures effectively
- Conduct IP assessment for technology & business viability
- How to seek IP registration & renewal?
- Types of agreements & legal issues to consider - includes research collaboration, non-disclosure & confidentiality for project development, material transfer, and IP commercialization.

AFTERNOON

IP Commercialization & Support Services

- IP valuation and licensing negotiation, which includes recommended terms & conditions for consideration
- Licensing & royalty model depending on the size and nature of specific business
- Safeguarding & taking action against IP infringement
- How to outreach and ‘sell your IP’?
- Recognition & reward scheme for inventors & IP creators
- Recommendations for technology transfer set-up

WHO SHOULD ATTEND

- Inventors
- Business owners
- Potential licensees
- Industry collaborators
- Patent lawyers
- R&D engineers
- Investors

UPCOMING EVENTS IN 2015

- Contract Risk Management
- Intellectual Property
- Media Law
- Service Level Agreement
- Contract Administration for Non-Legal Professionals
- Managing Outsourcing Contract and Risks
- Environmental and Waste Management
- Green Energy

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Registration Form
IP Protection, Management & Commercialization
25 June 2015
HDB Centre of Building Research, Woodlands

Training Course Prices

<table>
<thead>
<tr>
<th>INDIVIDUAL REGISTRATION (Standard Price)</th>
<th>GROUP REGISTRATION (Price after team discounts)</th>
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<tbody>
<tr>
<td>Individual</td>
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<tr>
<td>Group of 3</td>
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<tr>
<td>Group of 5</td>
<td>S$ 1800 (save S$ 200)</td>
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Team Discounts* (Please select the appropriate box)
K2B International recognises the value of learning in teams. This applies to group bookings from the same company at the same time.

- Group of 3 or more: 5%
- Group of 5 or more: 10%

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