

INTELLECTUAL PROPERTY AND INTANGIBLE ASSET DISPUTES: A PRIMER

What is the value of intellectual property/intangible assets and what are some of the strategic considerations in IP disputes?

Get a quick run-down on the key principles of intellectual property and how to approach (or avoid) potential disputes in this primer!

Our trainer will share on the above and more in this session targeted at lawyers, in-house counsel, and other professionals looking for practical inroads into understanding the basic concepts underlying intellectual property and intangible assets and the fundamentals of civil disputes involving intellectual property or intangible assets.

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3 | Public CPD Points

Training level:
INTERMEDIATE

Practice Area:
INTELLECTUAL PROPERTY



Singapore Institute of
Legal Education

IPOS INTERNATIONAL

1 Paya Lebar Link,
#11-03, PLQ 1,
Paya Lebar Quarter,
Singapore 408533

06 JUL 2023 (THURS)
Online Streaming Session
9:30am – 12:45pm

Course Fees:
SGD \$270.00
(incl. 8% GST)



WHO SHOULD ATTEND

The following professionals are highly encouraged to attend:

- Lawyers & In-House Counsels looking to learn more about IP/IA and IP/IA disputes
- Professionals who may have to deal with some IP matters at work
- Professionals who have a keen interest in this topic



WHAT YOU WILL LEARN

This course will be delivered as a lecture. It will provide a birds-eye view to the following:

- (1) an introduction to intellectual property (IP) rights and intangible assets (IA);
- (2) the national register system; and
- (3) IP disputes and strategic considerations.

Please note that this session is NOT recommended for practitioners and in-house counsel who are familiar with these topics.



SPEAKER'S PROFILE



GABRIEL ONG

Senior Legal Counsel, Hearings & Mediation, IPOS

Gabriel serves as Senior Legal Counsel and tribunal hearing officer (Principal Assistant Registrar) for disputes that come under the jurisdiction of the Intellectual Property Office of Singapore (IPOS). His core portfolio at IPOS involves policy work in relation to promoting and furthering Singapore's attractiveness as a hub for IP / Tech dispute resolution, as well as contributing to legislative reform in this connection. Prior to joining IPOS, Gabriel spent five years practising in the field of IP litigation at one of the top law practices in Singapore. In that time, he had the extraordinary privilege of acting and assisting in a number of high profile IP cases, including *Nestle v Petra Foods* (which resulted in the invalidation of Nestle's 3-dimensional trade mark registrations for the shape of its KitKat chocolate bars).

An adjunct Assistant Professor with the National University of Singapore law since 2021, Gabriel co-teaches the "Foundations of IP Law" module (since 2020), and the "IP Arbitration" module (since 2022). Apart from

his work at NUS law, Gabriel has also conducted various ad-hoc lectures and talks, including at the Singapore Judicial College, the IP Academy of Singapore (the education arm of IPOS International), and to police officers at the IPRB (Intellectual Property Rights Branch). Gabriel also was a contributing author to the IP chapter of Bullen & Leake & Jacob's Singapore Precedents of Pleadings (2016) and the copyright chapter of Halsburys Laws of Singapore (2018 and 2020 Re-issues.).



PROGRAMME STRUCTURE AND SCHEDULE

Time	Topic(s) / Activity
9:30 – 10:15 am	Big Ideas: Value of IP/IA, Territoriality, rationale for protection, and common remedies
10.15 – 11:00 am	The National Register: Registration (or not), validity, priority & maintenance
11:00 – 11:15 pm	Break
11:15 – 12:45 pm	IP Disputes and Strategic Considerations: Key species of rights and how to approach (or avoid) potential disputes (including 10 mins for Q&A)
12:45 pm	End



CONTACT PERSONNEL

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COURSE FEES

\$270.00* (incl. 8% GST)



SILE ACCREDITATION

This programme is accredited by the Singapore Institute of Legal Education (SILE).

Attendance Policy

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes logging in at the start of the webinar and logging out at the conclusion of the webinar in the manner required by the organiser, and not being away from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.



TERMS AND CONDITIONS

T&Cs for Private Sector Participants (Self-Sponsored/Company Sponsored)

- Full payment of course fees must be made to IPOS International upon course registration.
- IPOS International reserves the right to deny admission to participants who have not made payment before course commencement.
- Any request for withdrawal or refund is subject to approval by IPOS International's management.
- Request for substitution has to be made in writing via email at least 3 days before start of course date and is subject to acceptance by IPOS International.
- IPOS International reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by IPOS International.
- IPOS International reserves the right to make any changes to the programme.

T&Cs for Public Sector Participants

- Course fees are payable upon course registration. Payment should be processed expediently.
- Any request for withdrawal or refund is subject to approval by IPOS International's management.
- Request for substitution has to be made in writing via email at least 3 days before start of course date and is subject to acceptance by IPOS International.
- IPOS International reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by IPOS International.
- IPOS International reserves the right to make changes to the programme.