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LES SINGAPORE BASIC LICENSING COURSE 2022

Understand aspects of the licensing of intellectual property (IP) – particularly for trade marks, copyright, patents, and registered designs – at the **LES Singapore Basic and Intermediate Licensing Course 2022!**

Organised together with the Licensing Executives Society (Singapore), our programme will cover the various principles and procedures involved in licensing negotiations. Learn how to effectively apply them in practice, through a “hands-on” scenario.

- The **basic course** covers materials useful to experienced licensing professionals, including pointers for structuring a deal.

These courses have been developed by licensing and IP lawyers and industry members, based on the accumulation of a wealth of experience in licensing, franchising, and technology transfer.

Basic: 10 - 11 Nov 2022
9.00am – 5.30pm*
(Registration starts at 8.30am)

Face-to-Face Workshop

Course Fees:

Basic
SGD \$725 (incl. GST)
for LES Members

SGD \$875 (incl. GST)
for non-members (incl. LES
Singapore 2023 membership)

(Fees are before funding)

TBC

Public CPD
Points (Basic)



Training Level:
ADVANCED

Practice Area:
INTELLECTUAL PROPERTY

IPOS INTERNATIONAL

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

**PARTNER
ORGANISATION**





PROGRAMME STRUCTURE AND SCHEDULE

| Course Titles | Course Date ^{*UPDATED} | Duration and Time ^{*UPDATED} |
|--|---------------------------------|---------------------------------------|
| LES Basic Licensing Course | 10 – 11 Nov 2022 | 9.00am – 5.30pm |
| LES Intermediate Licensing Course* - <i>Optional</i> | 14 Nov 2022 | 9.00am – 6.00pm |

Course outline – Basic

| Day | Time | Topic(s) / Activity | Speaker |
|--------------|--------------------|---|---------------------------------|
| Day 1 | 10 Nov 2022 | | |
| | 9.00am – 10.15am | IP Valuation | Daniel Low |
| | 10.15am – 10.30am | Break | |
| | 10.30am – 12.15 pm | Negotiation | Sharon Chiang |
| | 12.15pm – 1.15pm | Lunch | |
| | 1.15pm – 3.15pm | Dispute Resolution | Lionel Tan |
| | 3.15pm – 3.30pm | Break | |
| | 3.30pm – 5.30pm | Anatomy of a License Agreement | Olivia Koentjoro |
| Day 2 | 11 Nov 2022 | | |
| | 9.00am – 10.15am | Licensing Game | Sharon Chiang, George Hwang, |
| | 10.15am – 10.30am | Break | Tim Ang, He Cairan |
| | 10.30am – 12.00 pm | Licensing game (cont.) | |
| | 12.00pm – 1.00pm | Lunch | |
| | 1.00 – 2.45 pm | Licensing game (cont.) | |
| | 2.45am – 3.00 pm | Break | |
| | 3.00pm – 4.15pm | IP Strategy, IP and Contract Management | Catherine Lee |
| | 4.15pm – 5.30 pm | Research Collaboration Agreements | Suresh Sachi |



WHAT YOU WILL LEARN

At the end of the course, you will get a comprehensive perspective on the concepts and steps used in the licensing of Intellectual Property.

For the **Basic Course**, participants should be able to:

- Understand basic vocabulary, legal concepts and processes for intellectual property and its licensing
- Follow a technology transfer process
- Understand the basic principles of different valuation approaches with case studies scenarios

- Recognise the essential issues in licensing agreements
- Practise elements of successful negotiation through role playing scenario
- Know how to manage IP and license agreements after the deal is made



TUTOR PROFILES



MR TIM ANG
**Lead Executive, Department for
Technology, Innovation and Enterprise
Singapore Polytechnic**

Tim is currently a Lead Executive at the Department for Technology, Innovation and Enterprise, Singapore Polytechnic (SP). He manages the Intellectual Assets in the STEM-related domain areas for out-licensing to commercial entities.

Prior to joining SP, he was a Senior Executive at Innovation Transfer Office, NUHS, assisting with the IP Management and commercialisation of the hospital's innovation. He also used to be an Associate at Intellectual Property Intermediary Singapore (IPI Singapore), assisting with technology offers, prior art searches and technology scouting based on the client's technology needs.

Tim graduated with a Bachelor of Science in Biological Science with a Minor in Entrepreneurship from Nanyang Technological University. He is also a certified patent valuation analyst (CPVA).



MS SHARON CHIANG
**Vice President
Licensing Executives Society
(Singapore)**

Sharon is experienced in health research management and has over 2 decades of experience in starting up, managing and planning in health research and healthcare organizations. She is also experienced in legislation drafting and governmental policy planning. She is educated in life sciences, engineering and law. She is the Vice President and Chairperson of the Education Committee of the Licensing Executives Society (Singapore).



MR HE CAIRAN
Director
VentureBlick

Cairan is Director at VentureBlick, which helps healthcare startups get funding, market insights, and customer validation through its fundraising platform and professional community. Cairan oversees the company's global market research and partnership activities.

Prior to that, Cairan was Associate Director at Industry Liaison Office National University of Singapore where he led IP discovery and protection, valuation and licensing, venture creation and investment for hundreds of technologies and IPs. Cairan has led over 50 licensing and investment transactions and advised IP strategy for over 100 high tech companies. Meanwhile, Cairan was also the immediate past Secretary of Licensing Executive Society (Singapore) and Vice Chair of Industry University Government Transactions Committee of LES International. Prior to that, Cairan co-founded Biotech Connection Singapore (BCS) in 2014 and was its first President between 2014-2016.

Cairan obtained his Bachelor and PhD from Imperial College London and is a Registered Technology Transfer Professional (RTTP) and Associate Chartered Valuer and Appraiser (CVA).



MR GEORGE HWANG
Director
George Hwang LL.C

Mr. George Hwang started his own boutique practice which specializes in Intellectual Property, Information Technology and Media related work in 2012. He has more than 20 years of experience in these topics, in practice, as in-house counsel and in academia.

George's practice in licensing of IP/IT spans the spectrum of industries and subject matter – from copyright in the entertainment industry, software in IT, trademarks in garment industry, patents in pharmaceutical to transfer of technology for turnkey projects in engineering industry. Whilst working in Hong Kong, he set up the regional licensing unit for a major international music company. He has also advised on industry agreements in Singapore.

Besides commercial Intellectual Property, George litigates in IP and Media related matters. He has appeared in Singapore's apex court on a "Norwich Pharmacal" order case, the Court of Appeal successfully overturning the High Court's decision. As such, the client's, a journalist, right to keep the identity of his sources confidential has been preserved (Dorsey v World Sports Group).

George's role as a leading practitioner in his field is validated by his appointment as Content Partner for Lexis Practical Guidance's for IP/IT – (i) Corporate; and (ii) Advertising and Marketing. He has contributed to the book, "Media Law and Policy in the Internet Age" edited by professors of Hong Kong University.

George is the chairman of the Copyright Committee of Licensing Executive Society International. At the end of June 2021, he presented a paper to WIPO's Standing Committee on Copyright and Related Rights 41st Session on the topic of "Online Music Market in Asia".



DR. OLIVIA KOENTJORO, PH.D.
Director, IP Analytics Center of Excellence
Applied Materials

Olivia Koentjoro is the Director of Intellectual Property Analytics Center of Excellence at Applied Materials. She is responsible for leveraging advanced Intellectual Property analytics to drive scalable analysis for Applied enabling data-driven integrated business strategies and decision making.

Dr. Koentjoro also has experience in IP regulatory being a Patent Examiner at both the Canadian Intellectual Property Office (CIPO) and the Intellectual Property Office of Singapore (IPOS), responsible for assessing patentability of patent applications. She also held quality management and training leadership positions at IPOS.

Dr. Koentjoro received a Ph.D. in chemistry from the University of Durham (UK) and a Masters in Project Management from the University of Adelaide (Australia). Dr. Koentjoro is Executive Sponsor for the Women's Professional Development Network at Applied Materials South East Asia, Careers and Industry Mentor for the University of Adelaide and the University of Durham.



MS CATHERINE LEE
Senior Partner
Dentons Rodyk

Catherine Lee is a senior partner in Dentons Rodyk's Intellectual Property & Technology practice.

She advises a wide range of clients on the management of their trade mark portfolio around the world as well as on the commercial exploitation of their intellectual property rights.

Catherine has particular experience in commercial contractual work. Her scope of experience includes advising on a wide range of commercial matters and assisting clients in their expansion of their businesses out of Singapore. The types of commercial agreements drafted and reviewed by her include franchise agreements, licence agreements, collaboration agreements, distribution agreements and sponsorship agreements across varying industries.

She also deals with the enforcement of intellectual property rights, and has acted and advised on a spectrum of intellectual property related disputes such as trade mark infringement and cancellation actions, trade mark oppositions and breach of other intellectual property rights such as copyright and trade secrets.

With the introduction of the Personal Data Protection Act in Singapore, Catherine has also been involved

in advising clients on the compliance with the laws surrounding the collection and protection of personal data. Catherine also advises clients on other regulatory compliance issues, including those related to labelling, advertising and consumer protection.



MR DANIEL LOW
Director, Valuation
RSM Singapore

Daniel has over 11 years of experience in valuation and transaction support engagements, specialising in the valuation of intellectual property. He joined the valuation division of RSM Corporate Advisory where he was involved in various valuation and transaction support projects.

Daniel's portfolio includes mergers & acquisitions advisory, fund raising, enterprise valuation for listed and non-listed clients, purchase price allocations, impairment, intangible assets and intellectual property valuation, valuation of financial instruments, as well as dispute advisory.

Throughout his career, Daniel has served clients across diverse industries including construction, healthcare, F&B, manufacturing, agriculture and property.

Daniel taught the Valuation module in the Corporate Advisory elective for the Singapore Management University's Bachelor of Accountancy, and was an Adjunct Lecturer at the Singapore University of Social Sciences where he teaches business valuation subjects for the degree programme.



MR SURESH SACHI
Deputy Chief Executive, General Counsel
Agency for Science Technology and Research

Suresh Sachi is currently the Deputy Chief Executive and concurrently the General Counsel of the Agency for Science Technology and Research (A*STAR). He joined the Agency in April 2002. He is a lawyer and a qualified Patent Agent.

He currently oversees the corporate functions for the Agency and supports the various entities under the Agency in the functions of Finance, Corporate Communications, Infrastructure Planning & Facilities Management, Information Systems & Technology, Enterprise Risk Management and Organisational Excellence. Part of his role is to ensure that A*STAR's resources are deployed in an efficient and integrated manner.

As the Agency's General Counsel, he has charge of all legal and intellectual property matters and is responsible for establishing, implementing and maintaining A*STAR's legal, intellectual property, risk management and compliance policies.

Before joining A*STAR, Suresh Sachi was in private legal practice in a leading law firm where he was a

partner in the Technology and Intellectual Property Department.

He has represented many public and private organisations, including A*STAR Research Institutes, local and foreign institutes of higher learning and has significant experience working with multi-national corporations, public listed companies, small and medium enterprises as well as hi-tech start-up companies.

Mr Sachi spearheaded a number of national efforts to coordinate and streamline legal and IP terms across Singapore's public agencies, including the Public Sector Master Research Collaboration Agreement (MRCA), bringing together all public sector agencies engaged in R&D in a single research collaboration agreement; the Master Clinical Trials Agreement across all public sector trial centres; streamlining and aligning public sector RIE grant terms and conditions and establishing a National IP Protocol for Singapore.

He currently serves on the board of IPOS and IPOS International and the board of the A*STAR Research Entities. He was a former member of the board of governors of and an advisor to the IP Academy. Mr Sachi is a founding member and past president of the Licensing Executives Society (LES) Singapore. He served for more than 10 years on the Ethics Committee of the Singapore Eye Research Institute and is currently a member of the SingHealth Centralised Institutional Review Board.

As a specialist in intellectual property and technology transfer, Mr Sachi is a frequent speaker at the Global Forum on Intellectual Property and other forums by the World Intellectual Property Organisation, LES Singapore, the IP Academy, and the Law Society of Singapore. He is an active coach and trainer in the IP landscape in Singapore. He was named in the 2018 IAM 300 magazine as one of the World's Leading IP Strategists (IAM 300).

Mr Sachi holds a LLB from the Faculty of Law of the National University of Singapore and attended the Advanced Management Programme at INSEAD, Fontainebleau in 2016.



MR LIONEL TAN
Partner
Rajah & Tann Singapore

Lionel started out his career in law as a Deputy Public Prosecutor and concurrently held the appointment of Assistant Director of the Computer Information & Systems Department of the Attorney-General's Chambers. Since joining private practice he has been involved in various high profile commercial and criminal litigation cases and has advised clients on a wide spectrum of commercial and criminal matters.

He has a keen interest in the field of Information Technology Law, with special emphasis on the developing area of litigation practice in the Information Technology arena. He has been involved in cases dealing with Internet defamation, Internet fraud, on-line security breaches, trade secrets and misappropriation of confidential information, telecommunication regulatory issues and software implementation and website development disputes. He advises and represents clients on intellectual property matters relating to trade mark and copyright infringements. He also advises and represents clients on IP matters relating to brand protection, licensing and franchising issues. He also advises clients on compliance measures in relation to the Personal Data Protection Act (PDPA) and is a member of the National Council of Social Services' Workgroup for the PDPA. He regularly advises clients on responding to investigations carried out by the Personal Data Protection Commission and his background in litigation provides unique insights on the best

strategies to be adopted. He advises clients on the area of persistent threats of cyber-security breaches and how best to take legal measures to mitigate against such risks and manage liabilities.

Lionel graduated from the University of Hull, United Kingdom in 1992 with a Second Upper degree in Law. He was awarded the Sweet & Maxwell Law Prize for that year. He pursued a postgraduate degree at the University of Oxford and was conferred a Bachelor of Civil Law. He has also completed the Certified IT Project Manager Assessment course conducted by the Institute of System Science.



NTUC UTAP SUPPORT (For BLC only)

NTUC members enjoy 50% unfunded course fee support for up to \$250 each year (or up to \$500 for NTUC members aged 40 years old and above) when you sign up for courses supported under UTAP (Union Training Assistance Programme). Please visit e2i's [website](#) to find out more.

Members Eligibility for UTAP Application

Please note that members are required to fulfil the following conditions to be eligible for UTAP reimbursement:

1. Paid-up NTUC membership before course commenced, throughout whole course duration and at the point of claim
2. Course by training provider must be supported under UTAP, and training must commence within the supported period
3. Course must not be fully funded through company sponsorship or other types of funding
4. You must achieve a minimum of 75% attendance for each application and sat for all prescribed examination(s), if any
5. UTAP application must be submitted within 6 months after course completion

For more information on UTAP application, please call the NTUC Membership hotline at 6213 8008 or visit <http://skillsupgrade.ntuc.org.sg/>.



SILE ACCREDITATION (TBC)

This programme is pending accreditation 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 signing in on arrival and signing out at the conclusion of the activity in the manner required by the organiser, and not being absent 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.



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COURSE FEES

Basic

\$725 (incl. GST) for LES Singapore members

\$875 (incl. GST) for non-members (incl. LES Singapore 2023 membership)

**Fees are before funding*

Notes on LES Memberships:

- 1) Memberships are individual memberships and are not transferable. Therefore discounts only apply to the individual who is a member.
- 2) LES do not provide corporate memberships.