

[REGISTER HERE](#)

TBC

Public CPD
Points
(Intermediate)



Training Level:
ADVANCED

Practice Area:
INTELLECTUAL PROPERTY

IPOS INTERNATIONAL

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

**PARTNER
ORGANISATION**



LES SINGAPORE INTERMEDIATE 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.
- Participants are encouraged to attend the **intermediate course** if participant has attended the Basic Licensing Course and has 1 year IP or 1 year of research experience or if participant has 5 years negotiation experience.

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.

Intermediate: 14 Nov 2022
9.00am – 6.00pm*
(Registration starts at 8.30am)

Face-to-Face Workshop

Course Fees:

Intermediate
SGD \$435 (incl. GST)
for LES Singapore members

SGD \$525 (incl. GST)
for non-members (incl. LES
Singapore 2023 membership)

(Fees are before funding)



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 – Intermediate

Day	Time	Topic(s) / Activity	Speaker
Day 1	14 Nov 2022		
	9.00am – 10.15 am	IP in the IT world	MJ Chai
	10.15am – 10.30 pm	Break	
	10.30am – 11.45pm	Application of Patent Analytics in Business	Olivia Koentjoro
	11.45am – 1.00 pm	Dispute Resolution - A deeper dive into relevant issues	Anan Sivananthan
	1.00pm – 2.00 pm	Lunch	
	2.00pm – 3.15 pm	Copyright and social media	George Hwang
	3.15pm – 4.30 pm	International Aspects of IP Transactions	Sheena Jacob
	4.30pm – 4.45 pm	Break	
	4.45pm – 6.00 pm	Data and the Mechanisms to Protect the IP Associated with Data	Chiew Yu Sarn



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 **Intermediate Course**, participants should be able to:

- Understand how IP works in the IT world
- Understand licensing agreements in a cross-border context
- Identify the RCAs, NDAs, MTAs, DSAs (4 main types of agreements)
- Understand IP transactions in Pharmaceuticals, Diagnostics, Medical Devices
- Recognise data and the mechanisms to protect the IP associated with data



TUTOR PROFILES



MR MJ CHAI
Senior IP Legal Counsel,
Lenovo Group Ltd

MJ is Senior IP Legal Counsel of Lenovo Limited, the world's largest PC manufacturer and a Fortune 500 company listed on the Hong Kong Stock Exchange. MJ manages Lenovo's patents relating to inventions from Asia Pacific, which involves working closely with inventors and supervising outside counsel in the drafting and prosecution of patent applications that are filed internationally, but more particularly in the United States, China and Europe. Serving as a key role within the Lenovo IP Group in bridging the teams in China and the US, MJ also facilitates communication across the different teams to bring about conception and fruition of ideas and strategies. Additionally MJ is intimately involved with patent assertion and licensing matters, as well as patent acquisition deals for Lenovo.

Before joining Lenovo, MJ was IP Counsel of a leading global supplier of wafer assembly and packaging equipment for the semiconductor industry. In that capacity, MJ was responsible for the company's IP portfolio, including obtaining patent and trademark registrations for the company. He also advised the company on IP strategy and issues such as IP ownership and infringement, and handled patent assertion and enforcement matters.

MJ began his IP career as a patent attorney with a leading UK patent firm in Singapore, where he gained broad expertise in a wide range of mechanical and electrical subject matters through working with individual inventors and multinational corporations to secure patent protection, as well as considerable experience in drafting and prosecuting patent applications worldwide. The Association of Singapore Patent Attorneys (ASPA) awarded MJ with the ASPA Book Prize in 2009 for best performance in the Singapore Patent Agent Qualifying Examinations.

In addition to being a Registered Singapore Patent Attorney, MJ is a Registered UK Patent Attorney and is a member of ASPA and the Licensing Executives Society (Singapore). He is also a Fellow of The Chartered Institute of Patent Attorneys (CIPA) based in the UK. MJ obtained a Bachelor of Engineering (Hons) degree in Electrical Engineering from the National University of Singapore and a Bachelor of Laws (Hons) degree from the University of London.



MR CHIEW YU SARN
Co- Managing Partner
Yusarn Audrey

Chiew Yu Sarn is a founding partner and Head of the Corporate and Commercial Department of Yusarn Audrey. Yu Sarn is an Advocate & Solicitor of the Supreme Court of Singapore, and is also entered into the rolls as a Solicitor, England and Wales.

In the area of financial technology, including blockchain and cryptocurrency, Yu Sarn has advised on several initial coin offerings (ICOs) in the fields of supply chain assurance, gaming, healthcare, and mobile payments, among others. In addition, he has advised on regulatory issues relating to insurance technology as well as cryptocurrency dealer business. He has also assisted clients in making applications to be admitted to the MAS Fintech Regulatory Sandbox.

In his strategic IP consultancy work, Yu Sarn advises companies, institutions and government agencies on IP strategic planning and IP governance and policy, and helps his clients enhance their in-house IP management capabilities through training and coaching. He also advises companies on raising capital and financing using their IP. This work includes preparing companies for capital raising through IP audits. He has also performed pre-investment IP due diligence investigations on behalf of private equity investors.

In the area of franchising and licensing, Yu Sarn's practice includes assisting Singapore and international franchisors and IP owners in franchising and licensing transactions all over Asia and other markets. As regional legal counsel for international franchisors and IP owners from various countries and fields, he has been instrumental in helping a number of them enter into markets in Asia and beyond, including Malaysia, Indonesia, Vietnam, Philippines, Thailand, Cambodia, Brunei, China, Taiwan, Hong Kong, Japan, Korea, India, Kuwait, UAE, Saudi Arabia, Australia and, of course, Singapore.

The clients he has served include technology companies in areas such as software, wireless technology and healthcare, as well as venture capital and private equity fund managers, statutory boards, hospitals, multinational corporations, foreign and local law firms and internationally renowned authors and speakers.

In recognition of his experience and expertise in the field of IP licensing and commercialization, Yu Sarn was accredited as a Certified Licensing Professional (CLP) by Certified Licensing Professionals, Inc., an independent, worldwide non-profit organization tasked with maintaining internationally applicable standards, ethics, and excellence in the field of licensing.



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".



MS SHEENA JACOB
Partner, Head of IP
CMS Holborn Asia

Sheena is the head of the Intellectual Property practice at CMS Holborn Asia. Qualified in Singapore, New York, England & Wales, she is a leading international lawyer in the field of Intellectual Property with more than 25 years of specialist experience in Asia.

Sheena manages a team that handles trademark and patent prosecution in Southeast Asia, IP litigation and commercial IP transactions such as licensing and commercialization deals in the tech, media and life science sectors in South-east Asia. Sheena is known for her sound, commercial advice and is widely acknowledged as a global thought leader on cutting-edge issues in the Intellectual Property field. She is ranked as a leading IP lawyer in numerous publications, including Asialaw, Intellectual Property 2020, Who's Who Legal (Life Sciences, Franchise and Patents), Top 100 Lawyers Singapore 2019, Women in Business Law Experts - Leading practitioner in Patents 2019, IAM Patent 1000 2019 and WTR 1000, World's Leading Trademark Lawyers.

Sheena is also a Singapore registered patent agent and has been appointed to the WIPO Panel of Neutrals.

She is a Past President of Licensing Executives Society Singapore and the Assistant Treasurer of AIPPI as well as being an active member of INTA and AIPLA committees.

Her clients have also included Forbes 500 companies such as Cisco, Fischer & Paykel Healthcare, Honeywell, Kimberly-Clark, Microsoft, Nestle, The North Face, Siemens, Schlumberger, Suntory as well as universities, research institutes, startups, fintech companies, leading consumer product companies and ecommerce businesses.

Sheena is sought after to lend her views on IP issues in Asia at international conferences and has contributed to the following international IP conferences and events: INTA Annual Meeting 2020 (Panelist); World Intellectual Property Forum Dubai 2018 (Speaker); Federal Circuit Bar Association, Ottawa 2018 (Panelist); AIPLA Annual Meeting, Washington DC 2018 (Speaker); AIPPI ASEAN Regional Meeting 2017 (Speaker); AIPLA Annual Meeting, Washington DC 2018 (Speaker); AIPPI Milan 2016 (Speaker); and Global Forum on IP, Singapore 2016 (Moderator).



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.



MR ANAN SIVANANTHAN
Partner
Bird & Bird ATMD

Anan Sivananthan is a partner in Bird & Bird's Intellectual Property Group in Singapore. His commercial insights into our clients' needs enable him to design and implement global IP commercialisation strategies.

Anan has extensive experience in the patent space, including litigation, management, licensing and monetisation of patents. He also has considerable experience in trademark litigation, and other high-value IP dispute resolution matters, and in managing anti-counterfeiting issues. Over the years, he has handled major patent and trademark lawsuits in Singapore and internationally across various sectors, specifically High Technology, Life Sciences & Healthcare, Retail & Consumer, and Hospitality and Entertainment.

More recently, Anan has handled disputes in Singapore concerning geographical indications. He has also managed design and copyright disputes and manages IP commercialisation projects for clients (from due diligence to filing to licensing and other forms of exploitation).

Before joining Bird & Bird in 2017, Anan was the associate vice president at Creative Technology Ltd where he oversaw the company's legal matters on a global basis, with a focus on worldwide IP registration, litigation, licensing and enforcement, as well as all other contentious matters. He handled a number of patent lawsuits in the US (at the US International Trade Commission and in various District Courts), and in Europe. Anan also managed trademark disputes across the globe, including trademark lawsuits and oppositions/ cancellations in the US, Canada, the UK, France, Germany, Turkey, China, Singapore, Thailand, Malaysia, New Zealand and Australia. He also acted as an adviser to senior management on key legal moves and decisions, including the monetisation of the company's patent portfolio.

Anan is also a regular public speaker and panellist on IP issues including patent and trademark litigation, brand management, counterfeiting, and the licensing and commercialisation of intellectual property.



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.



CONTACT PERSONNEL

MS DILPREET KAUR



+65 6330 8692



dilpreet.kaur@iposinternational.com

MS JANIS KAM



+65 6330 8688



janis.kam@iposinternational.com



COURSE FEES

Intermediate

\$435 (incl. GST) for LES Singapore members

\$525 (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.