

Strategic IP Management for Businesses

PROFESSIONAL



OVERVIEW

SMEs are a critical pillar of Singapore's economy. 99% of enterprises in Singapore are SMEs and contribute to 65% of all employment. With traditional businesses being disrupted by new technologies and business models, Singapore's SMEs need to transform to stay relevant. However, the majority are not well placed to transform due to a weak understanding of intangible assets, as well as the value and risks associated with them in this new economy.

This course aims to impart the importance of Intellectual Property (IP) to enterprises. The broad and practical deliverables will equip participants with a good appreciation of the IP assets in their business, and how good management of these assets can unlock new commercial opportunities while reducing business risk.

Fee

SGD1080.00 incl. GST
 As low as SGD124.00 incl. GST (for Singapore Citizens/ PRs) after maximum funding

Programme Schedule

2 weekdays

Registration

For enquiries, please email enquiries.academy@smu.edu.sg

LEARNING OBJECTIVES

1. Understand what is IP and its importance to an organisation
2. Identify IP within their organisation
3. Identify the risks relevant to IP in various departments
4. Understand the consequences of these risks and how to manage them
5. Acquire knowledge on the common methods of commercialising IP
6. Practical case studies of how other companies have commercialised IP

WHO SHOULD ATTEND

- Small and Medium Enterprises (SMEs)/ Large Local Enterprises (LLEs)
- PME – Middle Management
- Head of Departments (HODs)
- Enterprises' Owners

TRAINER PROFILE



Eric Khoo

Deputy Director, Global Engagement, Business Development
 IPOS International

Eric heads the Global Engagement at IPOS International, a wholly-owned subsidiary of the Intellectual Property Office of Singapore. Eric oversees the expansion of IPOS International into key global markets, providing advisory and solutions to private enterprises and governments on intellectual property (IP) creation, commercialisation and management.

Prior to IPOS International, Eric led the IP and Science Solution Consulting team (Southeast Asia) at Clarivate Analytics, advising clients on their IP challenges in R&D innovation and commercialisation. He also represented the media conglomerate in high-level industry conferences and exhibitions and engaged key opinion leaders in research discovery and IP related sectors. In his time with Hewlett Packard, Eric handled IP portfolio management and technology licensing, with a focus on strategic analyses of major technology companies to identify cross-licensing opportunities, uncover patent acquisition targets and convert IP assets for sale.

Eric holds a Bachelor of Engineering from Nanyang Technological University and a Graduate Certificate in Intellectual Property from IP Academy in collaboration with the National University of Singapore. He is also a qualified Project Management professional and a certified WSQ ACLP trainer.



Morgan Cao

Senior Assistant Director, International Engagement, IPOS
 Senior Assistant Director, Global Engagement, IPOS International
 Faculty, IP Academy, IPOS International

Morgan is a Senior Assistant Director of Global Engagement at IPOS International. He brings his experience in transnational business expansion to his current role in helping enterprises and research institutes succeed through IP strategy, management and commercialisation. Prior to joining IPOS International, Morgan led a regional IP solution sales team at Thomson Reuters/ Clarivate Analytics, supporting clients throughout their innovation journey from discovery to commercialisation.

During his professional career in China, Morgan practised law at a leading law firm and IP firm in Guangdong. Morgan holds a Master of Laws from the Sun Yat-Sen University, a Bachelor of Pharmaceutical Science from the Xinjiang Medical University, and has obtained the China National Legal Profession Qualification. He was also awarded the IP Management certification by the WIPO Academy and WSQ Advanced Certificate in Learning and Performance (WSQ ACLP).

PROGRAMME PARTNER:

