

Date: 16 – 17 October 2017

Time: 9.00am – 5.30pm

12 Public CPD Points  
Training level: Advanced  
Practice Area: Intellectual Property

# Technology

**Course Fee**

(inclusive of 7% GST)

- **\$725 for LES Singapore Members**
- **\$875/- inclusive of LES Singapore 2017 Membership**
- **Tea breaks and lunch are provided**

**SKILLSFUTURE  
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CLAIMABLE!****WHY YOU SHOULD ATTEND**

The Licensing Executives Society (Singapore) and IP Academy (Singapore) are pleased to present the LES SINGAPORE BASIC LICENSING COURSE 2017. The course covers aspects of the licensing of intellectual property – trademarks, copyright, patents and registered designs. It presents a brief and lucid explanation of the various principles and procedures of licensing negotiations, including a “hands-on” scenario which will enable the participant to put into practice the lessons taught, under the supervision and assessment of the instructors.

The course assumes no previous knowledge of or experience in intellectual property or licensing, but at the same time it contains much materials which will be useful to the experienced licensing professional including pointers for structuring a deal.

The course has been developed by licensing and intellectual property lawyers & industry members based on the accumulation of a wealth of experience in the field of licensing, franchising and technology transfer.

**COURSE OBJECTIVE**

At the end of the course, participants should have a comprehensive perspective on the concepts and steps used in the licensing of Intellectual Property.

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

**TARGET AUDIENCE**

This course is relevant for technology transfer and commercialization professionals, licensing professionals, lawyers, patent agents, technical directors, research managers, researchers and scientists.

**Jointly Organized by****Venue:**

IP Academy (Singapore), 51 Bras Basah Road, #01-01,  
Manulife Centre, Singapore 189554  
www.ipacademy.com.sg

**Contact Person:**

Ms. Janis Kam  
Tel: +65 6330 8688 (DID) +65 6221 8622 (Main)  
Email: [janis\\_kam@ipacademy.com.sg](mailto:janis_kam@ipacademy.com.sg)

## PROGRAMME OUTLINE

### Day 1

Part	Date	Time	Topic	Speaker
1	16 Oct 2017	9.00am– 10.30am	Basic IP Module & Licensing <ul style="list-style-type: none"> <li>▪ Introduction to IP</li> <li>▪ How to protect your IP Rights</li> <li>▪ How do you get value from your IPRs?</li> </ul>	Mr. M.J. Chai
2	16 Oct 2017	11.00am-12.30pm	Introduction to Patents <ul style="list-style-type: none"> <li>▪ Basic principles – novelty, inventive step &amp; usefulness</li> <li>▪ Patent format &amp; possible issues</li> <li>▪ Reasons for patent protection</li> </ul>	Mr. M.J. Chai
3 a	16 Oct 2017	1.30pm-2.30pm	Living with the deal (Part 1) <ul style="list-style-type: none"> <li>▪ Contract management plan</li> <li>▪ IP portfolio management</li> </ul>	Mr. George Hwang
3b	16 Oct 2017	2.30pm-3.30pm	Living with the deal (Part 2) <ul style="list-style-type: none"> <li>▪ Dispute resolution mechanisms</li> <li>▪ Managing post-contract issues</li> </ul>	Mr. George Hwang
4	16 Oct 2017	4.00pm-5.30pm	Structure of the license contract <ul style="list-style-type: none"> <li>▪ Overview of main clauses, due diligence &amp; granting IP rights</li> <li>▪ Technology transfer &amp; joint ventures</li> <li>▪ Duties &amp; obligations, warranties &amp; indemnities, territorial problems, etc.</li> </ul>	Mr. Suresh Sachi

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## PROGRAMME OUTLINE

### Day 2

Part	Date	Time	Topic	Speaker
5	17 Oct 2017	9.00am-10.30am	Technology Valuation <ul style="list-style-type: none"> <li>▪ Assessing your IPR for licensing</li> <li>▪ IP valuation</li> <li>▪ Pricing considerations</li> </ul>	Dr. Sze Tiam Lin
6	17 Oct 2017	11.00am-12.30pm	Negotiations <ul style="list-style-type: none"> <li>▪ Developing a licensing strategy</li> <li>▪ Negotiation techniques</li> </ul>	Ms. Sharon Chiang
7	17 Oct 2017	1.30pm-5.30pm	Licensing Game (practical workshop) <ul style="list-style-type: none"> <li>▪ Participants will undergo a hypothetical licensing deal, and will practice negotiating in teams</li> </ul>	Mr. George Hwang Ms. Sharon Chiang

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## SPEAKERS' PROFILES

**Mr. M.J. Chai**  
**IP Legal Counsel**  
**Lenovo Group Ltd**

MJ is 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. 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 2014. He has more than 15 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, trade marks 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.

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## SPEAKERS' PROFILES

### Mr. George Hwang (continued)

Besides commercial Intellectual Property, George litigates in IP/IT related matters. He has appeared in Singapore's apex court on a "Norwich Pharmacal" order case, where the Court of Appeal overturned the High Court's decision, successfully defending the client's, a journalist, right to keep the identity of his sources confidential (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 also been commissioned by Lexis Nexis to write the inaugural volume on Media Law for Halsbury's Laws of Singapore. The book, "Media Law and Policy in the Internet Age" edited by professors of Hong Kong University, where he has contributed a chapter should be published in October 2016.

### Mr. Suresh Sachi

#### Deputy Managing Director (Corporate & Legal)

#### General Counsel

#### A\*STAR

**Suresh Sachi** joined A\*STAR in April 2002. He is a qualified lawyer admitted to practice law by the Supreme Court of the Republic of Singapore and is also a qualified Patent Agent.

As the Deputy Managing Director, he oversees the corporate functions for the Agency and supporting the Research Councils and Exploit Technologies in performing the functions of Human Resources, Finance, Corporate Communications, Administration & Procurement, Infrastructure Planning & Facilities Management, and Information Systems & Technology. His role is to ensure that the Corporate Group provides value-added services to support the Agency's R&D and other operations and that A\*STAR's resources are deployed in an efficient and integrated manner.

Suresh Sachi concurrently serves as the Agency's General Counsel, taking charge of all legal and intellectual property matters. He 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 where he 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.

Suresh Sachi has 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, bringing together more than 18 public sector agencies in a single master agreement; the Master Clinical Trials Agreement across all public sector trial centres; streamlining and aligning public sector RIE Grant Terms & Conditions, and establishing a National IP Protocol for Singapore.

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## SPEAKERS' PROFILES

### Mr. Suresh Sachi (continued)

Suresh Sachi has served on a number of national committees, including the Committee on the Future Economy, the IP Hub Steering Committee, the Intellectual Capital Working Group and the Intellectual Property Office of Singapore (IPOS) Mentorship Funding Scheme Committee.

He currently serves on the board of the Intellectual Property Office of Singapore as well as the boards of several of the A\*STAR research institutes. He served on the board of governors and is now an adviser at the IP Academy. Suresh 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 now a member of the SingHealth Centralised Institutional Review Board.

As a specialist in intellectual property and technology transfer, Suresh Sachi is a frequent speaker at various forums, including the World Intellectual Property Organisation, Licensing Executives Society, the IP Academy, the Law Society of Singapore and the Global Forum on Intellectual Property. He is an active coach and trainer in the IP landscape in Singapore. He was named in the 2017 IAM 300 magazine as one of the World's Leading IP Strategists (IAM 300).

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

### Dr. Sze Tiam Lin Senior Director Intellectual Property Intermediary, Singapore

Dr. Sze Tiam Lin is Senior Director at IPI Singapore, a non-profit organization established by the Ministry of Trade & Industry Singapore, to catalyse and enable enterprises to grow their business through technology and innovation.

Prior to IPI, Dr. Sze was Senior Vice President at ETPL, the commercialisation arm of Agency for Science, Technology and Research (A\*STAR), Singapore.

Dr. Sze has extensive experience in commercialising new technologies ranging from information technology, telecommunications, electronics, materials & chemicals, nanotechnologies, manufacturing to medical technology.

Dr. Sze is a review member in several government grant committees and panels for technology commercialisation. Dr. Sze holds a Ph.D and B.Eng in Automatic Control & Systems Engineering from the University of Sheffield, UK.

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## SPEAKERS' PROFILES

**Ms. Sharon Chiang**  
General Manager  
EmbraceBio, a subsidiary of Asia Genomics Pte. Ltd.

**Ms. Sharon Chiang** has spent over 20 years in the biomedical industry with various start-ups, law firms, government agencies and institutions. She brings experience in strategic business planning, industry development, intellectual property management, technology transfer, contract negotiation, start-ups incubation, research management, regulatory affairs, forging public-private partnerships and biomedical research ethics. She also has training and experience in GMP, GCP, ISO and other biomedical and pharmaceutical regulatory standards.

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LES Singapore Basic Licensing Course 2017

Date: 16 – 17 October 2017

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Fees: S\$725/- per person for LES Singapore Members

S\$875/- per person for non-members (inclusive of 1-year free LES Singapore membership

which will be processed after the course by LES Singapore and is subjected to LES Singapore's approval at their discretion)

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## TERMS & CONDITIONS

### Registration (Online Registration Only)

Please register online at: <https://www.ipacademy.com.sg/programmes//technology-research>

Registration is accepted on a first-come, first-served basis, subject to availability of seats.

### Withdrawals

Full payment is to be made to the IP Academy upon course registration.

The Organiser will refund 75% of the course fees if written notice of withdrawal is received at least 1 week before course commencement, failing which, no refund will be made.

Substitutions are welcome at any time. However, such requests must be made to the IP Academy in writing.

The Academy reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Academy. The Academy reserves the right to make changes to the programme

### Cancellation & Refund

The Organiser reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Organiser. The IP Academy reserves the right to make changes to the programme.

### Payment

**Registration will only be confirmed upon receipt of full payment.**

All cheques should be crossed and made payable to "IP Academy".

Kindly write the course title at the back of the cheque. Cheques should be mailed to: IP Academy (Singapore), 51 Bras Basah Road, #01-01, Manulife Centre, Singapore 189554

Attention: Accounts Dept

### In-House Programmes

The IP Academy (Singapore) can customise in-house programmes for your organisation.

Feel free to contact us at (65) 6221 8622 or email: [info@ipacademy.com.sg](mailto:info@ipacademy.com.sg) for more information.

### Photographs and/or Videos Taken during the Course

Please note that photographs and/or videos of you may be taken during the course of the above programme, for use by the IP Academy in promotional brochures and other materials for programme publicity, internal reporting and other related purposes.

### SILE CPD Attendance Policy

"Participants who wish to claim CPD Points must comply strictly with the Attendance Policy set out in the CPD Guidelines. Participants are reminded to sign in on arrival and sign out at the conclusion of each day of the event in the manner required by the organiser. Participants must not be absent for each day of the event for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points. Please refer to <http://www.sileCPDcentre.sg> for more information."

## SKILLSFUTURE CREDIT

All Singaporeans aged 25 years old and above will be able to use their SkillsFuture Credit to pay for or offset the course fees. Do click on this link <http://www.skillsfuture.sg> or call the SkillsFuture Hotline at 6883 5885 for more information on SkillsFuture Credit.