

WIPO - IPOS International Advanced IP Management (AIPM) Programme *(Fully online)*

Registration starts

21 Apr 2022

REGISTER HERE!

The global value of intangible assets (IA) and IP currently stands at an all-time high of more than US\$65 trillion. Managing IA/IP can enable businesses to grow in an economy which is increasingly driven by innovation and maintain their competitive advantage against competitors locally and from across the region.

Jointly organized by WIPO and IPOS International, the WIPO - IPOS International Advanced Intellectual Property Management (AIPM) Programme focuses on the importance and strategic applications of IP management and how it intertwines with business strategies and growth.

The programme will feature informative lectures, real case study analysis, lively group discussions and project work. The programme also looks at the ASEAN IP landscape, exploring the growth of intellectual property and economies in the region, and its impact in Asia

18 JUL 2022 – 25 JUL 2022

2:00pm – 5:10pm (+8 GMT)

Course Fees:

*Please refer to
information below*

IPOS INTERNATIONAL

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

**PARTNER
ORGANISATION**



PROGRAMME SCHEDULE

Topics	Date
Protecting Intangible Assets in the Innovation Ecosystem	18 July 2022
What does IP Management Involve?	19 July 2022
Building an IP Strategy for the Future – Perspectives from an MNC	19 July 2022
The Various Roles of WIPO in the International Landscape	20 July 2022
Overview of the ASEAN IP Landscape	20 July 2022
IP Negotiation	21 July 2022
Keeping the Endgame in Mind - Challenges in Protecting IP for Business Owners Regionally	21 July 2022
IP Valuation and Financing	22 July 2022
Tax Considerations & Challenges Affecting IP	22 July 2022
Project Work Presentation	25 July 2022



WHAT YOU WILL LEARN

This course aims to provide knowledge and skills to the participants in the following areas:

- **Protecting Intangible Assets (IA) in the Innovation Ecosystem** – Understanding the different ways of protection in different fields of innovation
- **IP Management and Commercialization Strategies** – Knowing the importance of IP in today's business value chain
- **Various roles of WIPO in the International Landscape** – Understanding the work WIPO does to promote innovation and creative challenges in the face of multilateralism
- **ASEAN IP Landscape** – Understanding one of Asia's fastest growing IP knowledge economies
- **Building an IP Strategy for the future** - Aligning between IP and business strategy for IP value capture and extraction
- **IP Negotiation** - Learning about different negotiation tactics
- **IP Valuation and Financing** – Understanding the different IP valuation and financing techniques
- **Tax Considerations & Challenges Affecting IP** – Understanding the recent development in international tax on IP with case studies.

A joint certificate of participation will be awarded to participants who successfully complete the program requirements. To receive a certificate of participation, participants will be expected to be present for **no less than 80% of these live sessions and take part in discussions and projects**. Before applying, applicants should consider their own times zones and the required commitment of 3.10 hours of live sessions between approximately 2:00pm-5:10pm Singapore time (+8 GMT) for one week.



SCHOLARSHIP

WIPO provides a limited number of scholarships to participants for the programme. **[Application has closed]**

Interested applicants can reach out to Ms. Maria Stella Ntamark mariastella.ntamark@wipo.int for more information regarding the scholarship.

Note : Please do not register on the webpage before your scholarship is awarded. Instructions to register would be provided to successful applicants of the scholarship.



TUTOR PROFILES



MR NG CHONG YUAN
Head of Faculty,
IPOS International

Ng Chong Yuan is a Singapore qualified Advocate & Solicitor and has diverse in-house work experience in technology businesses spanning over about a decade. Currently, as the Head of Faculty at IPOS International, he is teaching and speaking on practice and management courses covering intellectual property (IP) and trade secrets.

Prior to joining IP Academy, he was practising law at an international law firm, specializing in Intellectual Property (IP), Technology and Commercial Laws. As part of this legal practice, he focused on advising and representing clients on broad portfolios of patent and trademark rights covering many jurisdictions around the world, including USA, EU, CN, SG and AU. His clients included international manufacturing firms, technology firms, foreign law firms and government agencies. His practice experience included IP prosecution, IP court litigation and IP advisory work.

With an engineering training, Chong Yuan has also tutored and conducted research at the engineering school of a Singapore university. He is also an inventor of a USA patent (no. 6853626).



MR CHEAH YEW KUIN
Principal Counsel, Antipiracy Digital Media –
Legal, at a Multinational Entertainment & Media
Company / Associate Lecturer SUSS

Yew Kuin presently holds the designation of Principal Counsel, Digital Antipiracy at Multinational Entertainment & Media Company, and is responsible for all antipiracy matters arising from the company's various business units based in the Asia Pacific Region. Yew Kuin also works closely with the Government Relations team to liaise with local government bodies to lobby for changes to the legislation to enhance the remedies available to deal with novel copyright infringement issues. He is also an Associate Lecturer at the Singapore University of Social Science.

Prior to his current role, Yew Kuin was practicing in an international law firm and has over a decade of experience in dealing with contentious IP and anti-piracy matters.



MR SOH KAR LIANG
Managing Director
Ella Cheong LLC

Kar Liang practices intellectual property and information technology law, representing and supporting key client accounts from diverse fields ranging from high-tech microprocessors to consumer food and beverage industries in both contentious and non-contentious matters along the IP value chain. He is also the first Singaporean to be appointed as a domain name panelist by the World Intellectual Property Organization and regularly adjudicates on domain name disputes under the Uniform Dispute Resolution Policy.

Kar Liang is an active participant of various local and foreign professional and business organizations, including immediate past President of the ASEAN Intellectual Property Association and regularly contributes and serves in editorial capacity to professional publications on intellectual property and information technology. He is frequently invited to speak on topics in these fields both locally and regionally



MR WONG HENG LOON
Associate Director
Head of Commercial IP
Amadeus IP Group

Heng Loon heads the Commercial IP Team, which is part of the IP Group of Amadeus. The Commercial IP team handles the trademark portfolio, domain names portfolio, open source management, data and all types of IP transactions.

Heng Loon has close to 20 years of experience in the field of IP and started as a research engineer on DSP technologies. He then moved on to the patent/IP profession and has worked in both private practice and in-house positions as a patent attorney dealing with patent drafting and prosecution, and also providing advice on general IP matters.

Currently with Amadeus, Heng Loon is involved in all transactional aspects of IP and also in defining the overall IP strategy for the company.



MR HOO JIUNN YIH
Director, Deal
Deloitte

Jiunn Yih is a Valuation & Modelling Services Director with over 13 years of collective experience in valuation, mergers and acquisitions and audit experience serving private equity, multinationals and local listed companies.

He has completed numerous engagements on acquisition and divestiture pricing, purchase price allocation, litigation support, and intellectual property. His experience spans across various industries which include Real Estate and Hospitality, Manufacturing, Retail / Consumer Business, Media & Telecommunications, and Technology.

As part of Deloitte's Financial Advisory Division, Jiunn Yih has considerable experience in buy-side financial due diligence as well as corporate valuation services that comprise valuation-supporting acquisitions, litigation, RTOs and IPOs.



MR FU ZHIKANG
Senior IP Strategist
IPOS International

Zhikang has over a decade of experience in the innovation and intellectual property ecosystem. He has advised businesses and public agencies across diverse industries such as biomedical, advanced manufacturing and green technologies at various stages of innovation, on holistic IP management for optimal commercialization outcomes.

Prior to joining IPOS International, Zhikang managed two national-level funding schemes at the National Research Foundation to boost Singapore's innovation ecosystem through impactful research translation and enterprise capability building.



MS MANDA TAY
Director, Strategic Planning and Policy
IPOS

Ms Manda Tay is the Director of Strategic Planning and Policy at the Intellectual Property Office of Singapore.

Manda guides the formulation of national IP and innovation strategies and plans, including the Singapore IP Strategy 2030 to steer Singapore's development as a global IP hub. She also leads IPOS' strategic and corporate planning function, and supports IPOS' representation on national research, innovation and enterprise platforms.

Before joining the Intellectual Property Office of Singapore, Manda was at the Ministry of Law, where she was involved in a range of reviews of Singapore's IP regime and legislation. She also has experience in the private sector. Manda started her career at a boutique IP firm, where she worked with Singapore start-ups and companies, multi-national companies, and research institutions on a range of IP solutions, including patent prosecution and IP commercialization.

Manda holds a Bachelor of Science in Biochemistry (First class) from Imperial College London and a Master

of Science from the London School of Economics (LSE).



MR PETER WILLIMOTT
Officer in Charge
WIPO Singapore Office

Mr. Willimott is vastly experienced in the field of intellectual property, having worked for the World Intellectual Property Organization (WIPO) and the Australian IP Office for a combined total of 21 years.

At WIPO, he works closely with governments and businesses throughout the ASEAN region to increase awareness, understanding and use of WIPO's global IP systems such as the PCT, Madrid and Hague. He is a regular presenter at events and workshops in the region.

Before joining WIPO, he worked as the Director of IP Australia's Marketing & Customer Engagement Section. Mr Willimott has also worked for one of the largest law firms in Australia, as well as a host of other Australian government organizations.

He holds a Master of Science in Management from University College Dublin at the National University of Ireland.



DR DONG QIYAO
Representative
WIPO Arbitration and Mediation Center
Singapore

Qiyao Dong holds a PhD in Law from Queen Mary University of London, and a Master of Laws with honor from Northwestern Pritzker School of Law.

Since joining the WIPO Arbitration and Mediation Center in Geneva in 2018, Qiyao has administered a number of WIPO mediation and arbitration proceedings, involving parties from various jurisdictions, e.g. Canada, China, Germany, Japan, Korea, Singapore, Switzerland, United Arab Emirates, United Kingdom, United States, etc. She is also speaker for the WIPO Center's webinars, and lecturer for WIPO Summer School in 2019, 2020 and 2021.

Qiyao is currently the Representative of the WIPO Arbitration and Mediation Center in Singapore.



MR STEPHEN LAM
**Partner, International Tax and Transaction
Services, Transfer Pricing
Ernst & Young Solutions LLP**

Stephen is a partner with the transfer pricing services team in Singapore. He has over 20 years of advisory experience in transfer pricing. He spent 10 years in London advising European multinational corporations (MNCs) based in Belgium, France, Germany, the Netherlands, Republic of Ireland, Sweden and United Kingdom.

Stephen's experience includes designing, implementing and supporting tax and transfer pricing models in a variety of industries including apparel, digital, fast moving consumer goods, financial services, hi-tech, logistics, pharmaceutical and shipping. He has also worked on various Singaporean and Asian headquartered groups developing, implementing and managing their transfer pricing globally.



MS YEO YING
**Director, International Tax and Transaction Services
Ernst & Young Solutions LLP**

Yeo Ying is a Director with the International Tax and Transaction Services in Singapore and has close to 15 years of experience in Singapore corporate tax and international tax. She is also a member of EY's Intellectual Property (IP) Alignment & Industry Convergence Centre of Excellence.

Yeo Ying focuses on cross-border direct tax advisory and planning matters. In particular, she has extensive experience in IP planning and has assisted various companies across a wide spectrum of industries with IP related matters from end-to-end such as design and structuring of IP ownership and licensing models, IP acquisitions/ transfers (both inbound and outbound), as well as implementation of the structures.



**SKILLSFUTURE
CREDIT**

All Singaporeans aged 25 years and above may use their SkillsFuture Credits to pay for or offset the course fees.

If you are claiming your SkillsFuture Credits for this course, **please inform us via email**. Click [here](#) to log in with your SingPass to make your SkillsFuture Credits claim.



COURSE FEES

The course fees below are as listed:

	Professional	Government officers	Post Graduate Students and IP Offices
Course Fee (SGD)	\$1200.00	\$900.00	\$600.00
After 7% GST (SGD)	\$1284.00	\$963.00	\$642.00

TERMS & CONDITIONS

Full payment is to be made to IPOS International upon course registration. The organizer will refund 75% of the course fees if written notice of withdrawal is received at least one week before course commencement, failing which, no refund will be made. Substitutions are welcome at any time. However, such requests must be made to IPOS International in writing. IPOS International reserves the right of cancellation. 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.



CONTACT PERSONNEL

MS NORNABILAH MOHAMED HARON



+65 6330 8687



nornabilah.haron@iposinternational.com

MR FELIX LIM



+65 6330 8695



felix.lim@iposinternational.com