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16 | CPD Hours

Claimable for Practising Management Consultant under Singapore Business Advisors and Consultants Council

IPOS INTERNATIONAL

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

**PARTNER
ORGANISATIONS**



No More Copycats: Brand Protection in the Digital Space

Expanding your business can be challenging, especially online. Your brand is perhaps your most business valuable asset – yet, it is highly vulnerable to brand abuse. With trade mark copycats, product counterfeits, and even social media impersonations on the rise, companies looking to invest in e-commerce and explore online marketplaces need to be alert. Brand abuse can easily create negative customer experiences – and eat into your business' profits.

In this course, you will learn to identify brand abuse, develop a holistic brand protection strategy aligned with your business goals, and implement action plans effectively to maximise returns.

Through this course, you will learn to:

- ✓ Identify brand abuse activities that cause revenue loss and/or damage to your brand
- ✓ Strategise brand protection initiatives
- ✓ Implement holistic and proactive brand protection strategies that prevent and mitigate brand abuse activities effectively
- ✓ Evaluate key considerations for external brand protection services and internal brand protection strategies

2 x ½ Day Online Streaming
Sessions
9 am – 1 pm
(Registration starts at 8.30 am)

**Course Fees:
SGD \$481.50
(incl. GST)**



WHO SHOULD ATTEND

- ✓ Managing Directors or General Manager of SMEs / Founders, Entrepreneurs
- ✓ Head of Marketing
- ✓ In-house IP Managers who manage corporate trademarks and other brand assets
- ✓ In-house Counsels who deal with brand related issues
- ✓ IT Personnel who deal with domain management and/or scams such as phishing
- ✓ IP Strategists / IP Consultants



WHAT YOU WILL LEARN

At the end of the course, you will be able to:

- ✓ Identify brand abuse activities that cause revenue loss and/or damage to your brand
- ✓ Strategise brand protection initiatives
- ✓ Implement holistic and proactive brand protection strategies that prevent and mitigate brand abuse activities effectively
- ✓ Evaluate key considerations for external brand protection services and internal brand protection strategies



TUTOR PROFILE



MORGAN CAO

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

Morgan is 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).



SINGAPORE BUSINESS ADVISORS AND CONSULTANTS COUNCIL (SBACC)- CONTINUING PROFESSIONAL DEVELOPMENT

Practising Management Consultant (PMC) under Singapore Business Advisors and Consultants Council (SBACC) will be entitled to 2 x Continuing Professional Development (CPD) hours for this course.

A total of **16** CPD hours is awarded for this course. For more information, please call SBACC at 6958 9000 or WhatsApp 9299 5304. Alternatively, you can also email them at secretariat@pmccertification.sg.



CONTACT PERSONNEL

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COURSE FEES

\$481.50 (incl. GST) – SBF Members

\$588.50 (incl. GST) – Non-SBF Members