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16.5 | Public CPD
Points (Basic)

8 | 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 BASIC AND INTERMEDIATE LICENSING COURSE 2021

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 2021!**

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.

Basic: 23 – 26 Nov 2021
Intermediate: 29 – 30 Nov 2021
Online Streaming
Sessions
9:00am – 1:30pm*
(Registration starts at 8.30am)

Course Fees:

Basic
SGD \$725 (incl. GST)
for LES Members

SGD \$875 (incl. GST)
for non-members (incl. LES
Singapore 2022 membership)

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

SGD \$525 (incl. GST)
for non-members (incl. LES
Singapore 2022 membership)



PROGRAMME STRUCTURE AND SCHEDULE

Course Titles	Course Date	Duration and Time
LES Basic Licensing Course	23 – 26 Nov 2021	9.00am – 1.30pm
LES Intermediate Licensing Course* - <i>Optional</i>	29 - 30 Nov 2021	9.00pm – 1.30pm

Course outline – Basic

Day	Time	Topic(s) / Activity	Speaker
Day 1	23 Nov 2021	Strategy and Management	
	9.00 – 10.30 am	a) IP Strategy, IP and Contract Management	Catherine Lee
	10.30 – 10.45 am	Break	
	10.45 am – 12.15 pm	b) Legal and Commercial Aspects of License	Suresh Sachi
	12.15 – 1.00 pm	c) Brief explanation regarding Licensing Game	Sharon Chiang
	1.00 – 1.30 pm	Q&A	Sharon Chiang
Day 2	24 Nov 2021	Licensing	
	9:00 – 10:15 am	a) Licensing Negotiation	Sharon Chiang
	10:15 – 10:30 am	Break	
	10:30 am – 12:00 pm	b) Dispute Resolution	Anan Sivananthan
	12:00 – 1:30 pm	c) Basic Contract Law	Faith Sing
Day 3	25 Nov 2021	IP Valuation	
	9.00 – 10.15 am	a) IP Valuation	Daniel Low
	10.30 – 10.45 am	Break	
	10.45 am – 1.30 pm	b) IP valuation (cont)	Daniel Low
Day 4	26 Nov 2021	IP Licensing and Negotiation	
	9.00 – 10.15 am	Licensing game	Sharon Chiang, George Hwang, MJ Chai
	10.30 – 10.45 am	Break	
	10.45 am – 1.00 pm	Licensing game (cont.)	Sharon Chiang, George Hwang, MJ Chai

Course outline – Intermediate

Day	Time	Topic(s) / Activity	Speaker
Day 1	29 Nov 2021		
	9.00 – 10.15 am	IP in the IT world	MJ Chai
	10.15 – 10.30 am	Break	
	10.30 am – 11.45 am	Anatomy of Licensing Agreement (Cross Borders Context)	Suresh Sachi
	11.45 – 12.00 pm	Break	
	12.00 – 1.30 pm	IP Transactions in Pharmaceuticals, Diagnostics, Medical Devices	Sharon Chiang
Day 2	30 Nov 2021		
	9:00 – 10:15 am	Copyright and social media	George Hwang
	10:15 – 10:30 am	Break	
	10:30 am – 11:45 am	International Aspects of IP Transactions	Sheena Jacob
	11:45 am – 12:00 pm	Break	
	12.00 pm – 1.30 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 **Basic Course**, 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 with case studies scenarios
- Recognise the essential issues in licensing agreements
- Practise elements of successful negotiation through role playing scenario
- Know how to manage IP and license agreements after the deal is made

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.



MS SHARON CHIANG

Sharon is experienced in health research management and has over 2 decades of experience in starting up, managing and planning in health research and healthcare organizations. She is also experienced in legislation drafting and governmental policy planning. She is educated in life sciences, engineering and law. She is the Vice President and Chairperson of the Education Committee of the Licensing Executives Society

(Singapore).

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).



MS CATHERINE LEE
Senior Partner
Dentons Rodyk

Catherine Lee is a senior partner in Dentons Rodyk's Intellectual Property & Technology practice.

She advises a wide range of clients on the management of their trade mark portfolio around the world as well as on the commercial exploitation of their intellectual property rights.

Catherine has particular experience in commercial contractual work. Her scope of experience includes advising on a wide range of commercial matters and assisting clients in their expansion of their businesses out of Singapore. The types of commercial agreements drafted and reviewed by her include franchise agreements, licence agreements, collaboration agreements, distribution agreements and sponsorship agreements across varying industries.

She also deals with the enforcement of intellectual property rights, and has acted and advised on a spectrum of intellectual property related disputes such as trade mark infringement and cancellation actions, trade mark oppositions and breach of other intellectual property rights such as copyright and trade secrets.

With the introduction of the Personal Data Protection Act in Singapore, Catherine has also been involved in advising clients on the compliance with the laws surrounding the collection and protection of personal data. Catherine also advises clients on other regulatory compliance issues, including those related to labelling, advertising and consumer protection.



MR DANIEL LOW
Director, Valuation
RSM Singapore

Daniel has over 11 years of experience in valuation and transaction support engagements, specialising in the valuation of intellectual property. He joined the valuation division of RSM Corporate Advisory where he was involved in various valuation and transaction support projects.

Daniel's portfolio includes mergers & acquisitions advisory, fund raising, enterprise valuation for listed and non-listed clients, purchase price allocations, impairment, intangible assets and intellectual property valuation, valuation of financial instruments, as well as dispute advisory.

Throughout his career, Daniel has served clients across diverse industries including construction, healthcare, F&B, manufacturing, agriculture and property.

Daniel taught the Valuation module in the Corporate Advisory elective for the Singapore Management University's Bachelor of Accountancy, and was an Adjunct Lecturer at the Singapore University of Social Sciences where he teaches business valuation subjects for the degree programme.



MR SURESH SACHI
Deputy Chief Executive, General Counsel
Agency for Science Technology and Research

Suresh Sachi is currently the Deputy Chief Executive and concurrently the General Counsel of the Agency for Science Technology and Research (A*STAR). He joined the Agency in April 2002. He is a lawyer and a qualified Patent Agent.

He currently oversees the corporate functions for the Agency and supports the various entities under the Agency in the functions of Finance, Corporate Communications, Infrastructure Planning & Facilities Management, Information Systems & Technology, Enterprise Risk Management and Organisational Excellence. Part of his role is to ensure that A*STAR's resources are deployed in an efficient and integrated manner.

As the Agency's General Counsel, he has charge of all legal and intellectual property matters and 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.

He has 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.

Mr Sachi 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 (MRCA), bringing together all public sector agencies engaged in R&D in a single research collaboration agreement; the Master Clinical Trials Agreement across all public sector trial centres; streamlining and aligning public sector RIE grant terms and conditions and establishing a National IP Protocol for Singapore.

He currently serves on the board of IPOS and IPOS International and the board of the A*STAR Research Entities. He was a former member of the board of governors of and an advisor to the IP Academy. Mr 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 currently a member of the SingHealth Centralised Institutional Review Board.

As a specialist in intellectual property and technology transfer, Mr Sachi is a frequent speaker at the Global Forum on Intellectual Property and other forums by the World Intellectual Property Organisation, LES Singapore, the IP Academy, and the Law Society of Singapore. He is an active coach and trainer in the IP

landscape in Singapore. He was named in the 2018 IAM 300 magazine as one of the World's Leading IP Strategists (IAM 300).

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



MS FAITH SING
Director
fsLaw

Faith Sing is a corporate and commercial lawyer who runs a boutique corporate law firm ranked among the top Singapore law firms for Startups & Emerging Companies by Chambers and for our Corporate & M&A, Private Equity, Capital Markets and Restructuring and Insolvency deals by asialaw Profiles and IFLR1000.

She has over 20 years' experience helping clients, completing transactions with a combined value exceeding US\$30 billion. She worked alongside other management team members to bed down a major merger and set up a legal department, as the first General Counsel of Aspen Pharmacare Australia. She has also worked in top corporate law firms in Sydney and London."



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.



NTUC UTAP SUPPORT (PENDING)

Union Training Assistance Programme (UTAP) is an individual skill upgrading account for NTUC members. As a member, you enjoy UTAP funding at 50% of the unfunded course fee capped at \$250 every year.

Members Eligibility for UTAP Application

Please note that members are required to fulfil the following conditions to be eligible for UTAP reimbursement:

1. Paid-up union membership before course commencement, throughout whole course duration and at the point of claim
2. Course by training provider must be supported under UTAP, and training must commence within the supported period
3. Course must not be funded through company sponsorship or other types of funding
4. Unfunded course fee must be S\$20.00 and above
5. Member must achieve a minimum of 75% attendance for each application and sat for all prescribed examination(s), if any
6. UTAP application must be submitted within 6 months after course completion

For more information on UTAP application, please call the NTUC Membership hotline at 6213 8008 or visit <http://skillsupgrade.ntuc.org.sg/>.



SILE ACCREDITATION

This programme is accredited 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 logging in at the start of the webinar and logging out at the conclusion of the webinar in the manner required by the organiser, and not being away 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.



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COURSE FEES

Basic

\$725 (incl. GST) for LES Singapore members

\$875 (incl. GST) for non-members (incl. LES Singapore 2022 membership)

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\$525 (incl. GST) for non-members (incl. LES Singapore 2022 membership)

**Fees are before funding*