

SMU ACADEMY



Strategic Intellectual Property Management for Businesses

Understand the Importance of IP and Transform your Business with a Good Understanding of Intangible Assets, the Value and Risks

PROFESSIONAL



Understand the Importance of IP and Transform your Business with a Good Understanding of Intangible Assets, the Value and Risks associated with them in the New Economy

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 new 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 programme aims to impart the importance of Intellectual Property (IP) to enterprises. The broad and practical deliverables from the program 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.



Programme Outlines

01

What are the intellectual property assets in your business?



➤ Many companies are not familiar with IP despite owning them. This section aims to impart a basic understanding of IP and know-how to identify IP in their business.



➤ Risks related to IP are prevalent in our global economy. Remaining ignorant of them exposes the business to unnecessary risks. This section aims to share common IP risks across various departments in a business, and best practices to mitigate these risks.

02

Is your business exposed to unnecessary risks relating to IP?

03

Can my business uncover new opportunities with IP?



➤ The nature of IP makes it highly scalable and transferable. Good management of IP can unlock new revenue streams and opportunities for businesses. This section explores the various methods a business can commercialise its IP.

Programme Key Takeaways

- Understand what is IP
- Understand the importance of IP to their organisation
- Identify IP within their origination
- Identify the risks relevant to IP in various departments
- Understand the consequences of these risks
- Understand how to manage these risks
- Understand the common methods of commercialising IP
- Practical case studies of how other companies have commercialised IP

