



SAFEGUARDING YOUR BRAND OVERSEAS

Facing challenges with your brand when expanding overseas? Brand impersonation and misuse, such as counterfeits, replicas, and copyright and trade mark abuse, have become more prevalent in today's borderless digital era.

Brands are often abused because abusers can benefit financially from it. While businesses look to solve specific instances of brand abuse, they also require a holistic brand protection and management strategy.

Pick up essential knowledge and skills to create and put into practice your brand protection strategy, to mitigate brand abuse and maximise the value your brand contributes to your business.

In particular, this program will spotlight how you can safeguard your brand when doing business in China.

[REGISTER HERE!](#)

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



6 & 7 Dec 2021
2 x ½ Day Online Streaming
Sessions
9 am – 12:30pm
(Registration starts at 12.30pm)

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



WHO SHOULD ATTEND

This course is beneficial for business owners, marketing officers, legal counsels who deal with brand related issues, IT professionals dealing with domain management and/or scams such as phishing and IP strategists.



WHAT YOU WILL LEARN

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

- Understand the impact of brand abuse on brand owners
- Discuss the nine types of brand abuse
- Explain why brands are abused
- Explain the benefits of the proactive approach over reactive approach in brand protection
- Interpret the framework and objective of a brand protection strategy
- Put up a strong proposal when creating a trade mark for the China market
- Develop a holistic brand protection strategy for your company, in the context of doing business in China
- Explain why and how to set up a trade mark watch and/or domain watch
- Identify various tiers of domain names aligned with brand protection
- Interpret the benefits of trade mark clearinghouse
- Locate the routes to file complaints dealing with counterfeit listings, social media profiles and hijacked keywords in China
- Propose internal training for your company employees against vishing and phishing
- Propose external campaigns for the public to stay away from the scams on your brands
- Set out the considerations when adopting external brand protection services
- Interpret how to review and appraise a brand protection strategy



TUTOR PROFILE



MORGAN CAO
**Senior Assistant Director, Global Engagement,
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 Guangdong Everwin Law Office and at leading IP firm Guangdong Yogo Patent and Trademark Agency.

Morgan holds a Master of Law from Sun Yat-Sen University and has obtained the China National Legal Profession Qualification.



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)