

# Strategic IP Management for Businesses

PROFESSIONAL



## OVERVIEW

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 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 course aims to impart the importance of Intellectual Property (IP) to enterprises. The broad and practical deliverables 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.

## Fee

SGD1090.00 incl. GST  
 As low as SGD127.00  
 incl. GST (for Singapore  
 Citizens/ PRs) after  
 maximum funding

## Programme Schedule

2 weekdays

## Registration

For enquiries, please email  
[enquiries.academy@smu.edu.sg](mailto:enquiries.academy@smu.edu.sg)

## LEARNING OBJECTIVES

1. Understand what is IP and its importance to an organisation
2. Identify IP within their organisation
3. Identify the risks relevant to IP in various departments
4. Understand the consequences of these risks and how to manage them
5. Acquire knowledge on the common methods of commercialising IP
6. Practical case studies of how other companies have commercialised IP

## WHO SHOULD ATTEND

- Small and Medium Enterprises (SMEs)/ Large Local Enterprises (LLEs)
- PME – Middle Management
- Head of Departments (HODs)
- Enterprises' Owners

## TRAINER PROFILE



### Eric Khoo

Deputy Director, Global Engagement, Business Development  
 IPOS International

Eric heads the Global Engagement at IPOS International, a wholly-owned subsidiary of the Intellectual Property Office of Singapore. Eric oversees the expansion of IPOS International into key global markets, providing advisory and solutions to private enterprises and governments on intellectual property (IP) creation, commercialisation and management.

Prior to IPOS International, Eric led the IP and Science Solution Consulting team (Southeast Asia) at Clarivate Analytics, advising clients on their IP challenges in R&D innovation and commercialisation. He also represented the media conglomerate in high-level industry conferences and exhibitions and engaged key opinion leaders in research discovery and IP related sectors. In his time with Hewlett Packard, Eric handled IP portfolio management and technology licensing, with a focus on strategic analyses of major technology companies to identify cross-licensing opportunities, uncover patent acquisition targets and convert IP assets for sale.

Eric holds a Bachelor of Engineering from Nanyang Technological University and a Graduate Certificate in Intellectual Property from IP Academy in collaboration with the National University of Singapore. He is also a qualified Project Management professional and a certified WSQ ACLP trainer.



### Dr Lu Liru

Patent Examiner and Faculty Member  
 IPOS International

Dr Lu Liru has years of experience in patent search and examination in the general field of InfoCommunications. She has rich experience in commercial searches, such as invalidity search and novelty search. She also serves as a mentor and trainer for new examiners. Before joining IPOS International, she held the position of Senior Algorithm Engineer at Huawei Technologies and served as a Research Scientist at the National Institute of Information and Communications Technology, Japan. She was actively involved in IEEE Standardisation activities in 802.11, 802.15, and 802.16 working groups and task groups, and she is an inventor of four JP patents.

Additionally, she served as an advisor to the IEEE Library Advisory Council from 2016-2017 and as the Chairperson of IEEE Women in Engineering Singapore from 2017 to 2018. Furthermore, she has contributed as a session chair for several renowned conferences in past years. She holds a B.E. (Hons.) degree in electrical and communications engineering from Harbin Institute of Technology, China; a Ph.D. degree in communications engineering from Nanyang Technological University, Singapore; and a Master of IP and Innovation Management (IP Management) from Singapore University of Social Sciences.

PROGRAMME  
 PARTNER:

**IPOS**  
 INTERNATIONAL