

**WIPO-IPOS INTERNATIONAL EXECUTIVE PROGRAMME
IN INTANGIBLE ASSET MANAGEMENT**

IP Unleashed! Navigating the Innovative Economy in the age of AI

In an era where AI is rewriting the rules of innovation, how will your business adapt to lead and thrive? Jointly organised by the World Intellectual Property Office (WIPO) and IPOS International, this Executive Programme empowers today's leaders and innovators with practical insights and strategies to navigate the intricacies of intellectual property and artificial intelligence. Learn how to leverage AI ethically and strategically to fuel growth, protect assets, and future-proof your business in the digital economy.

This programme delivers actionable tools and real-world techniques to help you:

- Protect and monetise your IP assets in an AI-driven world
- Navigate global challenges in cross-border IP enforcement
- Thrive in an information-driven economy with sustainable strategies

Through interactive lectures, hands-on case studies, dynamic group discussions, and exclusive learning journeys, you'll transform your IP strategy into a powerful engine for innovation and business growth.

SIGN UP NOW! Limited seats available.

Date: 17 – 21 March 2025

**Time: 9.00am – 5.00pm
(+8 GMT)**

**Course Fees: SGD 2,398 (with
GST)***

**SkillsFuture Credit Available for
eligible participants*

REGISTER HERE!

IPOS INTERNATIONAL

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



PROGRAMME SCHEDULE

Topics	Date
Opening Address by WIPO and IPOS International	17 March 2025
Current Developments and the Possibilities of AI <ul style="list-style-type: none">• AI and Digital Governance• AI's trending applications AI and its Impact on Business Innovation <ul style="list-style-type: none">• Transformative Application: How AI is transforming industries• Future Predictions: AI driven business models	
Safeguarding AI generated IP in our workplace <ul style="list-style-type: none">• Tangibles vs Intangibles in our workplace in relation to AI• Protecting AI-related intangibles assets and encouraging more innovation in our workplace• Learning Journey to Avetics Global	18 March 2025
Realising the Value of Your IP <ul style="list-style-type: none">• IP Protection• IP Monetisation	19 March 2025
Realising the Value of Your IP <ul style="list-style-type: none">• IP Expansion• Learning Journey to MasterCard Singapore	20 March 2025
Learning Journey to The GEAR <ul style="list-style-type: none">• Tour of facilities• Sharing by AI startups from The GEAR's Community Access Programme	21 March 2025
Visit to WIPO Singapore Office (WSO) <ul style="list-style-type: none">• Learn about WIPO Global IP Services• Sharing session by participants• Closing	21 March 2025



WHAT YOU WILL LEARN

Through this programme, you will learn about:

- **Stay Ahead of the Curve: Current Developments in AI**
Explore the latest technological breakthroughs, applications, and trends in AI. Discover how to unlock new business opportunities and future-proof your organization in a rapidly evolving landscape.
- **Safeguard Your Innovations: Mitigating IP-Related Risks**
Protect your organisation's most valuable assets by learning strategies to reduce IP infringement risks and navigate complex legal challenges confidently.
- **Turn Ideas into Advantage: Practical Skills for IP and Business**
Acquire actionable tools to identify and manage your IP effectively, empowering you to drive growth, secure a competitive edge, and scale globally.
- **Maximise Value: Monetising IP for Revenue Growth**
Discover proven techniques to monetise your IP assets, unlocking new revenue streams and maximising the financial worth of your intangible assets.
- **Build for the Future: Creating an Innovation-Driven IP Strategy**
Gain insights into integrating IP with business strategies to cultivate a culture of innovation and expand your organisation's global reach.
- **Learn from the Experts: WIPO Singapore Office (WSO)**
Access exclusive insights from WSO and stay informed about their latest developments.
Understand how WIPO's tools and resources can help you achieve your IP and innovation goals

A joint certificate of participation will be awarded to participants who successfully complete the programme requirements. To receive a certificate of participation, participants will be expected to be present for **no less than 80% of these live sessions and take part in discussions and projects.**



SCHOLARSHIP

WIPO provides a limited number of scholarships to participants for this programme in respect of the course fee only.

ALL Scholarships have been successfully awarded.



TUTOR PROFILES



MR MARTIN BRASSELL
CEO and Co-Founder
Inngot Limited

Martin Brassell is a specialist in the commercial use of intellectual property; how it can be used to generate business value through incorporation in products and services, and through other monetisation techniques such as licensing, collaboration and fundraising. Martin draws on more than 30 years of experience, as a senior manager with responsibility for intellectual assets in small, medium and large enterprises; as an adviser to high growth businesses; and as co-founder and CEO of the UK company Inngot Limited (www.inngot.com).

The Inngot team have helped thousands of businesses to make better use of their IP and intangibles, by offering consulting services, training and education and online tools. Martin first worked with IPOS on strategy and IP financing projects in 2014, and since then has led the team responsible for producing many of the business guides, videos and training materials available from IPOS International.

As well as reports for IPOS covering IP transactions, management and valuation, Martin has written a number of influential works on IP identification and financing. His international publications include *Fostering the use of intangibles to strengthen SME access to finance* (2019) and *Secured lending for SMEs: Making effective use of registries and intangibles* (2022), both for OECD. He was lead author on two reports on intangibles identification for the Association of Chartered Certified Accountants (ACCA), and on the 2013 *Banking on IP?* report and 2017 *Hidden Value* report for the UK Intellectual Property Office. He has also co-authored a reference work for Oxford University Press, *Economic Approaches to Intellectual Property*, with Dr Nicola Searle.

Martin is an RSA Fellow and a member of CIPA's IP Commercialisation Committee. He and Inngot are recognised by IAM Magazine as Global Leaders in its latest assessment of the top 300 IP strategists worldwide (see <https://lnkd.in/g6jqY5z5>).



MS THITAPHA WATTANAPRUTTIPAI SAN
Director
WIPO Singapore Office

Thitapha has over 20 years' professional experience, along with 76 policy papers and articles in major regional newspapers and technical journals. While at the ASEAN Secretariat during 2001/13, she designed, convened and/or took part in about 330 inter-governmental and expert group meetings, plus training programs for some 8,500 government officers and business person.

These comprised both executive and working level professionals with a mandated focus on SMEs and entrepreneurship development, intellectual property rights, competition and consumer protection policies, trade negotiations and dispute settlement, women's economic empowerment, and regional economic integration.

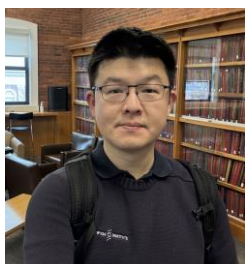
As SME Development Lead, Thitapha coordinated sequential training programs for some 6,500 entrepreneurs as well as government and business enablers in ASEAN under a USAID-funded project during 2013/18. Subsequently, she became a Consultant to the International Trade Center, Geneva, as well as an Advisor to several international service providers and ASEAN business groups. She joined the World Intellectual Property Organization in June 2022 as Director of the WIPO Singapore Office, which is dedicated to serving ASEAN Member States in fostering the use and leverage of IP for the benefit of everyone, everywhere.



MR PAUL MCCLELLAND
Head of Legal and Faculty member
IPOS International

Paul specialises in intellectual property law and commercial dispute resolution.

Before joining IPOS International, Paul was sole corporate counsel for a well-known Singaporean brand, where he was responsible for a broad range of commercial matters, including worldwide trademark registrations and oppositions, management of external counsel, contract review, and training. He has experience working in private practice for both Singapore and Scottish law firms. His practice focused on intellectual property and commercial arbitration. He also taught commercial law, intellectual property and real estate law at a Scottish university. Paul was admitted to the roll of solicitors in Scotland in 2010.



ASSISTANT PROFESSOR YONG EE HOU
School of Physical & Mathematical Sciences
(Division of Physics & Applied Physics)
Nanyang Technological University

Dr Yong Ee Hou is an Assistant Professor from the School of Physical and Mathematical Sciences at Nanyang Technological University. He received his BSc in Mathematics, BSc in Physics, MSc in Statistics from Stanford University, and PhD in Physics from Harvard University. His research focuses on using new and emerging state-of-the-art methods from mathematics, physics, artificial intelligence, machine learning, topological data analysis, and statistics to analyze big data of complex systems such as DNA, RNA, biological networks, social networks, financial markets, etc., in order to understand their behavior, pattern and interaction. His work has been published in top journals such as Science, PNAS, Physical Review Letters, etc.



DR. LU WEIQUAN

**Assistant Professor, Immersive Technology-Enhanced
Learning & Innovation
DUKE NUS Medical School**

Educator, Systems Developer, Academic Researcher, Computer Engineer, User Experience Designer, Weiquan wears many hats.

In his current role as Assistant Professor at Duke-NUS Medical School, Weiquan develops Immersive Technology solutions (such as Artificial Intelligence, Augmented and Virtual Reality Simulations) for improving patient outcomes, enhancing student learning and safeguarding educator sanity. His research interests include figuring out if, how and why all this technology tangibly and measurably affects human learning.

In his past life, Weiquan worked closely with the aviation industry to develop next-generation immersive pilot training systems. His award-winning solutions have helped change the world for the better (or so he hopes!). He even runs courses to teach others to do the same. In terms of academic qualifications, Weiquan holds a Bachelor's degree in Computing and a Ph.D. in Electrical and Computer Engineering from the National University of Singapore.



MR BRIAN LIM

**Managing Director
Primer AI**

Brian Lim is the Managing Director and APAC GM of Primer AI. Primer is an AI company headquartered in San Francisco focusing on the use of Natural Language Processing (NLP) technologies including Large Language Models (LLMs) to help augment human intelligence and solve business problems. In his role, he also advises governments, investors and startups on AI strategy and product development. Primer's awards include CB Insights Top100 AI company (2018&2020), Intelligent Applications Top 40(2021), Data50 Global #3 in AI/ML(2022) and A16z Top 50 AI companies championing American Dynamism(2024).

Before joining Primer, Brian was Senior Vice President and Head of GIC Labs, the in-house innovation labs of GIC, the Singapore sovereign wealth fund, where he led a team in research and implementation of emerging technologies for enhancing decision making. Prior to GIC, he held multiple roles in Citi, Standard Chartered and the Singapore Ministry of Finance.

Brian is also an Adjunct Faculty at Singapore Management University (SMU), Industry Advisor to the Social AI Studio at Singapore University of Technology and Design (SUTD), Mentor for the Singapore-MIT Alliance Research and Technology (SMART) Innovation Centre and a member of the MIT Technology Review Global Insights Panel. Brian holds a Master of Science in Computation for Design and Optimization from MIT and a Master of Science in Computational Engineering from NUS.



COURSE FEES

	For all participants*
Course Fee (SGD)	\$2,200
After 9% GST (SGD)	\$2,398**

*Overseas Participants are expected to bear their own travel related expenses

** SkillsFuture Credit Available for Eligible Participants



TERMS AND CONDITIONS

- Full payment of course fees must be made to IPOS International upon course registration (with credit terms as stated in the invoice, if applicable).
- IPOS International reserves the right to deny admission to participants who have not made payment before course commencement, if applicable.
- Any request for withdrawal or refund is subject to approval by IPOS International's management.
- Request for substitution has to be made in writing via email at least 3 working days before start of course date and is subject to acceptance by IPOS International.
- IPOS International reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by IPOS International.
- IPOS International reserves the right to make any changes to the programme.



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