



SINGAPORE IP CONFERENCE

DATE:
5 NOVEMBER 2013

VENUE:
ONE RAFFLES
QUAY SINGAPORE

LIMITED SPACE - RESERVE NOW

ALB is pleased to present the South-East Asia Chapter of the successful **Intellectual Property (IP) Conference Series** on the **5 November** in **Singapore**.

This unparalleled forum gathers together leading IP professionals, corporate and private practice lawyers providing expert insight into legislative updates, government initiatives and practical case studies on IP management and brand protection.



3 PUBLIC CPD POINTS

TOP REASONS TO ATTEND:

- Take away key lessons from the private sector, government and international organisations on IP management and brand protection
- Benefit from IP commercialisation and IP protection case studies by leading technology and Internet Service Providers
- Find out about the latest efforts in promoting Singapore as Asia's prime IP hub
- Enjoy exclusive networking and interactive discussions with top IP counsel and experts
- Be part of a unique knowledge-sharing environment addressing IP matters across various jurisdictions

KEY TOPIC HIGHLIGHTS

- The latest (inter-)governmental initiatives on IP commercialisation and promoting Singapore as Asia's prime IP hub
- Marketplace and payment platform perspectives on online anti-counterfeiting: prevention, enforcement and collaboration
- Joint anti-piracy and IP licensing compliance strategies
- WIPO's Alternative IP Dispute Resolution (ADR) mechanisms
- The role of the legal function in negotiating and ensuring IP monetisation and protection
- Optimal IP valuation and structuring

For enquiries, please call Trang at **(65) 6870 3711** or e-mail chuminh.trang@thomsonreuters.com

Early bird price – Register before 11 October and pay only **S\$390**

Regular price **S\$590**

[HTTP://WWW.ASIANLEGALBUSINESSEVENTS.COM/SINGAPORE-IP-CONFERENCE/](http://www.asianlegalbusinesssevents.com/singapore-ip-conference/)

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Regional Counsel,
Asia-Pacific, Middle
East & Africa
**Mastercard
Worldwide**



RUBYA RAMJAHN
Head of IP, APAC
eBay



DAVID HO
Legal Counsel
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SCOTT A. TRAINOR
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DENIS CROZE
Director
**World Intellectual
Property
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PATRICK LOW
IP Counsel
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**Asia Pacific,
sanofi-aventis
group**



KEYO SOO EARN
Partner & Leader,
M&A and Valuation
Advisory
**Deloitte & Touche
LLP**



ADRION YAP
Senior IP Counsel
**Advantest
(Singapore)**
former IP Counsel
HP

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PROGRAM AGENDA

Regulatory outlook for Intellectual Property (IP) in the Asia-Pacific region

09:00

Thinking global acting local: The Role of the WIPO and initiatives in the Asia-Pacific/Singapore

- Promoting WIPO Global Services (PCT, Madrid, The Hague)
- Helping ASEAN Member States to implement the ASEAN IP Rights (IPR) Action Plan 2011-15



DENIS CROZE, Director, **World Intellectual Property Organisation (WIPO) Singapore office (WSO)**

IP as a Strategic Business Tool

9:30

IP valuation, structuring and financing

- Overview of IP valuation and financing
- IP structuring using Singapore as the base
- Turning Singapore as an IP Hub in Asia



KEYOY SOO EARN, Partner & Leader, M&A and Valuation Advisory, **Deloitte & Touche LLP**

10:00

Panel: Aligning IP policy with legal obligations and companies' overall corporate strategies

- Transactional/day-to-day issues faced by the In-House Counsel in managing, growing and protecting IP assets
- Capitalising on IP: new approaches to IP monetisation and licensing in innovation-based enterprises
- Experience in negotiating IP protection clauses in IT contracts
- Juggling IP strategy with overall legal and compliance responsibilities

- Cooperation between IP/Legal and the R&D Departments



SCOTT A. TRAINOR, Vice President and Regional General Counsel, Asia Pacific Japan, **SAP**



HENG LOON WONG, IP Counsel, **Amadeus**

ADRION YAP, Senior IP Counsel, **Advantest (Singapore)**, former IP Counsel, **HP**



PATRICK LOW, IP Counsel, **FCI**



SHU YUH WONG, Legal Counsel, Singapore, Philippines & Indonesia, **Atos**



MASOOD AHMED, Vice President, Regional Compliance Officer- **Asia Pacific, sanofi-aventis group**

11:00

Networking Break

Online Anti-Counterfeiting & Brand Protection

11:15

Managing product piracy and the implications for IP monetisation & licensing compliance

- Piracy as latent demand
- Three pronged approach to tackle Piracy
- State of the law on product piracy – Copyright and patent protection in Asia-Pacific
- Integrating anti-piracy efforts into the business
- Key success factors, milestones and stumbling blocks for a successful anti-piracy program

- Harnessing technology for piracy prevention, detection and response
- Software industry case study – Impact of piracy, software industry response and piracy trends



SAURABH BOSE, Director, License Compliance & Anti-Piracy, Asia Pacific, **Siemens Industry Software**

12:00

Online brand protection: ebay's case study

- eBay's strategy and efforts in dealing with online counterfeits
 - Prevention
 - Detection
 - Enforcement
 - Collaboration
- Policing efforts and take-down procedures for illegal content
- Key challenges in providing enforcement capabilities within the marketplace platform
- IP protection education and awareness-raising
- Optimal stakeholder management among marketplaces/payment platforms, brands and government agencies



RUBYA RAMJAHN, Head of IP, APAC, **eBay**

12:30

Panel: Marketplace/Payment Platform perspective on IP & brand protection

- Online counterfeiting trends and implications for customer relationships, brand marketing and legal liability
- The influence of social media: the cases of LinkedIn, Facebook and Twitter
- Dual responsibility in maintaining efficient online purchase mechanisms as well as thorough brand protection and consumer awareness

- Online brand protection: standardised versus tailor-made approach
- Streamlining counterfeit product monitoring, identification and verification



ABHINAV BHATT, Regional Counsel, Asia-Pacific, Middle East & Africa, **Mastercard Worldwide**



RUBYA RAMJAHN, Head of IP, Asia-Pacific, **eBay**



DAVID HO, Legal Counsel, **Alibaba**

Dispute Settlement in IP Matters

13:00

Resolving IP disputes more quickly and efficiently through WIPO Alternative Dispute Resolution (ADR) options

- IP ADR options, including mediation and arbitration
- Advantages of ADR for IP disputes
- Case examples



LEANDRO TOSCANO, Legal Counsel, **World Intellectual Property Organisation (WIPO) Arbitration and Mediation Center (Singapore)**

13:30

End of the Singapore IP Conference



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3 Public CPD points

Practice Area: **Intellectual Property**
Training Level: **General**

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3 PUBLIC CPD POINTS

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To avoid delays in registration, please ensure all registration details are clearly provided. Registration is accepted on a first-come, first-served basis, subject to availability of seats.

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Course fees are not refundable but we do accept substitute attendees at no extra charge. Registrations are transferable within the same organization. Request for substitute attendees has to be made 2 days in advance. Participants will only receive a course certificate if they attend the entire seminar.

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