

ALB MALAYSIA IP CONFERENCE



DATE: 12 MARCH 2015
LOCATION: KUALA LUMPUR

Building a sustainable IP monetisation & management ecosystem

"Innovation is a vital ingredient to increasing productivity and ultimately raising the competitiveness of the economy"

The 10th Malaysia Plan, Malaysia's economic development blueprint for 2011-2015, has set the country's direction in embracing innovation and IP as critical assets driving sustainable growth. As a result, the government has launched The government has groundbreaking initiatives including the IP Financing Scheme, the pilot IP Exchange or the IP Valuation Model. ALB's inaugural **Malaysia IP Conference** will build on these exciting developments, providing a forum for the exchange of expert insight and practical case studies in the realm of IP monetisation, brand protection and dispute resolution.

Accredited CPD Activity
6 CPD points
CPD Event Code:
**T2/12032015/CCPTR/
KL152055/6**

TOP REASONS TO ATTEND

- Position yourself at the forefront of IP commercialisation and protection initiatives across the Asia-Pacific region
- Get updated on the latest IP-related regulatory changes and understand the government's IP financing and trading initiatives
- Turn your innovation into a lucrative asset: learn how to build a financially viable IP monetisation programmes for businesses of all sizes
- Receive hands-on guidance on handling specific IP management issues, including joint IP ownership, patent exhaustion and patent trolls
- Learn how to adjust your IP management strategies in the era of social media and disruptive technologies
- Gain insight on how to navigate compliance with often conflicting IP and competition law regimes
- Protect your brand: Adopt a multi-stakeholder approach for your international anti-counterfeiting and online piracy mechanisms
- Select the right dispute resolution strategy for your IP-related matters
- Network with top IP experts from the banking, pharmaceuticals, technology, telecommunications, energy and education industries

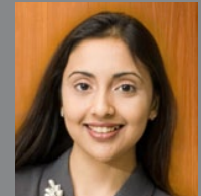
KEY GOVERNMENT, INNOVATORS & IP PROFESSIONALS



PETER DESMOND WEE
President, Malaysia IP Association (MIPA)



MOHD SHARIZAL MUSTAPAH KAMIL
VP, Business & Technology Advisory Division, Malaysia Debt Ventures (MDV)



SAMIRAH MUZAFFAR
Consultant, IP Valuation & IP Marketplace, Intellectual Property Corporation of Malaysia (MyIPO)



RAGUNATH KESAVAN
Commissioner, Malaysia Competition Law Commission



SUGIRTHA RAMACHANDRAN
General Counsel, Group Legal Practice, Malaysian Airlines



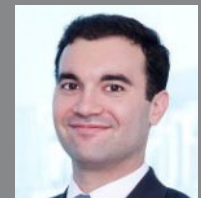
SAIFOL BAHRI MOHAMAD SHAMLAN
Deputy CEO, SME Corporation Malaysia



CHEW KHERK YING
Head of IP & Dispute Resolution, Wong & Partners



ZURAIDAH MOHD YATIM
Senior Manager, IP & Regulatory Affairs, Media Prima



MATTHEW KURLANZIK
Director, Government Relations, Asia, 21st Century Fox

- MUHAMMAD SURIA DOSHI ABDULLAH
Senior General Manager, Group Legal & Company Secretarial Department, SIRIM
- JESSICA PARK
Legal Officer, World Intellectual Property Organization (WIPO) Arbitration and Mediation Center, Singapore
- BRENDAN HANLEY
IP Counsel, Western Digital
- REVANTHA SINNETAMBY,
Honourary Treasurer, Malaysian Corporate Counsel Association (MCCA)
- MICHAEL LEE
Vice President, International Centre for Dispute Resolution (ICDR)
- KWEE TIANG ANG
Regional Director, Asia, IFPI
- RAMANI RAMALINGAM
CEO, Recording Industry Association of Malaysia (RIM)
- CHARLES BERGERE
Senior IP Counsel, APAC, Freescale Semiconductor

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MALAYSIA IP CONFERENCE



THOMSON REUTERS™

DATE: 12 MARCH 2015
LOCATION: KUALA LUMPUR

PROGRAM AGENDA

08:15
Registration

09:00
Chair's Opening Remarks

DR. KOSHY PHILIP, *Associate Professor, University of Malaya*

Government updates & regulatory developments in IP

09:05
Keynote address: Using IP as a strategic tool of economic development: The impact of the ASEAN integration on IP management and protection

- Introducing recent IP legislative and policy changes
- Opportunities for IP monetisation via the coming ASEAN Economic Community (AEC) in 2015
- A close look at the ASEAN Framework Agreement on Intellectual Property Cooperation and the ASEAN IPR Action Plan
- Facilitating information flow within the region's IP knowledge network: the ASEAN IP Portal
- Driving IP cooperation in Malaysia, the region and across the globe

PETER DESMOND WEE, *President, Malaysia IP Association (MIPA)*

09:30
Strategies and challenges in the creation of a sustainable IP financing ecosystem

- An overview of Malaysia's IP Valuation Model (IPVM) and training programme
- Evaluating the potential in the Intellectual Property Financing Scheme (IPFS) and the IP Rights (IPR) marketplace initiative
- Introducing IPR as collateral to fund SME innovators in the biotechnology, film, and ICT industries
- How innovators can obtain buy-in and funding: expanding the investment pool from government-backed to private sector financiers

MOHD SHARIZAL MUSTAPAH KAMIL, *VP, Business & Technology Advisory Division, Malaysia Debt Ventures (MDV)*

SAMIRAH MUZAFFAR, *Consultant, IP Valuation & IP Marketplace, Intellectual Property Corporation of Malaysia (MyIPO)*

SAIFOL BAHRI MOHAMAD SHAMLAN, *Deputy CEO, SME Corporation Malaysia*

10:20
Optimizing IP Valuation Strategies

- Understanding the contexts in which an IP valuation is required
- Dealing with key methodology and core economic factors that drive IP value
- Using IP valuation as a competitive tool

CHEW KHERK YING, *Head of IP and Dispute Resolution, Wong & Partners*

MICHAEL NIXON, *Transfer Pricing Consultant, Baker & McKenzie.Wong & Leow*

11:00
Refreshment Break

IP monetisation & technology revolution

11:10
Technology commercialisation: Leveraging your hi-tech innovation for business growth

- Increasing productivity through integrating IP into your business model: the case for SMEs
- Managing, securing, protecting and registering IP assets
- Strategies for commercialisation of IP assets

MUHAMMAD SURIA DOSHI ABDULLAH, *Senior General Manager, Group Legal & Company Secretarial Department, SIRIM*

11:40
IP monetisation & joint IP ownership: the perspective of the broadcasting industry

- The IP management lifecycle: tracking, monetising and protecting your assets
- Complications resulting from cross-border joint IP ownership
- Issues arising at the registration, maintenance and enforcement of joint IP rights (IPR)
- How is the transfer of IPR regulated: do you need the consent of your co-owner of IP?
- Further challenges emerging from anti-piracy issues

ZURAI DAH MOHD YATIM, *Senior Manager, IP & Regulatory Affairs, Media Prima*

12:10
IP management in the face of disruptive innovation & Big Data

A macro-level outlook of IP challenges arising from third party data management and storage

BRENDAN HANLEY, *IP Counsel, Western Digital*

12:20
Networking Luncheon

13:25
Patent analytics & the implications for business strategy

- Overview of patent landscaping: information aggregation, ordering, analysis and visualisation
- Advice on using patent analytics to drive corporate objectives

ERIC KHOO, *Business Development, Consultant - Intellectual Property Solutions, Asia, Intellectual Property and Science, Thomson Reuters*

Embedding IP protection in broader regulatory frameworks

13:55
The interoperability of IP and competition law regimes: Friend or foe?

- An analysis of the provisions of the Malaysia Competition Act and the Design and Patent Act, which impact both IP and competition law compliance
- Challenges in ensuring the legitimate protection of IPR and fair competition practices

RAGUNATH KESAVAN, *Commissioner, Malaysia Competition Law Commission*

Anti-counterfeiting, anti-piracy & brand protection

14:25
Panel: Combating content piracy: Establishing a sustainable digital era business environment for the music and creative content industry

- Overview of the government's "Bersatu Membanteras Cetak Rompak" anti-piracy campaign
- Assessing the effectiveness of existing website blocking laws: internet freedom vs. IPR infringement
- Evaluating the impact of the graduated response as part of a multi-tier anti-piracy mechanism
- From illegal downloading to streaming services: Adjusting your business strategy to the latest digital transformation

MATTHEW KURLANZIK, *Director, Government Relations, Asia, 21st Century Fox*

KWEE TIANG ANG, *Regional Director, Asia, IPI*

RAMANI RAMALINGAM, *CEO, Recording Industry Association of Malaysia (RIM)*

15:25
Refreshment Break

Optimising IP Dispute Resolution

15:40
Using Alternative Dispute Resolution (ADR) to avoid and resolve IP disputes

- The particularities of IP dispute resolution: the pros and cons of mediation, arbitration and court litigation
- Trends in IP mediation and arbitration: Results of the WIPO International Survey on Dispute Resolution in Technology Transactions
- Customised WIPO mediation and arbitration for specific sectors, ie. collaboration with national IP offices and patents in standards

JESSICA PARK, *Legal Officer, World Intellectual Property Organization (WIPO) Arbitration and Mediation Center, Singapore*

16:10
Panel: Creating a successful ADR strategy

- Selecting the right forum for settlement: criteria and tactics
- Managing costs, time, stakeholders and cultural caveats
- Optimal division of responsibilities

- between in-house and external counsel
- Resolving legal privilege issues in multi-jurisdictional ADR cases

Moderator:
CHEW KHERK YING, *Head of IP & Dispute Resolution, Wong & Partners*

Panelists:
MICHAEL LEE, *Vice President, International Centre for Dispute Resolution (ICDR)*

JESSICA PARK, *Legal Officer, World Intellectual Property Organization (WIPO) Arbitration and Mediation Center, Singapore*

CHEAH YEW KUIN, *Local Principal, Baker & McKenzie.Wong & Leow*

IP management & brand protection: the role of the corporate counsel

17:00
In-House Counsel Panel: Positioning IP as a strategic business matter

- Practical tips for juggling increasing level of IP-specific matters with day-to-day transactional obligations
- The in-house dilemma: the separation versus merger of the IP and legal functions
- Devising the right IP management strategy: shift from reactive protection to proactive monetisation
- Resolving inherent conflicts of interest across legal, IP and sales
- Managing IP across different jurisdictions: challenges and best practices

Moderator:
DR. KOSHY PHILIP, *Associate Professor, University of Malaya*

Panelists:
SUGIRTHA RAMACHANDRAN, *General Counsel, Group Legal Practice, Malaysian Airlines*

REVANTHA SINNETAMBY, *Honourary Treasurer, Malaysian Corporate Council Association (MCCA)*

CHARLES BERGERE, *Senior IP Counsel, APAC, Freescale Semiconductor*

BRENDAN HANLEY, *IP Counsel, Western Digital*

17:50
Chair's Closing Remarks

18:00
End of the Malaysia IP Conference

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