



IP INSIGHT

IP Monetisation & IP Risk Management Seminar

9am-5:15pm, MONDAY, 5TH SEPTEMBER 2016

MyIPO IP Academy

Level 12A, Tower B, Menara UOA Bangsar, Kuala Lumpur.

PlatCOM Ventures, wholly-owned subsidiary company of Agensi Inovasi Malaysia (AIM) formed in collaboration with SME Corporation Malaysia under one of its six High Impact Programmes (HIPs) in SME Master Plan 2012-2020.

Limited
Seat

Protection of intellectual property (IP) is of utmost importance regardless of whether you are an inventor, entrepreneur, investor or even a country aspiring to transforming the nation into a knowledge-led economy.

The sole reason for protecting IP is to create 'value'. The question is 'What's the point of protecting an innovation if it's not aligned with commercialisation of the said innovation?'. IP protection itself does not create value to the IP owner but translating that IP into commercial reality or any other means to derive value creates wealth and impact. In other words, one's IP strategy must align with their commercial strategy prior to making the filing decision. This is one of the aspects that will be dissected during this training day.

Intangible assets is vulnerable in some way, because if we don't identify the IP risk or manage it at a strategic way, risk is the possibility of something going damage or loss will occur, whereas a good IP risk management can help your company to minimize the damage, prevent from expensive lawsuit while maximizing your intangible assets.

Regional IP commercialisation experts, Dr. Viraj Perera and Ms. Biruntha L. Mooruthi will provide you a strategic knowhow and best practices in IP commercialisation and IP risk management. Don't miss the chance to bring your business enterprise to a whole new level.

AGENDA

09.00 – 10.15 am	Turning Innovations into Money
10.15 – 10.45 am	Break
10.45 – 12.30 pm	The need for IP Valuation
12.30 – 2.00 pm	Lunch
2.00 – 3.30 pm	Importance of IP Risk Management
3.30 – 3.50 pm	Break
3.50 – 5.15 pm	Best Practises of IP Risk Management Case Studies, Q&A

WHO SHOULD ATTEND

- SMEs
- Business Development Executives
- R&D managers
- In-House Legal counsel
- IP owners , entrepreneurs

FEE:

- ◆ RM 800 / pax
(Including F&B cost & Material fees)
- ◆ Maximum pax : 25

**Certified course by HRDF
(Human Resources Development Fund)**

5TH SEPTEMBER

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Registration Form

Full Name :
Designation :
NRIC No. :
Organisation :
Industry :
Tel. No. :
Email :
Address :

Payment Details : (Bank/Cheque No./Amount)

Signature: _____ Date: _____

** PlatCOM Ventures Sdn Bhd reserves the right to make any changes or amendments to the programme for reasons beyond its control.

Notes

- ✓ Kindly send us the completed registration form via email to chloe@platcomventures.com OR fax it to us at 03-8319 3499.
- ✓ Payment must be made at least 7 days before the event.
- ✓ Organisers reserved the rights to cancel your registration i.e. payment not made etc.

QUICK GUIDE

PAYMENT INFO

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Please send proof of payment to:
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OR Fax it to
03-8319 3499

COURSE FEE

(Register before 31st Aug 2016)
RM 800/ pax

** Including GST / Termasuk GST*

REGISTER IP INSIGHT NOW!

Contact us at:

chloe@platcomventures.com

OR CALL

+603 8319 3116