

JOINTLY ORGANISED BY:



INTELLECTUAL PROPERTY CONFERENCE 2022

EVOLUTION AND REVOLUTION
OF INTELLECTUAL PROPERTY REGIME

FRIDAY | 27 MAY | 9AM-6PM

 **zoom VIRTUAL CONFERENCE**

REGISTRATION FEES

NORMAL FEE

RM350

STUDENTS & PUPILS IN CHAMBER

RM175

(50% DISCOUNT)

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EVOLUTION AND REVOLUTION OF INTELLECTUAL PROPERTY REGIME

Intellectual property is an asset that must be safeguarded for any business to thrive, especially after investing time, money and effort in developing ideas, technologies, and designs that set you apart from competitors or businesses. In December 2021, the Parliament passed several bills to strengthen the intellectual property laws in Malaysia. With the emergence of NFT, Artificial Intelligence and digital creative works, are our existing laws and regulations flexible enough to handle these emerging forms of intellectual properties?

The upcoming Intellectual Property Conference 2022 is the perfect opportunity to get up-to-speed on the latest developments in patents, copyrights, trademarks, trade secrets and enforcement. Join us this May 27 and hear our distinguished speakers and moderators discuss and share their views on the evolution of intellectual property.

For further information, kindly visit
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ABOUT LEGAL PLUS



Legal Plus was set up in 2014 by YA Bhg Tun Zaki Azmi, Chief Justice of the International Financial Court in Dubai, Retired Chief Justice, Malaysia as Chairman, YBhg Tan Sri James Foong, Chairman of the Ombudsman for Financial Services, retired Federal Court Judge, Malaysia and Ms Catherine Eu, retired Executive Director of the Bar Council, Malaysia as Directors. The main objective of the Company is to provide continuing professional training, public seminars and events pertaining to legal issues and legal compliances for the various professions, trade, industries and enterprises.

For more information on Legal Plus, please visit www.legalplus.com.my

ABOUT L2 i-CON



L2 i-CON was co-founded by Lam Wai Loon, a founding partner of Messrs. Harold & Lam Partnership and Leong Hong Kit of MAC Consultant in early 2020. L2 i-CON is a professional platform that provides virtual event hosting and e-conference organising services, as well as digitalisation of legal and consultancy services.

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PROGRAMME

08:30

REGISTRATION & LOGIN

09:00



OPENING REMARKS

BY YAA TUN DATO SERI (DR) ZAKI BIN TUN AZMI

Chief Justice of International Financial Centre Dubai
Retired Chief Justice, Malaysia and Chairman of Legal Plus

09:10

KEYNOTE ADDRESS

09:40

BREAK

09:45

SESSION 1: STRENGTHENING INTELLECTUAL PROPERTY LAWS IN MALAYSIA: WHAT ARE THE RECENT LEGAL UPDATES?

With the coming into force of the Copyright (Amendment) Act 2021, the Patent (Amendment) Act 2021 and the Geographical Indications Act 2021 (which repealed and replaced the Geographical Indications Act 2000) on 18 March 2022, these legislative changes have brought about significant impact on the IP landscape in Malaysia.

These changes are intended to prepare Malaysia for its accession to the Marrakesh Treaty and Budapest Treaty and, as well as giving effect to the TRIPS Agreement on public health, the Regional Comprehensive Economic Partnership Agreement (RCEP) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

During this session, the panellists will provide brief updates of the key features brought about by these legislative changes in Malaysia and discuss their practical impact and effects.



MODERATOR: JUSTICE DATUK WONG KIAN KHEONG

High Court Judge of Shah Alam

PANELLISTS:

1. **LINDA WANG** Partner, Head of IP Practice Group, Zaid Ibrahim & Co.
2. **KHOO GUAN HUAT** Partner, Skrine
3. **PROF MADYA ROHAZAR WATI** Chair of Copyright Tribunal and Associate Professor, Faculty of Law, MARA University of Technology
4. **DR CHRIS HEMINGWAY** Director, Marks & Clerk (Malaysia) Sdn Bhd



11:25

BREAK

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PROGRAMME

11:30

SESSION 2: TRADEMARK PROTECTION IN MALAYSIA

The Trademarks Act 2019, which came into force on 27 December 2019, repealing the Trade Marks Act 1976 has revamped the old trademark regime, introducing multiclass filing, protection of non-traditional marks, providing for express provision allowing for securitization of registered trademarks; enhancing statutory protection for registered trademarks and better enforcement mechanism against counterfeit goods. The Act also sought to give effect to Madrid Protocol in Malaysia. After more than 2 years of its operation, has the Act achieved its purpose and what are the challenges currently faced by the industry? As businesses embark on new business models and in the seemingly borderless internet world, how do we strengthen our trademarks protection?

MODERATOR: MICHAEL SOO

Managing Partner & Head, IP & IT Dept, Shook Lin & Bok

PANELLISTS:

- 1. TEO BONG KWANG** Partner, Wong Jin Nee & Teo
- 2. BAHARI YEOW TIEN HONG** Partner, Gan Partnership
- 3. YVONNE ONG** Partner, Raja, Darryl & Loh



13:00

LUNCH BREAK

14:00



SESSION 3:

IP RIGHTS IN PODCAST AND LIVESTREAMING

BY JANINI RAJESWARAN

Partner, Sreenevasan

14:15



SESSION 4:

“MONETISING IP” IN A FRANCHISE BUSINESS, A FRANCHISOR’S JOURNEY

BY DAWN LIEW

Chief Executive Officer, F&B OldTown White Coffee

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PROGRAMME

14:30



SESSION 5: CURBING ILLICIT PRODUCTS ON E-COMMERCE PLATFORMS

The Covid-19 pandemic has induced the booming of e-Commerce platforms globally such as Lazada, Shopee, Amazon, etc. As these e-Commerce platforms becoming easily accessible to both sellers and purchasers, this has resulted in a surge of illicit products being promoted and sold online. The panellists will examine the issues of balancing the interests of intermediaries and those of IP owners in protecting and enforcing their rights, specifically could e-commerce platform owners be held liable and accountable for sellers' wrongdoings? What are the respective roles and responsibilities of ecommerce platforms, IP owners and law enforcement authorities to tackle such illicit activities?

MODERATOR: WONG JIN NEE Partner, Wong Jin Nee & Teo

PANELLISTS:

- 1. BRIAN LAW** Managing Partner & Co-Head of Intellectual Property, LAW Partnership
- 2. ANDY CHUA** Senior Vice President, Intellectual Property Protection, Lazada Group
- 3. SRI SARGUNA RAJ** Partner & Head Intellectual Property, Sports and Gaming, Christopher, Lee Ong
- 4. JASDEV SINGH GILL** Managing Partner, Jasdev Chambers



16:00

BREAK

16:15

SESSION 6: A FUTURISTIC VIEW ON INTELLECTUAL PROPERTY AND BUSINESS WORLD

In the Forth Industry Revolution, there are several emerging technologies such as Artificial Intelligence (AI), robots, drones, virtual reality (VR), augmented reality, blockchain, internet-of-things (IOT), 3D Printing, etc. Recently, several major corporates, artists and celebrities made a foray into the metaverse and NFTs. Some said we are already at the cusp of Fifth Industry Revolution. What is the next era of intellectual property development? Our panellists will discuss the intellectual property protection implemented or in the midst of implementation in various jurisdictions and share their futuristic views about what businesses can do to protect its intellectual property invention, uses and rights.

MODERATOR: TAN SRI DATUK SERI PANGLIMA DAVID WONG DAK WAH Retired Chief Judge of Sabah & Sarawak

PANELLISTS:

- 1. DR GORDON HUGHES AM** Principal Lawyer, Davies Collison Cave, Melbourne
- 2. ANTHONY WONG** Managing Director, AGW Legal & Advisories & President Elect, International Federation for Information Processing (IFIP)
- 3. TAN TEE JIM, SC** Senior Partner, Lee & Lee, Singapore
- 4. SPRING CHANG** Founding Partner, Chang Tsi & Partners, China



17:55



**CLOSING REMARKS
BY YBHG TAN SRI JAMES FOONG**

Retired Judge, Federal Court Malaysia
Director of Legal Plus

END

18:00

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REGISTRATION

This Conference will be held on Zoom Platform. After the successful registration, participant will receive a unique Zoom login access the week before the Webinar.

We accept **Online Registration** and **Email Registration**.

**Note: Your conference participation is subject to the terms and conditions and/or privacy policy of Legal Plus Sdn Bhd published at www.legalplus.com.my and L2 i-CON Sdn Bhd published at www.L2icon.org.*

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