

LICENSING SEMINAR 2022



Partnered with:



UNIVERSITI
MALAYA

Where & When

Auditorium, Level 1, Kompleks
Pengurusan & Perkhidmatan
Penyelidikan (KPPI), Universiti Malaya
50603 Kuala Lumpur.

22 September 2022
08.30 AM
-
03.30 PM

About this seminar

A crash course in all aspects of licensing, targeted to all licensing professionals. The course includes presentations relating to key aspects of Licensing Practice such as IP Basics, Due Diligence, Valuation and License Drafting.

FEE

The fee includes refreshments during breaks and lunch.

LES Member RM40
Non Member RM60

Sponsor:  Valuing IP

Speakers:



Chew Phye Keat

Partner, Raja, Darryl & Loh



Sri Sarguna Raj

Partner, Christopher & Lee Ong



Leela Devi Baskaran

Partner, Skrine



Derrick Hum

Co-Founder, Valuing IP Sdn Bhd



Anita Kaur Gerewal

Partner, Ram Caroline Sha & Syah



Joshua Teoh Beni Chris

Partner, Skrine

Program:

8.30 a.m.	Registration
9.00 a.m.	Welcome & Opening Keynote Speech by the LESM President, Mr Sri Sarguna Raj
9.15 a.m.	Module 1: Introduction to IP Introduction to the different types of IP including patents, trademarks, copyright, trade dress, and trade secrets.
10.00 a.m.	Module 2: Basics of IP Commercialization & Licensing Introduction to licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.
10.45 a.m.	Tea break
11.00 a.m.	Module 3: Franchising Introduction to Franchising, laws and regulation in Malaysia and application process.
11.45 a.m.	Module 4: IP Valuation –License Fees & Royalty Introduction of Valuing IP software
12.45 p.m. - 2 p.m.	Break for Lunch
2 p.m.	Module 5: Drafting Licensing Agreements Tips on drafting good licensing agreements, key terms to consider and types of licensing agreements
2.45 p.m.	Module 6: Managing Risks Identifying and managing different types of risk, including confidentiality, infringement, liability, collection of royalties and other fees, and unlicensed competition.
3.30 p.m.	Closing session

How to register?

Bank-in fee to 'LICENSING EXECUTIVES SOCIETY MALAYSIA' Account No.: 3080513827 (Public Bank) and send payment slip to LESM Secretariat at <secretariat@lesm.org.my> with the attendee's details e.g. name and company/firm name.