



MARKETING
INSTITUTE OF
SINGAPORE

BUSINESS MANAGEMENT

Date:
18 May 2012

Course Fees:
S\$540.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Fundamentals of Intellectual Property Management

Why You Should Attend This Course:

You are preparing some advertising material for your company and you want to “cut and paste” some designs you found online. Can you do it?

Your company’s logo is being used by your competitor overseas. Can you do anything to stop the competitor?

You need to develop a stage performance from a novel. Can you do your own adaptation?

Your company has developed a new product. How can it protect itself against other companies that might copy the idea?

Learning Outcome:

- Identify the different types of IP rights in Singapore
- Know about the registration procedure for each type of IP
- Learn how to make fair use of the protected rights of others
- Learn about the local and international protection of Trademarks, Patent, Copyright, Design and Confidential Information

Course Outline:

The Fundamentals of Intellectual Property Management

Copyright:

- What kind of rights can be subject to copyright protection?
- What constitutes copyright infringement?
- What are the defences to copyright infringement?

Trademark:

- The traditional legal remedy of passing-off
- The nature of trademark protection
- Registration process in Singapore and worldwide
- How to identify trademark infringement and enforce your rights?
- Opposition of newly registered trademarks

Patent:

- What can be registered as a Patent?
- Singapore and Worldwide registration
- Patent infringement proceedings
- Applying to invalidate a registered Patent

Product Design protection

Protection of Trade Secrets and Confidential Information

Who Can Benefit?

- marketing professionals
- public relations executives
- media personnel
- business owners and entrepreneurs
- print and publishing industry staff
- creative industry professionals

Trainer’s Profile:

Catherine Tay Swee Kian is an Associate Professor lecturing law at the National University of Singapore, Department of Strategy and Policy (NUS Business School). She is also an Advocate and Solicitor of the Supreme Court of Singapore and an author of 31 law books.

Prof Tay studied law at Queen Mary College, University of London and graduated with a Master of Laws, in which she specialised in Company, Shipping, Insurance and Marine Insurance Laws. She did her pupillage under the Honourable Lady Mary Hogg in London and returned to Singapore in the law firm of Rodyk & Davidson.

She has contributed and published legal articles in established international refereed journals, as well as high-quality legal publications of local importance and relevance such as “The Malayan Law Journal” and “The Singapore Law Gazette”, an official publication of The Law Society of Singapore.

Prof Tay was on the Board of Overseas Editors for the (United Kingdom) Journal of Financial Crime, an official publication of the Cambridge International Symposium on Economic Crime. She has presented papers at many conferences and seminars on Business Law, Medical Law, Company and Insolvency Laws both overseas and in Singapore. Prof Tay is an examiner on law subjects for a number of professional bodies in Singapore and overseas. She conducts in-house seminars for hospitals, banks, statutory boards, hotels, commercial firms and companies, clubs and associations.

She has lectured in seminars and workshops in medical ethics and law. She is also a legal consultant appearing on many television segments. She co-hosted a weekly talk show “In the Eyes of the Law” on NTUC RadioHeart and was a consultant to MediaCorp television series on consumer laws “What’s Your Case” on TV Channel 5.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Fundamentals of Intellectual Property Management <input type="checkbox"/> 18 May 2012 (9.00am to 5.00pm) S\$540 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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