



Vision & Mission

- **Vision**

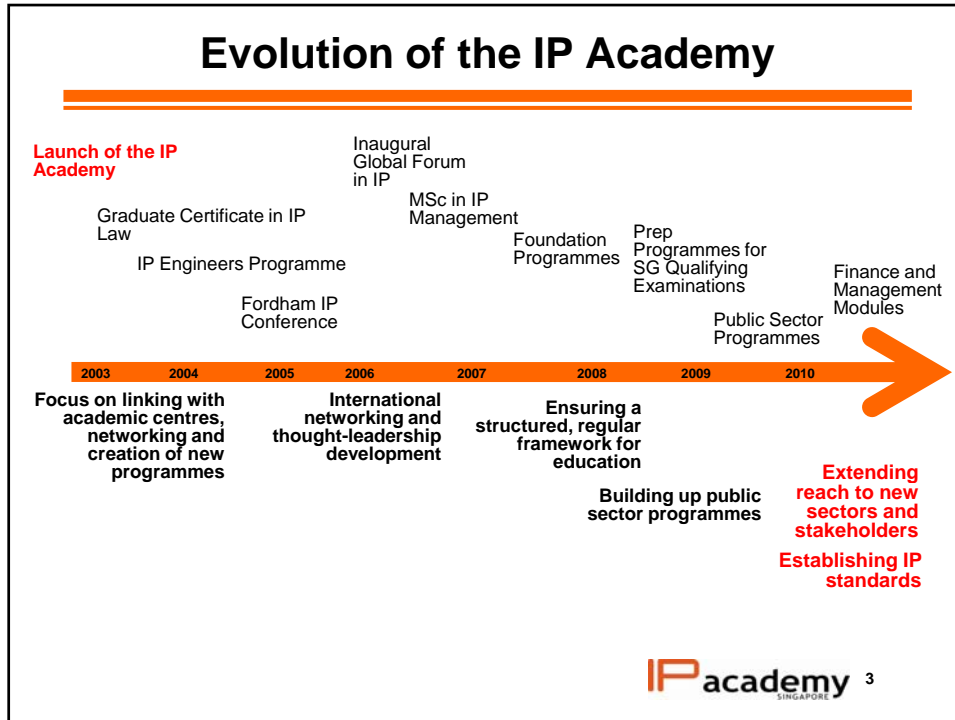
To be a leading centre of excellence for executive IP education & thought leadership development in Singapore and the region.

- **Mission**

Development of practical IP training and educational courses for IP professionals, business managers & leaders, inventors & creators; and

Development of various IP thought leadership programmes including conducting cutting edge multi-disciplinary research into IP and related areas, and organising high-level conferences and roundtables.

Evolution of the IP Academy



Board of Governors: Executive Committee

1. Chairman: Tan Guong Ching, Chairman, Singapore Technologies Telemedia Pte. Ltd.
2. Deputy Chairman: David Llewelyn, External Director, IP Academy; Of Counsel, White & Case Pte. Ltd.
3. Ho Cheng Huat, Director IP Academy, Executive Vice President, Exploit Technologies
4. Liew Woon Yin, Director-General, Intellectual Property Office of Singapore
5. BG Hugh LIM, Deputy Secretary, Ministry of Law
6. Professor Tsui Kai Chong, Professor of Finance and Provost, SIM University



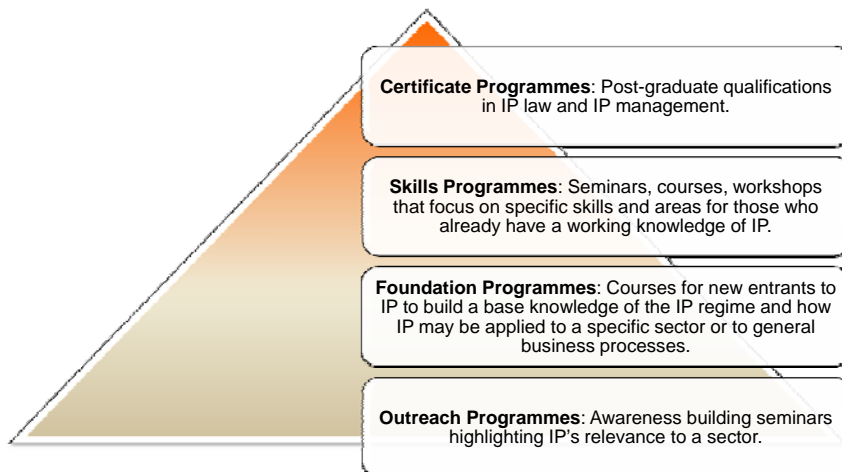
Board of Governors

Other Governors

7. Professor Ang Peng Hwa , Director, Wee Kim Wee School of Communication and Information, Nanyang Technological University
8. Michael Hwang, SC, Sole Proprietor, Michael Hwang SC
9. Dr Richard Kwok, Executive Vice President & Chief Technology Officer, Singapore Technologies Kinetics Limited
10. Dr Stanley Lai, SC, Partner and Head of Intellectual Property & Technology, Allen & Gledhill
11. Associate Professor Loy Wee Loon. Faculty of Law, National University of Singapore
12. Mr Png Cheong Boon, Chief Executive, SPRING Singapore
13. Mr Suresan Sachi, General Counsel, Legal Department, Agency for Science, Technology and Research
14. Mr Jeffery Tan, President and CEO, Tangem International Pte Ltd
15. Dr Tan Sze Wee. Programme Director, A*STAR Medical Technology Initiative, Science and Engineering Institutes



IP Academy Framework



The IP Academy Team

- Deputy Director: Rose Ramli
- Specialist Counsels/Associates:
 - Chin Hooi Yen
 - Elaine Leong (Company Secretary)
- Finance & Admin Manager: Sze Siew Lian
 - Executives
 - Angela Kwek
 - Sim Soon Lee (IT & Events)
 - Connie Yeoh
- Programmes Manager: Jason Ng
 - Executives
 - Naveena Methani
 - Jasvinder Singh
 - Chhavi Kulshrestha
 - Cecilia Lye
- GFIP Projects Manager: Joey Kek



Outreach

- Developing interest through highlighting relevancy of IP
 - World IP Day 2010 (WIPO - LES-SG - IP Academy)
 - Elements of IP for Media & Creative Companies (MDA - IP Academy)
 - Copyright & Confidential Information - Understanding and Dealing with the IP Issues (CSC- IP Academy)
 - Playing the IP Strategy Game
 - Squashing Cybersquatters
 - Translating IP into Profit
 - Patent Prosecution and Litigation in the US - What Really Happens?



Foundation

- **Tech:**
 - IP Fundamentals: Applications for the Tech Sector
 - From IP Law (focus on patents) to tech-related matters (IP&IT, IP& Biotech) and practical application (patent intelligence, patent management).
 - Schedule: Twice yearly
- **Creative:**
 - IP Fundamentals: Applications for the Media Sector (WSQ Programme)
 - From IP law (focus on copyright) to IP aspects in production
 - Schedule: Twice yearly
- **Public Sector:**
 - IP Primer for the Public Sector: Legal basics with examples from public sector
 - Schedule: Twice yearly
- **Industry:**
 - IP Business Basics: A series of ½ day modules focussed on practicalities of IP in business.



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Skills Structured Programmes

- Patent Practice Modules:
 - Preparation for Singapore Qualifying Examinations
 - Covers drafting, amendments etc
- IP Practice for Public Sector:
 - Series of IP modules for the public sector Contracts, Maximising IP Rights, IP Policy, Copyright Management
- Dealing with IP:
 - Series of modules on valuation, tax, reporting, negotiations and monetization/value-creation of IP.
 - Credit course for the MSc programme.
 - Includes tutors from Franklin Pierce Law Centre, practitioners from US and Australia.



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Certification

- **Graduate Certificate in IP Law**
 - Started 2001
 - 1st cohort through IP Academy in 2003.
 - Pre-requisite for qualification as a Singapore patent agent.
 - Legal foundation for non-lawyers.
 - Conferred by NUS (Faculty of Law).

- **M Sc. in IP Management**
 - 1st cohort: August 2006
 - Legal foundation provided through GCIP.
 - IP management and management of technology components taught by lecturers from the Division of Engineering and Technology Management, Faculty of Engineering, NUS.
 - Includes one module by IP Academy
 - Conferred by NUS (Faculty of Engineering)



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Thought Leadership

Flagship event – Global Forum on IP (Aug '06, Jan '09, **Jan '11**)



“Turbulent Times : Onwards and Upwards for Intellectual Property?”

GLOBAL FORUM ON INTELLECTUAL PROPERTY 2011
6 & 7 January 2011, Singapore

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The End

THANK YOU