

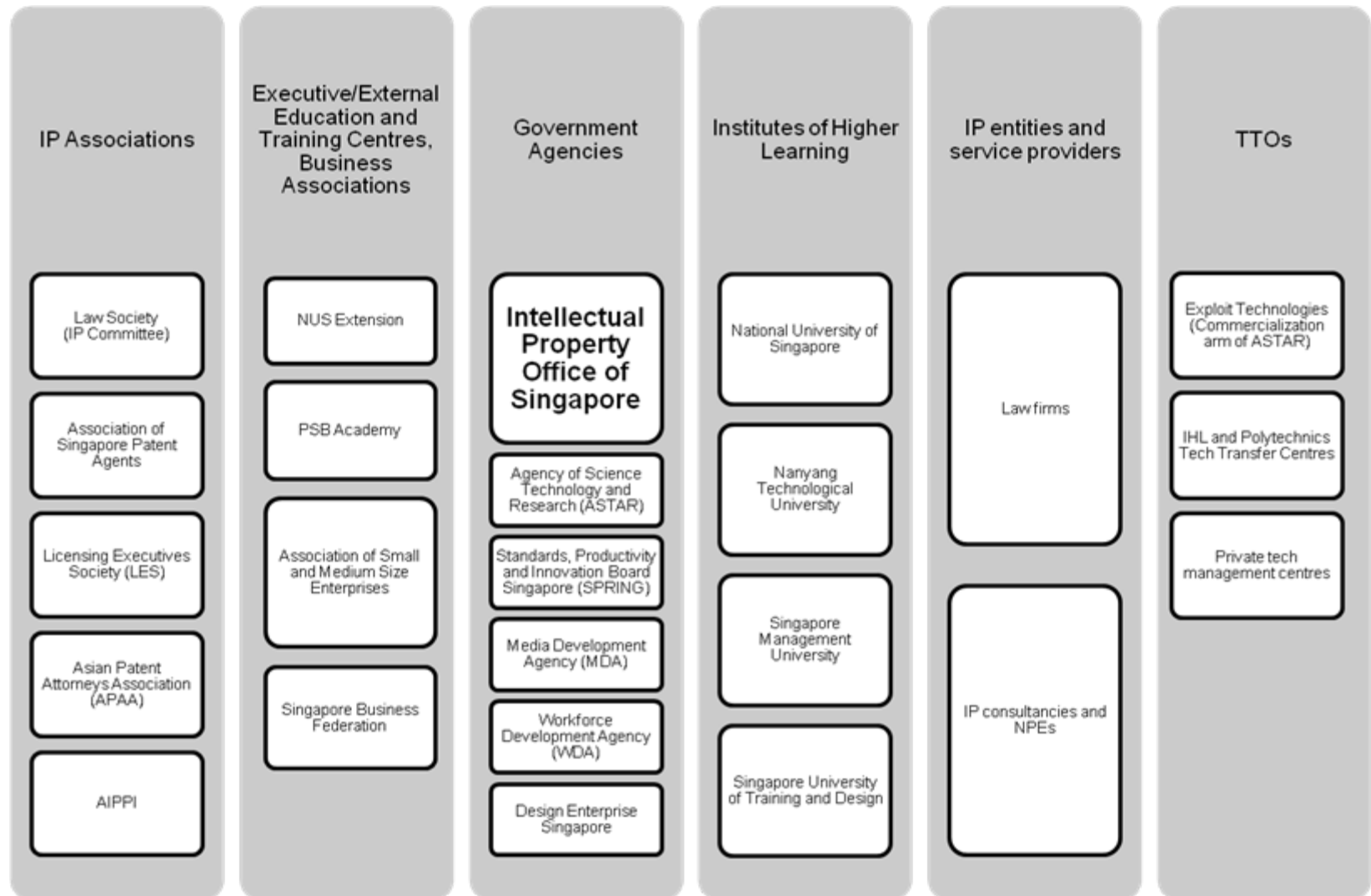
# **The Role of IP Offices in IP Education and Training: Recent Developments in Various Regions**

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Singapore

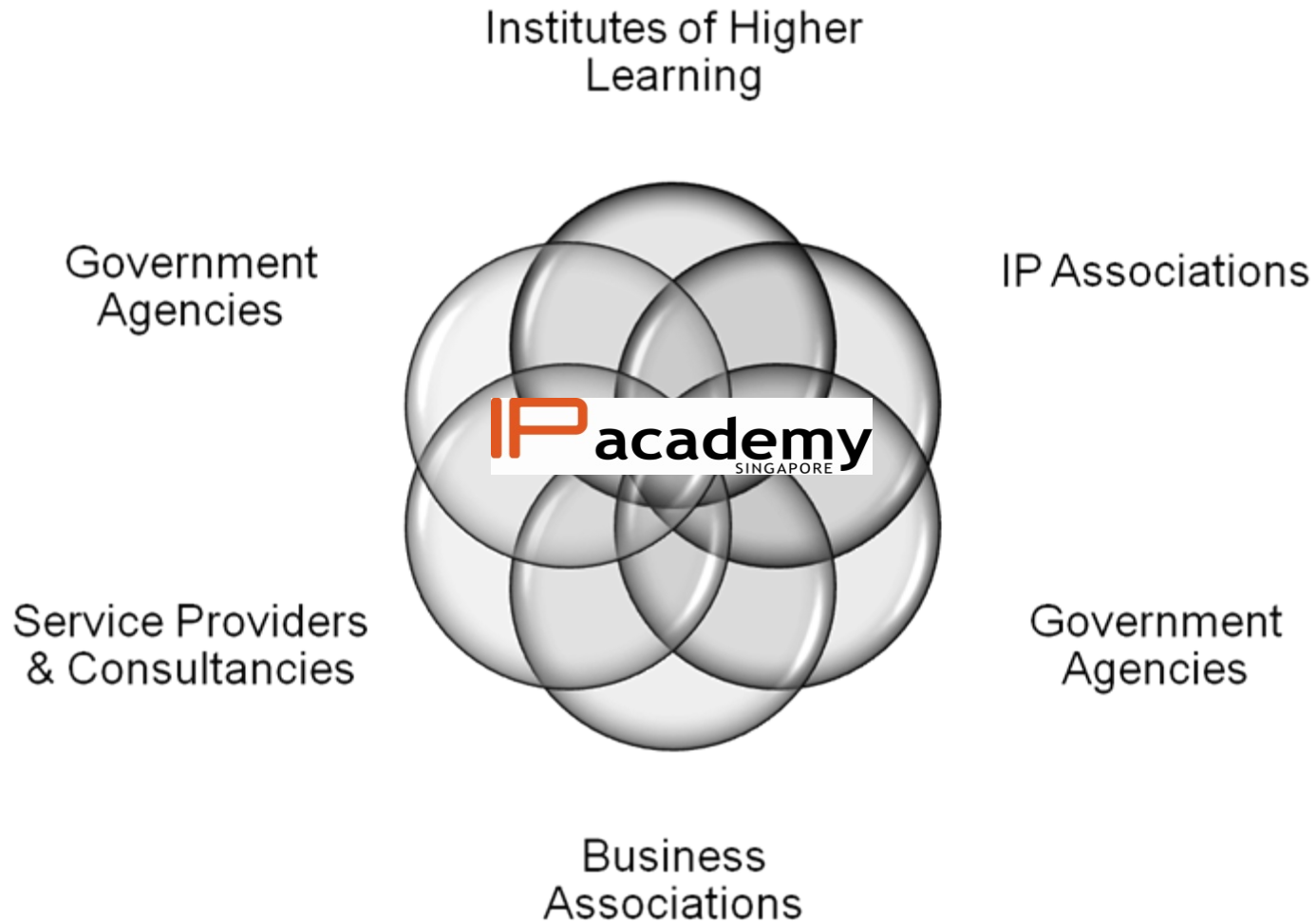
# IP Stakeholders in Singapore: Not Just the IP Office



# IP Academy – Bridging Stakeholders

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# IP Academy – A National Initiative

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- What does this really mean?
  - Established by the Ministry of Law and the IP Office of Singapore.
  - Company limited by guarantee (independence), not a government department or statutory board.
  - Board Members (Governors) comprises major IP stakeholders including representatives from
    - the Ministry of Law,
    - **the IP Office of Singapore,**
    - government agencies,
    - institutes,
    - IP professionals, and
    - industry.

# What was the role of the IP Office?

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## *Inception and launch:*

- Conceptualization of the IP Academy
- Obtaining stakeholder buy-in for
  - Direction
  - Support
  - Funding
  - Identification of management
- Assisting in operational set-up
- Support and collaboration with the IP Academy mainly coordinated through one department – *Capability Development Department.*

# What is the role of the IP Office now?

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## *Post launch:*

- IPOS continues its work in public awareness programmes as well as specific intervention programmes for various sectors
  - Providing supporting resources
    - E.g., SCOPE IP – diagnostic tool
  - Providing development assistance
    - IP management for internationalization
    - IP management for SMEs
- The Capability Development Department now more involved in building up standards of IP capabilities & services e.g. through identification of key service sectors, gaps in local capabilities, intervention models for capability development.

# A Shift in Perspectives and Positions?

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From “owner” to  
stake-holder, partner, client.

IP Office



IP Academy

# Different Models at Work

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- Malaysia IP Training Centre
  - Activities spearheaded by MyIPO (IP Office)
- Indonesian IP Academy
  - Hosted by University Indonesia with some support by the DGIPR (IP Office)
- Intellectual Property Research Institute of Australia
  - Seeded by IP Australia, hosted at University of Melbourne
  - Still supported in part by IP Australia
- IP Academy (Singapore)
  - Seeded by IPOS and MinLaw, supported by MinLaw
  - Set-up as a non-profit company



# A Shift in Perspectives and Positions?

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- Benefits:
  1. Focused approach – IP education and training driven
  2. Expansion into ‘non-traditional’ areas – boundaries stretching into business, finance; multidisciplinary.
  3. Accountability – key performance indicators set by the Board (represents various stakeholder groups)
  4. Revenue generation activities clearly separated. Reducing public expectation of ‘free, public service’ programmes. IP competencies have a market value.

# A Shift in Perspectives and Positions?

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- Issues that may arise:
  1. Confusion of roles – who does what?
  2. Why is an IP Academy involved in ‘non-IP’ areas
  3. Resistance to fee-paying programmes
  4. Defining working and financial arrangements between IP office and academy
    - Preferred partner? Or another private entity?
    - Sharing of policy and other potentially sensitive information.

# Working Relationships between IP Office and IP Academy

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- Co-operation in programmes:
  - IP Academy contracting IPOS staff to conduct IP programmes
  - IPOS partnering IP Academy in outreach / public programmes.
- Co-operation in thought-leadership:
  - IPOS providing input to thought-leadership activities such as research.
  - IP Academy providing support to undertake research or seed discussion in identified areas of interest.
- Both act as resources to activities of government agencies.

# Developments in Singapore

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- Establishing standards in IP
  - Identification of needed IP skill sets in various sectors
  - Acceptance by stakeholders (industry, education and training providers)
  - Roll-out of programmes that meet identified skill-sets

# Developments in Singapore

## WSQ Fundamentals for IP for the Media Industry

7 - 9 Mar 2011



*"I want to know how IP affects me at different stages in my work – from the Development stage to Pre/Post production to the Distribution stage."*

*"How do I identify and acquire rights – for use of 3<sup>rd</sup> party materials, music clearance, and performer's consent?"*

*"What are the IP issues surrounding distribution of original works online?"*

*"The virtual world is in the 'in thing' at this time. What should I be aware of when entering this realm?"*

If these (and more...) are the burning questions on your mind then this programme is for YOU.

This is a 3 day modular structured training aimed at YOU, the producer, creator and user of content in the creative industry particularly in the fields of film, TV, animation and digital media.

After giving a bird's eye view on the fundamentals of Intellectual Property, this programme zooms into the issues involved in the production process, negotiation and contractual matters.

Apart from answers to your questions at the end of the programme, you will take away with you a good foundation on identifying and managing IP issues in your daily work and gain a critical appreciation of understanding IP and its' relevancy within creative media works and also in new media.

Title	Date
The IP Buzz in Media Production	7 Mar 11
Decoding IP in Digital Media	8 Mar 11
Financing and Exploitation - What are my options?	9 Mar 11

# Developments in Singapore

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- IP as a business-relevant competency
  - IP not just the purview of IP professionals.
  - Recognition that in most companies, IP competencies cut across various functions and units.
  - IP as seen from non-law perspectives

# Developments in Singapore

## IP BUSINESS BASICS

Date: 4 - 7 October 2010 (5 Modules)

Time: 9am - 6pm (Registration starts at 8.30am)

Venue: IP Academy (Singapore), 7 Maxwell Road, #05-01A, Annexe B,  
MND Complex, Singapore 069111



### ABOUT THE COURSE

*"This course has given me insights to IP and helped in my organisation's planning and added value to our business strategy... and I will strongly recommend to anyone who is serious about IP and wish to acquire the basic knowledge of IP to enhance and add value to their business."*

- Mr Nelson Ng, Duro International Pte Ltd

*"The modules were very helpful in educating the right approaches & considerations in dealing with IP in a business. I learnt new lessons, refreshed my previous knowledge, and picked up some practical application tips to care for our company's IP. The course equipped me to be a better manager in IP."*

- Ms Melissa Chiew, Earthtree Pte Ltd

*"The customised course materials were excellent and the tutors' personal insights were priceless. Being immersed in a classroom with professionals from a range of industries, we learnt about the problems they faced as well as their approaches and solutions."*

- Mr Lee Yung Ming, Gracezone Marketing Pte Ltd

To many local enterprises, identifying, protecting and exploiting IP are often perceived to only be relevant to huge conglomerates with deep pockets and a portfolio of thousands of rights. With this common misconception, local enterprises may stand to lose out if they ignore the competitive edge that effective management of IP can bring to their business.

## DEALING WITH IP

Date: 30 August - 22 October 2010 (5 Modules)

Time: 9am - 5pm (Registration starts at 8.30am)

Venue: IP Academy (Singapore), 7 Maxwell Road, #05-01A, Annexe B,  
MND Complex, Singapore 069111



### ABOUT THE COURSE

In a global economy where intangible assets such as intellectual property (IP) and know-how are critical to continued business growth, professionals in any sector have to have the skills to effectively manage such assets. The skill-sets required to do so have to go beyond merely understanding and using these assets in isolation. Professionals and managers have to understand the financial and business issues in play, and how these assets are part of a company's business strategies.

The objective of this series of modules is to train professionals who may be involved in intellectual property management areas (R&D project management, licensing management, finance of IP etc) to understand the business and financial considerations that go into IP deals and IP strategies, to articulate these at higher management or Board-levels, and to apply their knowledge in development of long-term strategies for the management of IP portfolios.

**Participants will obtain a working knowledge of methodologies of assessing IP and financial transactions involving IP to enable them to:**

- (i) identify potential issues in IP business and financial matters, and
- (ii) report and advise appropriately financial and business considerations in managing IP assets based on considered information and expertise sought.

Foundation



Skills

The End



**THANK YOU**