



REGIONAL SEMINAR

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the World Intellectual Property Organization (WIPO)

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NORMINSHAM ABDUL KARIM

Norminsham Abdul Karim is an Associate Professor at University Teknologi MARA (UiTM), Malaysia's largest university. She is also the Head of Technology Transfer & Commercialisation at UiTM's industry linkage centre.

Normin is a Chartered Member of the Chartered Institute of Logistics & Transport (UK) and is a council member of CILT Malaysia. She is involved in transport research in Malaysia and is active in championing the call for an inclusive society.

Normin is married with four children and enjoys reading and travelling in her spare time.

CHIEW YU SARN

Chiew Yu Sarn is a founding partner and head of the corporate and commercial department of Yu Sarn Audrey & Partners, a boutique Intellectual Property & Commercial law practice providing the full range of IP services to corporations, businesses, research and healthcare institutions, and government agencies both locally and internationally, from developing IP policies and IP strategies to exploitation of intellectual assets via licensing & franchising, joint ventures, acquisition, tech transfer, and enforcement of IP rights. Yu Sarn is an Advocate & Solicitor of the Supreme Court of Singapore, and is also entered on the rolls as a Solicitor, England & Wales.

Yu Sarn's areas of practice are intellectual property (IP) and corporate and commercial law, including franchising, licensing, research collaborations, contract research including clinical trials, joint ventures and IP-related private equity transactions and M&A. In his IP consultancy work, Yu Sarn also helps companies, institutions and government agencies plan and design their IP management policies and systems, as well as to enhance their in-house IP management capabilities through training and coaching.

Yu Sarn serves as the President of Licensing Executives Society (Singapore), which is part of a leading international association of professionals involved in the use of IP for business. Yu Sarn is also a member of the Franchising and Licensing Association (Associate Member – Professional) and the Association of University Technology Managers. As part of his professional activities, Yu Sarn has been accredited as a Trainer for the Fundamentals of Intellectual Asset Management course developed by the Licensing Executives Society, USA & Canada. His work in the EXCO of LES Singapore includes conducting and developing licensing courses conducted by the society.

JAMES KELLY

Jim serves as both the President of Intellectual Ventures Japan and the Head of Global Business Development for Intellectual Venture's (IV) Invention Development Fund. He has worked with IV for over 5 years, beginning in 2005 when he established JPD Ltd., a prototype operation for IV's Asian business expansion.

Prior to this, Jim was a founder and served as president of Sentient Health Japan KK, a provider of supply chain management solutions for the medical supplies and devices market. He also founded K2 Services Corporation, an early stage venture capital company focusing on technology companies in Japan, Korea and Singapore. Jim began his career and spent ten years as an investment banker in Tokyo at Deutschebank, where he oversaw institutional sales and trading for US dollar products, and Robertson Stephens and Company, where he was the Chief Representative.

Jim has a BA from Colgate University. He has lived in Japan since 1988.

JASMINE KWAY

Dr. Jasmine Kway is the Senior Vice President – Consulting, with Transpacific IP Management Group Pte. Ltd. (Transpacific). With her vast and diverse experience of intellectual property and technology management from both the private and public sectors, Jasmine leads the consulting practice in Transpacific that works with companies to identify opportunities in creating value from their IP through portfolio building and strategic management. The team also works with public research organizations and government agencies to develop best practices, strategies, initiatives and programs to create, manage and commercialize public sector IP. With the combined wealth of expertise and experience, Jasmine leads the team in conducting training programs internationally to all sectors and stakeholders of IP.

Prior to joining Transpacific, Jasmine was the Director of the National University of Singapore Industry Liaison Office (NUS ILO) from 2005. Like many Directors of TTO, Jasmine was tasked with a role to transform NUS ILO into an engaging and forthcoming technology transfer office with a vision to create value from excellent science developed at NUS. Apart from managing and commercializing NUS IP portfolio, the office was also responsible for actively facilitating and promoting University-Industry alliances and partnerships as well as negotiating licenses and corporate-sponsored research agreements. Under her leadership, NUS ILO became the leading technology management and industry liaison office in Singapore and around the region.

Prior to leading the technology transfer office in NUS, Jasmine ran companies that commercialize technologies from various Institutions of Higher Learning that are related to the Marine Industry. These ventures were built upon her technology expertise and her experiences and networks developed while she was with the Singapore Economic Development Board, where she was instrumental in helping to formulate strategies and policies to promote pervasive innovation in companies and entrepreneurship in Singapore. Jasmine led the team that formulated the IP Hub strategy for Singapore and assumed the position of Director of Enterprise Development at the IP Office of Singapore (IPOS) to raise the awareness and execute the promotion of IP as a value creation asset for the local industries in Singapore. During her term with IPOS, Jasmine led in the formulation of the Singapore Government IP Policy that guides all government offices in Singapore on the best practices of IP management as a public sector.

Jasmine is an active member of the Association of University Technology Managers, volunteering her time in various committees to bring the awareness that technology transfer does not have a 'one-size-fits-all' formula for success. Jasmine leads in the development of a Technology Training Framework in Singapore, to bring knowledge and skill-sets needed for the technology transfer profession in Singapore and the region.

CHALEE MAHATTANAKUL

Mr. Mahattanakul is currently the Deputy Vice President, Credit Department, of SME Bank, which is based in Bangkok, Thailand. He is responsible for the Project Financial and Marketing Management, operation management focusing on small and medium business group. Before joining SME Bank he held several positions in the banking sector. Namely, at ABN AMRO Securities Company: 1999-2000, as the First Vice President and Acting Head of Internet Online Trading responsible for Marketing Strategies Planning, Internet Online Trading and managing e-business customer group; at Bangkok Bank: 1983-1998, as Specialist and Branch Manager responsible for Banking operations, cost control, project finance and marketing management. He obtained his MBA at the School of Management (AIT) 2001, focusing on International Business and Managing in Technology; a MS, from the School of Development Economics 1983 NIDA, Bangkok, in Public Finance and Bachelor of Economics, 1980 from the Ramkhamhaeng University, in Quantitative Economics. Mr. Mahattanakul had had special trainings; in 2005 obtained a Certificate from JICA with scholarship Training programs; in 2004, on The Diagnosis of Thai Entrepreneurship (Thai- Japan Technology Promotion Association) and in 1992, obtained a Certificate of Management Development Programs (UC Berkeley, USA).

MARIA AUGUSTA MANCINI

Maria Augusta Mancini has more than ten years of experience in Innovation, Entrepreneurship and seed financing. Since 2000 she is supporting knowledge intensive companies in finalizing their business concepts and in accessing the appropriate financial resources.

Most recent professional experience is on service innovation for company creation, carrying out the due diligence for seed funds and mentoring of young Knowledge Intensive entrepreneurs/companies.

She has worked in different countries such as Italy, Hungary, Slovenia, Latvia, Czech Republic, Greece, Poland.

So far, she assessed more than one thousand knowledge based business propositions.

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