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## REGIONAL WORKSHOP

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# **Case Studies of Small and Medium-Sized Enterprises (SMEs) Successfully Leveraging Intellectual Property Assets for Business Competitiveness**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Singapore Cooperation Programme of the Singapore Ministry of Foreign Affairs

and with the assistance of  
the Intellectual Property Office of Singapore (IPOS)

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## SPEAKERS' LIST

*prepared by the Secretariat*

## CITA CITRAWINDA

Ms. Citrawinda is an IP Consultant for *Law Office Cita Citrawinda Noerhadi & Associates* in Indonesia. She earned a Bachelor degree in Law from the University of Indonesia, Jakarta (1985); Master degree in Intellectual Property from Franklin Pierce Law Center, Concord, New Hampshire, USA (1993); and a Doctorate with honors in Law from the University of Indonesia, Jakarta (1999) on Trade Secret. Her dissertation entitled *Indonesian Legal Culture Facing Globalization: Trade Secrets Protection in the Field of Pharmaceutical*. Additional education she attended are among others i) National Workshop on WTO Dispute Settlement Mechanism, held by the Government of Republic of Indonesia (34 Keppres Team) and World Trade Organization in Nusa Dua, Bali, Indonesia (19 – 20 February 1998); ii) Program of Instruction for Lawyers held by Harvard Law School, Cambridge, Massachusetts, USA (June 1996); iii) Training Course on Industrial Property Management held by Japan Institute of Invention and Innovation (JIII) in Tokyo (1 – 16 December 1994); iv) Internship at Wolf, Greenfield & Sacks (Intellectual Property Law Firm) in Boston, Massachusetts, USA (June – July 1993); v) Visiting Scholars Program at the Patent and Trademark Office, Department of Commerce in Washington DC, USA (1 – 18 June 1993). She is also lecturer on IP at University of Indonesia in postgraduate program.

Cita is Secretary and one of Founders of IP Arbitration and Mediation Body (BAM HKI); one of Advisory Members of Indonesian Association of Intellectual Property Consultant (Asosiasi Konsultan HKI Indonesia/AKHKI); Deputy II of Indonesian IP Academy (IIPA); the President of Association Internationale pour la Protection de la Propriete Intellectuelle (AIPPI) (period of 2009 – 2014) and Trade Secret Committee for Indonesian Group; Patent Committee for Indonesian Group of Asian Patent Attorneys Association (APAA); Member of International Trademark Association (INTA); Member of INTA International Amicus Committee – Asia Pacific/Canada Subcommittee; and Member of American Intellectual Property Law Association (AIPLA). She chaired the Indonesian Intellectual Property Society (IIPS) in 1996 – 2000 and 2000 – June 2001 and was one of Advisory Members of the Indonesian Intellectual Property Society (IIPS) for period of 2003 – 2006. She was also the Indonesian Group Country Head of ASEAN Intellectual Property Association (AIPA) period of 2003 – 2009.

She is a member of the Preparation Team of the Draft of Law Concerning the Amendment of Law No. 14 of 2001 concerning Patent, Amendment of Law No. 15 of 2001 concerning Mark; member of national team for the Negotiation on International Trade (Tim Nasional untuk Perundingan Perdagangan Internasional/PPI), a member of a special team on the preparation of Intellectual Property regulations and the implementation of laws and regulations, particularly in relation to State aid where issues of Intellectual Property law must be in compliance with the provisions under *the Trade Related Aspects of Intellectual Property Rights – World Trade Organization* (TRIPS-WTO). Cita acted as a national consultant for the Drugs and Food Control Body in the preparation of the prevailing Indonesia Patent Law of 2001 on public health aspects. She is also a local expert at National Project Coordination Committee for ASEAN-Rockefeller Project in Intellectual Property Review and Capacity Building on Intellectual Property Rights Related to Public Health in the ASEAN region (2004). In addition, she often acts as an expert witness in various IP cases.

She actively participates in various national and international seminars on intellectual property as speaker and author of “INDONESIA” chapter in Katzarov’s *Manual on Industrial Property* published by Katzarov SA; *Intellectual Property: Challenge for the Future*, as well as joint author of the *International Encyclopedia of Laws*, specifically the chapter concerning *Intellectual Property in Indonesia* published by Kluwer Law International and joint author of a book entitled *Parallel Imports in Asia*, particularly the chapter concerning *Exhaustion and Parallel Imports*, Max Planck Institute for Foreign and International Patent, published by Kluwer Law International along with numerous other articles on various Intellectual Property topics published in newspapers, IP Journals, Media HKI and many more.

## CANDRA N. DARUSMAN

Mr. Darusman, a national of Indonesia, had previously lived in Yugoslavia, Mexico, the former Soviet Union and occasionally in Switzerland. Joined WIPO Geneva, in April 2001, as Consultant, he currently holds the position as the Deputy Director/Officer-in-Charge of the WIPO Office in Singapore. Until 2001, he was the General Manager of the Indonesian Collective Management Organization (KCI), a position which he held since the establishment of the organization in 1990. He was also the Secretary General of The Indonesian Musicians Foundation (YAMI).

He is an economist graduate (Doctorandus – PhD. candidate) from the Faculty of Economics, University of Indonesia, and from 1982 to 1985 was a researcher, lecturer and served as assistant Professor at the Faculty, specializing on Macroeconomics and Micro economics. From 1985 to 1986 he worked as a banker at Citibank and in 1987 he entered into the music production and recording business. From 1986 to 1991 he served as Director to the Indonesian Guild of Composers. From 1994 to 1996 he was appointed a member of the Indonesian National Copyright Council by presidential decree. He served as Director of the Indonesian Musicians Cooperative (KOSMINDO), a small and medium enterprise cooperative with the task of seeking venture capital for artist-entrepreneurs. At the same period Mr. Darusman was also an active member of the Anti-Piracy Coalition of the Indonesian copyright industries.

Mr. Darusman was previously a musician and is still an active composer. His songs are being performed in Indonesia as well as in neighboring countries. He is now based in Singapore with his wife and third child.

## GURIQBAL JAIYA

Guriqbal Singh Jaiya, a national of India, is the Director of the Small and Medium-Sized Enterprises (SMEs) Division since October 2002. Since its creation in October 2000, the SMEs Division has continued to work for improving awareness and building the capacity of SMEs worldwide to leverage intellectual property assets as business tools for becoming and remaining competitive in the domestic and international markets. Over the years, the Division has created an impressive website (<http://www.wipo.int/sme/en/>) and a range of business-oriented publications and multimedia modules entitled, "IP PANORAMA Multimedia Toolkit" (<http://www.wipo.int/sme/en/multimedia/>) on different aspects of IP asset management as an integral component of business strategy. The website and the publications are used for awareness creation and capacity building projects and activities of the SMEs Division in partnership with a wide variety of international, national and institutional partners worldwide. These are used for face to face, distance learning and blended programs and activities. Over the years, the content and publications have been translated/adapted in some fifty countries worldwide. Over the years, Mr. Jaiya has made face to face presentations in some fifty countries on different business aspects of intellectual property asset management in a wide variety of events, including Training of Trainers Programs on Effective IP Asset Management by SMEs.

From 1978 onwards, as a member of the Indian Administrative Service, Mr. Jaiya served in the District, State and Central Governments dealing with a wide a variety of responsibilities. In his last tenure as Deputy Secretary/Director, Department of Industrial Development, Ministry of Industry, Government of India, he dealt with *inter alia* all aspects of industrial property (patents, trademarks and industrial designs). He represented the Government of India in various bilateral and international fora, including the TRIPS negotiations in the Uruguay Round of GATT.

Mr. Jaiya joined WIPO in November 1993 in the Cooperation for Development Bureau for Asia and the Pacific where he was Senior Program Officer/Senior Counsellor for over four years. Thereafter, he was the Head of the Evaluation Unit of WIPO for over six months, Head/Acting Director of the Economic Analysis, Forecast and Research Division of WIPO for over two years, and Deputy Director of the SMEs Division for two years, until he took over his present responsibilities in October 2002.

Mr. Jaiya has university degrees in the humanities, law and medicine from two of the most prestigious universities in India. Mr. Jaiya is fluent in English, Hindi and Punjabi.

#### KRISTINA JANUSAUSKAITE

Dr. Kristina Janušauskaitė holds Master's Degree in Law from the Law Faculty of the University of Vilnius, Lithuania (2001), also LL.M. Degree from Munich Intellectual Property Law Centre in Munich, Germany (2005) and Dr. jur. Degree from the Ludwig Maximilian Universität, Germany (2010). She was granted a scholarship from the Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich, Germany, where she accomplished her PhD research (2005-2010). Kristina Janušauskaitė has more than 10 years of practical experience in the field of intellectual property law which covers her work in the national and foreign law firms, as well as her internship at the United States Court of Appeals for the Federal Circuit in Washington D.C. (2009). She is admitted to the Bar in Lithuania and currently works as of counsel in the law firm in Vilnius, specializing on IP legal matters, including IP licensing, litigation, etc. Besides, she is a lecturer of International and European Intellectual Property Law and Commercialization of Intellectual Property courses in Vilnius University, as well as a lecturer of WIPO Academy Summer Schools in Croatia, Ukraine and Russia, and an online tutor in WIPO Distance Learning Courses. Kristina Janušauskaitė is the author and co-author of several publications related to different aspects of intellectual property rights, as well as the author of the monograph on enforcement of IP rights in the Baltic region. She regularly speaks at various IP conferences all over the world and is engaged as a trainer in the WIPO Training of Trainers project for SMEs in different countries.

#### EVANGELINE LEONG

As an accomplished and result-oriented professional, Evangeline leads the marketing department, coupled with sales acquisition and business development projects at PurpleClick Media—the first and only company in Southeast Asia accredited by Google, Yahoo! and Baidu. She assumes all responsibilities and accountabilities working with Board of Directors, including the development of annual departmental plans, resource allocation and budgeting with tangible and measurable ROI to achieve specific business objectives.

At PurpleClick Media, the unprecedented leader in Search Marketing, Evangeline's thirst for self-improvement and strategic thinking ability has allowed her to drive all marketing and promotional activities, while charting and implementing strategy for conversion management and customers' retention programs. She manages key enterprise accounts such as Citibank, Hitachi, GNC, Reebonz, Pioneer Electronics and NIE.

She was previously from the United Overseas Bank as a Relationship Manager (RM) in Commercial Banking and handled more than 2,000 corporate clients. She was the top RM for consecutively 12 months, maintains top AUM (Asset Under Management) and also achieved top sales in number of new accounts for consecutively 6 months.

Evangeline's strong sales experience combined with her knack for Marketing and ability to think out-of-the-box are invaluable assets to PurpleClick Media—the preferred online marketing

partner of many renowned organizations from both private and public sectors.

#### MARC NG

Mr. Ng started his own online business dealing with electronic gadgets during his school days but now is the President & CEO of Berrylite Pet Ltd which currently has five stores in Singapore. Berrylite is engaged in the frozen yoghurt industry. Mr. Ng is a graduate from the University of Southern California, Electrical Engineering and attended the Temasek Polytechnic, Mechatronics Engineering. In 2007-2008 he was the Business Development Manager, Future Electronics Inc.- responsible for the LED business in Asia-Pacific region

#### SUNITA K. SREEDHARAN

Ms. K Sreedharan, Advocate and Patent Agent is the CEO of SKS Law Associates, a Delhi based law practice that provides legal services in all areas of intellectual property law including patents, trademarks, copyrights, designs, geographical indications, plant variety protection as well as biodiversity related matters. Apart from prosecution and litigation, the practice focuses on creating, maintaining and optimizing IP portfolio of the clients through IP Audits, licensing deals and enforcement.

Ms. Sreedharan has a SLL.B. (awarded Gold Medal) from The School of Legal Studies, Cochin University of Science and Technology, followed by LL.M. in Intellectual Property Law from The George Washington University Law School, Washington DC, USA (awarded the Thomas Buerghenthal Scholarship). Prior to her study of law, Sunita earned Master's degree (M.Sc.) in Cytogenetics, Alld. Univ being ranked in the top 5, an MBA in Human Resources Management, IGNOU and a Diploma in Computer Science, Univ of Manchester, UK completed with distinction. Presently serving as the Legal Advisor for the Central Technical Management Committee (CTMC) of the Indian Council of Agricultural Research (ICAR) and on the Task Force on Traditional Knowledge instituted by the Department of Industrial policy and Promotion (DIPP) under the Ministry of Commerce and Industry.

Previously empanelled as legal counsel for the Protection of Plant Varieties and Farmers' Rights (PPV & FR) Authority, Ministry of Agriculture and played an active role in the implementation of the then newly enacted law. She is also the Vice-Chair of the Life Sciences Committee of the Licensing Executive Society International (LESI). As member of a core team, Sunita has drafted the "Rules For The Protection, Conservation And Effective Management Of Traditional Knowledge Relating To Biological Diversity 2009" under Section 36(5) of the Biological Diversity Act.

Ms. Sreedharan has had the distinction of being nominated for the "IP Woman of the Year 2008" Award by the organizers of IP Summit held in Brussels on December 4, 2008; The practice SKS Law Associates has been recommended as one of the top firms for quality and service by the global ranking authority Asia Pacific Legal 500; In April 2010, SKS Law Associates has been nominated for the 'Intellectual Property Advisory Excellence Award' in India as part of Global IP Awards programme instituted by Corporate International Magazines, London. SKS Law Associates has been chosen as the winner of the "Newcomer of the Year in India" Award 2010 by the Corporate INTL Global Awards forum in June 2010. MIP (Managing Intellectual Property) an independent ranking system has ranked SKS Law Associates on excellence of service in their World IP Survey in June 2010. SKS Law Associates has been ranked by LEGAL 500 as one of the top firms for IP work in India

A prolific author, Ms Sreedharan recently authored a book on "An Introduction to Intellectual Asset Management" published by CCH India, a division of Wolters Kluwer and presently

available in the bookstores as well as online at Amazon.com. She has written widely on Patent Law, Biodiversity, Traditional Knowledge and Intellectual Asset Management and has had her articles published in magazines such as Managing Intellectual Property, Chemistry Today–India Outsourcing, Getting the Deal Thru–Patent, Business Briefing–Pharmatech, Intellectual Asset Management, Journal of Intellectual Property Rights, Lex Witness etc. Her article published in Express Pharma in December 2009 titled “[Section 3\(d\): Speedbreaker or Safety Net for Indian Pharma?](#)” is additional course material for the LLM in Intellectual Property Law of the University of North Carolina Law School, USA.

She has also been invited to speak on intellectual property-related issues including Patent Law, Geographical Indications, Traditional Knowledge, IP Portfolio Management and Intellectual Asset Management at a number of national and International fora including the LESI Annual Conference in Zurich and Manila, LES Regional Conference at Singapore, The IP Summit at Brussels, The WIPO Conferences in Delhi, the Philippines and Syria, the WTO Conference on Geographical Indications, The IPR Summit in Chennai, The Fourth Hanseatic India Colloquium at Hamburg, Germany and as member of Indian Delegation to China. Ms Sreedharan is a member of the Bar Council of India and a registered patent agent, Sunita is a member of Licensing Executive Society (LES) and Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI).

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