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DATE: July 31, 2008



INTELLECTUAL PROPERTY
CORPORATION OF MALAYSIA



GOVERNMENT OF MALAYSIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



MALAYSIAN FRANCHISE
ASSOCIATION

WIPO-MALAYSIA NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND DEVELOPMENT OF THE FRANCHISING SECTOR IN MALAYSIA

organized by
the World Intellectual Property Organization
and
the Malaysian Franchise Association
and
the Intellectual Property Corporation of Malaysia

Kuala Lumpur, July 31, 2008

FINAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, July 31, 2008

8.30 – 9.00	Registration	
9.00 – 9.30	OPENING CEREMONY	
9.30– 10.30	Topic 1	An Introduction to Franchising and its Importance for Entrepreneurs and Small and Medium-Sized Enterprises Speaker: Mr. Tan Tee Jim, Senior Counsel, Lee and Lee Advocates and Solicitors, Singapore
10.30 – 11.00		Coffee Break
11.00 – 12.00	Topic 2:	Leveraging Intellectual Property Assets for Business Success Speaker: Mrs. Tamara Nanayakara
12.00 – 13.00	Topic 3	The Role of IPR in a Franchising Arrangement Speaker: Mr. Tan Tee Jim
13.00 – 14.30		Lunch Break
14.30 – 15.00	Topic 4	The Role of Trade Secrets in a Franchising Arrangement Speaker: Mrs. Tamara Nanayakara
15.00 – 16.00	Topic 5	The Relevance of Dispute Resolution Mechanisms for the Franchising Industry Speaker: Mr. Tan Tee Jim, S.C.
16.00 – 17.00	Topic 6	The Experience of Franchisees/Franchisors in Malaysia Speaker: YM Tengku Rozidar T.Z. Abidin, Nineteen O One Sdn Bhd, Mr. Anson Leow, Harian Shoes Sdn Bhd
17.00 – 17.30		CLOSING CEREMONY

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