

WIPO, A*STAR & LES SINGAPORE JOINT SEMINAR ON “OPEN INNOVATION & EMERGING IP RIGHTS”

Date: 31 August 2010 (Tuesday)

Time: 2pm – 6.30pm

Venue: Aspiration @ Matrix Building, Level 2M at 30 BIOPOLIS STREET,
SINGAPORE 138671



ABOUT THE SEMINAR

The IP landscape is constantly changing. The economic crisis has encouraged and opened doors to entities joining forces to harness complimentary innovation goals. This is the best time for open innovation as this is all about connecting with others, to developing and co marketing. Examples include pan-industry innovation networks or straightforward joint development projects.

Come learn from some of the best minds in the industry as experienced professionals in this field share their thoughts on open innovation from various perspectives.

This seminar will also cover emerging issues in the Asia Pacific on drug related laws including developments in patent laws, data exclusivity and recent cases pertaining to patenting pharmaceuticals in India, Korea, China and Japan.

Last but not least, the seminar will also feature a presentation on the evaluation of the value of patents. There are various models available to help establish the value of IP but do they truly evaluate the IP's value or do they merely provide a somewhat arbitrary dollar value? One of the co authors of the recent Les Nouvelle article on the subject will share his insights with us.

SEMINAR ITINERARY

2.00pm - 2:30pm	Registration
2.30pm - 2.45pm	Welcome Speeches by Organizers - Mr. Suresh Sachi, General Counsel, A*STAR - Mr. Chiew Yu Sarn, LES Singapore President, Founding Partner of Yu Sam Audrey & Partners - Mr. Puspendra Rai, Head of WIPO Office in Singapore

FIRST SESSION: OPEN INNOVATION

2.45pm - 3.15pm	“Open Innovation & Worldwide Implications” - By Mr. Pat O’Reilley, LESI President/Finnegan, USA
3.15pm - 4.00pm	WIPO Initiatives Worldwide on Open Innovation - By Mr. Puspendra Rai, Head of WIPO Office in Singapore
4.00pm - 4.30pm	Managing & Licensing IP in the World of Open Innovation - By Dr. Alex Yu, LES SG Exco
4.30pm - 5.00pm	Tea Break

SECOND SESSION: EMERGING IP RIGHTS

5.00pm - 5.30pm	Developments on drug related laws in Asia Pacific - By Dr. Peter Dolan Sanofi Aventis
5.30pm - 6.00pm	Evaluating the Value of Patents – Recent Trends - By Dr. Mark Horsburg, Fisher Adams Kelly, Australia
6.00pm - 6.30pm	Panel Discussion - All Speakers & Moderator, Mr. Suresh Sachi
6.30pm	Closing

Jointly Organized By:



MR. D. PATRICK O'REILLEY is the President of the Licensing Executives Society International, as well as Partner at Finnegan Henderson Farabow Garrett & Dunner. He focuses his practice almost exclusively on transactions involving intellectual property and technology transfer. He is a member of the District of Columbia Bar, Bar Association of the District of Columbia, American Bar Association and American Intellectual Property Law Association. Mr. O'Reilley taught licensing for 20 years at George Mason University Law School and continuing legal education for Patent Resources Group for 30 years. He is also a Certified Licensing Professional (CLP) and was listed in Intellectual Asset Management (IAM) Magazine as one of the 250 leading IP strategists, 2009-2010. Mr O'Reilley is the co author of the book – Drafting Patent Licenses, 6th ed. BNA, 2008.

DR. ALEX YU is Director of the Innovation & Technology Transfer Office at Nanyang Technological University (NTU) in Singapore where he has responsibility for intellectual property management, research collaboration agreements, licensing and commercialization of NTU technologies. He also sits on the Board of NTU Venture Pte Ltd (NTUV) and its subsidiary companies and is the managing director of an environmental technology company under NTUV. Prior to joining NTU in 2003, he was the Associate Director, Corporate Development at a drug discovery company in Singapore. He also spent 5 years as the Director of Research and Business development at a Canadian start-up biotechnology company. Dr. Yu is a frequent lecturer and speaker on IP management, technology licensing and technology valuation at NTU, Intellectual Property Office of Singapore (IPOS), World Intellectual Property Organization (WIPO) programs and Licensing Executives Society (LES) seminars. He has a bachelor degree in Chemical Engineering from McMaster University and a Ph.D. in Medical Biophysics from the Ontario Cancer Institute, University of Toronto.

DR. MARK HORSBURGH is the Managing Partner at Fisher Adams Kelly, a specialized intellectual firm with offices in Queensland and Victoria, Australia. He is a fellow of the Institute of Patent and Trade Marks Attorneys of Australia (FIPTA) and an affiliate of the Institute of Engineers. Additionally, Dr. Horsburgh is a member of the Australian Institute of Company Directors, American Intellectual Property Law Association (AIPLA) and the National Secretary of the Licensing Executives Society (LESANZ) as well as the Australian Delegate for LESI. He also sits on the Professional Standards Board for Patent and Trademark Attorneys in Australia. Dr. Horsburgh specializes in applied laser technology, fibre optics, information technology, electronics, physical chemistry, defence technology, medical physics, general engineering and Trade Marks. This is supported by Post-Doctoral and professional experience at University of South Wales and University of Queensland, 2 years as a Research Scientist with Defence Science and Technology Organization, 4 years with an Adelaide firm of Patent and Trade Marks Attorneys and 3 years with Fisher and Kelly before the merger in 1996 with Grant Adams and Company to form Fisher Adams Kelly.

DR. PETER DOLAN is Head of Patents for China, India, Japan and the Asia Pacific region at sanofi-aventis, a leading global pharmaceutical company with over 100,000 employees worldwide. He has a B.Sc. (Hons) from University College Dublin, Ireland, a Doctorate degree in Chemistry from Oxford University, U.K. and a Law degree from Temple University, U.S.A.. Peter is also a registered US Patent Attorney. Before joining the patent department at sanofi-aventis, Peter worked in the patent department at Rhone-Poulenc Rorer and DuPont Pharmaceuticals, as well as a major UK Patent firm. Peter has over 14 years of patent experience in the areas of global patent litigation, patent prosecution, product lifecycle management, licensing due diligence and counseling clients on patent matters including patent procurement and litigation strategies. He is also a member of the Chartered Institute of Patent Agents (U.K.), the American Intellectual Property Law Association and the American Bar Association.

MR. CHIEW YU SARN is a founding partner and head of the corporate and commercial department of Yu Sarn Audrey & Partners. He is an Advocate & Solicitor of the Supreme Court of Singapore, and is also qualified as a Solicitor, England & Wales. His area of practice includes intellectual property (IP) and corporate and commercial law, in particular the commercialization of IP such as franchising, licensing, research collaborations, joint ventures and IP related private equity transactions. Yu Sarn is the President of the Licensing Executives Society Singapore and a member of the Franchising and Licensing Association (Associate Member – Professional) and the Association of University Technology Managers. As part of his professional activities, he has been accredited as a Trainer for the Fundamentals of Intellectual Asset Management course developed by the Licensing Executives Society, USA & Canada.

MR SURESH SACHI is the head of A*STAR Legal Department overseeing all legal and intellectual property affairs of the Agency and its subsidiaries, including Exploit Technologies, ETPL Investments and the A*STAR Research Institutes, centres, biotechnology law related topics at local and overseas seminars, workshops and symposiums organized by WIPO, Law Society of Singapore, Licensing Executives Society, IPOS, and the IP Academy. Suresh is also a Registered Patent Agent as well as admitted as an Advocate & Solicitor of the Supreme Court of Singapore and the Vice President of the Licensing Executives Society Singapore.

MR PUSHPENDRA RAI is the Director (a/i) and Head of the World Intellectual Property Organization (WIPO) Office in Singapore, since April 2009. Prior to this, he headed the Intellectual Property and Economic Development Division in WIPO headquarters in Geneva. His last appointment in the Government of India was Joint Secretary, Ministry of Industry, in which capacity he also supervised the office of the Controller General of Patents, Designs and Trade Marks. He was responsible for preparing the legislative proposals for amending India's IP laws to conform to obligations arising out of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) and other requirements, and initiated major projects for modernizing and strengthening the country's IP administration. He was the Secretary of the National Expert Group on IPRs; Chairman of the National Committee for Amendments of Patent Rules; Project Director for modernization of the Patent Information Services and Trade Marks Registry; Member Secretary; Foreign Investment Promotion Council; Alternate Director for India at the Asian Productivity Organization and Nodal Officer for India for 2 TRIPS disputes at the World Trade Organization. He also represented India in many bilateral and multilateral economic and trade negotiations for several years. Mr Rai has lectured extensively in various parts of the world on different aspects of intellectual property. He has a Ph.D. in IPRs from the Indian Institute of Technology, Delhi; a postgraduate degree in Public Administration from Harvard University, U.S.A; and a bachelor and postgraduate degree in Economics from the University of Lucknow, India.

TERMS AND CONDITIONS

Registration

Register for this seminar by completing the form below and sending it to the Treasurer together with the cheque payment.

Withdrawal

There will be no refund of registration fee if cancellation is made. Replacements can be accepted.

Cancellation & Refund

The Organizer reserves the right to cancel the event. A full refund will be given to registrants if the seminar is cancelled by the Organizers. The Organizers reserves the right to make changes to the programme.

Payment

All cheques should be crossed and made payable to "**Licensing Executives Society (Singapore)**". Kindly write the seminar title at the back of the cheque. Cheques should be mailed to:

Ms Sheena Jacob, Treasurer, LES SINGAPORE
c/o ATMD Bird & Bird
39 Robinson Road #07-00
Robinson Point
Singapore 068911

REGISTRATION FORM

Seminar Name	Date & Time	Fees*	Registration
Open Innovation & Emerging IP Rights	31 August 2010 2pm – 6.30pm	LES Members* & Staff of A*STAR & its Institutes**: Free	<input type="checkbox"/>
		Non-Members: S\$50/- (registration before 20 August 2010)	<input type="checkbox"/>

*Only LES Singapore Members who have renewed their membership and paid the 2010 dues are eligible.

** A*STAR Staff IDs must be produced for verification.

Registration after 20 August 2010 and walk-ins will be S\$60/-.

Registration will only be confirmed upon receipt of full payment.

Non-Members: You may register as an LES Member if a completed LES membership application and payment of (S\$150/-) accompanies your registration form. Please email secretary@les-sisngapore.org for an application form

Mr/Mrs/Ms/Dr: _____
(Please underline surname)

Name & Address of Organization: _____

Designation: _____ Department: _____

Contact Info Industry: _____

Office Tel: _____ Mobile: _____

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By signing this form, I agree to the Terms & Conditions.

Signature & Date