

Talk on “Creating Competitive Advantage through Intellectual property”

Jointly Organised by Seniors Special Interest Group & Consulting Engineering Special Interest Group

BEM Approved CPD/PDP: 2 Hours

Ref No: IEM20/HQ/037/T

Date : 29th February 2020 (Saturday)
Time : 9.00am – 11.00am (Refreshments will be served at 8.00am)
Venue : Auditorium Malakoff, Ground Floor, Wisma IEM, Petaling Jaya
Speaker : Mr. Tan Sin Su & Mr. Ong Chui Koon

SYNOPSIS

Highly successful organisations have an innovation culture and a big portfolio of intellectual properties. Intellectual properties can be worth billions of ringgits and have propelled many individuals and companies into the rank of billionaires. On the other hand, many too have become bankrupts because of hefty penalties levied on them for infringement of other's intellectual property rights.

Many Malaysian individuals have high level of skills that routinely led to great inventions and innovations. However, these inventors often failed to recognize that they had inventions. Identifying and protecting these inventions is of paramount importance for Inventors, Engineers, Scientists, Entrepreneurs and Independent Innovators.

Come and hear yourself in order to understand how best you can protect your inventions and innovations and the strategies to acquire and to commercialize your intellectual property rights.

The talk will first deal with protecting inventions and acquiring your intellectual property rights, and will include the filing of patent applications locally and overseas, prosecution of patent applications in Malaysia and overseas, and the pitfalls to avoid when filing and prosecuting patent applications.

The second half of the talk is on how trademarks are used for the commercialization of intellectual property rights, and will cover Trademark practices in Malaysia, including the filing and prosecution of trademarks applications, the obstacles faced in the prosecution of trademarks applications and how to avoid pitfalls in registering trademarks as a commercial signage for an enterprise. The talk will also cover the new Trademarks Act, 2019 which came into force on 27th December 2019.

Biodata of Speakers

Mr. Tan Sin Su is the Managing Director of Quality Oracle Group. He is the National Secretary General of the SME Association of Malaysia. Mr. Tan started his career as a design engineer in 1980 with ASEA (now ABB). Mr. Tan was an adjunct lecturer on the executive MBA programme of Universiti Malaya from 1990 to 1994. He was Head, Corporate Finance of a group of three public listed companies before starting his own practice in 1993. He now focuses substantially on intellectual property related works.

He is the author and copyright owner of the book “Making a Mark” which can be downloaded from the website of World Intellectual Property Organisation (WIPO).

Mr. Ong Chui Koon is the Executive Director of Quality Oracle Group. Prior to his retirement from the public sector on 1st January 2013, he was a Senior General Manager and a Senior Principal Consultant at the Intellectual Property Centre of SIRIM Berhad. In his previous capacity as a Senior Principal Consultant, Mr. Ong had served as an IP Consultant from 2000 to 2012 to the Ministry of Science, Technology and Innovation (MOSTI), Malaysia, and advises the government on issues relating to IP rights protection in Malaysia and overseas.

He was a Senior Patent Examiner from 1986 to 1996 and as a Special Consultant to the Ministry of Domestic Trade and Consumer Affairs (MDTCA) to help set up the Patent Examination Department in MDTCA (Now known as the Intellectual Property Corporation of Malaysia, i.e. MyIPO). Mr. Ong was a resource person for the World Intellectual Property Organization (WIPO) and was a guest lecturer at the Faculty of Science, University of Malaya, and an adjunct lecturer at the Faculty of Law, Universiti Kebangsaan Malaysia.

Mr. Ong is a co-author of the books “Intellectual Property Protection of Traditional Medicine and Treatments in Malaysia” in “Perspectives on Intellectual Property, Volume 6, Sweet and Maxwell, London, 1999” and “Indigenous Rights and Forest Products” in “Indigenous People’s Knowledge Systems and Protecting Biodiversity”, Advanced Professional Course, Kuala Lumpur, 2004.

Ir. Frankie Chong
Chairman
Seniors Special Interest Group

Ir. Vignaewaran A/L Shanmuganathan
Chairman
Consulting Engineering Special Interest Group

ANNOUNCEMENT TO NOTE FEES

Members

Administrative Fee :

Online	RM15
Walk In	RM20

Non-Members

Registration Fee: RM50
Administrative Fee: RM20

Limited seats are available on a "first come first served" basis (Maximum 60 participants).

- To secure your seat, kindly register online at www.myiem.org.my

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