

LES Asia Pacific Regional Conference

# The Emerging IP Deals and Opportunities in Asia

Pre-Conference Workshop 9th November 2011 - IP Academy, Singapore

Conference and Workshops 10th - 11th November 2011 - Maxwell Chambers, Singapore



Photo courtesy of Singapore Tourism Board

Supporting Organizations:



Supporting Organization for Workshops 1:



Sponsors:

Platinum



Gold



Silver



Bronze



## WELCOME MESSAGE



Dear Colleagues,

It is my great pleasure to invite you to join us for the Asia Pacific Regional Conference 2011 to be held in Singapore in November this year.

The Theme of the Conference is "The Emerging IP Deals and Opportunities in Asia" which we hope will provide our friends not only in Singapore but in the Asian region the chance to share developments and insights on the latest that is happening in licensing and IP. We have planned an integrated yet diverse range of plenary topics as well as panel sessions to allow for interaction and discussion.

We have 4 workshops specially designed to target special areas for more in depth coverage of these subjects. We also have an optional pre-conference course Licensing 101 which covers a practical approach to the fundamentals of licensing contracts & IP.

With the support of LES Philippines and LES Japan who have been key partners in this endeavour, we aim to make this a truly regional meeting and are pleased to welcome our friends from all the LES Chapters to make this a great event for education, networking and building of ties. We are also grateful for LES China and their active participation in the programme.

Come to bright & sunny Singapore and make this your hub for harnessing IP in the region. I look forward to seeing you all and welcoming you personally to Singapore.

For my fellow LES members in Singapore I hope to see you there. Please join me in making this a memorable conference for all.

Best regards,

**Audrey YAP**

President of LES Singapore

Chair of the Asia Pacific Committee, LESI

## PRICE

	Early Bird (Sign Up by 15 Sept)			Sign Up after 15 Sept		
	Member	Supporting Organisation	Non-Member	Member	Supporting Organisation	Non-Member
<b>Pre-Conference Workshop : Introduction to Licensing</b>	\$500	\$650	\$700	\$600	\$750	\$800
<b>Conference</b>	\$595	\$795	\$845	\$695	\$895	\$945
<b>1 Workshop</b>	\$300	\$350	\$400	\$400	\$450	\$500
<b>2 Workshops</b>	\$500	\$650	\$700	\$600	\$750	\$800
<b>Conference &amp; Workshops</b>	\$995	\$1,195	\$1,245	\$1,095	\$1,295	\$1,345

## SPONSORSHIP OPPORTUNITIES

Sponsorship Categories	Sponsorship Amounts in SGD (\$)		
	BRONZE	SILVER	GOLD
	\$1,500	\$4,000	\$5,500
Acknowledgement on conference brochure	x	x	x
Complimentary invitation to cocktail reception (2 pax)	x	x	x
Discount off full conference fees	10%	10%	10%
Complimentary tickets (2 pax)		x	x
Conference gift sponsor		x	
Exhibition Booth			x

# DRAFT PROGRAMME

## 9 November 2011 (held at IP Academy)

Pre-Conference Workshop : Introduction to Licensing

## 10 November 2011

8:30am - 9:00am Registration

9:00am Conference starts

### Opening Address

Speaker : Ms Audrey Yap, President, LES Singapore and Managing Partner, Yu Sam Audrey & Partner

### Keynote: "IP Financing in the 21st Century"

Speaker : James E. Malackowski, President ELECT, LES International and Chairman & CEO, Ocean Tomo LLC

### Emerging IP Strategies in Asia

Moderator : Audrey Yap, Partner, Yu Sam Audrey & Partners

Speakers :

- Alfred Kwok, President, China International IP Services
- Hitoshi Yoshino, MD, Japan IP Network

### Challenges for IP Due Diligence in Emerging Markets

Moderator : Chiew Yu Sam, Partner, Yu Sam Audrey & Partners

Speakers :

- Guy Proulx, MD, Transpacific-IP
- Ning Ling Wang, Partner, Finnegan, China
- Daniel Collopy, Senior Specialist Counsel, IP Academy

### Growing the IT industry - innovative licensing and business models

Moderator : Sheena Jacob, Partner, Head of IP, ATMD Bird & Bird LLP

Speakers :

- Wee Choo Hua, Regional Director for Software Policy, Corporate Affairs, Microsoft
- Rajesh Sreenivasan, Partner, Head Technology, Media and Telecomms, Rajah & Tann LLP
- Goh Seow Hiong, Executive Director, Global Policy and Government Affairs, Asia Pacific, Cisco Systems

1:00pm Lunch (Sponsored by Exploit Technologies Pte Ltd)

### New IP Financing Model for Asia

Moderator : Dr. Alex Yu, Founder & Chief Knowledge Strategist, K-Strategian LLP

Speakers :

- James E. Malackowski, Chairman, & CEO, Ocean Tomo LLC
- David Llewelyn, Practice Professor of Law, SMU and Deputy Chairman & External Director, IP Academy
- Arthur M. Nutter, CEO, TAEUS International Corporation

### Fostering greater University-Industry collaborations in the Life Sciences

Moderator : Suresh Sachi, General Counsel, A\*STAR

Speakers :

- Ferdinand Negre, President LES Philippines
- Dr Guy Heathers, Head of Biz Dev. Cancer Research Campaign Technology
- Peter L. Dolan, Head of Patents, Sanofi-Aventis Singapore Pte. Ltd
- Dr Phil Kearney, Director, Licensing & External Research, Merck & Co.

### WIPO Survey on Dispute Resolution in Technology

#### Transactions

Speaker : Ignacio deCastro, Deputy Director, WIPO Arbitration & Mediation Center

### Recent Court Decisions and ADR Cases

Moderator : Patricia Bunye, VP LESI and LES Philippines

Speakers :

- Yang Guoxu, Deputy Head, Legal Division, CCPIT Patent & Trademark Law Office, China
- Russell Levine, Partner, Kirkland & Ellis LLP, US
- Junichi Yamazaki, President, LES Japan and Partner, Miyake & Yamazaki, Japan

5:30pm Conference ends

6:00pm Networking Cocktail reception (Sponsored by Taeus International Corporation)



## LES ASIA PACIFIC REGIONAL CONFERENCE

The Emerging IP Deals and Opportunities in Asia  
9 to 11 November 2011

11 November 2011

9:00am Start of Workshop 1 & 3

### WORKSHOP 1 - Conflict Resolution in Patent Disputes - Litigation, Arbitration, and International Comparisons

Speakers :

- Ignacio de Castro & Leandro Toscano, WIPO
- Trevor Cook, Partner, Bird & Bird
- Russell Levine, Partner, Kirkland & Ellis LLP, US
- Mr Yang Guoxu, Deputy Head, Legal Division, CCPIT Patent & Trademark Law Office, China
- Dedar Singh Gill, Partner, Drew & Napier LLC
- Richard Tan, Consultant, International Arbitration, Stamford Law Corporation

### WORKSHOP 3 – Using Valuation Tools to Help Structuring and Negotiating Financial Terms in Technology Licenses.

Speaker:

Dr Alex Yu, Founder & Chief Knowledge Strategist,  
K-Strategian LLP

2:00pm Start of Workshop 2 & 4

### WORKSHOP 2 – Copyright Licensing

Speaker:

Prof. Mary Wong, Professor of Law, Director, Franklin Pierce Center  
for Intellectual Property, Chair, Graduate Intellectual Property  
Programs

### WORKSHOP 4 - From Mind to Market - Essential Tools for IP Marketing

Speaker:

Dr Sze Tiam Lin, Director, IPI Limited

## LOCATION



### Maxwell Chambers, Singapore

32 Maxwell Road, #03-01, Singapore 069115

### How to get there

#### Via MRT

EW35 - Tanjong Pagar

#### Via Bus

Alight on Robinson Road - Opp SIA Building  
10, 70, 75, 97, 100, 107, 10E, 128, 130, 162, 196, 531, 538, 539,  
544, 545, 552, 553, 554, 566, 585, 589, 868, 97E, 196E

### Hotels Nearby

#### Scarlett Hotel

33 Erskine Road, 069333.  
Rates Start from \$210++ per night  
Contact reservations on 6511 3333

#### The Club Hotel

28 Ann Siang Road, 069708  
Rates Start from \$225++ per night  
Contact reservations on 6808 2188

#### M Hotel

81 Anson Road, 079908  
Rates Start from \$270++ per night  
Contact reservations on 6500 6161

[Click here to register](#)

Or email [secretary@les-singapore.org](mailto:secretary@les-singapore.org)  
for more information.

#### CANCELLATION POLICY:

- No cancellations allowed and no shows are liable for the full conference fee.
- You may send a substitute to attend in your place at no extra charge.