

LES REGIONAL CONFERENCE @ 9 - 11 NOV 2011

Theme: The Emerging IP Deals and Opportunities in Asia

9 Nov 2011 (Wednesday) - PRE-CONFERENCE WORKSHOP

LES Singapore Licensing Fundamentals

Venue: IP Academy, Singapore
7 Maxwell Road, #05-01A
Annexe B, MND Complex
Singapore 069111

This is an introductory course and it is designed for those with little or no prior experience in licensing. It is specifically aimed at non-licensing professionals, entrepreneurs who need to understand IP and licensing basics and students interested in learning the basics of IP and licensing as an IP commercialisation tool.

This course covers certain fundamentals of IP and IP Licensing and is made up of 4 broad areas: Introduction & IP basics; Introduction to licence agreements; Financial Terms: licence fees & royalty rates and an overview of different valuation methods; Living with the Deal; risk management; and dispute resolution.

At the end of the course, participants should have basic knowledge on the concepts and steps used in the licensing of IP. Participants should be able to:

- Understand basic vocabulary, legal concepts and processes for IP and Licensing
- Understand the basic principles of different valuation approaches
- Recognize the essential issues in licensing agreements
- Have a better understanding of how to manage IP and license agreements after the deal is made

| INTRODUCTION TO LICENSING | |
|---------------------------|-------------------------|
| TIME | PROGRAMME |
| 8:45 AM | Registration |
| 9:00 AM | Basic IP 101 |
| 10:15 AM | TEA BREAK |
| 10:30 AM | Basic IP 101 |
| 11:15 AM | Valuation |
| 12:45 PM | LUNCH BREAK |
| 2:00 PM | Licensing |
| 3:30 PM | TEA BREAK |
| 3:45 PM | Negotiations |
| 4:30 PM | Living with the Deal |
| 5:15 PM | END OF WORKSHOPS |

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10 Nov 2011 (Thursday) – MAIN CONFERENCE

Venue: Maxwell Chambers, Singapore
 32 Maxwell Road, #03-01
 Singapore 069115

| MAIN THEME: THE EMERGING IP DEALS AND OPPORTUNITIES IN ASIA | |
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| TIME | PROGRAMME |
| 8:30 AM | Registration |
| 9:00 AM | <p>Opening Address</p> <p>Audrey Yap, President, LES (Singapore) and Managing Partner, Yu Sarn & Audrey & Partners</p> |
| 9:30 AM | <p>Guest of Honour Address</p> <p>BG (NS) Tan Yih San, Chief Executive/Director-General, Intellectual Property Office of Singapore</p> |
| 9:45 AM | <p>Keynote: “IP Financing in the 21st Century”</p> <p>James E. Malackowski, President ELECT, LES International and Chairman & CEO, Ocean Tomo LLC</p> |
| 10:15 AM | TEA BREAK |
| 10:45 AM | <p>Emerging IP Strategies in Asia</p> <p><i>The demand for technology and IP is rapidly growing in companies and organisations across Asia, particularly with the rising awareness of IP and its value. Often due to the lack of resources and knowledge necessary for technology and IP transfers to take place, exchange of technology and IP between those that have IP and those that need IP and technology is not effectively promoted. Our speakers on this Panel will share through practical cases their experiences with IP acquisition and IP licensing. The speakers will also touch on success factors such as geographical proximity and discuss why technology and IP transfer within the region of Asia has a higher probability of success than through deals with Europe and US. Our Speakers will discuss untapped valuable opportunities which can be realized by a closely linked ‘infrastructure’ for technology and IP transfer in the region of Asia.</i></p> <p>Moderator: Audrey Yap, Managing Partner, Yu Sarn Audrey & Partners - Alfred Kwok, President, China International IP Services - Hitoshi Yoshino, MD, Japan IP Network</p> |

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| 11:30 AM | <p>Challenges for IP Due Diligence in Asia</p> <p><i>As IP increases in importance in business transactions in Asia, the need for clarity and certainty as to IP rights becomes critical. This has turned the spotlight on IP due diligence as a key process to ascertain and verify the nature, scope, relevance and value of IP assets being transacted. With differences in language, legal systems, institutions and cultural attitudes towards intellectual property, Asia's diversity presents challenges to practitioners and businesses that need to conduct due diligence on IP in this environment. Our panel of speakers will share their different perspectives and experiences in relation to IP due diligence in Asia.</i></p> <p>Moderator: Chiew Yu Sarn, Partner, Yu Sarn Audrey & Partners - Russell Boltwood, EVP/General Counsel, Transpacific-IP - Ning Ling Wang, Partner, Finnegan - Daniel Collopy, Senior Specialist Counsel, IP Academy</p> |
| 12:15 PM | <p>Growing the IT Industry – Innovative Licensing and Business Models</p> <p>Moderator: Sheena Jacob, Partner, Head of IP, ATMD Bird & Bird LLP - Wee Choo Hua, Regional Director for Software Policy, Corporate Affairs, Microsoft - Rajesh Sreenivasan, Partner, Head Technology, Media and Telecoms, Rajah & Tann LLP - Goh Seow Hiong, Executive Director, Global Policy and Government Affairs, Asia Pacific, Cisco Systems</p> |
| 1:00 PM | <p>LUNCH (Sponsored by Exploit Technologies Pte Ltd)</p> |
| 2:00 PM | <p>New IP Financing Model for Asia</p> <p><i>With the recognition that IP has value, there has been significant interest in the new forms of financing & monetising IP. The Speakers on the Panel will share their perspectives on IP Financing in Asia whether as practitioner, entrepreneur or academic. They will be discussing data on trends observed and new models that have utilised or which they have had experience with and what models will or will not work in Asia.</i></p> <p>Moderator: Audrey Yap, Managing Partner, Yu Sarn Audrey & Partners - 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</p> |

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| 2:45 PM | <p>Fostering greater University-Industry collaborations in the Life Sciences Moderator: Suresh Sachi, General Counsel, A*STAR - Ferdinand Negre, President LES Philippines - Dr Guy Heathers, Chief Business Officer, Cancer Therapeutics CRC Pty Ltd - Peter L. Dolan, Head of Patents, Sanofi-Aventis - Dr Phil Kearney, Director, Licensing & External Research, Merck & Co</p> |
| 3:45 PM | <p align="center">TEA BREAK</p> |
| 4:00 PM | <p>WIPO Survey on Dispute Resolution in Technology Transactions Ignacio deCastro, Deputy Director, WIPO Arbitration & Mediation Center</p> |
| 4:30 PM | <p>Recent Court Decisions and ADR Cases Moderator: Patricia Bunye, VP LESI and LES Philippines - 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 - Sunita K. Sreedharan, SKS Law Associates, India</p> |
| 5:30 PM | <p align="center">END OF CONFERENCE</p> |
| 6:00 PM | <p>NETWORKING RECEPTION (Sponsored by Taesus International Corporation) Venue: Boulevard Restrobar, 28 Maxwell Road, #01-03 Red Dot Traffic Building, Singapore 069120 (Tel) +65 6327 4338</p> |

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11 Nov 2011 (Friday) – CONFERENCE WORKSHOPS

Venue: Maxwell Chambers, Singapore
 32 Maxwell Road, #03-01
 Singapore 069115

| STRATEGIES & TOOLS FOR LICENSING | | |
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| TIME | WORKSHOP PROGRAMME | |
| 9:00 AM | WORKSHOP 1 Conflict Resolution in Patent Disputes - Litigation, Arbitration, and International Comparisons A Joint Workshop with LES Singapore and WIPO (Workshop ends at 13.10 PM) | WORKSHOP 3 Using Valuation Tools to Help Structuring & Negotiating Financial Terms in Technology Licenses Speaker: Dr Alex Yu, Founder & Chief Knowledge Strategist, K-Strategian LLP |
| 12:30 PM | LUNCH BREAK | |
| 2:00 PM | WORKSHOP 2 Copyright Licensing Speaker: Prof. Mary Wong, Professor of Law, Director, Franklin Pierce Center for Intellectual Property, Chair, Graduate IP Programs | WORKSHOP 4 From Mind to Market - Essential Tools for IP Marketing Speaker: Dr Sze Tiam Lin, Director, IPI Limited |
| 5:30 PM | END OF WORKSHOPS | |

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**Workshop 1 - Conflict Resolution in Patent Disputes - Litigation,
Arbitration, and International Comparisons**

A joint program of LES Singapore
and
WIPO Arbitration and Mediation Center

09:00 – 09:10 Welcome and Introduction
Audrey Yap, President LES Singapore

Session I

09:10 – 09:50 Patent Litigation in Europe and USA

*- Patent Litigation in Europe and Last Developments of an EU/EP Patent
Litigation System*
- Patent Litigation in USA

Speakers: Trevor Cook, Europe
Russell Levine, US

09:50 – 10:00 Q & A

10:00 – 10:20 Coffee Break

10:20 – 11:00 Patent Litigation in Asia

- Patent Litigation in Singapore
- Patent Litigation in China

Speakers: Dedar Singh, Singapore
Yang Guoxu, CCPIT, China

11:00 – 11:10 Q & A

Session II

11:10 – 13:00 Alternatives to the Courts – Arbitration and Mediation of Patent Disputes

*- Arbitration and Mediation in International Patent Disputes:
WIPO Mediation and Arbitration Services and Case Experiences*
- Best Practices in Mediation/Arbitration of Patent Disputes

Speakers: Ignacio de Castro
Russell Levine

13:00 – 13:10 Q & A

13:10 End of Workshop

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WORKSHOP 2 - Copyright Licensing

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

Abstract:

With the growth of new technology and the increasing economic importance of the software, movies, music and entertainment industries, the licensing of copyrighted content has become an important part of doing business with corporations in these fields. While each industry has developed specific practices and methodologies particular to its field of operations, certain fundamental copyright concepts - and standard mechanisms for handling them - are essential knowledge for intellectual property practitioners, business managers and licensing executives. This workshop will explore some important principles of copyright law and discuss the standard language, contractual clauses and legal issues that arise in relation to their application in licensing practice. Key licensing terms and real-world issues will be highlighted through sample contracts and clauses ranging from copyright assignments to open source licenses.

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

Abstract:

One of the major challenges in technology licensing is knowing how much to charge/pay for the technology under negotiation. The structure of the license payment terms has a strong impact on the risks taken on by the licensees and on the rewards shared by each party. By structuring win-win financial terms in a license agreement, the negotiation process should become much less antagonistic. In this workshop, the structuring of the financial terms and the use of various valuation models will be examined. A case study will be used to demonstrate the use of advanced valuation methodologies (Discounted Cash Flow, Decision Tree and Real Option) on determining technology value within a business model. Translation of the insights and results gained through the valuation process into financial terms and negotiation tactics will be discussed.

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

Speaker: Dr Sze Tiam Lin, Director, IPI Limited

Abstract:

With growing investment in public R&D and the generation of Intellectual Property (IP), there is increased attention to bring IP to market and extract its economic value. A variety of IP marketing services have grown in recent years as organizations seek to find new ways to market and commercialize their IP. This workshop provides a good overview and introduction to the essentials of bring IP to the market place. The course will cover essential steps involved in IP marketing ranging from developing technology brochure, email and website marketing, and marketing through various platforms from tradeshows & exhibitions to strategic industry outreach programs. It will elaborate on various emerging platforms such as IP exchange, IP market place including IP auctions. The workshop is intended for those who have basic understanding of IP and who are involved in technology management and transfer and wish to strategize and bring their R&D and IP to the market.