

Date: 22 July 2011 (Friday)

Time: 12.00pm – 1.30pm

## BUSINESS OUTREACH

Lunch will be provided after the talk.

FREE copy of the IP Academy's "Essential of IP for Dummies" will be given to each participant.

### WHY YOU SHOULD ATTEND

Singapore Zoological Gardens and the Night Safari are world famous. But did you know that other than its very visible "tangible" assets (from anteaters to zebras), the Singapore Zoo uses its "intangible" assets - its brands, logos and designs (its intellectual property or IP) - as an integral part of its successful outreach and business strategies.

From the well known "Night Safari Eyes" logo and "Singapore Zoo" logo to the perhaps lesser known "Ah Meng Kopi" logo and "Ulu-Ulu Safari Restaurant" logo, the Singapore Zoo leverages its names and brands as part of its successful business operations which includes retail, F&B, merchandising and marketing as well as its outreach programmes. All this supports the Zoo's important conservation and education objectives.

Come have a chat with folks from the Zoo and their IP advisers to find out more about the Zoo's IP, and how it uses its IP assets in its merchandising and other commercial/non-commercial arrangements.



### TARGET AUDIENCE

This business outreach is designed for SMEs and users/creators of IP.

### PROGRAMME OUTLINE

Time	Topic	Speaker(s)
12.00pm – 12.05pm	Introduction	IPA Moderator
12.05pm – 12.25pm	Presentation by the Singapore Zoological Gardens <ul style="list-style-type: none"> <li>▪ Introduction to the Singapore Zoo</li> <li>▪ IP Assets</li> <li>▪ Importance of IP to the Zoo's Strategies</li> <li>▪ Future Opportunities: Licensing</li> </ul>	Isabel Cheng, Director of Sales, Marketing & Communications, Wildlife Reserves Singapore
12.25pm – 12.45pm	Presentation by Allen & Gledhill <ul style="list-style-type: none"> <li>▪ Trade Mark Filing Strategies</li> <li>▪ Issues and Work-Arounds</li> <li>▪ Enforcement</li> </ul>	Low Pei Lin, Partner, Allen & Gledhill LLP  Isaac Tung, Partner, Allen & Gledhill LLP
12.45pm – 1.05pm	Discussions – Lessons from the Zoo: What we can learn from their IP story? (Q & A Session)	Moderated by: TBC
1.05pm – 1.30pm	Lunch	NIL

#### Venue:

National Library Board, Level 5, Imagination Room,  
100 Victoria Street, Singapore 188064  
www.ipacademy.com.sg

#### Contact Person:

Mr. Jasvinder Singh  
Tel: +65 6232 9815 (DID) +65 6221 8622 (Main)  
Email: Jasvinder\_singh@ipacademy.com.sg

Date: 22 July 2011 (Friday)

Time: 12.00pm – 1.30pm

## BUSINESS OUTREACH

Lunch will be provided after the talk.

FREE copy of the IP Academy's "Essential of IP for Dummies" will be given to each participant.

### SPEAKERS' PROFILES

**ISABEL CHENG** is the Director of Sales, Marketing & Communications with Wildlife Reserves Singapore (WRS). Since April 2004, Isabel has been responsible for the planning and implementation of the overall branding, sales, marketing and communication strategies for Singapore Zoo, Night Safari, Jurong Bird Park and the upcoming River Safari.

Isabel is also responsible for corporate sponsorships, adoptions and donations, as well as memberships across the parks.

Prior to joining Wildlife Reserves Singapore, Isabel was with Philips Consumer Electronics, Asia Pacific, Middle East & Africa for 7 years as the Director of Marketing & PR.

**LOW PEI LIN** is a Partner in Intellectual Property & Technology and a member of the IP Protection and Management Group.

Pei Lin is a Singapore Registered Patent Agent. She leads a team of patent professionals which drafts and prosecutes patent applications with the Intellectual Property Office of Singapore (IPOS) and other foreign patent offices. She is a member of Federation Internationale des Conseils en Propriete Industrielle (FICPI), and also holds the FICPI South East Asia Patent Drafting certification.

Pei Lin has been in practice for more than 13 years in the area of IP protection, portfolio and rights management. She has extensive experience in the filing and prosecution of patents, trade marks and designs. She also assists clients in the overall management and coordination of intellectual property portfolios in Singapore and worldwide. *Chambers Asia (2011)* has praised Pei Lin for her "solid working knowledge" on patent law and for her "responsive, client-oriented service". She is also recommended as a *Leading Individual* in *Chambers Asia (2011)*

Pei Lin graduated from the National University of Singapore with an LLB (Hons) degree in 1996 and joined Allen & Gledhill after being called to the Singapore Bar in 1997.

**ISAAC TUNG** is a Partner in Intellectual Property & Technology and a member of the IP Protection and Management Group.

Isaac has a wealth of expertise and experience in IP protection, portfolio and rights management. He is well versed in the filing and prosecution of patents, trade marks and designs applications, and shares his valuable expertise with his clients in their overall management of their intellectual property portfolios in Singapore and worldwide. Isaac regularly conducts IP audits for his clients.

Isaac is a member of the Licensing Executives Society (Singapore) and serves as a member of the Ethics Review Committee of the Singapore Polytechnic

## TERMS & CONDITIONS

### Registration

Please complete the form below and fax it to (65) 6221 8601 or email: [jasvinder\\_singh@ipacademy.com.sg](mailto:jasvinder_singh@ipacademy.com.sg). Alternatively you could register at: <http://www.ipacademy.com.sg>

### Withdrawals

The Organiser will refund 75% of the course fees if written notice of withdrawal is received at least 1 week before the commencement of the course. The remaining 25% will be charged as an administration fee. No refund will be made for any withdrawal after this period except in mitigating and extenuating circumstances (e.g. bereavement, illness, work exigencies), subject to management's approval. Documentary evidence must be produced in such circumstances.

Substitutions are welcome at any time. However, such requests must be made to the IP Academy in writing.

### Cancellation & Refund

The Organiser reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Organiser. The IP Academy reserves the right to make changes to the programme.

### Payment

Payment is required before the start of the course or within 14 days of receipt of invoice, whichever is earlier.

All cheques should be crossed and made payable to "IP Academy". Kindly write the course title at the back of the cheque. Cheques should be mailed to: IP Academy (Singapore), 7 Maxwell Road #05-01A, MND Complex, Annexe B, Singapore 069111, Attention: Accounts Dept

## IN-HOUSE PROGRAMMES

The IP Academy (Singapore) can customise in-house programmes for your organisation. Feel free to contact us at (65) 6221 8622 or email: [info@ipacademy.com.sg](mailto:info@ipacademy.com.sg) for more information.

## REGISTRATION

**"Ah Meng" Coffee? Marks, Merchandising and the Singapore Zoo**

**Date: 22 July 2011 (Friday) Time: 12.00pm – 1.30pm**

**Fees: \$15.00 (Incl. GST)**

***FREE copy of the IP Academy's "Essential of IP for Dummies" will be given to each participant.***

Participant(s) Name	Designation	Department	Email Address
1.			
2.			
3.			
Name of Organisation:			
Organisation Address:			
Contact Info	Office Tel	Mobile	Fax

**How did you know  
about this  
programme?**  
*(You may tick more than  
one)*

- ☐ IPA Website
- ☐ World of Mouth
- ☐ Email Alert By: \_\_\_\_\_
- ☐ Publication: \_\_\_\_\_
- ☐ Others: \_\_\_\_\_

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

---

Signature & Date