

# BUSINESS

## WHY YOU SHOULD ATTEND

Intellectual property (IP) is important for everyone. And IP need not be confusing.

To understand IP is to know that inventions, brands, creative works – things that come from inventiveness and creative effort – are assets with value.

Yes, the law and system protecting these assets may be complicated to understand at first, but there are a few basic rules and key “must-knows” that can help you and the organisation you work for better use these assets in a practical way.

The inventions are the intellectual assets with value and they need patent protection to safeguard the business interest in them. This course will introduce you to patents: how to get a patent and how to use a patent.

Join us at IP Academy for our foundation level programme ‘Patents in a Nutshell With Case Study’ and allow us to make patent protection for your inventions practical and real to you.

## PROGRAMME OUTLINE

Programme Title	Time	Duration	Speaker
Patents in a Nutshell With Case Study	10.45am – 12.15pm	1.5 hrs	Mr. Daniel Collopy Special Counsel Patents Department Ella Cheong Spruson & Ferguson

This programme is inclusive of a short case study discussion at the end to highlight the relevance of the knowledge learned about patents to the day-to-day business issues.

The ‘Patents in a Nutshell With Case Study’ programme is also one of the modules of our 1-day foundation level ‘NUTS About IP with Case Studies’ programme.

## PERFORMANCE OBJECTIVES

‘Patents in a Nutshell with Case Study’ programme aims to provide the following information to the participants:

- The “must-knows” about patents
  - What is owned by the patent
  - How to obtain a patent
  - Parts of a patent application
  - Legal requirements- novelty, inventive step & industrial application
  - How do the patents create value
  - Do’s & don’ts of patenting

Course Fee:  
S\$153/- per person  
(Excl. GST)

### Venue:

IP Academy (Singapore), 51 Bras Basah Road, #06-04  
Manulife Centre, Singapore 189554  
www.ipacademy.com.sg

### Contact Person:

Ms. Chhavi Kulshrestha  
Tel: +65 6330 8690 (DID) Fax: +65 6221 8601  
Email: chhavi\_kulshrestha@ipacademy.com.sg

## BUSINESS

### TARGET AUDIENCE

Anyone who wants to know the basics of patent protection.

### SPEAKERS' PROFILE

**Mr. Daniel Collopy**  
Special Counsel, Patents Department  
Ella Cheong Spruson & Ferguson (Singapore) Pte Ltd

**DANIEL COLLOPY** is a Special Counsel at the Singapore firm of Ella Cheong Spruson and Ferguson and has been a Senior Specialist Counsel at IP Academy (Singapore) and an IP Consultant with Exploit Technologies Pte Ltd. He had served as a criminal litigator for five years before moving to the Intellectual Property Law field. In IP, Mr. Collopy has worked in both law firms and multinational corporations. During almost a dozen years as an in-house IP attorney with Motorola Inc., Mr. Collopy worked for the paging, cellular phone and semiconductor businesses.

He also served five years as Asia Pacific Intellectual Property Counsel, providing counsel for all of Motorola's Asia Pacific entities while lobbying and negotiating cellular and paging standards with governments in Japan, South Korea, Taiwan and the People's Republic of China. In 2000, Mr. Collopy joined Advanced Micro Devices, Inc., serving as Associate General Counsel and handling the formation and Initial Public Offering of AMD's memory product subsidiary, Spansion LLC. In 2004, Mr. Collopy left AMD and became Vice President with the law firm of Ingrassia, Fisher & Lorenz.

Mr. Collopy has lectured on IP issues in Australia, England, Singapore, India, Japan, South Korea and Taiwan and at the Golden Gate University in San Francisco, as well as Washington & Lee University School of Law (his alma mater) in Virginia.

Course Fee:  
S\$153/- per person  
(Excl. GST)

## **TERMS & CONDITIONS**

### **Registration**

Please complete the form below and fax it to (65) 6221 8601 or email: [chhavi\\_kulshrestha@ipacademy.com.sg](mailto:chhavi_kulshrestha@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 and accidents), 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. IP Academy reserves the right to refuse entry to participants who have not made payment of the course fees.

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), 51 Bras Basah Road, #06-04 Manulife Centre, Singapore 189554.

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 FORM

### Patents in a Nutshell with Case Study

Date: 27 Aug 2012      Time: 10.45am – 12.15pm (The registration will start at 10.15am)

Fee: S\$153/- per person (Excl. GST)

Participant(s) Name	Designation	Department	Email Address
1.			
2.			
3.			
<b>Name of Organisation:</b>			
<b>Organisation Address:</b>			
<b>Contact Info</b>	<b>Office Tel</b>	<b>Mobile</b>	<b>Fax</b>
<b>How did you know about this programme?</b> (You may tick more than one)	<input type="checkbox"/> IPA Website <input type="checkbox"/> Word of Mouth <input type="checkbox"/> Email Alert By: _____ <input type="checkbox"/> Publication: _____ <input type="checkbox"/> Others: _____		

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

---

Signature & Date