

## SEMINAR PROGRAM

**DATE: 24 SEPT 09 (THURSDAY)**

- 1.30 pm Registration  
2.05 pm Welcome Remarks  
2.10 pm Ms Yew Woon Chooi  
Rodyk & Davidson LLP  
2.40 pm Mr Soh Kar Liang Ella  
Cheong Spruson &  
Ferguson  
3.10 pm Tea Break & Networking  
3.40 pm Mr Wun Rizwi  
KhattarWong & Partners  
4.10 pm Ms Low Jin Wei  
Intellectual Property Office  
of Singapore  
4.25 pm Mr Patrick Chang  
SimplyWills  
4.40 pm 1:1 session with individual  
speaker  
5.00 pm End of event

### VENUE

Orchard Hotel Singapore  
442 Orchard Road  
Level 2 – Lavender Room

R.S.V.P

Please TICK as appropriate:

**RSVP Deadline : Monday, 21 Sept 09**

- FLA Member : S\$35 per person  
 SCCC Member : S\$50 per person  
 FLA & SCCC Non-member/Guest :  
S\$65 per person

Name 1

Designation

Company

Email & Mobile

Name 2

Designation

Company

Email & Mobile

Cheque #

Amount S\$

**\*\*\*All reserved seats are taken as FINAL & must be paid for. "No-Show" will be billed. No refunds after the RSVP deadline.**

Please crossed CHEQUE to "FLA (SINGAPORE)" and MAIL to:  
Franchising and Licensing Association  
Singapore, 230 Victoria Street, #07-03  
Bugis Junction Office Tower, Singapore 188024

# FLA LEGAL SEMINAR

Supporting Organiser:



**L**AW can be complex, mind challenging and time consuming when not resolved aptly and thus become burdensome for some businesses. In which case, it is no wonder that law firms are the foremost places where businessmen turn to for answers and solutions.

Now you can turn to FLA that offers the best value for your time investment in this seminar to learn from our panel of speakers, who are lawyers and advisors, to impart wisdom, equip you the correct tools to make sound business decisions, provide timely information on current legal issues and practical suggestions that best suit your business and individual needs:

### **"Understanding Intellectual Property issues relating to Franchising"**

*Ms Yew Woon Chooi  
Patent Agent & Partner  
Rodyk & Davidson LLP*

The talk will cover the different IP rights relating to the systems, materials, documents and other aspects of franchising.

There will also be discussion on cases of IP disputes to highlight the importance of understanding the need to protect and understand intellectual property.

### **"IP Indemnities – Licensee Empowerment"**

*Mr Soh Kar Liang  
Director  
Ella Cheong Spruson & Ferguson*

One of the most important underpinnings of a franchise/licence agreements is the licensed right itself. The right needs to be safeguarded against validity attacks and infringement. The safeguard often takes the form of indemnities from the licensor.

This session will throw light on some of the key concerns, practical issues and potential pitfalls relating to such indemnities.

### **"The Importance of Adequate Preparations When Going Overseas Cannot Be Over Emphasized. This session will seek to introduce a basic checklist for entrepreneurs going overseas"**

*Mr Wun Rizwi  
Head, IP & Technology  
KhattarWong & Partners*

This session will introduce a basic working template that covers all main issues that interested parties should be well aware of:

- IP rights
- Land Law issues
- Payment issues
- Commercial Terms

### **"IP Management Programme For SMEs"**

*Ms Low Jin Wei.  
Senior Executive  
Enterprise Development, IPOS*

IPOS will be speaking about the Intellectual Property Management for SMEs Programme, a funding programme jointly managed by SPRING Singapore and IPOS for local small & medium enterprises.

### **"Benefits of writing a 'Will'"**

*Mr Patrick Chang, Founder, SimplyWills*

Writing a will is an important and yet neglected part of financial planning. Some of us are not aware of the adverse consequences of not having a valid will when we pass on whereas the rest of us are simply procrastinating. In this presentation, you will get to understand some undesirable consequences of not having a valid will, the benefits of having one and some practical pointers when writing one.