

In Partnership with



**DESIGN
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ENTERPRISES**

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**SINGAPORE
DESIGN
FESTIVAL2009**

MAKE YOUR MARK | ACHIEVE YOUR DESIGNS

Intellectual Property (IP) is a key business tool that can enhance profit margins, market share, and name recognition. In addition to trade marks and patents, an important aspect of intellectual property is Industrial Designs.

In Partnership with Design for Enterprises and a partner of Singapore Design Festival 2009, **ELLA CHEONG SPRUSON & FERGUSON** (ECSF) would like to invite you to our seminar which will provide a better understanding of your IP Rights.

TOPICS

- **Make Your Mark | Achieve Your Designs**
By Trade Marks & Designs Department of ECSF
- **Knowing your Patent Rights**
By Dr Michael Koch, Director of ECSF
- **Business Expansion by Leveraging Intellectual Assets**
By Mr John Ong, FT Consulting
- **Panel Discussion**

SEMINAR DETAILS

Date: Monday, 30 November 2009
Time: 2.00pm to 5.30pm
Venue: 140 Hill Street, MICA Building | Level 2, Esplanade Room
Registration Fee: Free (*pre-registration only*)

To Register

If you are responsible for the Intellectual Property Management in your organisation, please confirm your participation by completing the registration form.

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SPEAKERS PROFILES

MR JOHN ONG

MANAGING DIRECTOR, FT CONSULTING PTE LTD

John has been developing and managing franchises since 1992. He was a pioneer in the Singapore Government's first Franchise Development Centre, and a Senior Consultant with Ernst & Young Consultants, before becoming an Executive Director of a regional franchise Company, Cyclelink. Aside from managing FT Consulting, John is also the Managing Director of Ya Kun International, a food service company that runs a chain of Singapore-style cafés. He is responsible for the latter's franchise management, international business development and intellectual property management. Today, Ya Kun directly or indirectly operates more than 50 outlets in Singapore, Japan, South Korea, Indonesia, Taiwan, Vietnam and the Philippines. [Click here](#) for more about John.

MR SOH KAR LIANG

DIRECTOR, ECSF

Kar Liang is a Singapore Registered Patent Agent and the first Singaporean to be appointed by the World Intellectual Property Organisation as a domain name panellist to adjudicate domain name disputes under the Uniform Dispute Resolution Policy. He is a domain name panelist of the Regional Arbitration Centre of Kuala Lumpur and has also passed the qualifying examinations for registration as a Patent Agent in Malaysia. A graduate of the National University of Singapore, Kar Liang is an intellectual property and information technology legal specialist. In his years of practice as an advocate and solicitor of the Supreme Court of Singapore in these complex niche areas, he has represented, guided and supported key client accounts from diverse fields ranging from high-tech microprocessors to consumer food and beverage industries in both contentious and non-contentious matters along the IP value chain. He is also an accredited mediator of the Singapore Mediation Centre. [Click here](#) for more about Kar Liang.

DR MICHAEL KOCH

DIRECTOR/ HEAD OF ELECTRICAL & MECHANICAL, PATENT DEPARTMENT, ECSF

Michael is a Director of the firm and a Principal of our associated Australian firm, Spruson & Ferguson. Michael is based permanently in Singapore where he is Head of the Electrical & Mechanical group. Michael has considerable technical expertise in the fields of semiconductor technology, photonics, electronics, telecommunications, computer systems, business processes and systems, and applied physics. He is an experienced patent attorney specialising in drafting and prosecuting patent applications internationally, including in South East Asia, USA, Europe, Australasia and China. Michael has been acting on behalf of many corporate and research institution clients in the creation and management of international patent portfolios. Michael also has considerable experience in patent litigation actions in the Singapore High Court, and in patent revocation practice before the Intellectual Property Office of Singapore. [Click here](#) for more about Michael.

MR KEVIN WONG

DIRECTOR/ CO-HEAD OF TRADE MARKS & DESIGNS DEPARTMENT, ECSF

Kevin graduated with a Bachelor of Laws (Hons) Degree from the National University of Singapore and is admitted as an Advocate and Solicitor of the Supreme Court of Singapore, and as a Solicitor in England and Wales. He is a Director and co-heads the Trade Marks & Designs Department of ECSF. A practising lawyer prior to joining ECSF, Kevin has acquired considerable relevant experience and insight in the field of IP from his background of trade mark prosecution, litigation and IP contracts such as copyright assignment and licensing agreements. His current areas of IP work include trade mark filing and prosecution, advice on International Registration of Trade Marks under the Madrid Protocol, and Information Technology (domain names). [Click here](#) for more about Kevin.

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Registration Fee: Free (*pre-registration only*)
 Please email/ fax your completed form by **23 November 2009**.

Company			
Tel		Fax	
Website			
Registration 1	(Mr/ Mrs/ Mdm /Ms /Dr)		
Designation		Email	
Registration 2	(Mr/ Mrs/ Mdm /Ms /Dr)		
Designation		Email	

<p>For more information</p> <p>Ms Tracy Ho +65 6341 5705</p> <p>Ms Kat Boey +65 6341 5740</p>	<p>Please email/ fax your completed form to:</p> <p>Email: events@ecsf-asia.com Fax: +65 6333 7222</p>
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Note:

- As space is limited, registration is on a first-come-first-served basis.
- We reserve the right to re-schedule or cancel the seminar if circumstances so warrant.