



The Penang Bar Continuing Professional Development Subcommittee and
the Malaysian Chapter of Licensing Executives Society ("LESM")
jointly present the

PENANG BAR INTELLECTUAL PROPERTY LICENSING SEMINAR 2024

Date: 2 Feb 2024 (Fri)

Time: 10:00 a.m. - 12:30 p.m.

(Registration will begin at 9:30 a.m.)

Venue: Penang Bar Auditorium

No. 4 Green Hall, 10200 Penang

Registration Fees (RM)

Members of the Bar:

(Less than 7 years in practice) - RM 30.00

(7 years and above in practice) - RM 50.00

Pupils-In-Chambers - RM 20.00

Licensing Executives Society Members - RM 30.00

Non-Members - RM 80.00

SUMMARY

REGISTER NOW

Intellectual property ("IP") is the cornerstone of commercial advantages, technology, and innovations, and harnessing its potential through licensing is a strategic imperative for businesses. This seminar focuses on exploring the various intricacies and nuances surrounding IP franchising and licensing. Session 1 will be a brief analysis on franchise and licence agreements followed by Session 2, which comprises of a moderated panel discussion on managing business risks arising from IP issues from the perspective of various stakeholders.

SPEAKERS

Session 1 | Navigating the ups and downs of franchising and licensing agreements



Anita Gerewal is a qualified patent, trade mark and industrial design agent and has more than 15 years' experience in handling various forms of Intellectual Property matters including Intellectual Property Litigation; Enforcement of Intellectual Property rights through government agencies; prosecution of trademark, patent and industrial design applications; opposition matters; agreements related to IP, and settlement of IP related disputes, protection and maintenance strategies of various IP rights. Anita also advises on matters relating to franchising, breach of confidential information, licensing and technology transfer agreements, computer and software agreements, domain name disputes, gaming and food regulation, personal data protection and privacy laws. Anita has presented papers on Intellectual Property law in several local seminars and conferences organised at local universities. Anita served as a member of the Group Standing Committees for Asian Patent Attorney Association (APAA) Malaysia since 2015. Anita has authored the Copyright chapter for the Lexis Practical Guidance Commercial module.



Wong Dan Yi is a registered patent, trademark and industrial agent with the Malaysia Intellectual Property Office. Dan Yi's main area of practice are Intellectual Property (IP), corporate and commercial transactions. She handles the registration and prosecution of trademarks, patents, designs and copyright in Malaysia and in other jurisdictions and advises clients on disputes relating to intellectual property rights. She also advises clients on corporate and commercial transactions, including establishment of franchises, licensing, joint ventures, incorporation and sale and purchase of businesses. She is the current Vice President of LES Malaysia Chapter.

Session 2 | Managing business risks arising from intellectual property issues



Sri Athiyan read law in Monash University (Australia) and was admitted as an Advocate and Solicitor of the High Court of Malaya in 2015. She began her career in legal practice in Messrs Skrine based in Kuala Lumpur. Her areas of practice included intellectual property law (trademark, copyright, patent, and industrial designs), franchise arrangements, personal data protection, communication and multimedia, medical devices, pharmaceuticals, and cosmetics. After close to five years of legal practice, she decided to take a leap outside of legal practice. Her interest remained and in fact grown for intellectual property. That was the time when she was approached for the role of Patent Annuities Manager in Clarivate which was a unique opportunity to lead a team of service experts to assist North American customers in managing their patent and design portfolios. She has been in the role for about three years which gave her the exposure of working with global partners in handling customers from various industries and business in relation to their patent maintenance across the globe.



Charles Bergere is an Associate General Counsel for Western Digital in Batu Kawan, where he focuses on patent development for packaging and manufacturing related inventions, as well as firmware related inventions. He works with inventors in Malaysia, as well as other countries having Western Digital design centers, such as the U.S., China and India. Before joining Western Digital, Mr. Bergere worked for NXP Semiconductors in Singapore (when it was Motorola), in China (when it was Freescale Semiconductor), and in Petaling Jaya (where Freescale became NXP). Before going in-house, Mr. Bergere worked for a Japanese patent firm in Japan and prior to that, a U.S. firm in Philadelphia, Pennsylvania. Prior to becoming an attorney, Mr. Bergere worked as an electrical engineer for Unisys Corp., where he designed chips for computers and wrote microcode to operate such chips.



Joshua Teoh is a lawyer and qualified patent agent who handles cases with complex intellectual property, technology, and commercial issues. He acts for clients in a wide range of intellectual property disputes. He also advises on all aspects of intellectual property protection. His strength lies in strategizing intellectual property litigation involving technical experts with diverse science and technology backgrounds and has experience in intellectual property matters involving injunction orders and enforcement raids. He is the current President of LES Malaysia Chapter.

- All payments must be made in advance of the event. Registration must be accompanied with proof of payment to guarantee your place. Registration is on a first-come, first-served basis.
- Registration will close at **3:00 p.m., 1 Feb 2024 (Thurs)**. Please note that no additional registration will be accepted once the closing date has passed, or if the seminar is full. Cancellations must be made in writing. There will be no refunds for cancellations made after 19 Jan 2024 (Fri) but substitutions are allowed.
- The organiser reserves the right to modify, cancel or postpone the event, should circumstances arise that make such action necessary.
- If you have any enquiries, please e-mail us at secretariat@penangbar.org.

Issued by:
Vijayalakshumi @ Maruthambal A/P M. Navaratnam
Chairman
Continuing Professional Development Subcommittee