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## Mastering Intellectual Property:

# Insights into Patent Search, Patent Drafting, and Intellectual Property Monetisation

Date: 18 January 2024

Time: 10.00 am - 11.00 am

Remote Online Learning

### INTRODUCTION

This comprehensive training program is designed to provide you with a deep understanding on the critical aspects of Intellectual Property, equipping you with knowledge and skills needed to thrive in a world driven by innovation, and intellectual property rights.

### OUTLINE

- Patent Search Analysis using Patent Big Data
- Drafting of patent claims and statement of invention
- Intellectual Property (IP) Transformation: IP Protection and Monetisation Strategy

### SPEAKER'S PROFILE

Mr Lok Choon Hong is a qualified lawyer for Malaysia and Singapore and a registered patent, trademark and industrial design agents for Malaysia. He has been actively involved in the intellectual property (IP) field for the past twenty (20) years. He was awarded the world's top 1000 patent practitioners by IAM magazine for year 2013, 2014, 2015, 2016, 2017, 2018, 2019 and 2020 and IPStar Award by Managing IP Magazine for year 2019 and 2020.

Mr Lok holds a Master of Laws Degree from University of Cambridge, United Kingdom, an executive MBA degree from INSEAD, France/Singapore and E-MBA from Tsinghua University, China.

Mr Lok is the managing partner of Pintas IP Group (PIPG), a regional professional IP firm with operational offices based in Singapore, Malaysia, Brunei and customer service offices in China and USA. PIPG provides integrated IP filing and consultancy works covering Southeast Asia countries. He is also the founding partner of Global IP Southeast Asia Pte Ltd (GIP-Asean), an IP agency and consultancy boutique firm focusing on Japan-Southeast Asia regions.

### OBJECTIVES

Introduction to different forms of Intellectual Property Rights and its function.

Enable participants to identify existing patents and make informed decisions regarding product development and commercialisation.

Introduce participants to the art of patent drafting.

Provide strategies for Intellectual Property monetisation.

For more information, please contact our

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