

2022

SSM Webinar



**INTELLECTUAL PROPERTY STRATEGIES
FOR THE MODERN-DAY BUSINESS OWNER:
START, GROW, EXPAND**

INTELLECTUAL PROPERTY STRATEGIES FOR THE MODERN-DAY BUSINESS OWNER: START, GROW, EXPAND

COURSE INTRODUCTION

These days, we can't go anywhere without seeing a McDonald's or Starbucks, and while it may be difficult to imagine, they were once start-ups too. But let us start at the very beginning. How did these businesses, selling common goods, even succeed as start-ups, much less grow into the international business operations they are today? Where do Intellectual Property ("IP") rights come into play?

From starting up, we then move on to business growth and expansion. Nowadays, online marketplaces are ideal for brand owners to do business in a cost-effective way. In 2019, even before COVID-19 hit, the internet economy in Southeast Asia hit the US\$100 billion mark in gross merchandise value, a nearly 40% increase compared to 2018 (Source: e-Conomy SEA 2019 report by Google, Temasek and Bain & Company). Franchising is another way to maximise business potential. With minimum capital outlay required to help business owners build a stronger brand value, this course will share why franchising may be the best business model moving forward.

COURSE OBJECTIVES

This course is to create awareness on the importance and relevance of IP and how companies can use their IP rights to grow, expand and give them a competitive advantage in the marketplace.

COURSE CONTENTS

- IP fundamentals for start-ups
- IP rights in e-commerce: What you need to know?
- Franchising: Is this the best business model post-COVID-19 pandemic?

LEARNING OUTCOME

By attending this course, participants will be able to:

- Protect your own IP rights.
- Create more IP.
- Make more money from your IP.
- Protect brand owners against copycats online.
- Expand franchising without using your own capital.
- Know the differences between licensing and franchising.
- Know types of franchises.
- Gain insights to the advantages and disadvantages of being a franchisor or franchisee.

WHO SHOULD ATTEND

Company directors, business owners, sole-proprietors, start-ups to small medium enterprises, universities, R&D institutions and anyone who is keen to learn about IP.

ABOUT THE TRAINER

Geetha Kandiah is a leading IP expert in Malaysia with over 17 years of experience in the field. She has extensive experience in strategizing with companies in various industries on how to boost their value and expedite their growth using IP. She frequently shares her expertise on BFM89.9, Bernama TV and regularly contributes articles to local and foreign publications. Geetha is a highly sought-after speaker who has been invited to speak at engagements and conferences in Tokyo, Osaka and Nagoya (Japan Institute for Promoting Invention and Innovation), Taipei (Taiwan Technology Industry Legal Officers Association), Ahmedabad (Indian Drug Manufacturer's Association) and more. Geetha is a Director of KASS International Sdn Bhd.

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ADMINISTRATIVE DETAILS

Date	07 April 2022
Platform	Virtual platform
Time	9.00 am – 1.00 pm
Training Methodology	Lecture and case discussion
Fee	RM300.00 – Standard RM250.00 – Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.
SSM CPE Points	4 points

HOW TO REGISTER?

1

Strictly via online registration at
<https://e-comtrac.ssm.com.my>

2

NEW USER (First Time Login)

- Click on SIGN UP
- Key in REGISTRATION INFORMATION
- Click on REGISTER
- Key in USERNAME and PASSWORD

EXISTING USER of SSM EzBiz

- Key in USERNAME and PASSWORD
- Click on SIGN IN

3

- Select event code: XXX/22/CEP/WEB
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

*Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed.
Full payment shall be made at the point of registration.*

TERMS & CONDITIONS

for Registration of Training Programmes under COMTRAC

All registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, you are deemed to have read and accepted the terms and conditions.

A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.

No walk-in is accepted and no admission to the training programme without the confirmation slip for classroom training.

Webinar Access Link

A notification e-mail with the webinar access link will be sent at least 1 day before the commencement of the webinar. The access link is unique for registered participants and should not be forwarded or shared with others.

Certificate of Attendance

Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received. SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

Cancellation / Absent

No refund application is entertained if participant decides to cancel his registration or fails to attend a programme. Replacement of registered participant is not allowed.

Transfer

Transfer of registration fee to another programme is not allowed.

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Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. This training is claimable under SBL Scheme (employer needs to apply for grant at least one day before the commencement of training).

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All information contained in the brochure is correct and accurate at the time of publication.

COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION



Companies Commision of Malaysia

Level 12, Menara SSM@Sentral
No.7, Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50623 Kuala Lumpur.



+603 2299 4906 / 4440 / 4441 / 5308



comtrac@ssm.com.my