

# IMPORTANCE OF INTELLECTUAL PROPERTY IN BUSINESS

## COURSE INTRODUCTION

In this course, participant will be introduced to Intellectual Property (IP) and the conceptual approach in understanding each IP element. Participants will explore the different types of IP, its principles, procedures and protections for patents, trademarks, industrial designs and copyrights.

The course will cover the fundamental of each IP including the advantages and limitations of protection. The course will also assist participants in accessing and assessing ideas, identifying IP created or existed in the business and justifying its rights. The key issues and challenges faced by IP owners will also be discussed. Participants are expected to engage in interactive discussions with the speakers to pursue the course objectives.



# IMPORTANCE OF INTELLECTUAL PROPERTY IN BUSINESS

## COURSE OBJECTIVES

This course aims to share knowledge on the importance of IP protection and why company should have an intellectual property strategy ie a company's plan of action to manage and protect its intangible assets.

## COURSE CONTENTS

- Trademarks
- Copyrights
- Patents
- Industrial Designs

## LEARNING OUTCOMES

By attending this course, participants will be able to:

- Understand types of IP - trademarks, copyrights, patents and industrial designs.
- Create IPs from simple idea in day-to-day business operations.
- Identify potential IPs in the form of products, technologies or art works and ways in which IP assets enhances a company's competitiveness.
- Protect IP rights through a successful registration and manage business IPs efficiently and effectively to prevent infringements.

## WHO SHOULD ATTEND

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



## ABOUT THE TRAINERS

The course will be delivered by representatives from Intellectual Property Corporation of Malaysia (MYIPO). The speakers are expertise in their dedicated fields and are involve in policy making and operational undertakings. The speakers have extensive experience in providing awareness and knowledge sharing in intellectual property to IP community and public at large.



# IMPORTANCE OF INTELLECTUAL PROPERTY IN BUSINESS



## ADMINISTRATIVE DETAILS

Date	15 August 2024	
Venue	Virtual platform	
Time	9.00AM – 1.00PM	
Training Methodology	Lecture and Case Discussion	
Fee	RM300.00	Standard
	RM250.00	Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
SSM CPE Points	4 Points	

## HOW TO REGISTER?

### STEP 1

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

### STEP 2

#### NEW USER (First Time Login)

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

#### EXISTING USER

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

### STEP 3

- Select training
- 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.



# IMPORTANCE OF INTELLECTUAL PROPERTY IN BUSINESS

## TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

### Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

### Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours 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.
- 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.
- 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 will be given to participant who failed to attend the programme.
- Replacing registered participant is not allowed.

### Transfer

- Transfer of registration fee to another training programme is not allowed.

### Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. All trainings are claimable under SBL Scheme subject to HRD Corp approval. Participant's employer needs to apply for grant at least one day before the commencement of training.

### Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my).

### Copyrights

The materials of the training programme are solely for participants' personal use. No part of these materials may be stored, reproduced or transmitted in any form or by any means, including photocopying, e-mailing and recording, without the written permission of the author or The Companies Commission of Malaysia (SSM). Information contained in these documents is understood to be correct at the time of writing. The assessments and views expressed in these materials shall be treated/ regarded purely for public information and discussion and it does not constitute formal advice. The views provided are for general information to provide better clarity and understanding of the subject matter. It should not be relied upon as an alternative to specific legal advice from your lawyer or other professional service provider. If you have any specific issues and/ or questions about any legal matter, you should consult your lawyer or other professional service provider. In no event shall the Companies Commission of Malaysia (SSM) be liable for any damages, whether in an action of contract, negligence or other tort, arising from the contents in these materials.

### Exclusion of Liability

The speaker(s) or trainer(s) is independent and shall not represent Suruhanjaya Syarikat Malaysia, act as its agent or otherwise represent that their personal views are endorsed by Suruhanjaya Syarikat Malaysia. The assessments and views expressed during the programme are entirely the speakers'/trainers' own. SSM shall not be liable for whatever circumstances arising from any engagement between the speaker(s) or trainer(s) and the participant(s).

### Disclaimer

SSM reserves the right to cancel the programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. SSM also reserves the right to make alternative arrangements without prior notice. SSM accepts no responsibility for death, illness, injury, loss or damage of any property belonging to, or financial loss by any persons attending the programme, whatever the cause. SSM shall not be responsible for any costs, damages or losses incurred by participants due to the changes and / or cancellation. SSM is not responsible for the integrity of participants' computer or device, your internet signal bandwidth, or any other consideration outside of the control of SSM.

SSM shall not be responsible for any problems or technical malfunction, including, without limitation, the acts, omissions, problems or malfunctions of any telephone network or lines, computer online systems, servers, computer equipment, software, failure of e-mail, traffic congestion on the internet or at any web or combination thereof.

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 Commission of Malaysia

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

Tel : +603 2299 4906/ 4440/ 5308/ 4441  
Email : [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my)  
Website : [www.ssm.com.my](http://www.ssm.com.my)

