

# 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, the 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 director, business owner, 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 16 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.

### ADMINISTRATIVE DETAILS

DATE	PLATFORM	EVENT CODE
07 July 2021	Webinar @ Microsoft Team	085/21/CEP/WEB
<b>Time</b>	9.00 a.m. - 1.00 p.m.	
<b>Training Methodology</b>	Lecture and Case Discussion	
<b>Fee</b>	<b>RM300.00</b>	Standard
	<b>RM250.00</b>	Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.
<b>CPE points</b>	4	