

# PROTECTING YOUR INTELLECTUAL PROPERTY RIGHTS THE SMART WAY: IDEAS, TECHNOLOGIES, TRENDS IN THE ERA OF INDUSTRY 4.0

## COURSE INTRODUCTION

Intellectual Property (IP) rights have been instrumental in the growth of the industry and its progress from Industry 1.0 to Industry 4.0, with its digitization of manufacturing processes through the use of sensors, interconnected machines/objects and artificial intelligence. The scope and protection offered by IP rights, too, have evolved to keep up with the rapid changes in technology.

In addition to looking at the role of IP rights in Industry 4.0, we discuss the fundamentals of protecting these technologies, inventions and ideas – what can be protected, why, when and how, and what IP management strategies can be employed during times of crisis, in line with your business strategy.

## COURSE OBJECTIVES

This course addresses the misconceptions surrounding the protection of ideas using IP rights, offers strategies for managing IP assets during times of crisis and provides an insight into technological trends and how companies can use their IP rights to survive and thrive in the era of Industry 4.0.

## COURSE CONTENTS

### **Bullet proofing ideas:**

- Where do you start?
- What can you protect?
- How do you know if your invention is getting sufficient protection?
- What do you have that will stop your competitors in their tracks?

### **Intellectual Property rights in the Era of Industry 4.0:**

- Who are the industry players and which jurisdictions are patent applications being filed in?
- How to protect such technologies via patent rights?
- New trademark provisions.
- Various type of IPs and how they could be used to provide holistic protection for any product or service.

### **Intellectual Property strategies for the COVID-19 period:**

- Tips, measures and strategies on managing your IP portfolio based on your business strategy.

## LEARNING OUTCOME

By attending this course, the participants will be able to:

- Understand whether ideas can be protected.
- Learn what constitutes a strong patent.
- Develop an awareness of the strategies that can be employed to manage their IP portfolios during times of uncertainty.
- Know what to consider when acquiring brands and technologies.
- Obtain a holistic view of trends, technologies and IP rights in the Industry 4.0 realm.

## 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.

**Megha Anand** is a Registered Patent Agent in India and Malaysia and a Certified Patent Valuation Analyst. The resident computer science, IT, telecommunications and electronics expert at KASS International Sdn Bhd, she oversees the patent team and handles patent drafting and prosecution for local and international patent applications, audits, reinstatement, pre-grant opposition representations and third-party observations, patentability searches and opinions including freedom-to-operate, validity, infringement and market landscape. She is well versed on patent laws pertaining to the APAC, the US and the European region, and advises clients on patent strategies and effective use of international programmes such as GPPH, PPH and ASPEC. She has worked with individual inventors, start-up companies, educational institutions, and multinational companies. Megha has spoken at several seminars on the awareness of patents in the computer science field and has provided guidance and key inputs to stakeholders across various levels on various IP related matters via seminars and workshops conducted across various educational institutes and forums. Megha is the Manager of the Patents Division at KASS International Sdn Bhd.

### ADMINISTRATIVE DETAILS

DATE	PLATFORM	EVENT CODE
06 October 2021	Webinar @ Microsoft Team	132/21/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	