

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.



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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.



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ADMINISTRATIVE DETAILS

Date	11 July 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.



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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.

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Disclaimer

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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

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