



6th Annual Licensing Executives Society (LES) Asia Pacific Regional Conference 2015

30 September to 1 October 2015 | Kuala Lumpur, Malaysia

Time	Program	Speaker	Moderator
9:00-9:30	Opening & Welcome Speeches	Representative from MDTCC; President of LESM	N/A
9:30-10:15	<p>KEYNOTE SPEECH: Game-changing Licensing Strategies (Ballroom A, 10th Floor) James Sobieraj President of Brinks Gilson & Lione President of Licensing Executives Society International</p> <p><i>Moderator: Cheah Chiew Lan, Partner, Zaid Ibrahim & Co.</i></p>		

10:15-10:30

Tea break

10:30-12:00

PANEL SESSION 1:

Can a brand last forever: (Ballroom A, 10th Floor)

Speaker 1: Yong Yoon Li: Executive Director, Royal Selangor Pewter

Speaker 2: Andy Leck, Managing Principal of Baker & McKenzie. Wong & Leow, Singapore

Speaker 3: Dato Sri' Dr. Vincent Tiew, Managing Director, Andaman Group

Moderator: Yvonne Chua, Partner, Wilkinson & Grist, Past President of LESI

12:00-13:00

PANEL SESSION 2:

IP Financing (Ballroom A, 10th Floor)

- **Session 1: IP Financing- Singapore: A legal and policy perspective**
George Hwang, Director of George Hwang LLC,
- **Session 2: Comprehensive Intellectual Property Valuation**
Art Nutter, Founder and Chairman of TAEUS Corporation
- **Session 3: A case study in Malaysia: Intellectual Property Financing Scheme**

Mohd Sharizal Mustapah Kamil, Vice President of Business & Technology Advisory Division, Malaysia Debt Ventures Berhad

Moderator: Brian Law, Partner, Wong & Partners

13:00-14:00

Lunch
(Makan Kitchen, 11th Floor)

PLENARY SESSIONS

14:00-15:30

WORKSHOP 1: PHARMACEUTICALS

(Hibiscus Room, 10th Floor)

- **Pharmaceuticals - Changes and challenges: Generic vs Proprietary Drugs.**

Speaker 1: Wong Sai Fong,

Joint Head of the Intellectual Property, Telecommunications, Media and Technology Practice Group,
Shearn Delamore & Co.

Speaker 2: Tan Hong Kun,

Country Head of Legal and Compliance
Novartis Malaysia

Moderator: Ichiro Nakatomi,

President & CEO of NanoCarrier Co. Ltd.
President of LES Japan

WORKSHOP 2: CREATING GAME-CHANGING STRATEGIES FOR BUILDING A VALUABLE IP PORTFOLIO (Ballroom A, 10th Floor)

- **Session 1: Game-changing IP Strategy for Global Growth**

Takashi Suzuki,

Corporate Officer and General Manager of Intellectual Property Division, Hitachi, Ltd

- **Session 2: An Investor's Tips**

Kwang Jun Kim,

CEO/President, Intellectual Discovery Ltd
President, LES Korea

- **Session 3: Commercialization and Licensing of Technology in Malaysia.**

Dato' Norhalim Bin Yunus

Chief Executive Officer of Malaysian Technology Development Corporation

Moderator: Joachim Mader,

Partner of Bardehle Pagenberg

Student business plan competition

(Ixora room, 10th Floor)

15:30-15:45	Tea Break		
15:45-17:00	<p><u>WORKSHOP 3: Franchising as a Strategy for Leveraging Intellectual Property</u> (Hibiscus room, 10th Floor)</p> <p>Speaker 1: Dato' Sri Dr Richard Ong Co-founder and Chief Executive Officer Smart Reader Worldwide</p> <p>Speaker 2: Dato Seri' Nelson Kwok Founder and Managing Director, Nelson Franchise</p> <p>Speaker 3: Michelle Ray-Jones Consultant Tilleke & Gibbins</p> <p>Moderator: Janet Toh Partner Shearn Delamore & Co.</p>	<p><u>WORKSHOP 4: Promoting Game-Changing Innovations</u> (Ballroom A, 10th Floor)</p> <p>Session 1: Aligning your IP strategy with your organisational and corporate strategies. Brendan Hanley, Director of Patent Asset Development in Asia Western Digital</p> <p>Session 2: Use of Litigation as IP Strategy Ningling Wang Managing Partner Finnegan, Henderson, Farabow, Garrett & Dunner, LLP Shanghai Representative Office</p> <p>Session 3: The Story of Media Tek Steven LIU Director Of The IP Division, Media Tek, Taiwan</p> <p>Moderator: Patricia A. D. Bunye, Senior Partner, Cruz Marcelo & Tenefrancia</p>	<p>Student Business Plan competition (Ixora room, 10th Floor)</p>

17.30-18.30	Introduction to YMC (Ixora Room, 10 th Floor)		
18.30-20.30	Welcome reception (Dinner not provided) (DoubleTree Poolside, 10 th Floor)		
21.00-23.00	YMC Networking Session (Svago, KLCC)		