



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

30 September to 2 October 2015 | Kuala Lumpur, Malaysia

1 October 2015

Time	Program
9:00-10:30	<p><u>PANEL SESSION 3:</u></p> <p>Maximising the Business of Intellectual Property across Different Jurisdictions (Ballroom A, 10th Floor)</p> <p>Session 1: Management of an IP Portfolio-an Australian Experience Mark Horsburgh, Principal Fisher Adams Kelly</p> <p>Session 2: Maximising the Business of IP in China Ningling Wang Managing Partner</p>

Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Shanghai Representative Office

Session 3: Licensing Strategies in Europe

Fiona Nicolson
Partner
Bristows LLP

Moderator: Su Siew Ling,
Partner,
Zicolaw

10:30-10:45

Tea break

10.45-11.45

WORKSHOP 5:

Uncovering Game-Changing Licensing Strategies for Technology Start-Ups
(Ballroom A, 10th Floor)

Speaker 1: Poh Kam Wong, Professor, NUS Business School and Director, NUS Entrepreneurship Centre, National University of Singapore

Speaker 2: Professor Dr. Heinz Goddar, Partner, BOEHMERT & BOEHMERT

Moderator: Wong Jin Nee
Partner,
Wong Jin Nee & Teo

WORKSHOP 6:

Licensing and Insolvency
(Hibiscus room., 10th Floor)

Dr. Ralph Nack
Rechtsanwalt
Noerr LLP

Moderator: Eugene Roy Joseph
Partner,
Joseph Chambers

11:45-13:15

WORKSHOP 7: "More than just a Game"

(Ballroom A, 10th Floor)

Mock Mediation Session

Moderator: Eun A (Jessica) Park

Legal Officer - IP Disputes Management Section
WIPO Arbitration and Mediation Center,
Singapore

Mediator: Jim Sobrieraj

Licensors: Suaran Singh Sidhu (counsel),
Irene Kam (client)

Licensees: Sri Sarguna Raj (counsel)
Rick Dunham (client)

WORKSHOP 8: ENTERTAINMENT

(Hibiscus room,, 10th Floor)

Session 1: From Animation to Licensing

Karyabudi Mohd Aris

International Marketing Manager,
Les' Copaque Production Sdn Bhd

Session 2: Recent Developments in the Entertainment Industry: A Japanese Perspective

Hiroki Saito

Lawyer,
Mori,Hamada & Matsumoto, Japan

Session 3: The Business of Music Licensing

Chan Miew Lan,

General Manager,
Music Authors' Copyright Protection Berhad

Moderator: Sheena R Jacob

Partner,
Joyce A. Tan & Partners

13:15-14:30

Lunch at hotel
(Makan Kitchen, 11th Floor)

14:30-17.00

Onsite-trip to Royal Selangor Visitor Centre

19.00-22.00

Banquet Dinner, Presentation of prizes for student business plan
(Ballroom A, 10th Floor)