

Ruj.: UKM3.2.18/159/2
Tarikh: 24 Ogos 2006

Sesiapa yang berkenaan

Y.Bhg. Profesor/Dato'/Dr/Tuan/Puan,

**A SEMINAR ON COMMERCIALISATION AND GLOBALISATION OF UNIVERSITY
INTELLECTUAL PROPERTY RIGHTS (IPR)**

Dengan hormatnya izinkan saya merujuk kepada perkara di atas.

Sukacita dimaklumkan Unit Inovasi UKM dengan kerjasama Pintas IP Group Sdn Bhd dan IPTECHXCHANGE.COM akan menganjurkan seminar seperti yang tersebut di atas pada 5 September 2006 (Selasa) bermula jam 8.30 pagi hingga 12.30 tengahari bertempat di Puri Pujangga UKM Bangi.

Tujuan klinik ini diadakan ialah untuk memberi lebih pendedahan dan kefahaman tentang perlindungan harta intelek dan urusan pengkomersilannya. Dua topik utama yang akan disampaikan ialah :

- i. *University Spin-offs as a Commercialisation Vehicle Under the 9th Malaysian Plan* – oleh Y.Bhg. Dato' Anuar Md. Nor (Perunding Pemindahan Teknologi dari Bison Partners Consulting Sdn Bhd),
- ii. *Globalise your IPR Protection: An Overview of Patent Convention Treaty (PCT) System* oleh Encik Lok Choon Hong (ejen paten UKM dari Pintas IP Group Sdn Bhd).

Sukacita kami ingin menjemput Y.Bhg. Profesor/Dato'/Dr/Tuan/Puan atau wakil untuk menghadiri seminar ini. Bersama-sama ini dilampirkan aturcara program untuk makluman tuan. Kami mengenakan yuran pendaftaran sebanyak RM100/orang.

Sehubungan itu, sila maklumkan kehadiran dengan mengisi borang seperti yang disertakan bersama-sama surat ini **SELEWAT-LEWATNYA SEBELUM ATAU PADA 1 SEPTEMBER 2006**. Sekiranya kami tidak menerima sebarang maklum balas, kami akan beranggapan bahawa pihak Y.Bhg. Profesor/Dato'/Dr/Tuan/Puan, tidak berminat untuk menghadiri seminar ini. Untuk sebarang pertanyaan, sila telefon Unit Inovasi di talian 89214437 (Tengku Nor Kirana/Nazri) atau 89214436 (Rini).

Sekian, terima kasih.

Yang benar,

PROF IR DR ABD HALIM SHAMSUDDIN
Ketua

**A SEMINAR ON COMMERCIALISATION AND GLOBALISATION OF UNIVERSITY
INTELLECTUAL PROPERTY RIGHTS (IPR)**

**Anjuran Unit Inovasi dengan Kerjasama
Pintas IP Group Sdn Bhd dan IPTECHXCHANGE.COM**

Tarikh: 5 September 2006 (Selasa)

Tempat: Puri Pujangga UKM Bangi (03-89213361)

ATURCARA

- | | |
|---------------|--|
| 8.30- 9.00 am | Pendaftaran peserta |
| 9.00- 9.15 | Ucapan alu-aluan Ketua Unit Inovasi UKM |
| 9.15- 9.45 | Topik 1 (oleh Dato' Anuar Md Nor – Perunding Pemindahan Teknologi)
<i>Commercialisation of R&D Results and Grants, and funding University's spin-offs</i> |
| 9.45 -10.00 | Minum pagi |
| 10.00 – 10.30 | Topik 2 (oleh Dato' Anuar Md Nor – Perunding Pemindahan Teknologi)
<i>Management of University spin-offs with University's</i> |
| 10.30 – 11.00 | Topik 3 (oleh Dato' Anuar Md Nor – Perunding Pemindahan Teknologi)
<i>Developing Long Term Sources of Business Income Through University spin-offs</i> |
| 11.00 – 11.45 | Topik 4 (Encik Lok Choon Hong – Ejen Paten, Cap Dagangan dan Rekabentuk Industri – yang berdaftar)
<i>Globalise your IPR Protection: An Overview of Patent Convention Treaty (PCT) System</i> |
| 11.45 – 12.30 | Sesi soal-jawab |
| 12.30 pm | Makan tengahari dan bersurai |

Tarikh:

Kepada
Prof Ir Dr Abd. Halim Shamsuddin
Ketua Unit Inovasi
Aras 2, Bangunan Wawasan
UKM Bangi

Tuan,

**A SEMINAR ON COMMERCIALISATION AND GLOBALISATION OF UNIVERSITY
INTELLECTUAL PROPERTY RIGHTS (IPR)
5 September 2006, Puri Pujangga, UKM Bangi**

Dengan hormatnya izinkan saya merujuk kepada surat tuan bersiri UKM3.2.18/159/2, bertarikh 24 Ogos 2006 mengenai perkara di atas.

Adalah dimaklumkan bahawa:

- Saya akan hadir
- Tidak dapat hadir, tetapi mewakilkan:

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Saya turut mengambil maklum bahawa Unit Inovasi mengenakan yuran pendaftaran sebanyak RM100/peserta. Sekiranya saya tidak hadir, maka Unit Inovasi berhak untuk menuntut yuran tersebut.

Sekian, terima kasih.

Yang benar,

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**A Seminar on Commercialisation and Globalisation of University Intellectual
Property Rights (IPR) By Pintas IP Group and IPTECXCHANGE.COM.**

Preamble

Under the 9th Malaysian Plan, the Government of Malaysia has launched new incentive schemes to promote the commercialization of universities IP. Under the new schemes, Malaysian universities will be able to tap into the new funding schemes to set up 100% owned universities spin-offs. The spin-offs may potentially become a proactive and effective commercialization routes for Malaysian universities.

In May 2006, Malaysia (MY) becomes the 131st PCT Contracting State. The PCT will official enters into force in Malaysia on August 16, 2006. PCT will offer economic and efficient channel for Malaysia universities to globalize the protection of their IPRs, especially patents rights.

This Seminar is to promote greater understanding and familiarity with international protection and commercialization of intellectual property rights to knowledge worker generally and university lectures and researchers in particular.

Module 1

Topic : University spin-offs as a commercialisation vehicle under the 9th Malaysia Plan

Presented by : Dato' Anuar Md Nor (technology transfer consultant)

1. Commercialisation of R&D results and grants, and funding university spin-offs
 - The opportunities of creating university spin-offs from government grants.
 - The strategies of clustering university spin-offs.
 - Creating and managing IP for university spin-offs.
2. Management of university spin-offs within university environment
 - Typical challenges for university spin-offs.
 - The proper management structure of university spin-offs.
 - The funding cycle of university of university spin-offs and where to find them.
 - Human resources strategies for university spin-offs.
3. Developing long term sources of business income through university spin-offs
 - The business advantages of university spin-offs to university and other technology companies.
 - Marketing of university spin-offs to capital providers.
 - The strategy of listing of university spin-offs on MESDAQ.

Module 2

Topic : Globalise your IP protection: An overview of Patent Convention Treaty (PCT) System

Presented by : Mr Lok Choon Hong (Registered Patent, Trademark and Industrial Design Agent, Malaysia)

- What is PCT?
- Why do we need PCT?
- How does PCT work?
- Who are the PCT members?
- The advantages of PCT system.
- The PCT timeline.
- The cost of PCT filing.
- International Patent Protection Strategy vides PCT.

SPEAKER PROFILE

1. **Dato' Anuar Md. Nor** has been in the area of venture capital management and commercialisation of research. He was the founder CEO of MTDC from 1992 to 2000. During the period, he helped to commercialise findings of several universities with UPM, UKM, UM and UTM, MTDC develop incubation centers. Dato' Anuar is also very experienced in venture capital operations both in Malaysia and Silicon Valley, USA.

Currently, Dato' Anuar Md. Nor is Managing Consultant, Bison Partners Consulting Sdn Bhd. The company specialises in market research and assessment of new technologies. The company also provides advisory services to companies on technology identification and implementation of the technology for commercial production. The company also advises state governments on development of technology projects.

Dato' Anuar is also technology transfer associate partner for IPTechxchange.com.

Dato' Anuar graduated with BSc in Chemical Engineering from University of Birmingham and an MBA from University of Bradford, England. He has also an MSc in "Management of Technology" from Sloan School of Management, MIT. He has written several papers on commercialisation of technology in developing countries.

2. **Lok Choon Hong** holds a Master of Law degree from the University of Cambridge specializing in intellectual property and corporate law. He is qualified lawyer for Malaysia and Singapore and a registered patent, trademark and Industrial design agent. For the past five years, he has dealt with numerous cross-border intellectual property advisory, registration, transfer and enforcement work. Lok currently is an IP consultant for Pintas IP Group Sdn Bhd and Pintas Pte Ltd.