

*In the highly competitive global market today, how do you differentiate your work from your peers? Why should the clients choose you?*

*The Intellectual Property Office of Singapore and Singapore Institute of architects are organising the IP Consult series – "Intellectual Property – Creating that Winning Edge" to provide information on how you can leverage on IP to protect and commercialise your work in today's global market.*

*During the session, IP Practitioners will provide an overview on the types of Intellectual property, how best to protect your intellectual assets and case studies for better understanding.*

*This is followed by the one-to-one IP Clinic. It gives companies/individuals an opportunity to raise any IP issues relating to their unique circumstances.*

## EVENT DETAILS

Date : 13 November 2013, Wednesday  
Time : 2.00pm - 4.00pm  
(Registration will start from 1.30pm onwards)  
Venue : Singapore Institute of Architects  
SIA Theatre Level 1  
79 Neil Road (S) 088904  
BOA-SIA CPD : 3 CPD points  
Seminar fees : SIA Members (\$30.00),  
Non Members (\$65.00)  
(fees inclusive of GST)  
Closing date : 08 November 2013

*\*\* Registration for attendance of seminar shall be closed 30 mins after the seminar commences.*

## PROGRAMME SCHEDULE

1.30pm Registration  
2.00pm **IP 101 for Architects – How do you leverage on IP?**  
By Mr Samuel Seow (Managing Director,  
Samuel Seow Law Corporation)  
2.20pm **Patent protection & exploitation - Is it relevant to architects?**  
By Mr. Michael McLaughlin ( Patent Attorney,  
McLaughlin IP Pte Ltd)  
2.40pm **Q & A**  
3.00pm **One to One Clinic Session**  
(Limit to 8pax – 15min/pax)  
4.00pm End of Programme

***\*\*Pls tick under the registration page if One to One Clinic Session is required. Acceptance is on a first-come-first-serve basis (only 8 pax). Maximum 1 pax per company.\*\****

For more information, please contact SIA (**Ms Jacey Tay**):

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: cpd@sia.org.sg

Organised by:



# SIA Event: IP CONSULT SERIES – INTELLECTUAL PROPERTY – CREATING THAT WINNING EDGE

## Speakers' Profiles:



**Mr Samuel Seow (LLB Hons)**  
**Advocate & Solicitor, Singapore**  
**Managing Director, Samuel Seow Law Corporation**  
**Registered Patent Agent, Singapore**  
**Registered Foreign Lawyer, Hong Kong SAR**  
**Foreign Legal Counsel, Seow & Associates**

*Samuel's expertise is in the field of intellectual property law and general commercial and corporate law, and he also has several years of experience in dealing with a wide range of property-related transactions, with a special focus on the application of these laws to the entertainment, arts and media industries. He is a much recognised name in these industries. In 2010, Samuel received the Spirit of Enterprise Award which is given out annually to a select few to recognise the entrepreneurial spirit in Singapore.*

*His experience includes the following:*

- *Acted for a popular singer/songwriter Tanya Chua in a dispute with her music publishers. On appeal to the Court of Appeal, we successfully overturned the decision of the High Court and obtained the declaration that our client had validly terminated her contract with the music publishers due to their failure to properly account for the royalties.*
- *Acted for Pacific Rim Industries Inc., the proprietors of the mark "Emilio Valentino", who faced opposition to their trade mark registration in Singapore by the owners of the "Valentino" mark, who alleged bad faith and similarity of marks. We successfully resisted the opposition at the Registry of Trade Marks and also resisted the appeal at the High Court. Upon appeal to Singapore's highest court, the Court of Appeal, we were again successful and the Court dismissed the Appellant's appeal. We had to deal with novel issues of law on the meaning of "bad faith" in the context of a trade mark application.*
- *Acted for the Management Corporation of an upmarket exclusive condominium building in disputes against subsidiary proprietors.*
- *Advising on the contractual and financial aspects of local and international deals and structures.*
- *Advising on how best to maximise the value of client's intellectual property, both locally and globally, particularly in the media, arts and entertainment industries.*
- *Advising on areas of copyright, trade mark, design and patent registration and prosecution.*
- *Negotiating and resolving contractual and IP-related disputes.*

**Mr. Michael McLaughlin**  
**Patent Attorney, McLaughling IP Pte Ltd**

*Michael is a Registered Singapore Patent Attorney (Registered Singapore Patent Agent). He is qualified by professional examination to represent clients before the Intellectual Property Office of Singapore (IPOS). Michael has practised in the field since 2000. Before moving to Singapore in 2005 and becoming a Singapore Patent Attorney shortly afterwards, he trained in London, widely considered a world centre of excellence in the field. Michael qualified as a Chartered Patent Attorney in the UK and a European Patent Attorney while with a leading London firm.*

*His technical background is Electronic and Electronic Engineering. He has an honours degree from the University of Strathclyde in Glasgow. After graduation, Michael practised as an Electrical Design Engineer for more than eight years before becoming a patent attorney. Michael's practice extends across a broad range of technologies in ICT and engineering.*

*Michael is a guest lecturer on patent law and practice at the National University of Singapore. He has memberships with a number professional associations, and previously sat on the Executive Committee of the Association of Singapore Patent Agents. Michael has also been a member of the IPOS Examination Committee for the Singapore Patent Agents Qualifying Examination. In doing this, he was involved in setting and marking examination papers.*



## EVENT DETAIL

GST REG. NO.: M9-0001281-J  
G.N. No. 565 in Gazette No. 27

Seminar : IP Consult Series – Intellectual Property – Creating that Winning Edge  
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 BOA-SIA CPD : 3 CPD points  
 Seminar fee : \$30.00 (SIA Members), \$65.00 (Non Members) – fees inclusive of GST  
 Closing date : 08 November 2013

Please fax / email the completed registration form to Ms Jacey Tay:

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: [cpd@sia.org.sg](mailto:cpd@sia.org.sg)

And follow up with cheque / cash / online payment to Singapore Institute of Architects.

Please tick your mode of payment:

☐ By Cheque

Bank/Chq #: \_\_\_\_\_ Amt S\$: \_\_\_\_\_

Local Cheque (must be drawn in Singapore) should be crossed and made payable to "Singapore Institute of Architects".

Mail to SIA address:

Singapore Institute of Architects  
79B Neil Road, Singapore 088904

Please indicate your name, company/institution and course date/title on the back of the cheque.

☐ By Cash

You can drop by SIA office to make cash payment between 9.30am – 5.30pm on weekdays.

☐ By Online Payment<http://members.sia.org.sg/payment/sia-20131113.html>

(It is mandatory to provide us with your Receipt ID # after your credit card payment transaction)

Receipt ID #:     -     -     -    

## Participant's Detail

Organization: \_\_\_\_\_ Contact Person (if any): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Receipt Mailing Address: \_\_\_\_\_

S ( )

## Full Name of Participant

(as per NRIC / FIN, pls underline surname)

NRIC / FIN #

Email

Amt

1				
HP #:		<input type="checkbox"/> SIA Member, SIA #: [ ]	<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
Pls tick here if you will like to sign up for the One to One Clinic Session : [ ] *Maximum 1 representative per company*				

2				
HP #:		<input type="checkbox"/> SIA Member, SIA #: [ ]	<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
Pls tick here if you will like to sign up for the One to One Clinic Session : [ ] *Maximum 1 representative per company*				

3				
HP #:		<input type="checkbox"/> SIA Member, SIA #: [ ]	<input type="checkbox"/> Non Member, BOA # (if any): [ ]	
Pls tick here if you will like to sign up for the One to One Clinic Session : [ ] *Maximum 1 representative per company*				

\*\*Please take note that all the above fields are mandatory. Incomplete form will not be process.

Total:

Cheque payment for this activity should not be combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if written notification is made at least 3 days before the event.

Where a Non-Member replaces a Member (must be from the same Org.) the fee difference will have to be made good to SIA prior to the event.

Registration for attendance of seminar shall be closed 30 mins after the seminar commences.

Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

Registration Confirmation No.:-

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