

Making Your IP Your Most Valuable Business Asset

A SEMINAR FOR SMEs

The seminar on “Making Your IP Your Most Valuable Business Asset is a half day program that aims to demystify intellectual property, with the end view of encouraging SMEs to maximize the potential use of their intellectual property rights. Topics will include the concept of intellectual property and the benefits that may be derived from the IP system, the different intellectual property rights under the intellectual property code - how to spot them, how to manage and exploit IPs to the advantage of the SMEs, and how to benefit from these IPs.

Objectives:

By the end of the course, the participants shall be able to:

- acquire an understanding and appreciation on the concept of intellectual property and its role in increasing the company’s competitive edge;
- Identify their intellectual property and specify ways and strategies to maximize the benefits that may be derived from these IPs;
- improve on existing IP and how to seek registration and protection,
- add value to their IPs by securing protection

Schedule : 29 October 2004 : 8:00AM to 12:00

Venue :IPO Penthouse, No. 351 Sen. Gil Puyat Ave., Makati City

Program of Activities

8:00 – 8:30 Registration

8:30 – 8:45 Opening Ceremonies

- *National Anthem*
- *Invocation*

Opening Remarks **Ireneo M. Galicia**
Deputy Director General

8:45 – 9:30

Economy

Challenges to SMEs in a knowledge-Based

A brief discourse on the common obstacles that SMEs face in a knowledge-based, technology-driven economy and the importance of securing IP protection. The participants will be given a run through on the basics of the IP system, what is IP and its role in economic and business development, what may be protected under the IP system and the benefits that can be derived from it.

- Carmen G. Peralta

Director, Documentation, Information
& Technology Transfer Bureau

9:30 – 10:15

How To Spot Your IPs?

An interactive session that will focus on techniques on effectively identifying and auditing the different kinds of intellectual property that a company owns. Such IPs may just be left unrecognized in the company because the owners do not know that they are there and can be protected or that they may just be hidden because they are not associated with the specific business strategy.

- Arlene U. Prudenciado

Information Officer V,
Documentation, Information &
Technology Transfer Bureau

10:15 – 10:30

Coffee Break

10:30 – 11:15

Managing Your IP Portfolio

An in-depth discussion of a business-oriented approach to an effective management and exploitation of IP assets. Seeking registration over these assets to acquire legal protection is worth your investment. Requirements for filing applications as well as the procedure/flow process for patent grant, utility model/industrial design and lay out design of integrated circuits as well as trademarks will be discussed.

- **Rolando Saquilabon**

Assistant Director, Documentation,
Information & Technology Transfer Bureau

11:15 – 11:45

How To Earn From Your IP?

A presentation of the different methods of commercializing and getting value from an SME's intellectual property assets. The participants will find out that there are other ways by which they can benefit from their IPs. They will learn strategies on how earn from their IPs through licensing/cross licensing, selling or using them as collaterals.

- **Ma. Amelou E. Lim**

IPRS V, Documentation,
Information & Technology
Transfer Bureau

11:45 – 12:00

Question & Answer

Closing Remarks

Carmen G. Peralta