



# LES Thailand Annual Conference

## “Strategies for Global IP Management and Licensing”

19<sup>th</sup> - 20<sup>th</sup> November 2015

Sofitel Bangkok Sukhumvit, Bangkok, Thailand

### Program Agenda

#### Thursday 19<sup>th</sup> November 2015 (Grand Ballroom 2-3)

- 08.30– 09.00 AM Registration
- 9.00– 10.15 AM Annual Conference Opening Session
- Cultural Performance
  - Opening Speech & Past Achievement by LES Thailand President and Vice President
  - Opening Ceremony (Ribbon-cutting) by the Director General of the Department of Intellectual Property
  - Keynote Speech by **Patricia A. O. Bunye**, Partner, Cruz Marcelo & Tenefrancia, Philippines
- 10.15 – 10.30 AM Refreshment Break
- 10.30 – 12.00 AM Panel Discussion: **Leveraging IP & Innovation Management for Commercialization - Sharing From Industries**
- Moderator: **Audrey Yap**, *Managing Partner*, Yusarn Audrey, Singapore
- Panelists: **Dr. Wilaiporn Chetanachan**, *Director of Corporate Technology Office*, SCG; **Radeemada Mungkarndee**, *Senior Innovation Analyst – IP Management*, PTT Global Chemicals PCL; **Dr. Rutjwate Taharnklaew**, *Assistant Vice President R&D Center*, Betagro Group, **Jeong Joong Kim**, *Executive Vice President*, Worldwide Intellectual Property Service (WIPS), Korea; **Jason Kim Leng Loh**, *Panasonic R&D Centre*, Singapore
- 12.00 – 13.00 PM Lunch at VOILA restaurant
- 13.00 – 14.30 PM Panel Discussion: **Managing IP & Innovation for Commercialization - Sharing From Academic/Research Institutes**
- Moderator: **Dr. Allen Yeo**, *Chairman and Advisor*, Patnova Pte Ltd., Singapore
- Panelists: **Prof. Dr. Sansanee Chaiyaroj**, *Vice President for Research and International Relations*, Mahidol University; **Thininut Srichan**, *Technology Licensing Office*, National Science and Technology Development Agency (NSTDA); **Dr. Nuttapon Nimmanphacharin**, *Director Office of Corporate Strategic Planning*, Thailand Institute of Scientific and Technological Research (TISTR)
- 14.30 – 14.45 PM Refreshment Break
- 14.45 – 16.15 PM Presentation: **Planning for Better Benefits—Tax Incentives for Innovation and Commercialization**
- Duangjai Aswachintachit**, *Deputy Secretary General*, Board of Investment (BOI); **Dr. Janekrishna Kanatharana**; *Vice President*, NSTDA and *Director*, Thailand Science Park; PricewaterhouseCoopers (TBC)
- 16.15 – 17.30 PM Panel Discussion: **Trade Secret Management**
- Moderator: **Teerin Charoenpot**, *IP Specialist*, U.S. Patent and Trademark Office
- Panelists: **Dr. Akkharawit Kanchana-opas**, *Prince of Songkla University Science Park*; **Jirawat Poomsrikaew**, Dupont; **Siraprapha Rungpry**, *Consultant*, Tilleke & Gibbins International



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18.00 – 20.30 PM Gala Dinner and Special Talk: **Important Role of IP and Licensing in Automotive Industries** by **Ingo A. Brückner**, *Board of LES Germany*

### Friday 20<sup>th</sup> November 2015 (Grand Ballroom 2-3)

08.00 – 08.30 AM Registration

08.30 – 09.30 AM Panel Discussion: **Best Practices in IP Licensing - Copyrights/Media and Trademark**

Moderator/Panelist: **Audrey Yap**, *Managing Partner*, Yusarn Audrey, Singapore

Panelists: **Somkiat Chinthammit**, *Chief Executive Officer*, Wealth Management System Limited;  
**Michelle Ray-Jones**, *Consultant*, Tilleke & Gibbins International

9.30 – 9.45 AM Refreshment break

9.45 – 11.15 AM Panel Discussion: **Best Practices in IP Licensing - Patent, Knowhow & Technology Transfer**

Moderator/Panelist: **Gary C. Ma**, *Partner*, Finnegan, Taiwan;

Panelists: **Chiew Yu Sarn**, *Founding Partner*, Yusarn Audrey, Singapore; **Steven Yap**, *Manager - IP Licensing & Training Centre for Technology Innovation & Commercialization*, Nanyang Polytechnic, Singapore; **Guy L. Proulx**, *Chairman & CEO*, Transpacific IP, Singapore, **Jessica Park**, *Legal Officer*, IP Disputes Management Section, WIPO Arbitration and Mediation Center, Singapore

11.15 – 12.30 PM Presentation: **Tracking the changes - IP & Licensing Laws**

**Dr. Utz Kador**, *Partner*, Kador & Partner, Germany; **David A Wyatt**, *Executive Director and Head of Patent & Industrial Design Department*, Henry Goh, Malaysia; **Dr. George Dacai Liu**, *Principal Patent Attorney*, PYPRUS Pte Ltd, Singapore

12.30 – 13.30 PM Lunch at VOILA restaurant

13.30 – 15.00 PM Panel Discussion: **Getting Ready for Commercialization: Business Technology Model and IP Valuation**

Moderator: **Yingyong Tanthanapongphan**, *IP Manager*, SCG

Panelists: **Satoshi Konno**, *Director, Strategy & Innovation*, IP Bridge, Inc., Japan; **David Drake**, *Country Head of Singapore & Korea*, Intellectual Venture; **Lawrence Bickers**, *Coller IP*, U.K.

15.00 – 15.15 PM Refreshment break

15.15 – 16.45 PM Workshop: **IP Valuation**

**Lawrence Bickers**, *Coller IP*, U.K.

16.45 – 17.00 PM Closing Remarks by Vice President of LES Thailand



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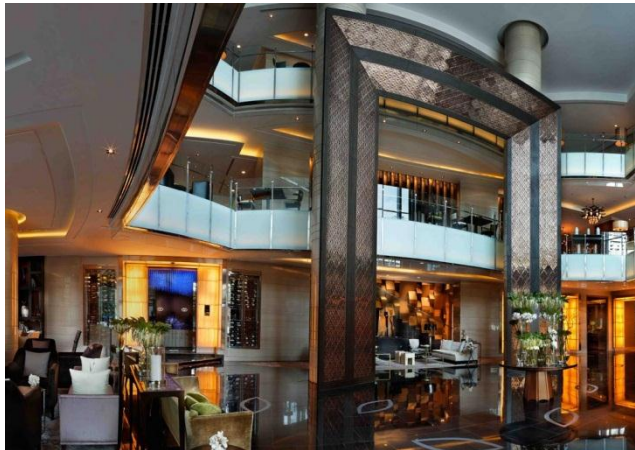
### Venue & Map

**Venue:** Grand Ballroom 2-3, Sofitel Bangkok Sukhumvit, Bangkok Thailand

**Address:** 189 Sukhumvit Road Soi 13-15, Klongtoey Nua Wattana, 10110, BANGKOK, THAILAND

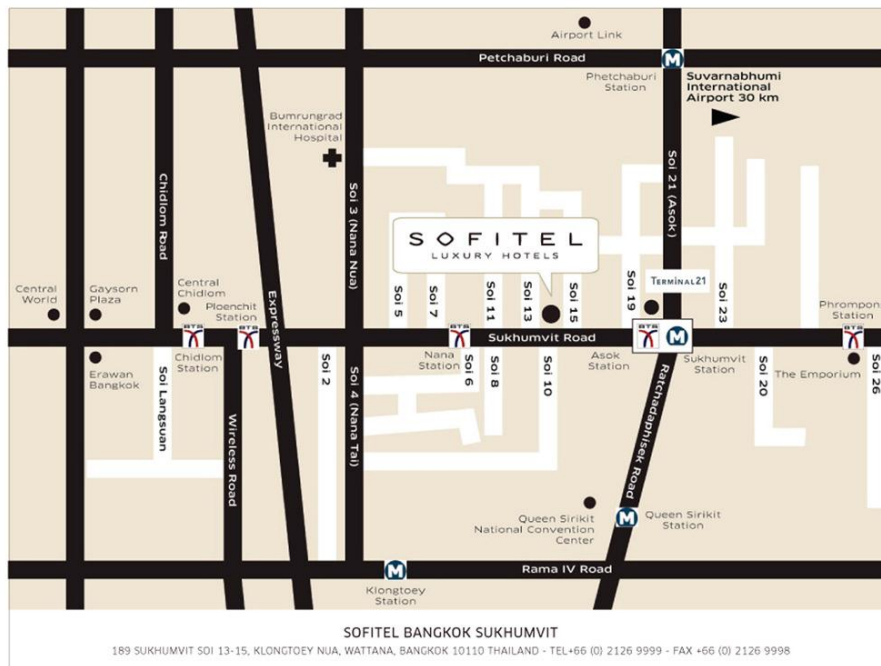
### Magnifique Destination

Sofitel Bangkok Sukhumvit brings to Bangkok the refined luxury of French elegance. The brand new 32-storey hotel sits comfortably among the very best Bangkok has to offer, flanked by the commercial and financial district and prime shopping areas. Modern and opulent, Sofitel Bangkok Sukhumvit offers a truly luxurious experience for upscale business and leisure travelers – French savoir-faire at its finest.



### Location

Centrally located along one of Bangkok’s main arterires, the hotel is surrounded by major business, shopping and entertainment venues, with the BTS (skytrain) and MRT (subway) only a short walk a short walk from the hotel, and Suvarnabhumi International Airport just 30km away.



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### Special Talk & Gala Dinner

Be our guest for the privilege talk exclusively by Board of LES Germany Mr. Ingo A. Brückner on the topic of *Important Role of IP and Licensing in Automotive Industries* where he will share his insight experience working with one of the biggest companies in automotive industries and also enjoy the fabulous cuisines at VOILA – the hotel’s premier restaurant showcasing “cuisines on stage” concept that features French prepared from LA Cornue Stove and a Parisian-style Rotisserie, Western, Asian dishes, Middle Eastern and Thai delicacies.



### Conference Package (Special Talk & Gala Dinner Inclusive)

Packages	Member Rate (THB)	Non-Member Rate (THB)
<input type="checkbox"/> Package A (1 Seat)	<b>7,500</b>	<b>11,000</b>
<input type="checkbox"/> Package B (2 Seats)	<b>12,000 (20% Discount)</b>	<b>19,000 (15% Discount)</b>
<input type="checkbox"/> Package C (3 Seats or more)	<b>13,500 (40% Discount)</b>	<b>21,000 (30% Discount)</b>
	(4,500 for additional seat)	(7,000 for additional seat)

### Accommodation

A Special room rate during conference period (including 3 days prior to and thereafter) at **Sofitel Bangkok Sukhumvit** is also available per the rate shown below.

Room Category	Single Occupancy	Double Occupancy
<b>Luxury Room</b>	<b>THB 5,000 NET / Room / Night</b>	<b>THB 5,400 NET / Room / Night</b>

The offered rate also includes high speed internet and buffet breakfast at Voila Restaurant for one or two persons per days.