



# Branding



## Webinar : Naming, Branding and Legal Concerns

Understand the basics of intellectual property law and the brand design process from the perspective of an IP practitioner and a branding consultant and how to take proactive steps to clear and protect brand assets. Join us for an interactive Q&A webinar session on key issues faced by new businesses in building their brand.

**Friday, June 4, 2021**  
**11 a.m.- 12 p.m.**

Register here:

[https://zoom.us/meeting/register/tJwtduCopjMuGt2VBfKY30aNmb5\\_jDjqQCdQ](https://zoom.us/meeting/register/tJwtduCopjMuGt2VBfKY30aNmb5_jDjqQCdQ)

# Speakers



**Anita Gerewal, a partner at Ram Caroline Sha & Syah, is a qualified patent, trade mark and industrial design agent and has 15 years' experience in handling various forms of intellectual property matters including intellectual property litigation; enforcement of Intellectual Property rights through government agencies; prosecution of trademark, patent and industrial design applications; opposition matters; agreements related to IP, and settlement of IP related disputes, protection and maintenance strategies of various IP rights. Anita also advises on matters relating to franchising, breach of confidential information, licensing and technology transfer agreements, computer and software agreements, domain name disputes, gaming and food regulation, Personal Data Protection and privacy laws.**



**Ian Lai has 22 years of experience in branding, advertising & design since graduating from an art college in 1998. In 2003, he co-founded a branding consultancy with clientele such as Nestlé, Nescafé, Maggi, Milo, Old Chang Kee, as well as Edwin Jeans. But in 2009, he has lost everything in the business he invested 7 years in and left with nothing – No income; No clients; No confidence. But he saw something in a simple word while reading – Impossible. By adding an ' – this magic word becomes I'mPossible. That moment gives him the spark he needed to restart everything. In 2010, Ian founded Brandtalks. Within a short period of time, our clientele has expanded to Penang, Sarawak, Langkawi, Indonesia, Singapore as well as Taiwan. Now, as a passionate branding practitioner as well as trainer, Ian has developed numerous training programmes that aim to transform lives and bring the best out of individuals – to turn the impossible into I'mPossible with the power of Branding. His client in training includes Lazada, Great Eastern Life, Crocs, AXA Affin Life Insurance, Prudential, Baker Tilly, Monash University, Bayer, IGB Berhad, iProperty and many more.**