



Zipper



Yo-Yo



Frisbee



Trampoline

Sustaining Your Trade Marks

How businesses can manage the risks associated with trade marks and continue to profit from them.

DATE, TIME & VENUE

Tuesday, 30 March 2010
0900hrs – 1200hrs

Palma De Mallorca Room,
Melia Hotel,
16, Jalan Imbi,
55100 Kuala Lumpur.

WHO SHOULD ATTEND

- Business / Brand Owners
- Entrepreneurs
- Senior Management
- Company Secretaries / Legal Officers
- Brand / Risk Managers

PROGRAMME

0900 hrs Registration
 0930 hrs Welcome & Introduction
 0945 hrs Intellectual Property: A Trade Mark Focus
 1030 hrs Coffee break
 1050 hrs Risk Management: Trade Marks
 1135 hrs Q&A
 1200 hrs End

FEES

RM70 per participant

Every business creates intellectual property, be it patented processes, product designs or trade marks. All these lend a business its competitive edge in the marketplace. However, there are legal and business risks associated with intellectual property. And, if these risks are not addressed, a company may lose its ability to continue to benefit from these intangible assets.

As dozens of companies have already discovered (see overleaf), failing to properly manage your intellectual property can have disastrous results. You can prevent this from happening by adopting a structured approach to managing your rights. By first assessing the risks your company faces, it is possible to develop a plan to mitigate such risks and protect your intellectual property assets.

Henry Goh, an IP consultant, is organising a half-day seminar on trade mark risk management. Presented by experienced in-house legal counsels, the seminar will answer your most important questions surrounding trade mark risk management today, including:

- What are my rights and risks as a trade mark owner?
- How can my business develop an IP policy to better manage my trade mark portfolio?
- How can my business avoid infringing the IP rights of others?

Participants will also have the opportunity for an interactive session with the presenters.

The closing date for registration is 23 March 2010. For more information, call (03) 2118 8688.

Turn over for registration details ➔



Another intellectual property awareness project by Henry Goh.

Generic Marks

The following marks were once legally protected trade marks, but then lost exclusivity due to a lack of monitoring by the trade mark owners. They became generic terms for the relevant products and lost their legal exclusivity.



ZIPPER

The interlocking teeth fastener that revolutionised the garment and luggage industries.



ASPIRIN

Recognised almost internationally as the solution for headaches.

TRAMPOLINE

Everyone's favourite bouncing toy and excuse to exercise.

FRISBEE

A flying disc toy popular with humans - and dogs - the world over.



ESCALATOR

The 'moving staircase' has become a near-prerequisite feature of every modern building.



YO-YO

The bandalore spinning toy that remains a resurgent fad.



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ABOUT HENRY GOH

Established in 1977, Henry Goh is one of Malaysia's leading intellectual property consultancy firms. Our expertise is in registration, protection and management of patents, trade marks and industrial designs. As part of our continuous corporate responsibility efforts, we actively promote awareness on intellectual property issues among the local business community. We believe companies must equip themselves with the proper knowledge of IP rights that will give them an advantage in their businesses.

CORPORATE HEADQUARTERS

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REGISTRATION FORM

To reserve your seat, please complete this registration form and fax it to (03) 2118 8777 or email events@henrygoh.com.

Payment for RM70 registration fees should be made in the form of cheque in favour of "Henry Goh & Co Sdn Bhd". Only 80 seats available.

Closing date: 23 March 2010.

For more details, contact Christine or Amelia at (03) 2118 8688.

NAME: _____ JOB TITLE: _____
COMPANY: _____ TEL(O): _____ TEL(H/P) _____ FAX: _____
ADDRESS: _____
EMAIL: _____ SIGNATURE: _____