



ASEAN Intellectual Property Association



TECH, TRADE & TRANSFORMATION ASEAN'S FUTURE

2019 CONFERENCE & COUNCIL MEETING

26 & 27 April 2019

Shangri-La Hotel, Singapore





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Message from the President

MS ALELI ANGELA G. QUIRINO

Dear ASEAN IPA members, friends and colleagues in the IP Community,

It is with great pleasure that I invite you to attend our ASEAN IPA Annual Meeting and Conference on April 26-27, 2019, in Singapore where we last had these events in 2007.

The Organizing Committee debated long on the theme for this year's Conference: "Tech, Trade and Transformation - ASEAN's Future". Together let us explore the IP challenges which ASEAN will be facing in the light of the fast changing pace in global, regional and local trade and technology developments. It is our hope that the Conference delegates will benefit greatly from the lively sessions which promise to enrich our knowledge and insight into these IP challenges.

I congratulate our Singapore Members who have dedicated a lot of their time and effort to ensure that this year's Annual Meeting and Conference will be a resounding success.

Mabuhay!



Message from the Singapore Country Head

MR SOH KAR LIANG

Dear family and friends of ASEAN IPA,

It's been over a decade since the Singapore Group had the honour and pleasure of hosting the annual conference of ASEAN IPA. Our annual conference has evolved significantly over the last decade. Not only has the number of delegates grown noticeably, the profile of our conference has attracted the attention and support of sister and like-minded organisations around the world, including the International Trademark Association (INTA) and the International Association for the Protection of Intellectual Property (AIPPI). The ASEAN region is also entering a season which presents new seas of challenges hitherto uncharted, propelled by unprecedented innovation, aggressive trade wars and the uneasy balance of old versus new, just to name a few.

The Singapore Group is therefore very excited to have the opportunity to host the 2019 annual conference of the Association. We have prepared a programme helmed by eminent speakers to carefully peel off and examine the layers of the proverbial onion, with the objective of provoking ideas, generating discussion and revealing insights into how ASEAN and intellectual property stakeholders can respond to the questions of "Tech, Trade and Transformation – ASEAN's future". We believe you are as excited as we are about the event and look forward to your active attendance and participation.

See you soon!



ASEAN INTELLECTUAL PROPERTY ASSOCIATION

President	Aleli Angela G Quirino
Vice-President	Soh Kar Liang
Secretary	Emma Cariño Francisco
Treasurer	Valeriano del Rosario

SINGAPORE NATIONAL GROUP OF ASEAN IPA

Country Head	Soh Kar Liang
Councillors	Murgiana Haq
	Lee Ai Ming
	Jo-Ann See
	Tan Kee Leng

2019 COUNCIL MEETING ORGANISING COMMITTEE

Chair	Soh Kar Liang
Members	Boo Yee Swan
	Murgiana Haq
	Tasneem Haq
	Lee Ai Ming
	Jo-Ann See
	Tan Kee Leng



Programme

FRIDAY, 26 APRIL 2019

12:00 – 16:00	Council Meeting & Lunch (For Councillors Only)	Hibiscus II & III
16:30 – 17:15	ASEAN IPA Annual General Meeting	Casuarina Ballroom
17:30 – 22:00	Opening & Welcome Dinner	Dutch Pavilion
	Welcome Address by President of ASEANIPA, Ms. Aleli Angela G Quirino	Dutch Pavilion

SATURDAY, 27 APRIL 2019

08:30 – 09:00	Registration	Casuarina Foyer
09:00 – 10:30	Trade- ASEAN's Future How will ASEAN and the industry of IP evolve in the next 10 years as a trading hub in the new world of e-commerce, digital free trade, trade alliances and initiatives such as Belt and Road Speakers: Daren Tang (Moderator) Ong Keng Yong Abdul Aziz bin Ismail	Casuarina Ballroom
11:00 – 12:30	Tech – ASEAN's Future How technology (eg, artificial intelligence, block chain, big data) is reshaping the IP landscape (eg, privacy, traditional concepts of IP rights, computer generated innovations/works) and the practice of IP Speakers: David Llewelyn (Moderator) Ken Chia Locknie Hsu	Casuarina Ballroom
12:30 – 13:30	Lunch	The Line



13:30 – 15:00 **Traditional Knowledge (TK) – Application of technology to TK** Casuarina Ballroom

Traditional knowledge (TK) is knowledge, know-how, skills and practices that are passed down from generation to generation within a community, and often forms part of its cultural or spiritual identity. Could “technology” and “tradition” exist in the same space? How will the recognition and protection of TK evolve in the face of rapid advancement in technology?

Speakers: Barbara Berdou (Moderator)
Debbie David
Mila Federis
Aaron Thng

15:00 – 15:15 Tea Break

15:15 – 16:45 **Transformation – ASEAN’s Future** Casuarina Ballroom

How do we make sense of current and anticipated developments in Tech and Trade? What does the crystal ball reveal of the future of ASEAN’s IP ecosystem?

Speakers: Soh Kar Liang (Moderator)
Emirsyah Dinar
Chew Phye Keat
Valeriano del Rosario
Earterasrun Somboon

19:00 – 23:00 Gala Dinner Casuarina Ballroom



Registration Fees

Member (Early Bird: Deadline 15 March 2019)	SGD 420.00
Member (Regular)	SGD 520.00
Non-Member	SGD 570.00
Accompanying Person (not for office personnel)	SGD 330.00

Registration fees for Member and Non-Member delegates include conference materials, sessions, Welcome Dinner and Gala Dinner. Registration fees for Accompanying Person include only Welcome Dinner and Gala Dinner. All registration fees do not include accommodation.

Registration fees for early bird registration must be paid by 15 March 2019. Registration fees for non-early bird registration must be paid by 26 March 2019.

Method of Payment

- (i) A cheque drawn on a Singapore bank in Singapore Dollars; or
- (ii) By telegraphic transfer to the following account:

Account Name: ASEAN INTELLECTUAL PROPERTY ASSOCIATION
Account No: 022-022967-2
Swift Code: DBSSSGSG
Bank Name & Address: DBS Bank LTD
12 Marina Boulevard, DBS Asia Central,
Marina Bay Financial Centre Tower 3
Singapore 018982

Note: Participant is responsible for the bank charge on his/her side.



Conference Registration Form

In the interest of saving the environment, we have provided an online conference registration form. Please [click here](#) to register.

Conference Venue & Accommodations

Regularly voted among the top hotels in the world, Shangri-La Hotel, Singapore is where you can explore the rich tapestry of local culture, escape to a lush urban retreat or relax inside an indoor tropical garden at the hotel lobby. There is an abundance of experiences to be discovered at Shangri-La Hotel, Singapore.

All meetings, workshops and events will take place in Shangri-La Hotel with state-of-the-art conference facilities that cater to the highest level of international business, diplomatic and social gatherings.

Discerning travelers can select from 792 elegantly-appointed rooms and suites at any of the distinctive wings: the contemporary Tower Wing, the resort-like Garden Wing, or the prestigious Valley Wing. The hotel is just a walk away from the prime shopping district of Orchard Road. Enhanced with modern amenities, a completely rejuvenated Tower Wing lobby, refreshed guestrooms and suites, a new Horizon Club Lounge, and vibrant dining options, Shangri-La Hotel, Singapore's story now continues with you.

The organising committee has secured competitive preferential rates for limited guest rooms at **S\$270.00 ++** (for single occupancy, inclusive of breakfast for one) and **S\$310.00 ++** (for double occupancy, inclusive of breakfast for two) for up to 5 nights between 24 and 29 April 2019. The rooms are inclusive of complimentary in-room wired Internet and Wi-Fi access.

After registering online, you will be provided with a link to reserve your accommodation at the Shangri-La Hotel. Alternatively, you can [click here](#) to reserve your accommodation at the Shangri-La Hotel.



Site Registration Information

All registrants are entitled to the following

- Attendance at all sessions
- Welcome Reception
- Conference bag and gift
- Lunch on Saturday 27 April 2019
- Gala dinner

Registration Opening Hours

The registration desk will be located at the designated area of the Ballroom of Shangri-La Hotel and open on Friday 26 April 2019 from 9:00 to 17:00 and on Saturday 27 April 2019 from 9:00 to 12:00.

Name Badge Requirements

Admission to all sessions and social programmes requires a name badge, which will be handed out on registration.

Outstanding fees

All outstanding fees are to be paid before registration is deemed to be complete.



Social Programmes

WELCOME RECEPTION

Date: Friday 26 April 2019

Time: 17:30 – 22:00

Venue: Dutch Pavilion, Shangri-La Hotel

Dress Code: Smart Casual

GALA DINNER

Date: Saturday, 27 April 2019

Time: 19:00 – 23:00

Venue: Casuarina Ballroom, Shangri-La Hotel

Dress Code: Smart Casual



Continuing Professional Development

(For Singapore legal professionals only)

The Singapore Institute of Legal Education (SILE) has reviewed the event for purposes of accreditation and the event is now an Accredited CPD Activity and eligible for 6 Public CPD Points. The relevant details for SILE purposes are as follows:

- Practice Area: Intellectual Property
- Practice Level: General
- Indicative CPD Points: 6 Public CPD Points



Participants who wish to obtain CPD Points must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, participants are reminded to sign in on arrival and sign out at the conclusion of the event on 27 April 2019 in the manner required by the organiser. Participants must not be absent from the event on 27 April 2019 for more than 15 minutes. Participants who attend the event on 27 April 2019 and comply strictly with the Attendance Policy on that day may obtain 6 Public CPD Points. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points. Please refer to <http://www.sileCPDcentre.sg> for more information.

Registrants who wish to avail themselves of CPD Points for the event must remember to fill in their AAS number/SILE-issued Foreign Lawyer Number when registering online for the event. If you have submitted your online registration without providing the same, kindly do so by email to events@aseanipa.org as soon as possible.



Speaker Profiles

DAREN TANG has been the Chief Executive of the Intellectual Property Office of Singapore (IPOS) since November 15, 2015. Under his leadership, IPOS has evolved into an innovation agency that drives Singapore's future growth. Mr Tang holds key positions in several international and national IP and innovation-related committees. He is the Chairperson of the World Intellectual Property Organization's Standing Committee on Copyright and Related Rights. He also sits on the Research, Innovation and Enterprise Strategy Committee under the Prime Minister's Office.



ONG KENG YONG is Executive Deputy Chairman of the S. Rajaratnam School of International Studies at the Nanyang Technological University in Singapore since November 2014. Concurrently, he is Ambassador-at-Large at the Singapore Ministry of Foreign Affairs, non-resident High Commissioner to Pakistan and non-resident Ambassador to Iran. Mr Ong also serves as Chairman of the Singapore International Foundation (SIF). Mr Ong was High Commissioner of Singapore to Malaysia from July 2011 to October 2014. He served as Secretary-General of ASEAN (Association of Southeast Asian Nations), based in Jakarta, Indonesia from January 2003 to January 2008. He was Singapore's High Commissioner to India and concurrently Ambassador to Nepal from 1996 to 1998. From September 1998 to December 2002, he was Press Secretary to the then Prime Minister of Singapore, Mr Goh Chok Tong. From 2008 to 2011, he served as Director of the Institute of Policy Studies (IPS) in the Lee Kuan Yew School of Public Policy at the National University of Singapore.





ABDUL AZIZ BIN ISMAIL is currently the IP Advisor to TEAQ IP International Sdn Bhd. Before retiring from government service in 2016, he was the Deputy Director General (Industrial Property) of the Malaysian Intellectual Property Office (MyIPO) where he led the important SPHI MyIPO project which modernised MyIPO's computerised IP administration system. A graduate from MARA University of Technology Malaysia (UiTM), Abdul Aziz started his career as an Enforcement Officer. After 12 years as Senior Director of the Trade Marks Division of MyIPO, Abdul Aziz became its Deputy Director General (Industrial Property). His past achievements include negotiating the IP Chapter in bilateral or multilateral agreements between Malaysia and other countries, and serving as chairman of the ASEAN Trademark Task Force, in governmental committees (eg, Malaysian IP Court) and the ASEAN Working Group Committee in IP Cooperation (AWGIPC). He also represented Malaysia at many high level national and international caucuses relating to intellectual property including WIPO, WTO, USPTO, EUIPO, EPO, JPO, UKIPO, IP Australia.



DAVID LLEWELYN is Deputy Dean & Professor of Law (Practice) at Singapore Management University. He is also Professor of Intellectual Property Law at King's College London. David practised as a solicitor in London for 25 years and most recently was a partner and head of the intellectual property group in the London office of international law firm White & Case. After working for nearly two years as a research fellow at the Max Planck Institute for Intellectual Property Law in Munich, since 1982 he has combined legal practice with teaching, both in London and other places such as Hong Kong (where he is Honorary Professor at Hong Kong University) and Shanghai. David has spoken at international conferences all around the world and has written extensively on intellectual property law issues. He is joint author of Cornish, Llewelyn & Aplin Intellectual Property: Patents, Copyright, Trade Marks & Allied Rights (7th ed., 2010) and has worked with others in 8 New Square on the 13th (in 2001), 14th (in 2005) and 15th (in 2011) editions of Kerly's Law of Trade Marks & Trade Names. He has also written a business book Invisible Gold in Asia: Creating Wealth through Intellectual Property (2010).





KEN CHIA is a member of Baker & McKenzie's Asia Pacific IT & Communications and Global Privacy steering committees. He is regularly ranked as a leading ITC and competition lawyer by top legal directories, including Chambers, Asia Pacific Legal 500, PLC Which Lawyer? and Asialaw. Ken is a fellow of the Chartered Institute of Arbitrators and the Singapore Institute of Arbitrators. He is also an accredited mediator with the Alternative Dispute Resolution Group in the United Kingdom. Ken has more than 20 years of practicing in the areas of IT, telecommunications, intellectual property, trade and commerce, and competition law matters. He routinely assists clients, mostly governments and multinational corporations, in large-scale procurement, outsourcing and regional transactions, and provides sound advice on privacy and e-commerce matters.



LOCKNIE HSU is a full Professor and former Associate Dean at the School of Law, Singapore Management University (SMU). She was called to the Singapore Bar, and practised with a Singapore law firm, working on commercial contracts, general litigation and intellectual property matters. She went on to receive a LL.M. degree at Harvard University. Locknie specializes in international trade and investment law, and international dispute settlement mechanisms. Locknie also researches ASEAN economic integration issues. In 2019, Locknie launched a new course in 2019, Law & Digital Commerce, to better prepare students for the digital economy as the intersections between technology, law and cross-border trade grow. She has published widely on trade and investment law, treaty dispute settlement mechanisms, arbitration law and sovereign wealth funds in international journals, and has spoken at numerous international seminars and conferences. She has developed both a strong local and international professional standing and profile through her cumulative work in private legal practice, government and academia.





BARBARA BERDOU started her IP career in 1994 with a boutique South African IP law firm. This was followed by a decade of practice in what was then the largest commercial law firm in South Africa. Barbara resigned her partnership in 2005 to “get a life” but founded Berdou Attorneys a few months later when she realised that life outside of IP was no life. Barbara became interested in indigenous rights as a result of her involvement with INTA (International Trade Mark Association), and currently chairs INTA’s Indigenous Rights Committee which is part of INTA’s Advocacy Group. This interest led her to complete the WIPO advanced course on Intellectual Property, Traditional Knowledge and Traditional Cultural Expressions in 2016. Barbara also currently co-chairs INTA’s Africa Global Advisory Council



DEBBIE DAVID is the Deputy Chief Executive Officer and Department Head of Patents at Advanz Fidelis Sdn Bhd. Having graduated with a Degree in Computing, Debbie chanced upon the realm of intellectual property, where she has been ever since. She has worked across the major types of intellectual property, prior to settling in to her present strategy and development role. She is a Registered Patent, Industrial Designs, Trademark and Geographical Indications Agent of Malaysia. She is an Hon. Secretary of the International Association for the Protection of Intellectual Property (AIPPI Malaysia Group), Committee Member of Membership Committee of the International Association for the Protection of Intellectual Property (AIPPI) and Subcommittee Chair of the Regional IR Analyses, Indigenous Rights Committee of the International Trademark Association (INTA).





MILA FEDERIS is the co-founder and managing partner of Federis & Associates Law Office, a boutique law firm. Ms. Federis works with clients from a wide range of industries, including pharmaceuticals, consumer goods, hotel, leisure, electronics, automotive, telecommunications and IT. Her extensive experience in an IP-focused practice involves copyright, trademark and design prosecution, enforcement, licensing, advertising and privacy issues. She manages a range of trademark work, from clearance to prosecution and maintenance. Ms. Federis is involved in committee work for professional organizations. She organized a roundtable conference for the International Trademark Association (INTA), moderated an INTA conference panel discussion and represented INTA at an Asia-Pacific Economic Cooperation IP Rights Experts' Group consultation. She is a regular contributor to the Philippines section in INTA publications. In addition to her professional activities, Ms. Federis devotes time for pro-bono cases. She acted as defense counsel for students accused in anti-subversion cases and was defense counsel for seven women accused in a criminal case for malicious mischief. Ms. Federis is also a passionate proponent for the firm's annual gift to the Office of Legal Affairs at the University of the Philippines College of Law and is a regular contributor to the funding of non-government organizations involved in the rescue and rehabilitation of street children.



AARON THNG is an Associate Director of Amica Law LLC. He graduated with an LL.B (Hons) from the National University of Singapore and was called to the Singapore Bar in 2013. Aaron works with clients in the development, protection, and enforcement of intellectual property. He has acted for clients in diverse industries such as pharmaceuticals, medical technologies, telecommunications, hotels and hospitality, food and beverage, and fashion. Aaron is a volunteer with the Criminal Legal Aid Scheme administered by the Pro Bono Services Office of the Law Society of Singapore.





SOH KAR LIANG is the managing director of Ella Cheong LLC. He has been in IP legal practice for over 2 decades, representing clients from diverse fields ranging from high-tech microprocessors to consumer food and beverage industries in both contentious and non-contentious matters along the IP value chain. As the first Singaporean appointed as a domain name panellist by the World Intellectual Property Organisation, Kar Liang regularly adjudicates on domain name disputes under the Uniform Dispute Resolution Policy. He is also a domain name panellist of the Regional Arbitration Centre of Kuala Lumpur and a principal mediator of the Singapore Mediation Centre. He is an active participant of various local and foreign professional and business organisations, contributes regularly to professional publications and is frequently invited to speak on topics in the IP field both locally and regionally at conferences, seminars, workshops and expert panels.



EMIRSYAH DINAR is a senior associate at AFFA Intellectual Property Rights Indonesia & Timor Leste and is a registered Intellectual Property Consultant in Indonesia. He obtained his bachelor's degree from Victoria University of Wellington (New Zealand) and later graduated from Gadjah Mada University (Indonesia). Em has assisted both national and international clients from various fields with their IP needs in Indonesia, Timor Leste, and Papua New Guinea. Em is also a keen advisor who often provides Indonesian start-ups and SMEs with guidelines on how to protect and commercialize their intellectual properties in Indonesia and overseas. He is regularly invited to speak at various national and international seminars hosted by government agencies, universities, and companies regarding IP protection in Indonesia, Timor Leste, and Papua New Guinea.





CHEW PHYE KEAT is the managing partner of Raja, Darryl and Loh since 1987. He has a Bachelor of Laws (Honours) and a Master of Laws from the University of Malaya. His practice focuses on intellectual property and technology, as well as generally on corporate and commercial matters. Recently, Phye Keat has been handling matters relating to competition law and personal data protection. He was also part of the consultation group interacting with the Malaysian government on the drafting of the Competition Bill which subsequently became law on 1 January 2012. Phye Keat has since been very active in competition law practice, conducting seminars, advising on transactions, undertaking audits, drafting guidelines or codes of conduct, and generally assisting companies with compliance programmes.



VALERIANO DEL ROSARIO is the managing partner of VeraLaw and he has extensive education and business experience in the U.S., the Philippines, the U.K. and Japan. Val, as he is known, was educated at Georgetown Preparatory School and New York University. He returned to the Philippines to obtain his law degree, and qualified as a lawyer in 1982. He obtained a master's degree in maritime law from the University of Wales, Institute of Science & Technology in the United Kingdom, followed by three years of legal practice at the law firm of Sinclair Roche and Temperley in the City of London. VeraLaw is an independent Manila-based law firm founded in 1949. VeraLaw is a full-service law firm with a focus on major shipping casualty, complex multi-jurisdictional litigation involving Philippine interests, intellectual property registration in the Philippines and overseas, and counseling for inbound Philippine investments.





SOMBOON EARTERASARUN serves as the Director of the Tilleke & Gibbins' Jakarta office. He has extensive experience handling a diverse range of IP matters across a multitude of Southeast Asian countries, particularly Indonesia. Somboon is well known for his vast knowledge of IP protection and he has presented on the topic to numerous organizations based in ASEAN. He is also an expert in formulating strategies for the successful management of worldwide trade mark portfolios as well as employing customized techniques for protecting and enforcing clients' trade mark rights on a global basis. He specializes in international trade mark registrations, licensing, assignments, copyright recordal, software recordal, and in reviewing and constructing distributorship contracts. Somboon represents several giant Thai companies (private and public) in investing and protecting their trade marks in both domestic and overseas markets. He also devotes much time to teaching Thai entrepreneurs about the importance of intellectual property rights. Somboon is an active member of the Intellectual Property Association of Thailand (IPAT), the Association of European Trade Mark Owners (MARQUES), ASEAN Intellectual Property Association (AIPA), and Asian Patent Attorneys Association (APAA), and is a qualified Patent Agent certified by the Department of Intellectual Property. Somboon joined the Helpdesk network in November 2013.

