

MYIPO'S IP VALUATION TRAINING AND CERTIFICATION PROGRAM

PROGRAM OVERVIEW

WEEK 1 - LOCAL EXPERTS	Opening Remarks and Course Brief
	Overview to IP
	Building a Brand - Trade Marks
	Common Law Marks & Passing Off
	Inventing the Future - Patents
	Innovating the Future - Utility Innovation
	Creative Expressions - Copyright
	Looking Good - Industrial Designs
	Keeping it Confidential - Confidential Information/Trade Secrets, Layout Designs of IC
	Other IP Rights: Geographical Indications and Plant Varieties
	IP Filing Procedures & Searches -Patent & Industrial Design
	IP Filing Procedures & Searches -Trademark & Copyright

WEEK 2 – LOCAL EXPERTS	IP Monetization & Commercialization
	IP Licensing & Franchising
	IP Valuation & IP Financing
	Basic Financial Accounting
	Basic Financial Accounting
	Basic Corporate Finance
	IP Collateralisation and Securitisation

WEEK 3 – FOREIGN EXPERTS	Introduction to IP Valuation Methods
	1. Reasons for Valuing
	2. Valuation Methods: -Market Approach -Income Approach -Cost Approach
	3. Issues in IP Valuation
	4. Issues affecting IP Values
	5. International Experience
	Valuation Methods: Method 1 - Market Approach (Theory & Case Study)
	Method 2 - Cost Approach (Theory & Case Study)
Method 3 - Income Approach (Theory & Case Study)	
Valuation Report -Preparation of Valuation Report	

WEEK 4 – FOREIGN EXPERTS	Case Study on Report Writing
	Recap with Case Studies
	Valuation Assessment (1 hour)
	IP Negotiations

WEEK 5 & 6 – FOREIGN EXPERTS	Case Studies and Recap
	Presentation on Group Assignment
	Group Assignment & Valuation Assessment Analysis

The Course ends with an exam and assessment. Upon successful completion of the course and the examination, candidates are awarded a certification and are provided with ongoing enhancement and practical training to improve competency and knowledge by MyIPO.