International Workshop on the Administration of
Intellectual Property Academies:
Methodologies and Future Collaboration
Geneva, April 26 to 29, 2011

Setting-up and Developing an IP Academy:

Challenges, Risks, Potentials, Effective

Organizational Models, Structures

and Administration of Activities

Tuesday, 26th April 2010

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Director
IP Academy (Singapore)

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CREATING AN EDGE IN
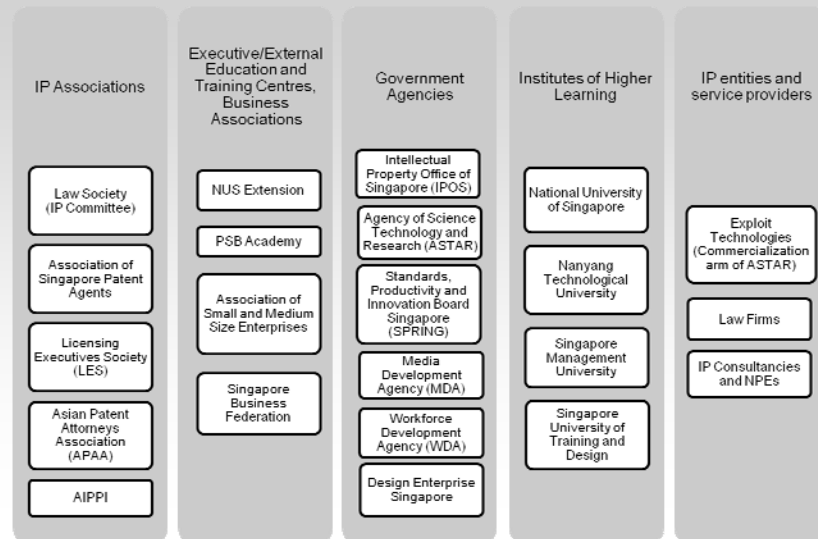THE KNOWLEDGE ECONOMY

Background - Singapore

Making Singapore an IP Hub

Five Key Strategies:

1. Fostering greater IP awareness and capability building;

2. Strengthening IP legislation and enforcement legislation;

3. Building a strong and dynamic IP regime;

4. Strengthening the link between IP creation and exploitation; and

5. Raising Singapore's profile in the international IP arena.

Extracted from a speech by Associate Professor Ho Peng Kee, Senior Minister of State for Law and Home Affairs, 27 November 2002

Background – Key IP-Related Stakeholders

IP Associations	Executive/External Education and Training Centres, Business Associations	Government Agencies	Institutes of Higher Learning	IP entities and service providers
Law Society (IP Committee)	NUS Extension	Intellectual Property Office of Singapore (IPOS)	National University of Singapore	Exploit Technologies (Commercialization arm of ASTAR)
Association of Singapore Patent Agents	PSB Academy	Agency of Science Technology and Research (ASTAR)	Nanyang Technological University	Law Firms
Licensing Executives Society (LES)	Association of Small and Medium Size Enterprises	Standards, Productivity and Innovation Board Singapore (SPRING)	Singapore Management University	IP Consultancies and NPEs
Asian Patent Attorneys Association (APAA)	Singapore Business Federation	Media Development Agency (MDA)	Singapore University of Training and Design	
AIPPI		Workforce Development Agency (WDA)		
		Design Enterprise Singapore		

Background – IP Academy (Singapore)

1. Launched 28 January 2003

2. Why was it established?
    ➢ Low level of IP awareness amongst companies, resulting in a low demand for IP services and little incentive for more value-added services to be developed.
    ➢ Need to drive development of skilled IP professionals to support research and business communities.

3. Company structure
    ➢ Company limited by guarantee and also a registered charity.

4. Funded by the Ministry of Law
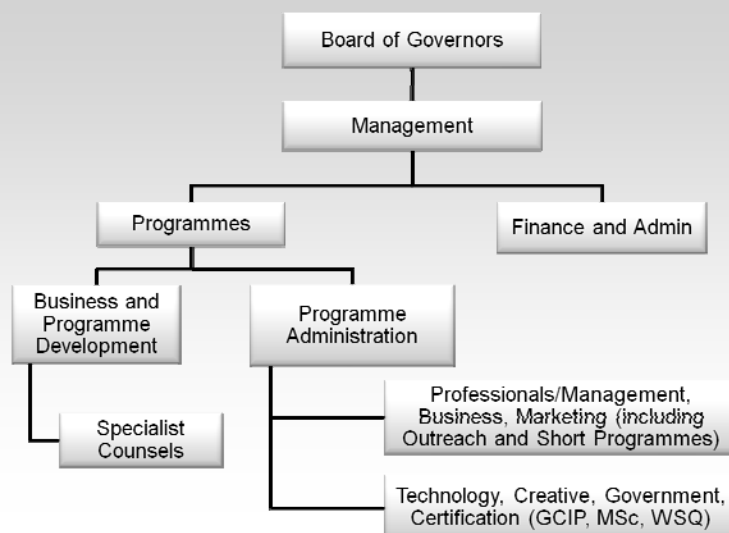
Background – IP Academy (Singapore)

Strategic Thrusts:

1. Executive IP Education:
   Providing a multidisciplinary and wide range of continuing education & training opportunities for IP professionals, business organizations, research institutions, and other IP creators & users.

2. IP Thought Leadership
   Organizing or facilitating activities that provide updates and insight in global IP developments through a combination of business, management and legal perspectives.

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Bakground – IP Academy (Singapore) Structure

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Challenges - Staffing

a. Many types and applications of IP limits hiring of specialized full-time teaching staff.

b. Low demand for specialized IP training further limits number of full-time teaching staff.

➢ Engagement of part-time specialist counsels.
➢ Working with external practitioners / academics

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Challenges - Performance Measurements

a. Basis for returns on investments.
   i. Public education.
   ii. Manpower development.

b. Measuring returns or setting appropriate performance indicators.
   i. Feedback from participants or employers.
   ii. Time lag for participants to apply knowledge or skills.

➢ Returning participants.
➢ Demand for more in-depth programmes.

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Challenges - Funding

a. Self-sustainability – Possible?

b. Alternatives to self-sustainability
   i. Partial funding.
   ii. Leveraging on partnerships & sponsorships.

> ➢ Cost recovery.
> ➢ Developing win-win partnerships.

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New Challenges - Establishing Standards

a. Identification of needed IP skill sets in various sectors
b. Acceptance by stakeholders (industry, education and training providers)
c. Roll-out of programmes that meet identified skill-sets

WSQ Fundamentals for IP for the Media Industry

7 - 9 Mar 2011

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

"I want to know how IP affects me at different stages in my work – from the Development stage to Pre/Post production to the Distribution stage."

"How do I identify and acquire rights – for use of 3rd party materials, music clearance, and performer's consent?"

"What are the IP issues surrounding distribution of original works online?"

"The virtual world is in the 'in thing' at this time. What should I be aware of when entering this realm?"

If these (and more...) are the burning questions on your mind then this programme is for YOU.
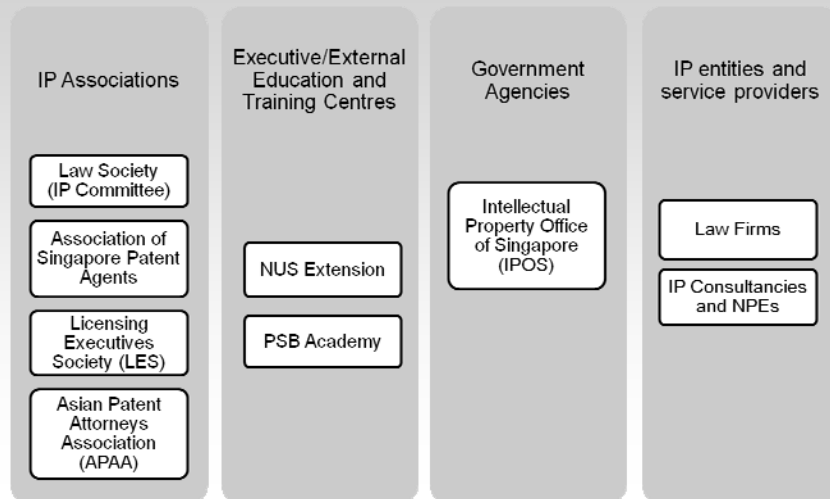
This is a 3 day modular structured training aimed at YOU, the producer, creator and user of content in the creative industry particularly in the fields of film, TV, animation and digital media.

After giving a bird's eye view on the fundamentals of Intellectual Property, this programme zooms into the issues involved in the production process, negotiation and contractual matters.

Apart from answers to your questions at the end of the programme, you take away with you a good foundation on identifying and managing IP issues in your daily work and gain a critical appreciation of understanding IP and its' relevancy within creative media works and also in new media.

Title	Date
The IP Buzz in Media Production	7 Mar 11
Decoding IP in Digital Media	8 Mar 11
Financing and Exploitation - What are my options?	9 Mar 11

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New Challenges – Competition ?

IP Associations	Executive/External Education and Training Centres	Government Agencies	IP entities and service providers
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Association of Singapore Patent Agents	NUS Extension	Intellectual Property Office of Singapore (IPOS)	IP Consultancies and NPEs
Licensing Executives Society (LES)	PSB Academy		
Asian Patent Attorneys Association (APAA)			

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New Challenges – External Market

Issues:

a. Jurisdictional nature of IP Laws.

b. State of IP development.

c. Language differences.

d. Costs.

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Conclusions

a. Multi-prong solutions required as the challenges are inter-related.

b. Balancing competing or conflicting interests would require prioritizing based on mission or role.

c. Circumstances would differ depending on a country's economic and IP agenda.

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End of Presentation

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