

# WIPO-LESM

## Malaysia's Intellectual Property Rights in Sports, Commercialisation and Commercial Sports Disputes

**May 10, 2019 (Friday)**  
**9 am till 12 pm**

### Why You Should Attend:

- If you are keen to know the underlying IPRs in sports and how they could be commercialised
- If you are keen to know how disputes such as those concerning sports broadcasting and media, licensing and merchandising rights for major sports events, and commercial exploitation of the image rights of athletes could be resolved

Speakers: Sri Sarguna Raj (Christopher & Lee Ong), Steven Cheok Hou Cher (Christopher & Lee Ong) and Chiara Accornero (WIPO Arbitration and Mediation Center - via videoconference)

Fees: RM65 (non-members); RM50 (members)  
Payment to: LICENSING EXECUTIVES SOCIETY MALAYSIA Public  
Bank Account: 3080513827

Please RSVP to [secretariat@lesm.com.my](mailto:secretariat@lesm.com.my) or  
[sri.sarguna.raj@christopherleeong.com](mailto:sri.sarguna.raj@christopherleeong.com)  
with the following details:

Full Name (as per NRIC)  
Association/Firm

Organised by :



Venue: Christopher & Lee Ong  
Level 22, Axiata Tower No. 9, Jalan  
Stesen Sentral 5, Kuala Lumpur  
Sentral, 50470 Kuala Lumpur, Federal  
Territory of Kuala Lumpur