IP Academy

Promoting IP curricula in ASEAN Countries:

Asset for Business Development

Course Curriculum

Certified Intellectual Property Manager (CIPM)

© Preeda Youngsuksathaporn 2006

Rationale

- IP Academy is a non-profit organization established on 5 April 2007
- a juristic person
- governed by a board of trustees
  - inputs to the Academy's curriculum and examination standards

© Preeda Youngsuksathaporn 2006

Rationale

- The symbol of IP Academy is shown as Coat of Arms
  - "Crown" symbolized "success"
  - "Shield" symbolized "protection of intellectual property"
  - "Book and feather pen" symbolized "learning and knowledge"
  - "Torch" symbolized "light of wisdom"
  - "Bouquet" symbolized "intellectual prosperity"
  - "Elephant" symbolized "power and capability"
  - "Olive leaves" capability "happiness derived from perseverance"
  - "Sapientia et Doctrina" is the motto of IP Academy. This Latin proverb means "Wisdom and Learning".

© Preeda Youngsuksathaporn 2006

The Board of Trustees

Dr. Ninlawan Petcharaburanin	Chairperson
Mr. Pichai Tinsantisuk	Board Member
Mr. Boonma Thechavanich	Board Member
Dr. Lorsan Thanasukarn	Board Member
Dr. Jakrit Korapot	Board Member
Director General of IP Department	Board Member
Director of Office of SMEs Promotion	Board Member
Ass.Prof.Pramote Thamarat	Board Member
Ms. Vipa Chunjaipanich	Board Member
Mr. Preeda Youngsuksathaporn	Board Member and Secretary

© Preeda Youngsuksathaporn 2006

Collaboration

- IP Academy has established strong linkages with:
  - National Innovation Agency
  - Department of Intellectual Property
  - Office of SMEs Promotion
  - National Science and Technology Development Agency

© Preeda Youngsuksathaporn 2006

Definition

- The term “IP” and/or “intellectual property” is defined to encompass;
  - Know-how
  - Patented and unpatented technologies
  - Trade secrets
  - Trademarks
  - Copyrights
  - Software
  - Internet assets
  - Related intangible assets
  - Related management systems

Objectives

- 1. To serve as a formal educational platform in intellectual property
- 2. To promote the learning of intellectual property
- 3. To promote collaboration in development of intellectual property
- 4. To discover new knowledge in intellectual property management
- 5. To disseminate information related to intellectual property to the public

© Preeda Youngsuksathaporn 2006

Benefits

- 1. Students will be educated with latest knowledge in intellectual property issues.
- 2. Students will have comprehensive understanding in how to extract value from intellectual property.
- 3. IP Academy will help create the forum for intellectual property practitioners to share information and knowledge which will benefit the society at large.
- 4. IP Academy will act as an intellectual property infrastructure.

Membership in IP Academy

- Member
- Intellectual Property Associate
- Certified Intellectual Property Manager (CIPM)

© Preeda Youngsuksathaporn 2006

Membership application

- **Application can be processed online at**

  www.ipa.or.th

© Preeda Youngsuksathaporn 2006

Member Requirements

- For member
  - Graduate from Bachelor Degree in any fields

© Preeda Youngsuksathaporn 2006

Member Requirements

- For Intellectual Property Associate
  - Graduate from Bachelor Degree in any fields
  - A minimum of two years' professional experience related to intellectual property
  - An Associate must successfully complete an examination which covers the following:
    - Ethics
    - Principles of Intellectual Property Laws
    - Principles of Accounting
    - Principles of Finance and Economics

© Preeda Youngsuksathaporn 2006

Member Requirements

- For Certified Intellectual Property Manager (CIPM)
  - Graduate from Bachelor Degree in any fields
  - A minimum of two years' professional experience related to intellectual property
  - Successfully complete a rigorous, written, multidiscipline examination to demonstrate their professionalism. Such examination will cover the full subject matter of the IP Academy syllabus.

© Preeda Youngsuksathaporn 2006

Career path for IP Academy's members

- Managers of IP department
- Corporate staff for IP management
- M&A expert
- IP business unit manager
- Corporate counsel
- IP attorney
- In-house expert
- Consultant
- Etc.

© Preeda Youngsuksathaporn 2006

Mode of study

- IP Academy adopts class, lecture and examination as our mode of study.
- students are not required to sit in the class

© Preeda Youngsuksathaporn 2006

IP Academy full course syllabus

- Ethics
- Legal issues
- IP Accounting
- IP Finance and Economics
- IP Marketing
- IP Management
- Licensing
- Negotiating

© Preeda Youngsuksathaporn 2006

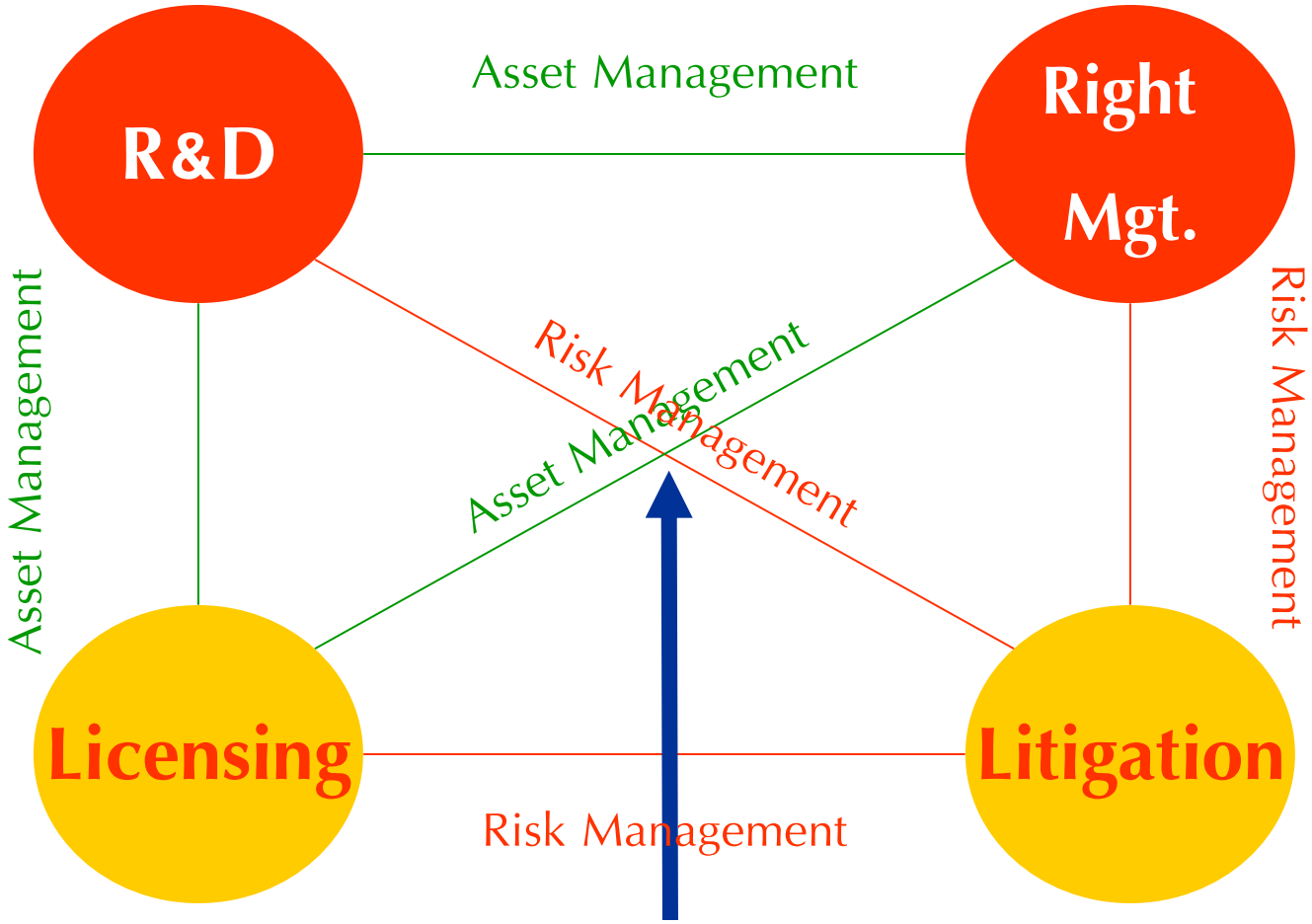
Specialized IP course curricular

- IP management for service provider
- Fundamental of Intellectual Property Service Provider
  - Instructors

Dr.Jirawat Panpiumrat	Senior Researcher (TDRI)
Dr.Kritpaka Bunfung	Specialist (NSTDA)
Mr.Saksan Bunsuwan	Director of Patent Office (DIP)
Dr.Kajit Sukhum	Director of IP Promotion (DIP)
Mr.Preeda Youngsuksathaporn	IP Department Manager (NIA)

© Preeda Youngsuksathaporn 2006

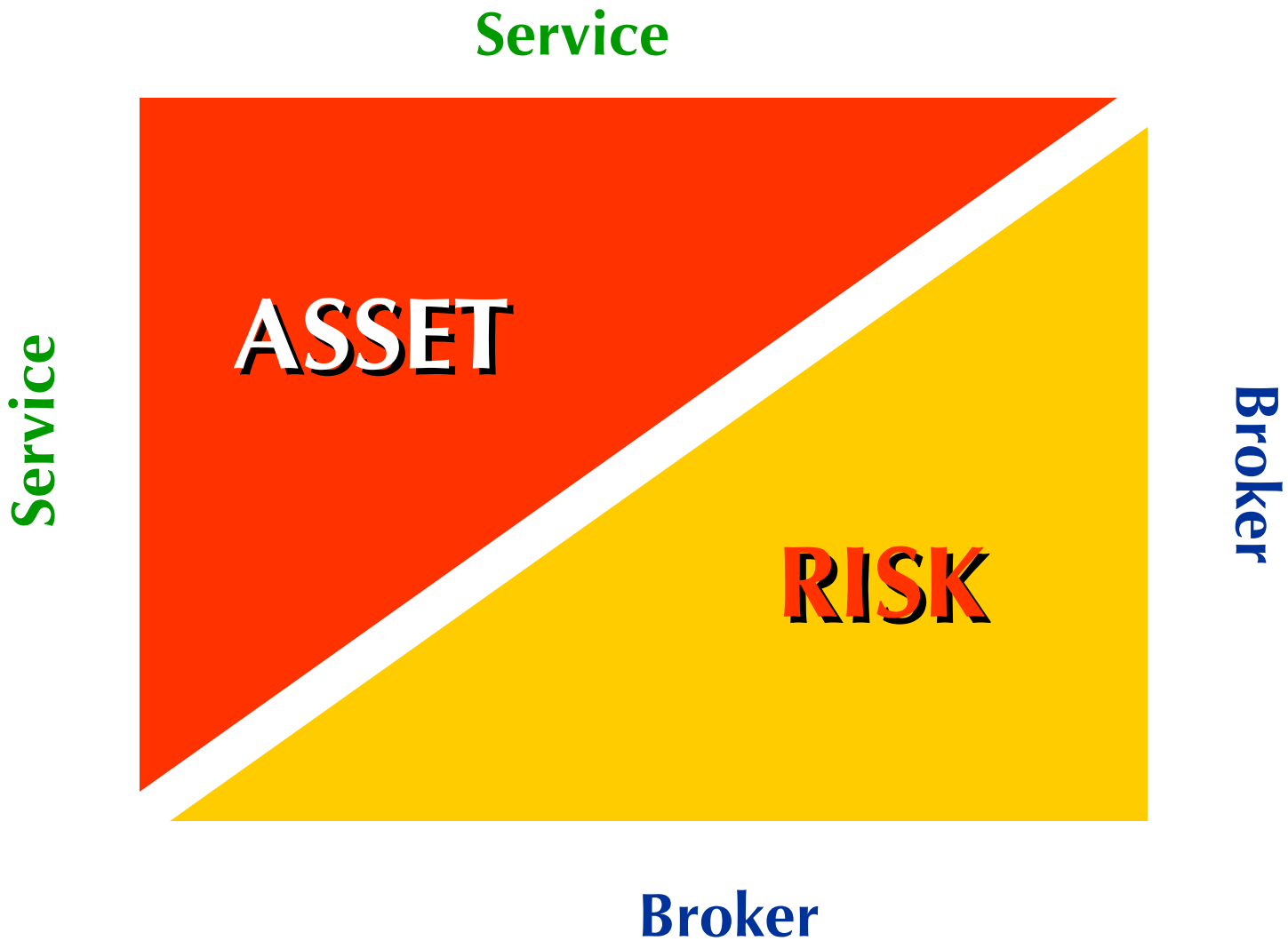
IP Management Strategy



Cross transaction / innovation / new business model

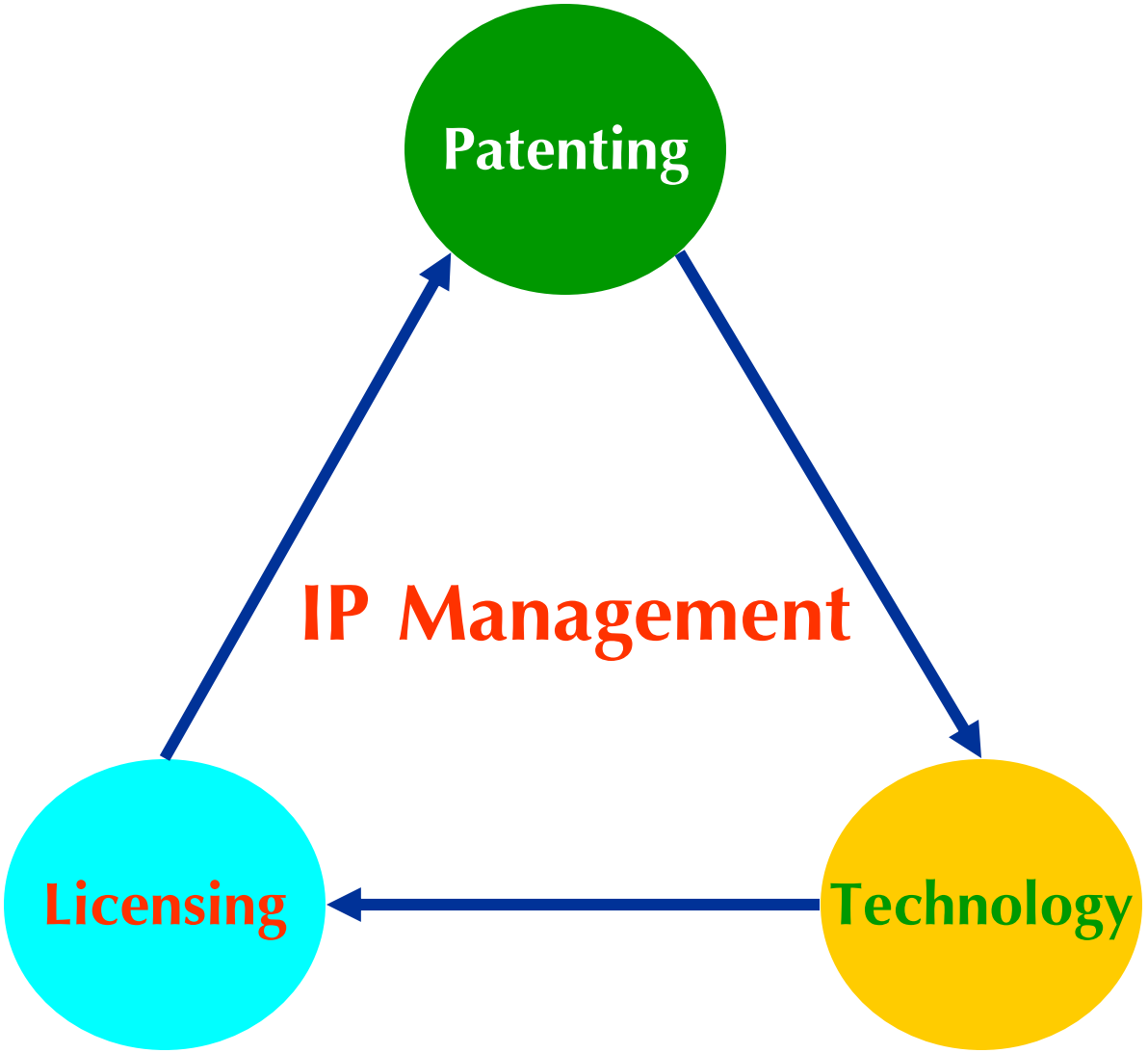
© Preeda Youngsuksathaporn 2006

IP Management Strategy



© Preeda Youngsuksathaporn 2006

IP Cycle



© Preeda Youngsuksathaporn 2006

Total Assets

Intangible assets

- **Human Capital**
- **IP Capital**
  - registered
  - non registered
- **Business Capital** (Product, Distribution, Sale, Marketing, Business know-how)

Tangible assets

Land
Machines
Cash
Debt
Stock
Equity
Etc.

World's No.1
Renowed Licensing GURU

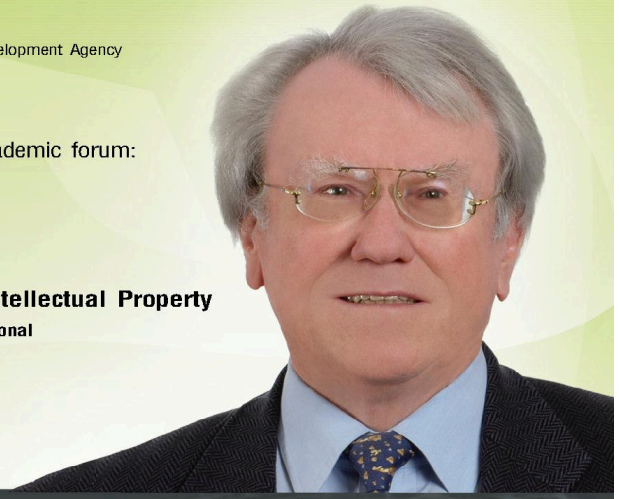
Dr. Heinz Goddar

Licensing Strategy:
Extracting Value from Intellectual Property

IP Academy

In association with
National Innovation Agency
Asset Capitalization Bureau
National Science and Technology Development Agency
Department of Intellectual Property

Proudly present the first academic forum:



Dr. Heinz Goddar
Licensing Strategy:
Extracting Value from Intellectual Property

The Past President of **LES International**
the biggest organisation of licensing
professionals in the world

January, 2007
Siam City Bangkok

For seat reservation, please contact:

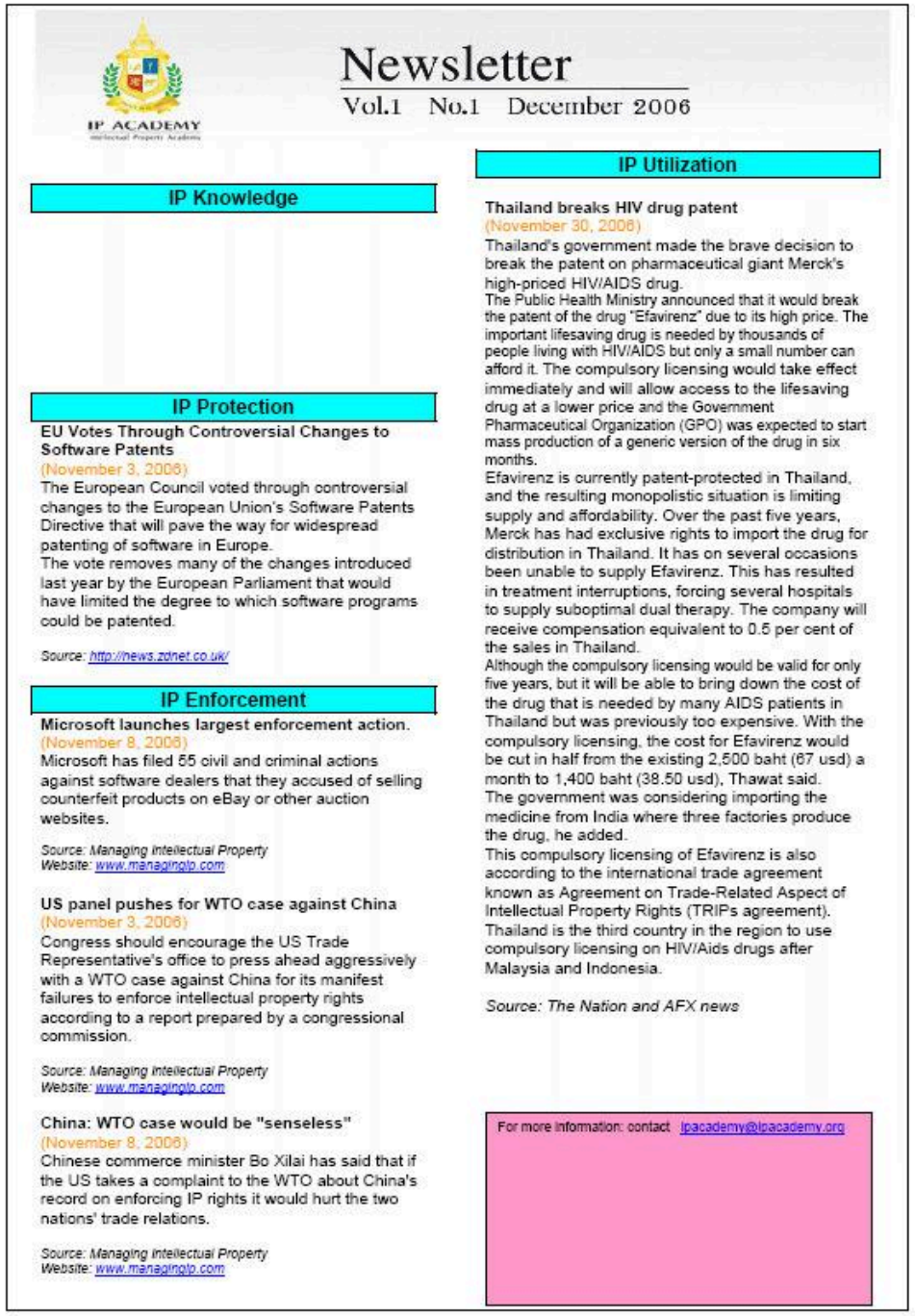
IP Academy
73/1 Rama VI Road
Rajdhevee, Bangkok 10400
Tel. 02 644 6000 ext 136
Fax 02 644 8444
e-mail: preeda@nia.or.th
Website: www.ipacademy.in.th

Registration Fee: 5,000 Baht (inclusive of lunches, breaks and reading meterials)
English-Thai translation service available

© Preeda Youngsuksathaporn 2006

Future Projects

- IPAF (IP Academy Fellow)
- CIPA (Certified IP Analyst)
- MIT (Management of Innovation and Technology)
  - With cooperation from Chulalongkorn University
- Technopreneurship
  - With cooperation from UBI-Chula



IP ACADEMY

Newsletter

Vol.1 No.1 December 2006

IP Knowledge

IP Protection

EU Votes Through Controversial Changes to Software Patents

(November 3, 2006)

The European Council voted through controversial changes to the European Union's Software Patents Directive that will pave the way for widespread patenting of software in Europe.

The vote removes many of the changes introduced last year by the European Parliament that would have limited the degree to which software programs could be patented.

Source: http://news.zdnet.co.uk/

IP Enforcement

Microsoft launches largest enforcement action.

(November 8, 2006)

Microsoft has filed 55 civil and criminal actions against software dealers that they accused of selling counterfeit products on eBay or other auction websites.

Source: Managing Intellectual Property
Website: www.managingip.com

US panel pushes for WTO case against China

(November 3, 2006)

Congress should encourage the US Trade Representative's office to press ahead aggressively with a WTO case against China for its manifest failures to enforce intellectual property rights according to a report prepared by a congressional commission.

Source: Managing Intellectual Property
Website: www.managingip.com

China: WTO case would be "senseless"

(November 8, 2006)

Chinese commerce minister Bo Xilai has said that if the US takes a complaint to the WTO about China's record on enforcing IP rights it would hurt the two nations' trade relations.

Source: Managing Intellectual Property
Website: www.managingip.com

IP Utilization

Thailand breaks HIV drug patent

(November 30, 2006)

Thailand's government made the brave decision to break the patent on pharmaceutical giant Merck's high-priced HIV/AIDS drug.

The Public Health Ministry announced that it would break the patent of the drug "Efavirenz" due to its high price. The important lifesaving drug is needed by thousands of people living with HIV/AIDS but only a small number can afford it. The compulsory licensing would take effect immediately and will allow access to the lifesaving drug at a lower price and the Government Pharmaceutical Organization (GPO) was expected to start mass production of a generic version of the drug in six months.

Efavirenz is currently patent-protected in Thailand, and the resulting monopolistic situation is limiting supply and affordability. Over the past five years, Merck has had exclusive rights to import the drug for distribution in Thailand. It has on several occasions been unable to supply Efavirenz. This has resulted in treatment interruptions, forcing several hospitals to supply suboptimal dual therapy. The company will receive compensation equivalent to 0.5 per cent of the sales in Thailand.

Although the compulsory licensing would be valid for only five years, but it will be able to bring down the cost of the drug that is needed by many AIDS patients in Thailand but was previously too expensive. With the compulsory licensing, the cost for Efavirenz would be cut in half from the existing 2,500 baht (67 usd) a month to 1,400 baht (38.50 usd), Thawat said.

The government was considering importing the medicine from India where three factories produce the drug, he added.

This compulsory licensing of Efavirenz is also according to the international trade agreement known as Agreement on Trade-Related Aspect of Intellectual Property Rights (TRIPs agreement).

Thailand is the third country in the region to use compulsory licensing on HIV/Aids drugs after Malaysia and Indonesia.

Source: The Nation and AFX news

For more information: contact lpacademy@lpacademy.org

IP Academy Newsletter

- **Send to member via e-mail every week**


WELCOME
TO INTELLECTUAL PROPERTY ACADEMY
IP academy
www.ipacademy.in.th
NIA
HOME
IP KNOWLEDGE
CONTACT US
Background
IP Academy is a initiative of the National Innovation Agency (NIA)
to provide knowledge and to facilitate the IP promotion in the country.
With this aim, we plan to launch our first phase scheme in the next few weeks.
Joining with Chulalongkorn University, IP Academy will deliver our first course on the Certificate of
Management of Innovation and Technology (MIT) in January 2007.
Please regularly visit us for more updated
information. We promise to go with the speed.
copyright @ 2006 National Innovation Agency
www.ipa.or.th
Done
Internet

Thank You for your attention

Preeda Youngsuksathaporn

preeda@nia.or.th

Tel. 66-2-644 6000 ext 148

Fax. 66-2-644 8444

© Preeda Youngsuksathaporn 2006