

## Specialist Certificate in Intangible Asset Management Modules Outline

### Foundational Aspects of Intellectual Property in Business

This first module introduces the basic tenets of current and established intellectual property (IP) law and rights protection in Singapore, and examines the interaction among IP rights, IP rights holders and the marketplace. Reference will be drawn to the IP legislative regimes of key international jurisdictions for comparative analysis. The protection regimes, statutory or otherwise, relating to copyright, trade marks, patents, designs, and trade secrets will be discussed in a business/organisational context. In tandem with gaining a functional knowledge of IP rights protection, students will learn to appreciate how this acts as a driver for formulating strategies and risk management in business.

### Managing Intangible Assets

This module provides an in-depth study of the practical management of intellectual assets, involving a range of activities centred around one or more IP assets. Such activities include IP asset creation, IP asset identification, prioritisation for protection, value creation/extraction, and enforcement. A key focus of the module is understanding how a streamlined management process of a business' IP asset inventory can be developed to ensure optimal value extraction and profitability from such inventory. Document management aspects will be considered as well, in the context of carrying out IP due diligence reporting and IP intelligence for strategic purposes.

### Strategising the Business of Intangible Assets

This module focuses on how intellectual property (IP) as business assets are managed for optimum value extraction and revenues. The module demonstrates how IP-related decision-making can steer the formulation of business strategies in the context of a current business/industry environment, with the goal of maximising revenues. Students will have the opportunity to understand how IP assets can be evaluated to pinpoint viable business opportunities and formulate appropriate marketing strategies. Students will also learn how a concurrent evaluation of the relevant market is key to gauging the viability of business opportunities, which will then inform product/service positioning and pricing decisions.

### **Dealmaking and IP Transaction Management**

This module deals with the central commercial aspect of intellectual property (IP) ownership: transacting in the intrinsic exclusive rights and related rights for monetised outcomes. The module places emphasis on understanding the functioning of the license mechanism and the variations thereof and working with the licensing of IP and related rights. To complement this, the strategic management of IP licenses as well as other forms of IP contracts and agreements will be discussed. In order to provide students with a close-to-real-life experience in dealmaking, students will engage with each other in a license negotiation exercise, culminating in the creation of a draft license agreement.