

The Media Managers' IP Kit: Protect, Finance and Exploit your IP

Date: 5-7 August 2008 (Tuesday - Thursday)

Venue: IP Academy, 6 Raffles Quay #17-01 Singapore 048580

INTRODUCTION

"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 participants a bird's eye view on the fundamentals of Intellectual Property, this programme zooms into practical issues involved in the production process, negotiation and contractual matters, to name a few.

Apart from finding answers to your questions at the end of the programme, you will 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.

ABOUT THE SPEAKERS

TRINA HA is a director in the Corporate Department and the Media and Entertainment Practice Group of Samuel Seow Law Corporation. She specializes in the practice of corporate and commercial law with an emphasis on intellectual property law and media and entertainment law. In her years of practice, she has worked on a wide range of transactions (including film and television co-production deals, franchise and distribution agreements, technology transfer agreements, licensing agreements, and joint venture agreements). In 2000, she co-authored the volume on Media Law published by Butterworths as the first title in the series of Singapore Precedents and Forms.

RAJESH SREENIVASAN is a Partner at Rajah & Tann's iTec Practice Group (intellectual property, Technology, entertainment and communications). He advises clients on matters relating to telecommunications, electronic commerce, IT contracts, digital forensics and digital media for over ten years.

Rajesh has been engaged by the ASEAN Secretariat to facilitate a pan-ASEAN forum and by the World Bank to review IT and IP (digital media) legislation in Mongolia, Lesotho and Afghanistan. The World Bank has also engaged his services to lead and conduct an electronic commerce legislative benchmarking exercise involving over 20 East Asian and Pacific nations.

Rajesh has written numerous articles and book chapters highlighting the interplay between IT and the law in areas such as IT law, harmonization of ICT legislation and digital forensics.

WORKSHOP PROGRAMME

Module A: IP Buzz in Media Production

1. IP: A Bird's Eye View
 - Copyright
 - Trade Marks
 - Passing Off
 - Patents
 - Registered Designs
2. How Do You Protect Ideas & Proposals?
 - Law of Confidence
 - Non-Disclosure Agreements
3. Acquiring Rights
 - Concept of "Chain of Title"
 - Assignment vs Licensing
 - Original Works vs Adaptations
4. Key IP issues in Production Contracts
5. Rights Clearances
 - Performer's Consent
 - Music Clearance
 - Use of 3rd-party materials
 - Releases
 - Errors and Omission insurance issues
6. Infringements and Parodies
7. Trade Mark Filing Strategies

Module B: Decoding IP in Digital Media

1. Protecting the visible elements of digital media
 - Linking (framing & deep linking) vs Content syndication (RSS, mashups, etc)
 - IPR in elements of web pages
 - GUI and compilation rights
 - Creative Commons
2. Protection of computer programs
 - Non-Disclosure Agreements
 - Copyright vs patent protection
 - Free / Open Source Software
 - Fair dealings and secondary infringement
 - Digital rights management and anti-circumvention measures
 - Safe harbour for network service providers
3. Protection of databases vs data protection
4. Virtual Worlds
 - What are they all about?
 - Are traditional intellectual property laws applicable?
 - Rights in virtual world goods
5. Online games
 - IP-related issues

Module C: Financing & Exploitation – What are my Options?

1. Traditional Media
 - Financing Models
 - Distribution in Film and Television

Organised by:

IP academy
SINGAPORE
CREATING AN EDGE IN
THE KNOWLEDGE ECONOMY

Supported by:

mda
Media Development Authority
Singapore

WORKSHOP PROGRAMME CONTINUED

2. Digital Media

- Cross-licences, joint ownership and creative licensing
 - F/OSS licensing issues
- Payment structures and royalties
- Distribution and Support Services Agreements
- Leveraging On The Internet To Advertise

- Key-word advertising
- Treading a fine line between infringement of intellectual property and novel use of the Internet

PROGRAMME TERMS & CONDITIONS

Two easy ways to register

1. Register for this course online by visiting www.ipacademy.com.sg. Select the section, "Events" then "Executive Seminars".
or
2. Complete the form below and fax it to (65) 6536 9334.

Withdrawal

This must be received in writing at least one week prior to the commencement of class. An administration charge of 25% of seminar fee applies. For any withdrawal received after this period, the participant is bound to pay all fees due, regardless of attendance.

Substitutions are welcome at any time. However, such requests must be made to the IP Academy in writing.

Cancellation & Refund

The Organiser reserves the right of cancellation. A full refund will be given to registrants if the course is cancelled by the Organiser. The IP Academy reserves the right to make changes to the programme.

Payment

Payment is required before the start of the course or within 14 days of receipt of invoice, whichever is earlier.

All cheques should be crossed and made payable to "IP Academy". Kindly write the workshop title at the back of the cheque. Cheques should be mailed to:

IP Academy
6 Raffles Quay #17-01
Singapore 048580
Attention: Accounts Dept

Enquiries

For more information, please contact Naveena Methani at:
Tel: (65) 6232 9831 or
Email: naveena_methani@ipacademy.com.sg

REGISTRATION FORM (MEDIA MANAGER'S IP KIT)

DISCOUNTS

Early Bird Discount: 10% for registrations on/before 18 July 2008.

MDA FUNDING

MDA funding is available for Singaporeans and Permanent Residents only. (Please indicate your NRIC No. below for identification purposes) A special price of \$684 (nett, inclusive of GST) is available for modules A, B & C combined.

MODULE	DATE/TIME	COST*	PLEASE TICK
Module A : IP Buzz in Media Production	1 Day (5 August 2008, 9am-5pm)	S\$428	
Module B : Decoding IP in Digital Media	1 Day (6 August 2008, 9am-5pm)	S\$428	
Module C : Financing & Exploitation - What are my Options?	1 Day (7 August 2008, 9am-5pm)	S\$428	

*Fees is inclusive of GST

Mr/Mrs/Ms/Dr: _____ NRIC No: _____
(Please underline surname)

Name & Address
of Organisation: _____

Designation: _____ Department: _____

Contact Info:

Office Tel: _____ Mobile: _____

Fax: _____ E-mail: _____

Have you ever attended any of our programmes? Yes No

How did you know about this programme?

- IP Academy's Website E-mail Alert
 Word of Mouth Others: _____
 Publication:

By signing this form, I agree to the Programme Terms & Conditions.

Signature