

Intellectual Property Rights in the Publishing Industry

by Trina Ha

COURSE OBJECTIVES

This 1-day workshop will introduce participants to the concept of intellectual property rights and the different branches of intellectual property. Participants will gain an understanding of how different intellectual property rights can arise and be protected, particularly in the publishing industry.

WORKSHOP LEADER

Trina Ha is a director in the Corporate Department and the Media and Entertainment Practice Group of Samuel Seow Law Corporation. At her previous position as a legal counsel at MDA, Trina established the media legal clinics with IPOS and also organized various talks on intellectual property rights in the media industry, which included researching on relevant issues and drawing up the outline and content.

She specialises in the practice of corporate and commercial law with an emphasis on intellectual property law and media and entertainment law. Her practice in these fields is buttressed by her extensive exposure to a wide range of transactions over the years (including legal documentation for the financing and production of feature films and television programmes, option rights on books, agreements for development and licensing of computer games, franchise and distribution agreements, and technology transfer agreements).

Trina has conducted talks for various clients and associations on intellectual property rights. These included MediaCorp, MICA and the Japanese Chamber of Commerce. In addition to that, she has also conducted a workshop, funded by MICA under an incubation project on exploitation of intellectual property rights which included issues on publishing, for a group of individuals and companies.

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.

COURSE OUTLINE

- I. Overview of Intellectual Property Law
 - What is "intellectual property"?
 - The various branches of intellectual property rights
 - Copyright
 - Trade Marks
 - Passing Off
 - Law of Confidence
 - Registered Designs
 - Patents
 - Intellectual property rights in the publishing industry
- II. Trade Marks
 - Trade mark fundamentals
 - Registration under the Trade Marks Act (Cap. 332).
 - Rights conferred by registration
 - Overview of the registration system
 - Infringement
- III. Copyright (I)
 - Copyright fundamentals
 - Different categories of works
 - Rights of monopoly
- IV. Copyright (II)
 - Copyright Infringement
 - Clearances
 - Defences

TARGET AUDIENCE

For Editorial and Publishing Managers, Commissioning Editors, Senior Editors and Independent Publishers

DATE and TIME

13 June 2008 (Fri), 9.30am to 5.30pm

VENUE

Blue Room, Level 2, The Arts House
1 Old Parliament Lane

Organised by



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COURSE ADMINISTRATION

Registration Fees

S\$250 per person includes 2 tea breaks, 1 lunch and course materials.

S\$200 for Early Birds who register by 16 May 2008.

Ways to register

1. Register online by visiting www.bookcouncil.sg/clap.htm
or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for substitution must be made on/before 6 June 2008.

A cancellation charge of 25% of the full course fee is applicable for cancellations made after 6 June 2008

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
c/o Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg

Tel : (65) 6848 8290

ABOUT THE ORGANISER

NBDCS is a non-profit umbrella body inaugurated in 1969 to promote storytelling, reading, writing and publishing, with a current objective to establish and develop Singapore as the Asian centre for publishing and the literary arts. NBDCS brings Singapore book industry and literary community together through industry events, courses, seminars, conferences and author lectures. NBDCS has been organising the prestigious Singapore Literature Prize since 1990 and also manages the Centre for Literary Arts and Publishing and Singapore Writers Centre

Registration Form –Intellectual Property Rights in the Publishing Industry

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

Signature: _____