

RISM ACADEMY EVENT

Short Talk Series 4

Legally Speaking: An Introduction to Intellectual Property (IP) - The Unseen Valuables

Thursday, 28th August 2017, RISM Resource Centre

Legally Speaking – An Introduction to Intellectual Property (IP) - the Unseen Valuables, RISM Academy's Short Talk series no. 4 for Session 2017/2018, garnered an audience of 29 pax, comprising 22 members, 6 non-members and 1 student. The speaker was Ms. Munirah Maarof, a lawyer specialising in Intellectual Property (IP) laws and also a Certified IP Valuer.

The **Takeaways** from the talk were:

The description of Intangible Asset or Intellectual Property

- ✚ Non Physical/Goodwill
- ✚ Marketing-related intangible assets
- ✚ Customer-related intangible assets
- ✚ Artistic-related intangible assets
- ✚ Contract-based intangible assets

Main Features of IP Registration

- ✚ Territorial
- ✚ Period Of Validity
- ✚ Classification
- ✚ Registration From Filing Date
- ✚ Procedure For Registration
- ✚ National Filing v International Applications

Types of IP

- ✚ Pattern
- ✚ Trade Mark
- ✚ Industrial Design
- ✚ Copyright
- ✚ Integrated Circuits
- ✚ Geographical Indications
- ✚ New Plant Variety
- ✚ Trade Secrets

Sample Trade Mark

- ✚ Color Mark
- ✚ Smell Mark
- ✚ Sound Mark
- ✚ Texture Mark
- ✚ Taste Mark
- ✚ Motion Mark

Thereafter, the attendees were presented with their Certificates of Attendance and were invited to the light refreshment.

