

IP 201 Intellectual Asset Management

Programme Schedule and Outline	
Date: 12 Nov 2020 (Thu) Time: 14:30-17:00 Webinar via Zoom	Lecture I: Explore intellectual assets in your enterprise <ul style="list-style-type: none">✧ Identifying the intellectual assets within the enterprise✧ How to build up your intellectual assets portfolio✧ Assessing market values of intellectual assets portfolio to the enterprise✧ Cases studies Speaker: Mr. Larry Lai
Date: 19 Nov 2020 (Thu) Time: 14:30-17:00 Webinar via Zoom	Lecture II: Strategies for Intellectual Asset Management <ul style="list-style-type: none">✧ Concepts of Intellectual Asset Management (IAM) Framework✧ Steps in planning and executing IAM framework✧ Resources needed to establish IAM framework✧ Reviewing efficiency and effectiveness of IAM framework✧ Factors to consider in deciding what enforcement actions to take Speaker: Mr. Larry Lai

** A Zoom User Acceptance Test Session will be conducted on 10 Nov 2020 (Tue) for successful candidates to test their device adaptability and internet connection for the Zoom lesson.