

Bridging the **INTELLECTUAL PROPERTY** Gap from the Laboratory to the Market

21 October 2021

9.30am-1.00pm

Via Microsoft Teams

FREE for MRC Members



Warm Greetings from the Malaysian Rubber Council (MRC)!

We are pleased to extend an invitation to the rubber products industry members to participate in the briefing titled *Bridging the Intellectual Property Gap from the Laboratory to the Market*. This online briefing will highlight and present key information and insights by IP experts from government agencies and corporations. Come and join us as the briefing is FREE for members of the rubber and rubber products industry registered with MRC.

About the Briefing

Commercialisation of an innovative research product has been perceived as a platform to increase the wealth for a country. Many studies have been done to identify the challenges of bridging the gap between the researchers and the industry with respect to intellectual property protection and commercialisation policies. This briefing will gear industry members with an understanding on the importance of IP in Malaysia under the Patent's Law provisions, acquiring knowledge and understanding on latest and relevant patents and trends, providing opportunities and potentials of new inventions and technologies applicable to the rubber and rubber products industry.

The Programme of the Day

- 9.00am Online Registration is opened
- 9.30am Welcoming Remarks by Malaysian Rubber Council (MRC)
- 9.40am *'Intellectual Property In Technology Commercialization – Issues & Challenges'*
By Mr. Azri Roslan, Assistant Director, Business Development Division, Intellectual Property Corporation of Malaysia (MyIPO)
- 10.40am *'Investment Incentives Related to R&D and Commercialisation'*
By Puan Siti Halimatun, Senior Deputy Director, Advanced Technology & Research Development Division, Malaysian Investment Development Authority (MIDA)
- 11.40am *'Considerations of IP Matters under the Industry Linkage Fund Programme'*
by Mr. Mohan K, Managing Director of Adastra IP (M) Sdn. Bhd
- 12.40pm Question & Answer Session
- 1.00pm Photography Session and End of Programme



How to Register

Please log on to www.myrubbercouncil.com and register online **HERE**.

For more details or any query, you may contact us at 03-2782 2100 or email to Nurhaiza (nurhaiza@myrubbercouncil.com) and Muhammad Alif (alif@myrubbercouncil.com)