



Date: 26 Nov 2015

Time: 9.00am – 5.30pm

(The registration will start at 8.30am)

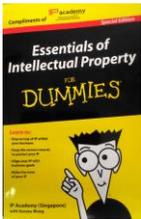
BUSINESS

Course Fee:
\$963.00/pax (incl. 7% GST)

\$96.30 (incl. 7% GST
after 90% course fees*
subsidy available!*

*Terms and conditions
applies. Please see
below for details.

Participants will get a
Special Edition of
IPA's "Essentials of
Intellectual Property"
booklet:



Programme Partners⁺:

S A A V A
Southeast Asian Audio-Visual Association Limited

**SCREENWRITERS
ASSOCIATION
(SINGAPORE)**

WHY YOU SHOULD ATTEND

The programme seeks to give participants an understanding of:

- How different intellectual property rights can arise and be protected in developing media content
- The usual IP issues that arise in media content development
- The concept of and processes involved in rights clearances
- How contracts are formed, and function in relation to IP issues in a transaction
- The concepts of and processes involved in content rights acquisition. How to use typical development-related contracts and IP clauses
- The dynamics of the negotiation and dealmaking process between creative and producers

PERFORMANCE OBJECTIVES

On completion of this programme, participants should be able to:

- Identify the most common types of intellectual property rights and understand their respective functions
- Understand the protection and exploitation of intellectual property rights in the context of media production
- Understand the function of contracts in media production, the meaning of certain contractual clauses, and the use of contracts or clauses in specific production situations
- Identify legal issues in media production generally, including "chain of title", rights clearances, and releases and permissions
- Be familiar with the negotiation and dealmaking process between creative and producers

TARGET AUDIENCE

The course is meant for professionals from the media sector. This may include:

1. Writers, content developers and media creatives
2. Executives, managers in broadcast and production companies who manage productions, contracts and intellectual property rights
3. Independent film and TV producers
4. Legal counsels and contracts managers in the media industry

⁺Based in Singapore, SAAVA's mission is to provide a networking, collaborations and training platform for producers in the SEA region. SAAVA is proud to be a partner of this industry training initiative by the IP Academy.

Venue:

IP Academy (Singapore), 51 Bras Basah Road, #01-01
Manulife Centre, Singapore 189554
www.ipacademy.com.sg

Contact Person:

Mr. Kelvin Ong
Tel: +65 6330 8688 (DID) Fax: +65 6221 8601
Email: kelvin_ong@ipacademy.com.sg



Date: 26 Nov 2015

Time: 9.00am – 5.30pm

(The registration will start at 8.30am)

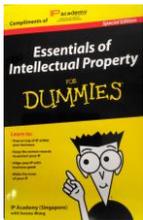
BUSINESS

Course Fee:
\$963.00/pax (incl. 7% GST)

\$96.30 (incl. 7% GST after 90% course fees* subsidy available!*

*Terms and conditions applies. Please see below for details.

Participants will get a Special Edition of IPA's "Essentials of Intellectual Property" booklet:



Programme Partners[†]:



PROGRAMME OUTLINE

Module	Time	Resource Materials Included
Fundamentals of IP Rights (a) Bird's eye view of the different types of IP Rights (b) Introduction of "Chain of Title" and its importance in media productions (c) Overview of copyright and what it protects; ownership of copyright work in relation to employees and free-lancers; duration of copyright (d) Overview of trade marks and use of trade marks in protecting elements of a production; duration of trade mark protection; trade mark filing strategies	9:00 – 10:30am	<ul style="list-style-type: none"> • Sample IP clauses of an employment contract • Sample free-lancer contract
Tea Break	10:30-10:45am	
Infringement of IP; Exceptions and Defences (a) Copyright infringement and relevant exceptions (b) Defences to copyright infringement, including fair dealing (c) Trade mark infringement (d) Case studies	10:45am–11:30pm	
Rights Clearances (a) Moral rights; obtaining the relevant waivers or consents (b) Performers' rights; obtaining the relevant releases and consents (c) Location releases (d) Music clearance (e) Privacy, Personality Rights and the impact of the Personal Data Protection Act 2012	11:30 – 12:30pm	<ul style="list-style-type: none"> ▪ Sample talent release ▪ Sample location release ▪ Rights clearances checklist
Overview of Contract Law (a) Formation of contract: what constitutes a legally binding agreement; (b) How to document an agreement	12:30 – 1:00pm	
Lunch Break	1:00 – 2:00pm	
Acquiring and Protecting IP Rights: Intersection of IP and contracts (a) Protection of ideas and proposals; (b) The option-literary process; (c) Acquiring original material: the screenwriting agreement (d) Protection of television formats (e) Common IP and Contractual Issues in Production Contracts (- understanding typical terms and conditions)	2:00 – 3:30pm	<ul style="list-style-type: none"> • Sample Non-Disclosure Agreement • Sample deal memo • Options checklist
Tea Break	3:30-3:45pm	
Introduction to negotiation exercise and negotiation roles	3:45-4:15pm	
Negotiation role-play exercise and presentation of deals made	4:15-5:00pm	
Q&A and End of Session	5:00-5:30pm	

Venue:

IP Academy (Singapore), 51 Bras Basah Road, #01-01
Manulife Centre, Singapore 189554
www.ipacademy.com.sg

Contact Person:

Mr. Kelvin Ong
Tel: +65 6330 8688 (DID) Fax: +65 6221 8601
Email: kelvin_ong@ipacademy.com.sg

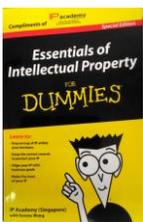
BUSINESS

Course Fee:
\$963.00/pax (incl. 7% GST)

\$96.30 (incl. 7% GST
after 90% course fees*
subsidy available!*

*Terms and conditions
applies. Please see
below for details.

Participants will get a
Special Edition of IPA's
"Essentials of
Intellectual Property"
booklet:



Programme Partners⁺:

S A A V A
Southeast Asian Audio-Visual Association Limited

**SCREENWRITERS
ASSOCIATION
(SINGAPORE)**

SPEAKERS' PROFILE

Ms. Trina Ha is a Faculty / Legal counsel at the IP Academy (Singapore). Before her appointment as legal counsel, Ms Ha was in private practice where she specialised in matters involving the protection, management and exploitation of intellectual property rights. Her practice in these fields was buttressed by her extensive exposure to a wide range of transactions over the years from various industries including the media, telecommunications, internet, pharmaceutical, food & beverage, retail and fashion sectors. She was also at one point legal counsel with the Media Development Authority of Singapore where she drafted, reviewed and negotiated the contracts for the Authority's range of investments in film, television, animation and game development and production. She has conducted talks and customized workshops on intellectual property rights for various companies, organisations and institutes of higher learning, and was also an appointed trainer by the National Book Development Council of Singapore for the conduct of courses and workshops on copyright issues. Ms Ha co-authored the volume on Media Law published by Butterworths as the first title in the series of Singapore Precedents and Forms. During her time in legal practice, she was ranked annually since 2007 in the intellectual property industry and TMT industry by the Asia Pacific Legal 500.

Ms. Teo Yi-Ling graduated from the University of Liverpool in 1995, was admitted as a Barrister-at-Law (Middle Temple) in 1996, and was admitted to the Singapore Bar in 1998. Yi-Ling's areas of legal practice are commercial and corporate law, intellectual property, technology, and media and entertainment. She has worked with independent producers and production companies, writers, creative agencies and consultants, government and regulatory agencies, social enterprise organisations, and technology and innovation companies.

Yi-Ling has experience in advising on intellectual property rights management strategies, commercial transactions involving intellectual property licensing and assignment, and general commercial transactions involving the sale, supply and distribution of products and services. Her media and entertainment practice experience covers transactional and risk management advisory for project development and production, screenwriting, recording and music composition, rights acquisition and clearance, content regulation, talent management, production and technical services and production-related releases. She regularly consults on story and script development, project infrastructure, production risk management, and business strategy on a range of media projects, notably in feature film and transmedia.

On the academic front, Yi-Ling has taught media law, copyright law, entertainment business law and media ethics at a number of tertiary institutions, including New York University Tisch School of the Arts Asia, Ngee Ann Polytechnic, LaSalle College of the Arts Puttnam School of Film, and the University of Newcastle, Sydney. She is currently full-time faculty with the Academy of Digital Entertainment at the Breda University of Applied Sciences in the Netherlands. Alongside her academic function at some of these schools, she has worked with management in developing intellectual property policies, and provided legal guidance for institution-level and student projects.

She holds a LL.M. from Northwestern University School of Law in Chicago, USA, and is the author of "Media Law in Singapore", published by Sweet & Maxwell Asia. Her book is used as a course and reference text by most media-related diploma, degree and postgraduate programmes in Singapore tertiary institutions.

Venue:

IP Academy (Singapore), 51 Bras Basah Road, #01-01
Manulife Centre, Singapore 189554
www.ipacademy.com.sg

Contact Person:

Mr. Kelvin Ong
Tel: +65 6330 8688 (DID) Fax: +65 6221 8601
Email: kelvin_ong@ipacademy.com.sg

TERMS & CONDITIONS

Registration

Please register online at this link: <https://www.ipacademy.com.sg/programmes/business>

Registration closure date: 12th Nov 2015.

Withdrawals

The Organiser will refund 75% of the course fees if written notice of withdrawal is received at least 1 week before the commencement of the course. The remaining 25% will be charged as an administration fee. No refund will be made for any withdrawal after this period except in mitigating and extenuating circumstances (e.g. bereavement, illness and accidents), subject to management's approval. Documentary evidence must be produced in such circumstances.

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. IP Academy reserves the right to refuse entry to participants who have not made payment of the course fees.

All cheques should be crossed and made payable to "IP Academy". Kindly write the course title at the back of the cheque. Cheques should be mailed to: IP Academy (Singapore), 51 Bras Basah Road, #01-01 Manulife Centre, Singapore 189554.

Attention: Accounts Dept

***COURSE FEE SUBSIDY**

Local (Singaporean/ Permanent Resident) media practitioners, including fresh media graduates, who register for this course can apply for up to 90% subsidy of the course fee under MDA's Talent Assistance Scheme at Six Degrees application portal <<http://www.sixdegrees.asia/welcome>> at least 14 working days before the course start date. Late submissions will not be processed.

Do note that all individual grant applications are subject to approval from Six Degrees. For queries, please email to grants@sixdegrees.asia or call 6338 3018.

Note: Successful applicants are to submit their original signed Letter of Acceptance to IP Academy on the day of the course. Upon completion of the course, participants are to complete their online report on training outcome (to include skills acquired, outcome achieved and relevance to work).

IN-HOUSE PROGRAMMES

The IP Academy (Singapore) can customise in-house programmes for your organisation. Feel free to contact us at (65) 6221 8622 or email: info@ipacademy.com.sg for more information.