

IPM537 IP in the ASEAN Context

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

IPM537 IP in the ASEAN Context introduces the Intellectual Property (IP) systems in each member state of the Association of Southeast Asian Nations (ASEAN). This course examines the legal, business and practical issues which IP right holders may encounter when exploiting and enforcing their IP rights in ASEAN. Students will learn how to interpret the differences in the IP systems between the ASEAN member states, analyse potential legal, business and practical issues when operating in ASEAN, formulate potential courses of actions to overcome these issues and assess the resulting implications.

The following ten jurisdictions will be covered: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

Topics:

- Introduction to IP rights
- Comparative patent legal system
- Comparative registered design legal system
- Comparative trade mark legal system
- Comparative copyright legal system
- Comparative franchise legal system
- Comparative protection of trade secrets / know-hows
- Infringement and enforcement of IP rights
- Other IP-related rights (e.g. domain names, e-commerce, etc.)
- Legal, business and practical issues on cross-border exploitation of IP rights
- Formulation of strategies on cross-border exploitation of IP rights
- Summary of IP in the ASEAN context

Textbooks:

: No materials IPM537

ISBN-13: BN-0267

Learning Outcome:

- Interpret the differences in the IP systems between the ASEAN member states
- Appraise different considerations for exploitation and enforcement of IP rights in ASEAN
- Analyse potential legal, business and practical issues related to the exploitation of IP rights in ASEAN
- Examine enforcement of IP rights in ASEAN
- Evaluate the IP systems of each ASEAN member state to identify potential legal, business and practical issues on exploitation and enforcement of IP rights
- Formulate cross-border strategies to exploit and enforce IP rights
- Assess potential legal, business and practical implications of various IP strategies

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	4
	PRE-CLASS QUIZ 3	2
	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	Written Exam	40
Total		100