



THE UNIVERSITY OF
MELBOURNE



IPRIA PUBLIC SEMINAR IN ASSOCIATION WITH THE INSTITUTE OF PATENT AND TRADE MARK ATTORNEYS OF AUSTRALIA (IPTA)



WHAT DIFFERENCE DOES A PATENT MAKE?

Register online at:

www.ipria.org

SPEAKERS:

Dr Jongsay Yong
IPRIA & Melbourne Institute of Applied
Economic and Social Research

Dr Robert B. Sanders
Melbourne Law School,
Global IP Services LLP, Singapore

DATE AND TIME

Friday 2nd October 2009
1:00pm - 2:00pm
(Refreshments from 12:30pm)

VENUE:

Cliftons
Australia Place
Mezzanine Level
Cnr St Georges Tce & William St
PERTH

RSVP:

Michelle Wilson
IPRIA
Alan Gilbert Building
University of Melbourne
Fax no: (03) 8344 2111
Email: info@ipria.org

PRICE:

Free of charge

CLOSING DATE:

Tuesday 29th September 2009

This presentation offers two complementary perspectives on the value-added of patents and the related significance of intangible asset valuation to the modern enterprise. Dr Jongsay Yong will discuss the findings from a recent survey of almost 1,500 Australian inventions which collects information regarding the commercialisation process of Australian inventions, including the monetary value generated. Dr Robert B Sanders will offer a practitioner's perspective by outlining how such intangible asset contributions to enterprise value can be understood in the context of an improving, international, approach to intangible asset valuation itself. Overall, the presentation will offer attendees both a theoretical, and practical, perspective on the issue of enterprise intangible asset treatment and valuation.



Dr Jongsay Yong is a Senior Research Fellow at the Melbourne Institute of Applied Economic & Social Research, University of Melbourne. He joined the Institute in 2002, after spending several years as lecturer and later senior lecturer at the National University of Singapore. His research interests are primarily in applied areas of industrial economics and health economics. In recent years he has been using micro data to investigate firm performance, productivity and innovation.

Dr Robert B Sanders is Managing Partner at Global IP Services LLP in Singapore. He is an experienced IP practitioner with more than 10 years of legal and commercial experience. He was awarded an IP Academy (Singapore) scholarship to undertake his PhD research at the National University of Singapore and was a recipient of a Presidents Graduate Fellowship. Robert was the co-author of a major research project Intangible Asset Valuation: Threats and Opportunities for Singaporean Businesses, commissioned by the IP Academy (Singapore).

