



PATENT PRIOR ART SEARCH & PATENT ANALYSIS (IPAPI-002)

- Have you encountered situation whereby you have completed your R&D on your product, only to find out the product is already created by others?
- Do you want to know what kind of new product your competitor is working on?
- Do you want to file a patent but unsure whether your product is novel enough to be patentable?



WHO SHOULD ATTEND

Engineers, researchers and technology managers

WHAT YOU WILL ACHIEVE

Identify your product positioning!

Identify the patent databases that are essential in searching prior arts, while learning the steps and strategies in performing a comprehensive prior art search, such as using keywords, IPC, etc.

Once prior arts are searched, learn how to analyze the claims to determine similarities and differences; thus the patentability / infringement

SYLLABUS

- Background of patent
- Identifying patent databases
- Performing prior art search
- Patent claims analysis in determining patentability or infringement





Profile of Trainer

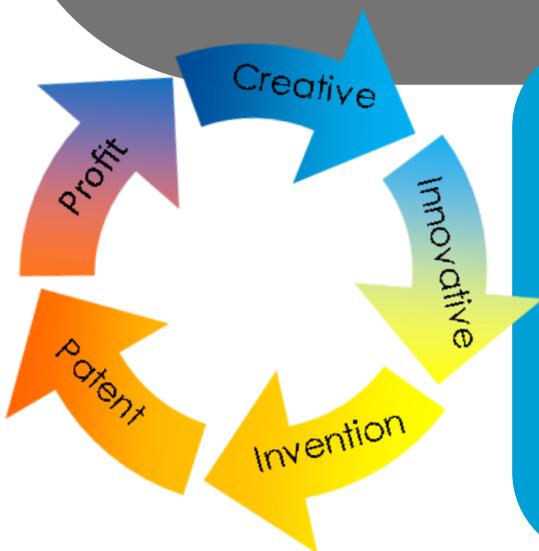
Bryan Wong is a Registered Patent Agent and Registered Industrial Design (ID) Agent with the Intellectual Property Corporation of Malaysia (MyIPO); and Registered Plant Variety Protection (PVP) Agent with the Department of Agriculture Malaysia (DOA).

Upon graduation of bachelor's degree, Bryan became an Applications Engineer with Altera Corporation (M) Sdn Bhd for nearly six years. Currently, Bryan is the Executive Director of Intellect Patent & Innovation Sdn Bhd, one of the largest Intellectual Property Consultancy firms in Northern Malaysia.

He graduated from Universiti Teknologi Malaysia (UTM), Johor, Malaysia with a Bachelor of Electrical Engineering, majoring in Mechatronics. He went on to obtain his Masters in Business Administration (MBA) from the University of South Australia.

Bryan has a portfolio of consulting both multinational companies such as Altera Malaysia and Renesas Malaysia, Platinum Nanochem; public listed companies such as Vitrox Corporation Berhad, Ajiya Berhad and Spritzer Group; government agencies such as MIMOS, Fisheries Research Institute; higher learning institutions such as Universiti Teknologi Petronas, Swinburne University Sarawak, Universiti Putra Malaysia and Curtin University of Technology Sarawak; and associations such as Penang Chinese Town Hall and Federation of Malaysian Manufacturers.

Bryan is also a Certified Professional Trainer under Human Resources Development Fund (HRDF), which enables Intellect Group of IP Companies to become a Certified Training Provider in IP services. He has conducted many in-house workshops and public talks on IP and innovation to companies, universities, business associations, events, exhibitions and seminars; one being the Authority for Info-Communication Technology Industry of Brunei Darussalam. Bryan is also a seasoned IP columnist in the Malaysian International Chamber of Commerce and Industry (MICCI), The Star's Shanghai Magazine and LIBRA Magazine.



COMPANY BACKGROUND

Intellect Worldwide Sdn Bhd is a professional training provider registered under HRDF. It aims to create a more knowledge-based society to achieve a high income society.

We offer trainings related to Patent, Trademark, Franchising, Creativity and Electrical / Electronic Engineering.



Strategic Partners:



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