

Increasing Intellectual Property Awareness: Be a Trademark and Copyright Owners

Intellectual Property is any innovation, commercial or artistic, or any unique name, symbol, logo or design used commercially. Intellectual property is protected by **patents** on inventions; **trademarks** on branding devices; **copyrights** on books, music, videos, patterns and other forms of expression; **trade secrets** for methods or formulas having economic value and used commercially. In Malaysia, the most commonly used by 'inventors' are patent, trademark and copyright.

However, the numbers of registered trademarks and copyrights in Malaysia is not significant compared to other developing countries. The main reasons for not registering the trademarks or copyrights are too many paperwork, taking too long to register and too expensive.

Trademark and copyright are simple and not too expensive to protect with a long period of time for protection. Once protected, know your right how to exploit them by generating passive income for you and your heirs.

SPEAKER'S PROFILE



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Qualifications: (i) Bachelor of Laws (LL.B) (Hons), UiTM;
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Ros has 16 years of experience as a litigator and has a deep interest in intellectual property (IP) which led her to further studies in IP law and obtained her Master of Laws in Intellectual Property (LL.M) in 2011. **Ros** specializes in drafting, reviewing, vetting, and negotiating technology licenses, software and hardware agreements, standard legal documents, service level agreements, and managing disputes relating to Intellectual Property. **Ros** advises companies of the potential and prevailing risk exposure from a legal point of view and timely recommends an appropriate course of action to be instituted for the best interest of the company. **Ros** proposes appropriate mechanisms to actively regulate and monitor potential and imminent inherited risk and exposure from legal aspects of the company's business operations. **Ros** has a keen interest in Contract Law, Information Technology, Biotechnology, Industrial Relations, Construction Law, Shipbuilding, Aviation, and Intellectual Property Law. **Ros** represented public listed companies in international and local arbitration proceedings and court disputes for breach of contract, companies winding up, industrial relations, torts and settlement arrangements. **Ros** also represented business owners and individuals in trademark and intellectual property matters. Apart from being a litigator, **Ros** is a coffee lover and avid traveler.