

23 August 2017

## KIASULAB'S EVENT - NEW PERSPECTIVES OF IP AS BUSINESS ASSETS

On 9 August 2017, KiasuLab, the co-working business arm of K-One presented 2 distinguished experts from the field of Intellectual Property - Ms Audrey Yap and Mr Chiew Yu Sarn to give a talk on Intellectual Property (IP).

Ms Audrey Yap is the Managing Partner of IP specialist law firm - Yusarn Audrey. Well known as one of Singapore's outstanding IP experts, Ms Audrey Yap is internationally acclaimed, have received numerous awards for her role in shaping IP portfolios of companies and industries and advising countries on IP policies.

Mr Chiew Yu Sarn is a Founding Partner and Head of the Corporate and Commercial Department of Yusarn Audrey. Mr Chiew is an Advocate & Solicitor of the Supreme Court of Singapore and is also entered into the rolls as a Solicitor for England and Wales.

The event began with an opening remark by K-One's Chairman, Ir. Edwin Lim.

During the 2 hour session, the speakers covered various important topics; from basic definitions of IP, innovation challenges, some solutions from patent landscapes and analytics to emerging concepts of IP and extracting value from IP. The session provided an insight and better understanding of the importance of IP as a crucial undiscovered asset.



*Participants tuning in to Ms Audrey Yap*



*Enthusiastic participants before start of event*



*Q&A session with participants*



*A token of appreciation presented to Ms Audrey Yap and Mr. Chiew*

The participants, totaling about 50 from startups to established companies certainly went home feeling enlightened on the prospect of IPs and its importance, irrespective of the stage of growth of the company. It is not something to be taken lightly in this day and age of innovations when IPs are considered as treasures of a company which should be closely guarded and protected.

KiasuLab will continue to bring and share such topics of imminent interests with startups so that we can be wiser in our journey on entrepreneurship. We, as a nation is lagging behind in the filing of patents as compared to other developing economies, let alone the developed ones. Therefore, with our promotion of awareness on IPs and its importance, we hope to contribute towards the improvement of IP registration in the near future.



*Networking session after the event*