

EXECUTIVE DIPLOMA IN INTELLECTUAL PROPERTY MANAGEMENT

Emerging
Technology

Transformation

Capitalisation

Commercialisation

Management

Financing

Strategy

IP Evaluation



Intellectual Property Management

The Government of Hong Kong is promoting the development of Hong Kong as a premier Intellectual Property (IP) Trading Hub in Asia. A Working Group on IP Trading has been set up in March 2013, and a Working Group Report has been published in March 2015, which devised a strategic framework for driving the development of Hong Kong as the IP Trading Hub.

The PolyU's **Institute of Advanced Executive Education (IAEE)** develops the **Executive Diploma in Intellectual Property Management (EDIPM)** programme to support the Government's IP Trading Hub development by providing this executive diploma to equip aspiring IP professionals with the appropriate knowledge and skillsets, and support the development of the Original Grant Patent (OGP) System and its future advancement. This is a unique opportunity to advance one's career and improve your organisation's IP management.

Who should Attend?



- Tech transfer officers at institutions
- Chief IP officers, IP Advisors
- Technology company executives
- Patent holders, Technology owners
- Inventors, Scientists
- SME operators and Entrepreneurs
- Consultants, Lawyers
- Board members of listed companies
- Angel, Venture capital investors
- Business valuation experts

Speakers



Programme Director

Prof. Terence Lau

Director, Innovation and Technology Development, PolyU
Adjunct Professor, PolyU
Member, Working Group on Intellectual Property Trading, HKSAR Government
Member, Small and Medium Enterprises Committee HKSAR Government



Prof. Albert (Kit) Chan

Professor of Practice, PolyU
Adjunct Professor
Department of Health Technology and Informatics, PolyU
Founder, United States-China Intellectual Property Institute



Prof. Keith Chan

Adjunct Professor, Graduate Institute of Technology Innovation & Intellectual Property Management
National Chengchi University, Taiwan
Adjunct Professor, Institute of Biopharmaceutical Sciences, National Yang-Ming University, Taiwan



Mr. Alfred Kwok

Co-founder, International IP Commercialisation Council, Hong Kong Chapter
Governor & Co-founder, Hong Kong Industry University Research Collaboration Association
Member, HKSAR "IP Trading" Working Group



Prof. Lewis Luk, JP

Adjunct Professor
Department of Industrial and Systems Engineering, PolyU
President, H.K. Institute of Patent Attorneys
Founding President, H.K. Brands Protection Alliance



Mr. Yao Deng

Legal consultant of Guangzhou Municipal People's Government
Secretary General of Executive Committee of Asia Innovation and Intellectual Property Society
Legal consultation expert for Guangzhou Municipal Government

Programme Objectives

Upon completion of the programme, participants are expected to achieve the following outcomes:

- Create synergy and bridge the regulatory and business perspectives in IP Management.
- Leverage IP in the commercial settings, as a tool to maximise innovation and technology, an integral part of corporate strategy for sustainable business growth.
- Invoke innovative thinking and methodology, “game-changing” designs with mindset of adding value to the IP.
- Inspire confidence and trust in IP through a clear understanding of the legal framework, practices to facilitate protection of IP and sound IP management.
- Establish the basis for IP professional certification in Hong Kong and equip aspiring IP professionals with the necessary knowledge and skillsets for Hong Kong’s development as an IP Trading Hub and to support the development of the OGP System and its future advancement.

Programme Curriculum

1 IP Fundamentals

- Overview of four fundamental components of IP, which are Patents, Trademarks, Copyrights and Trade Secrets.
- It enables participants to differentiate “tangible assets” and “intangible assets” and fundamental knowledge of OGP and its requirements.
- Introduction of Business IP (BIP), conception, preparation and practice of BIP.

3 Innovation and Management of IP

- To introduce fundamental understanding of the integration of knowledge, innovation management, research and development, technology, business and IP utilisation.
- To equip participants with essential knowledge to start or manage a high tech company.

5 Corporate IP Strategy

- To provide participants with comprehensive knowledge on how IP strategies are incorporated in various industries, and how to enforce IP rights against infringement, piracy and counterfeit in different business sectors. Participants are encouraged to identify ways to explore and extract superlative value from an IP.

Five subject areas to spearhead your career in IP Management

2 Legal Framework and IP Practices

- To provide participants with the basic concepts of the legal framework and practices related to IP.
- It gives participants an overview of the local and global legal framework and their differences, provides participants with practical uses of patents and other IP.
- To analyse the current local legal system and to contribute to strategical planning in the legal system enforcement of IP matters, to prepare enforceable and high protection patents.

4 IP Commercialisation and Emerging Technologies

- To help participants to differentiate the types of academic and corporate IP transactions, and equip them with appropriate skillsets to commercialise IP.
- To strengthen participants’ capacity for applying IP management on emerging technologies, and give participants concepts on the Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement and how it relates to trade and technology development.



Single subject enrolment is available.
Contact us for more details.

Programme Information

⚙️ Commencement and Timetable

January 2017

Total 5 subjects (1 subject per month)

Lectures on specific Thursday to Sunday in each month (Full days)

⚙️ Entry Requirements

A Bachelor's degree awarded by a recognised tertiary institution

⚙️ Certificate of Completion

This is a non-credit bearing award. Upon successful completion of each subject, a Certificate of Completion of the subject will be issued by IAEE.

Upon successful completion of five subjects, an Executive Diploma in Intellectual Property Management will be issued by IAEE.

⚙️ Application Deadline

Application deadline will be **6 weeks** before the subject commencement.

IAEE will help participants who are from overseas or Mainland China to apply an entry permit. Immigration Department takes 6 - 8 weeks to process an entry permit application, please register early.

⚙️ Medium of Instruction

English / Putonghua

⚙️ Teaching Venue

Designated venue at PolyU main campus

⚙️ Tuition Fee

HK\$10,000 per subject

⚙️ Benefits

Participants will be issued a valid access pass and are eligible to use library facilities in the campus and dine in the campus restaurants.

IAEE will help overseas or Mainland China students to arrange accommodation in Hotel ICON next to the PolyU main campus, at their own expenses. Reservations and applicable discounts (if any) are subject to room availability.



SPECIAL DISCOUNTS#

5% Discount for PolyU alumni applications

5% Early-bird discount will be offered
10 weeks before the subject commencement

8% for full programme (5 subjects) applications

Special discounts are not applicable to overseas or Mainland China students, to cover visa administration.

Application



Scan here / visit www.polyu.edu.hk/iaee/edipm to view the tentative timetable.

Application Fee

HK\$500*

* Application fee will be waived for those who attend Information Session

Submission of Application

1. Complete the online application form at www.polyu.edu.hk/iaee/edipm and send your copies of certificates and transcripts to iaee.enquiry@polyu.edu.hk within 3 days after online application for admission assessment.
2. Send us a crossed cheque with application fee (if applicable) payable to "The Hong Kong Polytechnic University". Please email the scanned copy of the crossed cheque to iaee.enquiry@polyu.edu.hk for processing.



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