



GROOMING IP COOKS AND CONNOISSEURS

*"We may live without friends;
We may live without books;
But civilised man cannot live without cooks."
– Meredith Owen*

*"Cooking is at once one of the simplest and
most gratifying of the arts, but to cook well one
must love and respect food."
– Craig Claiborne*

Realising Our IP-otential

IPOS' Intellectual Property Education and Resource Centre (iperc) continued to build up its core collection for its library facility and reached out to the public through a series of talks and workshops on IP with a practical business slant.

In collaboration with the National Library Board and industry professionals, iperc lined up an exciting array of talks and seminars to help individuals and businesses realise their IP-otential. From copyright, marketing and product design for the man-in-the-street, to specialty sessions conducted by IP experts for businesses, there was something for everyone.



Dispensing IP tips to the public.

Spotting Talent

The Strategic Manpower Conversion Programme for Intellectual Property programme or SMCP (IP) is an initiative managed by IPOS and funded by the Ministry of Manpower. SMCP (IP) helps develop Singapore's pool of IP manpower and specialists and encourages Singapore-based companies to develop more in-house IP capabilities.

In FY 03, 48 individuals indicated interest in participating in the programme. SMCP (IP) supported 11 participants through the Graduate Certificate in IP Law certification course conducted by the IP Academy, of which 10 have been employed in jobs.



"Be very curious. Always look beyond the obvious. IP is all around us. Learn to investigate IP!"
– Detective IP circa 2003.

Enticing the Young with IP Goodies

We believe in starting them young. iperckidz is an IP education and outreach initiative for schools by IPOS. It is specially designed to make learning IP easy and fun and offers resources and programmes to promote IP awareness and education among students and teachers in Singapore.

Be Curious! Investigate IP!

This is our key message and mantra of Detective IP, the latest icon to reach out to the student population.

On 3 June 2003, IPOS introduced Detective IP and launched two products featuring him at St Hilda's Primary School. The two products were respectively, a fun and interactive CD-ROM entitled "A Thief, A Liar & The Ignoramuses" and Singapore's first multimedia website on Intellectual Property for the schools sector at www.iperckidz.gov.sg.



The interactive CD-ROM game helps children learn the basics of patents, trade marks, designs and copyright through four IP cases.



An exciting multimedia website on IP for students.

Nurturing Young Inventors

Singapore had much to celebrate as students from 17 primary and secondary schools did the nation proud by winning a total of 22 awards – four Gold, ten Silver and six Bronze during the 1st International Students' Invention Exhibition 2003, held at Seoul, Korea in July 2003. In addition, entries from the Nanyang Girls High School and Dunman Secondary

School also clinched the prestigious World Intellectual Property Organisation (WIPO) Special Award and Japan Institute of Invention and Innovation-Special Award respectively. Senior Minister of State (Law & Home Affairs) Associate Professor Ho Peng Kee presented the awards to the winners at a special ceremony on 27 September 2003.

The Making of a Mark

Secondary school students got a chance to learn and apply IP concepts through "What's your Mark?" – a competition organised by IPOS and sponsored by the Brand Names Education Foundation (BNEF) under M/s Ella Cheong Mirandah & Sprusons. The programme took students from 20 secondary schools on an enriching learning journey through the world of trade marks. They had to design a unique trade mark to distinguish their products and present a marketing strategy to grow their business ideas. Students from River Valley High School took home the first prize for their proposal on marketing a science enrichment course under the stylised trade mark "C'Lite"!

IP by the Young, for the Young

Iperckidz organised Singapore's first IP camp for primary schools from 17 to 19 March 2004 at Maris Stella High (Primary) School. The camp attracted 60 pupils from 15 schools island-wide. Participating pupils learnt the basics of IP in addition to acquiring skills in Macromedia Flash, creative problem-solving and effective presentation.



Our young IP creators.



"Oh I see. That's how it works!"



The intent behind the activity was to tap on the imagination and creativity of our primary school pupils. They were required not only to create IP learning kits, but were also encouraged to use the kits to teach their peers at school about IP.

IP Means Business

The Intellectual Property – Create, Exploit, Protect (IP-CEP) programme is a structured series of IP business seminars aimed at raising awareness and capabilities amongst local enterprises on IP issues and strategies. In FY 03, more than 22 seminars were organised on topics such as intellectual asset management, China IP laws and branding. A programme designed to teach leading businesses and senior managers how to leverage on IP to grow their businesses, the IP Management Insight Series, was also initiated. The series was co-organised with PricewaterhouseCoopers, Singapore Institute of Directors and the Singapore Exchange.

Growing Network

On 25 September 2003, the Association of Small and Medium Enterprises, the Nanyang Technological University and IPOS signed a Memorandum of Understanding to help local small and medium enterprises understand the value of IP and spur more IP commercialisation activities in Singapore. Under the initiative, NTU would offer ASME members licensing opportunities to a selected portfolio of technologies and innovations at special rates. Concurrently, IPOS would be organising networking and feedback sessions to promote interaction among ASME members and NTU.

A National IP Management Framework

On 24 September 2003, Associate Professor Ho Peng Kee, Senior Minister of State (Law & Home Affairs) unveiled a brand new national Intellectual Property Management programme for enterprises in Singapore. Known as "Strategies for Creation, Ownership, Protection and Exploitation of IP" or SCOPE IP, the programme aims to help Singapore

companies better harness their intellectual resources to produce IP and to effectively deploy that IP arsenal for maximum value.

SCOPE IP was implemented in two phases. Phase One comes in the form of an online self-assessment diagnostic tool, a virtual IP doctor providing free consultation to all Singapore businesses. Hosted on IPOS' IP portal, SurfIP at www.surfip.gov.sg, it will help companies identify and inventorise their IP stock and generate a report detailing the companies' strengths and weaknesses in its IP deployment.

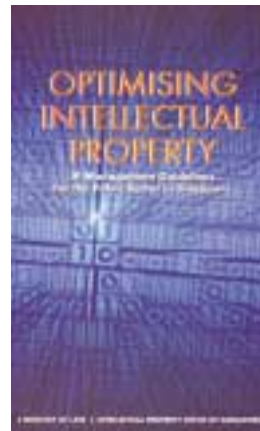
Phase Two of SCOPE IP involves the development of a set of "best practice" protocols on IP management as a framework for use by IP consultants to assess the IP capabilities of enterprises to facilitate financing for new ventures, merger and acquisition activities etc.

New Policy on IP for the Government Sector

Over the years, a considerable amount of IP has been developed with Government resources. The challenge for Government agencies now is to better manage the IP developed with public monies for the maximum benefit of Singapore.

IPOS, together with the Ministry of Law, initiated a Government IP programme within the public sector to better manage its IP and help identify areas for improvement. A new policy that encourages a "contractor ownership" model for IP created in procurement contracts while securing the necessary rights to the Government to ensure optimal operational value will be effective in FY 04.

To prepare Government agencies and officers for the new policy, the Ministry of Law and IPOS have conducted seminars to familiarise civil servants with the new policy and the various training and tools available. A guidebook on managing IP was



HIP membership has its privileges.

also published to help raise awareness about the IP issues in the public sector.

The REAL Thing is the Right Thing

To commemorate World IP Day on 26 April, the HIP Alliance, IPOS' front for IP public awareness appointed TV character, Russell Koh, as its HIP Ambassador in a year-long television, print and poster publicity campaign.

Russell Koh's personal message to every Singaporean is "Be true to yourself. Go for the REAL thing. Forget fakes. Be original and buy original". He endeared himself as a reformed VCD pirate made good on local television. Having been there and rejecting piracy, he was the best spokesperson to promote a healthy respect for IP and originality. Russell knows the REAL thing is the Right thing.

As a run-up to World IP Day on 26 April, some 182 secondary schools, junior colleges and institutes of education received copies of HIP Alliance's 'Live for REAL' posters featuring Russell and a list of suggested activities to drive home the message to respect IP. Among the suggested activities was the screening of an educational VCD titled "Don't let the music die" produced by HIP Alliance member, the Recording Industry Association (Singapore). The VCD provided an insight into the music industry and demonstrated the importance of respecting and rewarding the immense effort behind these creative works.

"Keep Music Original" Campaign

In recent times, digital media has transformed the music industry, bringing both opportunities and threats. The proliferation of new technologies has facilitated file sharing and has led to a rapid rise of online music piracy. Consumers need to be educated on what the music industry is about and understand that there is a value to the music they love. They need to reject piracy.

On 21 May 2003, Senior Minister of State (Law & Home Affairs) officiated at the launch of the "Keep Music Original" Campaign, jointly organised by MediaCorp Radio and the Recording Industry Association (Singapore) and supported by IPOS. The Campaign featured a year-long series of TV and radio advertisements and a VCD distributed to schools.

HIPFair 03

Due to the outbreak of SARS, IPOS postponed HIPFair, an outdoor event to promote respect and reward for intellectual property to July 2003. Jointly organised with Central Singapore Community Development Council and Youthopia! of the National Youth Council (NYC) on 19 July 2003, HIPFair saw a response from over 2,000 members of the public who were treated to a day of fun, games, and entertainment.

Set in a festival village style, HIPFair was held at three different locations, namely at The Heeren shops, the Youth Park and the Skate Park at NYC. Local celebrities who made appearances during HIPFair include HIP Ambassador, ex-VCD pirate Russell Koh (played by SPH MediaWorks' artiste Adrian Pang) and popular local TV personalities Lina Ng and Michelle Chong. Senior Minister of State for Law and Home Affairs, Associate Professor Ho Peng Kee, was also present to encourage the crowd to support originality.

BrainWave: Reality-based TV Programme on IP

Anyone can be an IP entrepreneur. IP is not just about law – it is about business strategy. What better way to demonstrate this than through a reality-based IP show aired on national TV for maximum reach and mass appeal? That is why IPOS initiated brainWave, in collaboration with Essence Holdings (Singapore) Pte Ltd, Singapore's first reality TV show on IP.



Showcasing Original Entrepreneurs.



A cappella group, Vocaluptuous, voices support.



Aired weekly on Channel i from 1 to 22 November 2003, the four part series followed the adventures of Crusaders – four groups of young, energetic polytechnic students challenging themselves to dream and turn those dreams into reality. The Crusaders were put through two different sets of challenges – an outdoor boot camp and the design and marketing of a product. In the process, they created valuable IP – new designs and marketing collaterals for two product sponsors, cookies from Khong Guan and sauces from Chng Kee's. In all, \$10,000 in prize money was up for grabs for Crusaders who performed best in the boot camp and product challenges.

Outreach for Impending Law Changes

IPOS set up a Taskforce to reach out and educate the business community on the new IP laws that will be introduced pursuant to the extensive review of our IP regime.

The Taskforce, together with IPOS, facilitated seminars and conferences to educate the business and professional sectors on legislative changes. A dedicated website www.newiplaws.org.sg was set up as a resource to keep businesses updated on the progress of the law changes.

Going forward, a national advertising campaign targeting businesses will be launched in the second half of 2004.

