

Applied for  
Accreditation by  
BOVEAP, BQSM,  
LJT, RISM BS  
DIVISION, CIDB,

# VALUE DETERMINATION OF INTANGIBLE ASSETS

15<sup>th</sup> – 17<sup>th</sup> February 2020

RISM Resource Centre, Bangunan Juruukur, Petaling Jaya,  
Selangor, Malaysia

## ARE YOU ....

- Owners, drivers or key personnel of businesses?
- Professionals related to the value creation, value determination and value maintenance of a business?
- Professionals in advisory and consultancy roles?

..... WELL, IF YOU ARE,  
THIS COURSE IS FOR YOU!

## COME AND JOIN US –

15<sup>th</sup> – 17<sup>th</sup> February 2020

RISM Resource Centre

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## Contact Persons:

- Ms. Salmi A Rahman (+603 – 7955 1773)
- Ms. Siti Noor Hanie (+603 – 7954 8358)



Do you know why a business with little physical asset is able to sell the business for a commendable value?



Do you know intangible asset is an imperceptible asset which has enormous value?



Have you ever wondered why the loss of a key personnel will impact upon your business value?



Do you know that an idea is capable of being monetised?



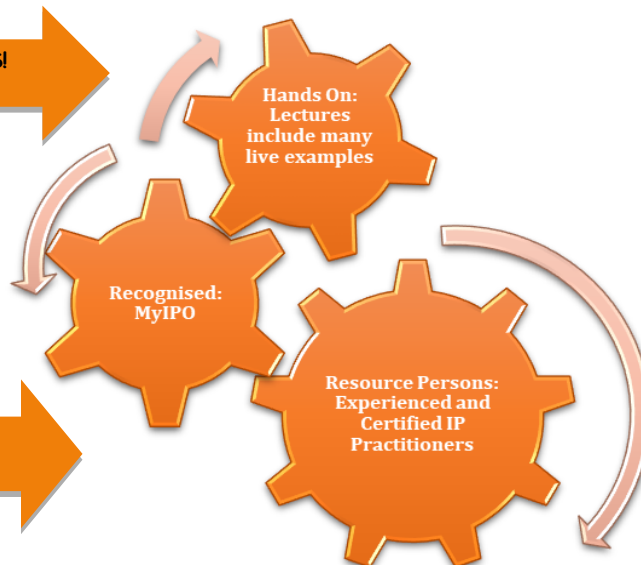
If your business has a Brand, how do you protect it?



Do you know if your protected intangible assets have been infringed by encroachers, you can recover the losses you suffered by going through litigation?

WHAT THIS COURSE OFFERS!

DON'T MISS IT!



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LECTURES WILL BE DELIVERED BY IP VALUERS CERTIFIED BY  
WTI (WORLD TRADE INSTITUTE) AND MyIPO (INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA)

DAY	FROM	TO	TOPICS	PRESENTERS
1	0800	0830	Registration	
	0830	0900	Opening Remarks and Course Brief	Dato' Sr Lau Wai Seang
	0900	1030	Intangible Assets in Businesses	Sr Norunnuha Nawawi
	1030	1100	Networking/Tea Break	
	1100	1300	Enabling Legislations supporting Intellectual Property Rights	Sr Tan Boon Leng
	1300	1400	Networking/Lunch Break	
	1400	1500	Enabling Legislations supporting Intellectual Property Rights	Sr Norunnuha Nawawi
	1500	1600	Protecting Intellectual Property Rights	Sr Tan Boon Leng
	1600	1630	Networking/Tea Break	
	2	0830	1030	Normalisation of Financial Statements for IA/IP Commercialisation
1030		1100	Networking/Tea Break	
1100		1200	IP Management	Sr Lim Teck Moh
1200		1300	IP Valuation Approach with case studies	Sr Ahmad Fadzlee Rashid & Sr Lim Teck Moh
1300		1400	Networking/Lunch Break	
1400		1600	IP Valuation Approach with case studies	Sr Ahmad Fadzlee Rashid & Sr Lim Teck Moh
3	1600	1630	Networking/Tea Break	
	0830	1030	IP Valuation Approach with case studies	Sr Ahmad Fadzlee Rashid & Sr Siti Munirah Maarof
	1030	1100	Networking/Tea Break	
	1100	1300	IP Valuation Approach with case studies	Sr Ahmad Fadzlee Rashid & Sr Siti Munirah Maarof
	1300	1400	Networking/Lunch Break	
	1400	1530	Reporting Format and International Best Practices	Sr Ahmad Fadzlee Rashid & Sr Siti Munirah Maarof
	1530	1600	Course Summary	Dato' Sr Lau Wai Seang
	1600	1630	Networking/Tea Break	

Networking	Morning Tea	Lunch	Afternoon Tea
Every Day of Course	10.30 am – 11.00 am	1.00 pm – 2.00 pm	4.00 pm – 4.30 pm

**SMALL CLASS SIZE**

- The number of participants will be small to encourage interactions between participants and lecturers

**QUALIFIED LECTURERS**

- The resource persons are certified by World Trade Institute (WTI), Switzerland and/or Intellectual Property Corporation of Malaysia (MyIPO)

**CONVENIENCE**

- The course is carried out over the weekend at a location that is friendly in terms of transportation and accommodation



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COURSE FEE		
Course Fee per participant (inclusive of SST)	Early Bird *	Normal Rate
	(Payment Before 1.2.2020)	(Payment From 1.2.2020)
Members of RISM, PEPS, MIPA, MIEA & Government Agencies	MYR2,700.00 / USD675.00	MYR3,000.00 / USD750.00
Non-members	MYR3,000.00 / USD750.00	MYR3,300.00 / USD825.00
* <b>3 or more participants</b> from the <b>SAME</b> company will enjoy a Discount as follows:		
Members of RISM, PEPS, MIPA, MIEA & Government Agencies	MYR2,565.00 / USD 645.00	NIL
Non-members	MYR2,850.00 / USD715.00	NIL

**Course Fee:**

- Includes Course Notes
- Includes 2 teas and 1 lunch daily
- Includes Certificate of Attendance (for an attendance of at least 85%)
- Excludes Bank Charges

REGISTRATION PARTICULARS		MYR/USD
Payment to - Beneficiary : Bank : RHB BANK Branch : PETALING JAYA NEW TOWN, MALAYSIA  Account No. : 2140-35000-51473 Swift Code : RHBBMYKL (To append Transfer Slip)  Sender's bank details - Bank Address:   Account No. :	Registrant(s): 1. .... 2. .... 3. .... 4. .... 5. ....	
	<b>AMOUNT TO BE PAID BEFORE 12<sup>TH</sup> FEBRUARY 2020:</b>	
	Contact Person/Sender: ..... Name of Organisation: ..... ..... Mobile: ..... Email: ..... Dated: .....	

Please send your registration to:  
 Fax: +603 – 7955 0253 or  
 Email: [psdiv@rism.org.my](mailto:psdiv@rism.org.my)

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