



# SMFACTS



## Issue #21

Dear Valued Members of the SMF,

### IP Essentials for Businesses - Free e-Learning

IPOS International (in collaboration with SUSS) is offering a complimentary online course on intellectual property (IP) and intangible assets (IA), during Singapore's circuit-breaker period from 13 April to 4 May 2020.

The Intellectual Property (IP) Essentials for Businesses programme is an online course that highlights the importance of IP and intangible assets (IA) as strategic business assets for enterprises.

Designed for current and aspiring entrepreneurs and business owners, participants will learn to identify the IP and IA that create value for and drive your business. Real-world case studies bring relevance to the theory, while interactive activities ensures engagement and learning.

At the end of the course, participants will be able to:

- Recognise the various types of IP and IA
- Understand the fundamentals of IP and IA and its management
- Identify the various types of IP and IA residing within an organisation
- Identify the IP and IA value propositions that are driving your business
- Support collaborative initiatives with the relevant IP experts
- Apply your knowledge in IP registration procedures in Singapore, to secure IP protection and support organisational goals.
- Effectively locate sources for information on IP/IA

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Find Us:

Singapore Manufacturing Federation  
2985 Jalan Bukit Merah, Singapore 159457

T (+65) 6826 3000 | F (+65) 626 3008

Connect with Us:

