

MSC Malaysia Capability Development IP Programmes



Presented By:
Samirah Muzaffar
Manager, Capability Development Department



A MSC Malaysia initiative designed to help ICT companies and individuals to **maximise their potentials** by adopting global good practices, process improvements and professional certifications.

People, Processes, Products & Technology

Provides financial incentives, pre-adoption workshops, clinics and awareness dialogues.

Improve standards & competitiveness

Aims at enabling MSC Malaysia companies to focus on their core competency and hone their competitive edge.

List of CDP

CDP CMMI (Software Development)

CDP Software Testing

CDP Project Management

CDP Six Sigma

CDP ISMS (Information Security)

CDP ITSM (IT Service Management)

CDP QMS (Quality Management)

CDP Professional Development

CDP Strategy & Management (Soft skills)

CDP Marketing (Soft skills)

CDP Innovation (Soft skills)

CDP Leadership (Soft skills)

CDP Intellectual Property

CDP Showcase

CDP Commercialisation (New)

Product Assessment & Rating (New)

* Programme details are in CDP magazine provided

HOW DO YOU GET THERE ?



MDeC PROVIDES END-TO-END ASSISTANCE

**Identifying /
Understanding IP**

**IP Protection/
Maintenance**

Commercialisation

1st

Understanding / Identifying IP

CDP IP Conferences and Seminars

- Practical guidance on essential IP concepts and assist them in identifying and protecting their intellectual assets.
- Opened to MSC Malaysia Status Companies & other interested ICT Companies.
- In conjunction with the **IP Conference**, there is also the **MyIPO Mobile IP Check** to assist companies to conduct free
 - Patent and trade mark searches
 - Updates on status of patent and trade mark filings
- Opportunity to meet with and seek guidance from MyIPO officers

2nd

CDP IP Clinics

IP Protection / Maintenance

- A pre-arranged one on one 30-minute session with an IP Consultant where MSC Malaysia Status Companies
- IP Consultants are senior IP lawyers or IP agents that usually charges fees for such advise on an hourly basis
- Personalised attention and advice in relation to your specific IP rights
- Limited to MSC Malaysia Status Companies and Admission is free
- Venue: MSC Malaysia Innovation Centre and other venues within Klang Valley. Other states based on requests.

3rd

CDP IP Grant Scheme (1)

IP Protection / Maintenance

- Financial assistance to qualified MSC Malaysia Status Companies by defraying some of the costs incurred in obtaining certain IP protection.
- Designed to subsidise between 50%-70% of the initial cost of filing the IP on a reimbursement basis, for filing made locally or abroad:
 - Patents and Utility Innovations: Up to 70% or RM7000 of the drafting fees, whichever is the lower and up to RM3000 or 50 % of the filing fee, whichever is the lower (overseas application) and up to RM1000 or 50% of the filing fee (Malaysian application), whichever is the lower
 - Trade Marks, Service Marks and Industrial Designs : Up to RM 500 or 50% of the drafting and filing fee, whichever is the lower (Malaysian application) and up to RM 3000 or 50% of the drafting and filing fee, whichever is the lower (overseas application)

CDP IP Grant Scheme (2)

IP Protection/Maintenance

- ✦ The CDP IP Grant Scheme was launched since July 2007.
- ✦ Some of the eligibility criteria :
 - 51% Malaysian owned MSC Malaysia status companies
 - Application must be submitted within **three (3) months from the date of filing of the relevant IP**
- ✦ Currently have reimbursed over 85 IP rights comprising of patents and trade marks

3rd

CDP IP Copyright Drive

IP Protection/Maintenance

- ✦ Prepare statutory declarations pursuant to the Copyright Act 1987 as proof of copyright subsistence and ownership in copyrighted works
- ✦ On the spot affirmation by a Commissioner for Oaths
- ✦ Brief guidelines on the nature of the true copies of the copyrighted works and samples of documents to be attached to the statutory declarations
- ✦ Eligibility criteria : 51% Malaysian owned MSC Malaysia status companies
- ✦ 2 statutory declarations per company prepared and executed on the spot
- ✦ **Next Copyright Drive : 29 June 2010**

4th

CDP IP Assessment

IP Comm.

- ✦ Pilot programme in 2010
- ✦ Determine the correct IP rights for your products(s) / solution(s) from a legal perspective.
- ✦ Initially assess the commercial value of your IPR.
- ✦ Clarification on the steps to be taken to protect and / or leverage on you IP rights.

5th

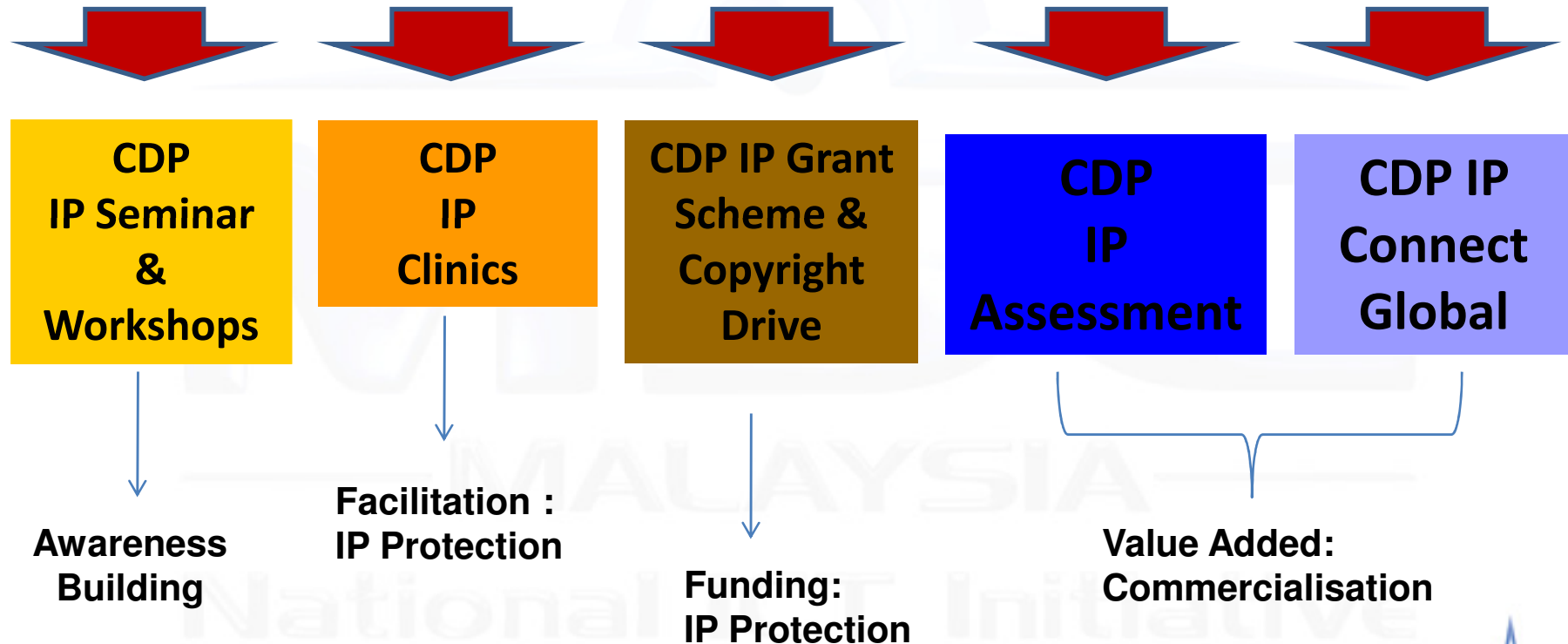
CDP IP ~~Connect~~ Global

IP Comm.

- Pilot programme in 2010
- 6 Local MSC Malaysia status companies will be selected by MDeC to be “matched” with international partners to further commercialise the product / IP
- Will (via MDeC vendor) be provided with confidential links to extensive external networks around the globe

Overview

CDP IP





Thank you

Samirah Muzaffar

samirah@mdec.com.my

www.mscomalaysia.my

www.mscomalaysia.my

© Multimedia Development Corporation 2010



Diterajui oleh MOSTI, perbagai Kementerian, Kerajaan Negeri dan Rakan Inovatif