

CONFERENCE DAY ONE * 3 July 2007

- 8.00am Registration
- 9.00am Opening Ceremony
- 9.00 - 9.10am Welcome Speech by the Organising Chairman
- 9.10 - 9.20am Speech by President of LESM, Anniza Jamaluddin
- 9.20 - 9.50am Keynote Address

9.50am Morning Coffee Break

- 10.15am **THE MYSTERY OF INTANGIBLES**
- John Chong, Immediate Past President, LESM
- What are intangibles
 - Categories of intangibles
 - Where does Intellectual Property fit in?
 - Impact of intangibles on company valuations
 - The need to value intangibles

- 11.00am **STANDARDS AND GUIDELINES RELATING TO INTANGIBLES**
- Gheorghe Badescu, Vice-Chairperson, IVSC, Romania
- International Accounting Standards (IAS) 38
 - International Financial Reporting Standard 3 (IFRS 3)
 - International Accounting Standards 36 (IAS 36)
 - International Valuation Standards - Guidance Note 4 (GN4) & Guidance Note 6 (GN6)
 - Coherence and Diversity

- 12 noon **COURTING INTELLECTUAL PROPERTY IN MALAYSIA**
- Wendy Lam, Partner - V Chong W Lam
- Practical issues in the application of law on Intellectual Property
 - Available options when faced with Intellectual Property infringement
 - Recent rulings in Intellectual Property law

12.45pm Lunch

WORKSHOP SESSION I

- PRACTICAL VALUATIONS**
- Jim Horvath, Partner - Valuation, Deloitte & Touche, LLP., Canada
- A workshop introducing the most common valuation methodologies for intangibles. Recap on the principles of valuation and then instruction on how to apply those in practice and according to the methodologies. Case studies included with one exercise example.

- 2.00pm General valuation methods for valuing intangibles, including various types of technology
- 2.45pm Case study on the valuation of computer software
- 3.15pm Case study on the valuation of brand names/trademarks

3.45pm Afternoon Tea Break

- 4.10pm **ALTERNATIVE TRENDS IN VALUATION METHODS**
- Gheorghe Badescu, Vice-Chairperson, IVSC, Romania
- Stochastic vs Deterministic
 - Certainty vs Uncertainty
 - Optimisation
 - Decisions and Options

5.15pm End of Day One

CONFERENCE DAY TWO * 4 July 2007

WORKSHOP SESSION II

- PRACTICAL VALUATION EXERCISE**
- Jim Horvath, Partner - Valuation, Deloitte & Touche, LLP., Canada

- 9.00am Case study on the valuation of brand names/trademarks
- 9.30am Case study on the valuation of a workforce
- 10.00am Issues when Valuing Businesses in the Global Marketplace or, Valuing Patents

10.45am Morning Coffee Break

- 11.15am **CURRENT CHALLENGES IN VALUING INTANGIBLE ASSETS**
- Thomas Chua, Associate Director/
Paul Brown, CEO - Sallmanns Hong Kong
- Brief overview of intangible assets
 - Past valuation practices
 - Current practices in view of new and revised accounting standards - challenges in adoption and implementation
 - Selected case studies

- 12.15pm **ACCOUNTING & REPORTING OF INTANGIBLES ASSETS**
- Thaya Sangara Pillai, Partner - Assurance,
Pricewaterhouse Coopers Malaysia
- Impact of FRS 3 "Business Combinations" on the accounting of intangible assets
 - Purchase Price Allocation (PPA)
 - Accounting of goodwill and impairment testing under IAS 136 "Impairment of Assets"
 - Accounting of other intangible assets under IAS 138 "Intangible Assets"
 - Impact of IFRS implementation in other territories

1.00pm Lunch

- 2.00pm **TAX CONSIDERATIONS OF INTANGIBLES**
- Jennifer Chang, Senior Executive Director,
Pricewaterhouse Coopers Malaysia
- Taxation aspects of intangibles, technology licensing and intellectual property rights
 - Withholding tax considerations
 - Tax incentives available in Malaysia

- 2.45pm **VALUATION OF INTANGIBLES FOR FINANCIAL REPORTING**
- Koey Soo Earn, Partner - Financial Advisory, Deloitte Singapore
- Basic valuation concepts and methodologies
 - Specific valuation methods used to value intangibles

3.30pm Afternoon Tea Break

- 3.45pm Panel Discussion
- 5.00pm End of Conference

TRADEMARKS

WORKFORCE

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1st MALAYSIAN INTANGIBLES

CONFERENCE
3 & 4 July 2007

SERVICE

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Prince Hotel & Residence • Kuala Lumpur

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Licensing Executives
Society Malaysia

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The Malaysian Institute of
Certified Public Accountants

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BRANDNAME

The 1st Malaysian Intangibles Conference 2007 is the first in the series of annual events organised by the Licensing Executive Society Malaysia (LESM). LESM is a local chapter of Licensing Executives Society International. It is a non-profit professional and educational society that promotes high standards and ethics among persons engaged in domestic and international licensing and other transfer of technology and intellectual property rights.

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LESM plays the role of keeping the public, business communities, governmental and international bodies informed about the latest and most accurate information pertaining to the economic significance of technology licensing and intellectual property rights. Intangibles can account for a significant portion of a company's valuation. In the USA, intangibles make up over 75% of the market capitalisation of many of the top corporations.

WORKFORCE

The value of intangibles is a reflection of the fact that corporate worth in the 21st century is not driven by fixed assets but rather by technology, innovation, and branding – all of which form part of the intangibles. While the importance of intangibles is well recognised, putting a financial value on them is an area fraught with uncertainty.

SOFTWARE

Who Should Attend :

Accountants • Financial Reporting Managers • Financial Managers • Financial Analysts
Accounting Managers • Tax Managers • Tax Analysts • Regulators • Valuers
Business Owners • Property Consultants • Lawyers • Intellectual Property Professionals

VALUE

In recent years, new accounting standards and valuation guidelines have been introduced to deal with intangibles. Yet the application of those principles into practice is still seen as more art than science and there is still much confusion among the financial service providers, who prepare valuation reports, and the investors who rely on such valuations.

TRADE SECRETS

This conference seeks to demystify and clarify the issues surrounding the valuation of intangibles. Hear from international experts and eminent practitioners in the field of valuation and learn about the impact of intangibles on corporate values, the latest standards on intangibles, trends in valuation methodologies, current practice in reporting intangibles and many more.

PATENTS

FINANCE

Please forward your form to :

The Secretariat

Licensing Executive Society Malaysia

1st Intangible Conference 2007

P.O Box 12632, Pejabat Pos Besar

H/P 013 – 664 3848

Tel 03 - 2282 3034

Fax 03 - 2282 9899

E-mail conference@lesm.org.my

Registration Fees (Per Person)	LES Members / Group Rate (2+pax)	Fees Include
RM1,990 per person	RM1,690 per person	Conference Materials, Lunches, Refreshments & CPD Hours where applicable

Please reserve [] place(s) for :

NAME IN FULL	DESIGNATION	CONFERENCE FEE	HOTEL	TOTAL
1.				
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3.				
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5.				
TOTAL				

Organisation _____

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PAYMENT

Payment to be made in favour of **'INTANGIBLES CONFERENCE 2007'**

Amount : _____

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• Booking will be confirmed upon receipt of payment in full. All payments must be made by 22 June 2007.

• Should you be unable to attend, an appropriate substitute or replacement may be made at any time at no additional charge. There will be NO REFUND for cancellations.

• The Organiser reserves the right to vary any aspect of the programme at any time.

• For Government officials, a local order or letter of approval from Departments to participate must be presented before the Conference.

PRINCE & RESIDENCE HOTEL SPECIAL ACCOMMODATION RATES

Deluxe Room Single:
RM295++ per room per night inclusive of 1 breakfast.
Grand Deluxe Single:
RM355++ per room per night inclusive of 1 breakfast.

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