

Alvin Sim

Deputy Director, Legal Policy and International Affairs Department, Intellectual Property Office of Singapore

Alvin graduated from the National University of Singapore in 1995 and was called to the Singapore Bar in May 1996. Since then, he has had a broad experience practicing as an advocate and solicitor, advising on general litigation and corporate real estate matters in both a small and large firm.

In June 2003, Alvin joined the public sector as an in-house legal counsel in another agency for over 3 years, before coming to IPOS. At IPOS, he continues to practice his core skills as one of the legal counsel advising and managing legal risks for the organisation for contract matters. Beyond this, Alvin also assists in advising other public agencies on IP issues when they negotiate FTAs and MOUs for Singapore.

His present role in Legal Policy and International Affairs Department (LP-IAD) also involves analyzing, dialoging with, and advising the public sector on legal policy matters pertaining to intellectual property at both local and international levels. He also monitors developments at international IP fora as part of the Singapore delegation, and handles initiatives associated to these.

Together with other officers in LP-IAD, he has given talks on Singapore's IP regime to various audiences.



Ang Kwee Tiang

Regional Director (Asia Pacific), International Confederation of Authors and Composers Societies [CISAC], Singapore

Mr Ang is the Regional Director (Asia Pacific) of CISAC. He also supervises the work of BIEM for the region. Since 1989, Mr Ang has been involved in the creation of copyright organisations in many Asia Pacific countries where he has served as Advisor or Director to the Boards of COMPASS (Singapore), MACP (Malaysia), KCI (Indonesia), FILSCAP (Philippines), MCT-Phonorights JV (Thailand), CLASS Ltd (Singapore) and as a member of the Complaints Committee of MUST (Taiwan). Mr. Ang has undertaken expert missions for WIPO to Pakistan, Nepal, Sri Lanka, Vietnam, Bhutan, Papua New Guinea, the Forum Island Countries and Mongolia.



Cyril Chua

Entertainment Software Association [ESA], Singapore

Cyril is a partner of the firm Alban Tay Mahtani & De Silva and has been practicing in the area of intellectual property for more than 10 years. He has been actively involved in various aspects of the intellectual property law practice, in particular, contentious matters. He has been recognised for his expertise in Intellectual Property in *AsiaLaw Leading Lawyers 2004, 2005, 2006 and 2007 Editions*.

He has been the Entertainment Software Association's counsel in Singapore since 1999 and has been involved in the Association's various anti-counterfeiting efforts over the years. During this period, Cyril was actively involved in enforcement actions which saw the eradication of pirated CD-ROM outlets in Sim Lim Square as well as retail malls all over Singapore.

Cyril is currently looking into various issues arising from internet piracy as well as circumvention of technological protection measures of copyrighted materials.

Professional background

Cyril graduated from the National University of Singapore with a degree of LLB (Hons) in 1995. He was admitted as an advocate and solicitor of the Supreme Court of Singapore in 1996. Cyril serves as a member of the Asian Patent Attorneys Association. Cyril is also a council member of the Generic Names Supporting Organization of the ICANN.



Denis Croze

Acting Director-Advisor, Copyright & Related Rights Sector, World Intellectual Property Organization, Switzerland

Denis Croze, a national of France, is Acting Director Advisor in the Executive Office of Mr. Michael Keplinger, Deputy Director General in charge of the Copyright and enforcement Sector of the World Intellectual Property Organization (WIPO) in Geneva, Switzerland. Prior to this, Mr. Croze was Acting Director Advisor in the Executive Office of Mr. Geoffrey Yu, Deputy Director General, Economic Development Sector (2004- 2006), Head of the International Law Development Section (Trademarks, Industrial Designs and Geographical Indications), from 2002 to 2004 and Head of the Trademark Law Section in the Industrial Property Law Division of WIPO, from March 1999 to 2002.

Prior to this, he headed the Multilateral Affairs Department of the French Patent and Trademark Office (INPI) in Paris, France (1996 –1999), and was WIPO Consultant to set up the WIPO Mediation and Arbitration Center (1994 –1996). His previous experiences were with the International Chamber of Commerce (ICC) in Paris as Head of the Legal Division (1990-1994) and as an Attorney with the Office of Legal Affairs of the United Nations in New York (1987-1990).

Denis Croze holds a DEA (Master) in International Economic Law from the University of Paris II (Assas) and a DEA in Political Science from the University of Paris I (Panthéon-Sorbonne). He also followed the Program of Instruction for Lawyers (PIL) of the Harvard Law School.



Dongbi Kim

Deputy Director of the International Organization Team, Korea Intellectual Property Office

Background

Ewha womans University, English Literature & Law (2000-2005)

Central Officials Training Institute, New leader development program for new grade 5 civil servants who have passed Higher Civil Service Examination (2006)

Korean Intellectual Property Office, International Organization Team (2006. 12~).

Fabrice Mattei

Managing Director, Rouse & Co International, Thailand

After qualifying and training as a lawyer in France, Fabrice worked with two major UK international law firms in London, Donne Milham Haddock and Middleton Potts where he gained experience in IPR protection and enforcement. In 1996, Fabrice moved to Thailand and join a Thai based international law firm where he managed international IPR enforcement programmes for multinationals in various jurisdictions throughout Asia.

In 2000, Fabrice established the Bangkok office of the international intellectual property law firm rouse & co. international. His particular experience includes anti-piracy, IP litigation, strategic IP management. Subject matters include parallel imports, unfair competition, copyright, patent, geographical indication and trade marks. In 2003, his responsibility was expanded to include the management of rouse's operation in Malaysia.

Fabrice has completed various study visits and reports in the filed of intellectual property for the European Commission and European Patent Office. He is a regular guest speakers to IP seminars organized by the USPTO, ASEAN, APEC, ECAP, WCO. He has conducted over 50 training seminars for customs officers in the ASEAN region.

Fabrice graduated with LL.B (Hons) and LL.M. in commercial law, postgraduate degree in industrial property law from the University of Paris II and LL.M in intellectual property from the University of London (Queen Mary College). He holds a certificate in drafting patent claims (SEAD Course). Fabrice teaches patent laws at Thammasat and Chulalongkorn Universities in Bangkok. He is also the Alumni secretary of the South-East-Asian Patent Drafting Course (SEAD course).

Memberships:

- International Trade Mark Association (Geographical Indication Asian Sub-Committee)
- International Federation of Intellectual Property Agents
- Asia Biotech Association
- Asian Patent Attorneys Association
- World Custom Organization (Associate member)
- International Federation of Industrial Property Agents
- Wine law Association



Helen Daniels

Assistant Secretary, Copyright Law Branch, Attorney-General's Department, Australia

Helen Daniels is the Assistant Secretary, Copyright Law Branch, of the Australian Government Attorney-General's Department. Apart from a three year period working in the privacy and freedom of information law, she has worked in copyright law policy since 1985.

Ms Daniels has been involved with a number of major legislative reforms to the Australian Copyright Act 1968, including the digital agenda reforms, parallel importation, moral rights, Australia's obligations under the Australia-United States Free Trade Agreement and wide-ranging reforms passed by Parliament in December 2006.

Ms Daniels has represented the Australian Government at various international meetings and is a former member of the Copyright Law Review Committee and the Public Lending Right Committee.

In 2006 she participated in the US International Visitor and Leadership Program. In 2007 Ms Daniels was awarded a Public Service Medal in recognition of her work in copyright reform.



Ian Goss

General Manager, Business Development and Strategy Group, IP Australia

As General Manager, Business Development and Strategy, Mr Goss is responsible for developing and managing IP Australia's strategic/corporate plan. This includes the oversight of IP Australia's International Engagement and Public Awareness & Education programs.

Previously, Mr Goss was IP Australia's Chief Information Officer (CIO) and has been a member of IP Australia's Executive Committee since July 2003.

Prior to joining IP Australia, Mr Goss had a distinguished career in the Australian Defence Force spanning over twenty five years. His academic qualifications include Masters in Management from the Australian National University, Graduate Diploma in Management Studies from Deakin University and he is a Graduate of the Australian Army's Command and Staff College.



Janet Law

Manager, Marketing Division Intellectual Property Department, HKSARG

Ms Law graduated from the University of Toronto with Bachelor of Science in Actuarial Science and Commerce. She joined the Intellectual Property Department ("IPD") in 2002 and has since been engaged in promoting the protection of intellectual property to the general public. During her service in IPD, she is in charge of several large-scale projects including 'No Fakes Pledge' Scheme and Anti-internet Piracy Campaign.

Prior to joining IPD, Ms. Law had extensive communications and advertising experience and had worked in various international and professional advertising firms for over nine years.



Jennifer Chen

Deputy Director, Public Outreach Department, Intellectual Property Office of Singapore

Ms Jennifer Chen is currently the Deputy Director (Public Relations Department and Public Outreach Department) of the Intellectual Property Office of Singapore (IPOS).

Ms Chen started her career in 1996 as an Assistant Curator at the Singapore History Museum. During her work there, she organised several large-scale exhibitions including "Rumah Baba.- Life in a Peranakan House" She also worked with Mr Peter Lee and co-authored "Rumah Baba – Life in a Peranakan House", a book detailing the social history of the Peranakans in Singapore, which contained memoirs of several key Peranakans in the 19th Century.

Since then, she has held several positions in the field of communications including a stint at the Singapore Economic Development Board. Ms Chen received her Masters in Arts majoring in Mass Communications in 2001.

Ms Chen is currently a department head in IPOS, leading two teams to serve as custodians of the IPOS corporate brand and champions for IPOS' educational and public programmes. Her departments are responsible for marketing communications, internal communications, crisis communications & planning, PE&A programmes, international relations, events and protocol support.

Since joining IPOS, Ms Chen has put together a nation-wide campaign to educate Singaporeans on the changes to Singapore's IP landscape, resulting from the USSFTA. She also played an instrumental role in organising the Diplomatic Conference hosted by Singapore in 2006. The Conference concluded with a treaty named after Singapore – "Singapore Trade Mark Law Treaty".



Jenny Wong

Head, Marketing Division, HKIPD

Ms Jenny Wong Siu Ling graduated from the Hong Kong Baptist University with Bachelor of Business Administration (Honours).

Ms Wong joined the Intellectual Property Department in 2002. Being the Head of the Marketing Division, she is in charge of the organisation of various activities in promoting the protection of intellectual property with a view to enhance the public awareness of intellectual property rights among different walks of life. Prior to joining the Government service, she worked in different corporations which include the Hong Kong General Chamber of Commerce and World Expo (Asia) Limited and specialised in the organisation of international conferences, exhibitions and other marketing events.

Ms Wong has been appointed as the Secretary of Hong Kong Intellectual Property Society since 2003.



John Tarpey

Acting Director of Public Outreach and Communications Division, WIPO

John Tarpey directs WIPO's activities in communications and public outreach. He is responsible for the Organization's publications, website, film and multimedia products, and oversees a range of cooperative efforts with private and public sector organizations aimed at promoting a broad awareness of intellectual property.

Prior to joining WIPO in 1999, Mr. Tarpey worked as a journalist covering international relations, business, and economic affairs in the U.S., the Middle East, and South Asia. He was a reporter at The Washington Star and The Hartford Courant, where he also served as Business Editor, and an editor and correspondent at Business Week magazine. His work has appeared in The Wall Street Journal, The Independent, The International Herald Tribune and numerous other publications. He has taught journalism, writing and public affairs at The American University in Washington, D.C., and as a Fulbright Fellow at the University of the Punjab in Lahore, Pakistan.

Mr. Tarpey is a national of the United States. He studied at Fordham University and the University of Virginia, where he received his B.A. in Literature. He sits on the Board of Governors of the International School of Geneva.



Kevin Lim

Deputy Director, Legal Policy and International Affairs Department, Intellectual Property Office of Singapore

Kevin joined the Intellectual Property Office of Singapore (IPOS) in October 2007. As Deputy Director, Legal Policy and International Affairs Department, Kevin is responsible for coordinating and managing IPOS' global engagement strategy.

Prior to joining IPOS, Kevin served in the Singapore Foreign Service from 1998 to 2007. Amongst the portfolios held in the Ministry of Foreign Affairs, Kevin served a 5-year stint as First Secretary in the Singapore Permanent Mission in Geneva from 2001 to 2005. Part of his responsibilities include representing Singapore's interests in the IP field at various international fora, including at the World Trade Organisation (WTO) and World Intellectual Property Organisation (WIPO).

Kevin obtained his Bachelor of Social Sciences (Honours) from the National University of Singapore in 1997. He also holds a Diploma in International Trade Policy from the WTO.



Liew Woon Yin

Director-General, Intellectual Property Office of Singapore

Ms Liew Woon Yin is currently the Director-General of the Intellectual Property Office of Singapore (IPOS).

She began her career in 1978 as Deputy Registrar of Trade Marks & Patents at the Registry of Trade Marks & Patents, Ministry of Law. Ms Liew then spent several years working at the Headquarter of the Ministry of the Environment as a Legal Officer and as a Deputy Public Prosecutor. Subsequently, Ms Liew returned to the Registry of Trade Marks & Patents and was appointed the Registrar a year later.

When the Registry was converted into a Statutory Board in 2001, Ms Liew became the Director-General.

As Director-General of IPOS, Ms Liew is responsible for administering the systems in Singapore for the protection of intellectual property, strengthening the legal framework of IPOS, promoting public awareness and effective use of IP rights, developing an IP savvy business sector in Singapore and promoting Singapore's profile in the International IP arena. Ms Liew was instrumental in the enactment of new Intellectual Property legislation such as the Geographical Indications Act, the Layout-designs of Integrated Circuits Act, the Registered Designs Act and the Plant Varieties Protection Act. She has also provided leadership and guidance, in respect of IP matters, in negotiations leading to Free Trade Agreements with other countries such as USA and India. She also sits as a member of various inter-Ministry and inter-governmental committees to provide advice on IP matters.

Under Ms Liew's leadership, IPOS has also achieved other organization excellence recognition such as the ISO 9001:2000 Certification, the People Developer and the Singapore Quality Certificate.

Ms Liew was also instrumental in Singapore hosting the Diplomatic Conference on the revised Trade Mark Law Treaty. This Conference held in March 2006 attracted delegates from 183 countries and was the first time that such a conference was held in Asia. This Conference resulted in the signing of the Singapore Trade Mark Law Treaty. This is a major achievement for Singapore in the area of IP development.

In 2001, Ms Liew was awarded the Public Administration Medal (Silver) for her outstanding achievements and contributions.



Loh Poh Chin

Research Associate, Intercedent Asia, Singapore / HK

Ms. Loh, a Malaysian-born Chinese, has been with Intercedent Asia since 2005. Currently based in Hong Kong, she has been involved in all aspects of project work, from conducting field market research to project management, in a variety of sectors, including travel and leisure, tourism, education, manufacturing and event management. Ms. Loh has led research efforts for projects in China, Hong Kong, Malaysia, Thailand and Taiwan.

She has extensive experience interviewing high-level managers and moderating focus groups. She was involved with several major country comparison projects for Singapore Tourism Board in 2005, working with numerous STB departments. Ms. Loh has a degree in Business from Nanyang Technological University in Singapore, with a specialisation in Applied Economics. She is proficient in written/spoken Mandarin, conversant in Cantonese and Hokkien.



Marcela Orozco

Head of Intelligence, Direction of Intellectual Property Protection, Mexico

Her name is Marcela Orozco, is Mexican, she is 32 years old, she loves traveling, dancing, going to the movies, and to the theatre.

She is a lawyer, graduated from the National Autonomous University of Mexico on July 1998.

She has attended different seminars and forums related with the intellectual property, most recently the Global Forum on Intellectual Property Rights Protection and Innovation, promoted by China Council for the Promotion of International trade and U.S. Chamber of Commerce, in Beijing, China the past March, 2007.

Her work experience began on February 1996 working as litigant in a Law Firm until 2001.

On January 2002; she started her professional practices in the Mexican Institute of Industrial Property (IMPI) in the Department of Fulfillment, then she has been hired and up to 2006, she was an industrial property specialist attached to the Under direction of Industrial Property Procedures.

Since November 2006; she became the Department's Head of Intelligence and Link with Federal, State and Municipal Authorities, which is part of the Direction of Intellectual Property Protection. Her principal functions are to coordinate actions with other Mexican authorities, as well as the private sector, with the aim of face the problem of the piracy in Mexico, to

measure this problem and to organize public awareness campaigns to make people become aware about the consequences and the serious problem that the piracy represents.



Matthew Forno

Director, International Cooperation, IP Australia

Mr. Matthew Forno is Director of IP Australia's International Cooperation Section, which is responsible for management of the organisation's international relationships arrangements and capacity building projects. Mr Forno represents the organisation at international meetings on intellectual property rights and is the joint Project Overseer for the APEC IPR Public Education and Awareness projects.

Mr. Forno has also served as Assistant Director of IP Australia's Marketing Section, co-authoring a Public Education and Awareness (PE&A) Strategy for the Indonesian Intellectual Property Office on behalf of the World Bank.

Prior to his present position, Mr. Forno was Communications and Outreach Manager of the APEC Secretariat in Singapore.

Mr. Forno has a Bachelor of Arts in Communications from Canberra University and is currently completing a Master of Diplomacy and Trade with Monash University.



Pancy Fung

Assistant Director, Intellectual Property Department, Hong Kong, China

The professional qualifications of Ms Fung are Solicitor of Hong Kong (1987), Barrister and Solicitor of the Supreme Court of the Australian Capital Territory (1991) and Solicitor of England (1991). Ms Fung studied in The University of Hong Kong, having a law degree, with honors (1985) and a Master of Science degree in Electronic Commerce and Internet Computing (2005).

Prior to joining the Government service in 1990, she worked in the private sector. She joined the Intellectual Property Department of the Government of Hong Kong Special Administrative Region in 1992 and has worked in different areas of intellectual property (IP) work (including copyright, patent, trade mark and hearing). She is an Assistant Director of the Department. Her present duties include monitoring international and regional capacity building matters and making recommendations, overseeing liaison with the Mainland and being in charge of the team responsible for providing civil legal advisory service on IP matters to government departments. Ms Fung has participated in IP-related meetings of the World Intellectual Property Organization, World Trade Organization and the Asia-Pacific Economic Cooperation. Ms Fung has also been speaker or panelist on IP issues in Hong Kong, Mainland and overseas.



Peter Baldwin

Managing Director, Intercedent Asia, Singapore

Mr. Baldwin has 21 years of experience working with corporate clients on market assessment and developing marketing and market entry strategies in Asia Pacific. Mr. Baldwin has worked with clients representing a broad range of industries, including financial services insurance, transportation, education, travel & tourism, IT, telecoms, textiles/garments and publishing. The types of survey assignments that he has implemented include market demand analysis, optimum pricing assessment, customer satisfaction, customer needs appraisal, marketing response among others.

Before joining Intercedent, Mr. Baldwin worked for seven years as Regional Analyst and then Director of Consulting, Southeast Asia for the Economist Intelligence Unit in which capacity he managed the Singapore branch office. Prior to that, he worked for Lloyds Bank International in the position of Economist for the Far East Division in the head office in London. His external responsibilities encompassed advising corporate clients on business conditions in Asia. Internally, Mr. Baldwin advised the Lloyds Group on lending limits and sovereign risk. He graduated in business economics from the University of Southampton, UK and went on to obtain a Master's degree from the University of New England, Australia, where he specialised in international economics of developing markets in Asia. Mr. Baldwin is the author of book entitled *Planning for Asean's Free Trade Area (1997)*, *Consumer Marketing in Indonesia (1994)* and co-author of *Distribution in China (1994)*, published by The Economist Group.



Peter Willimott

Director, Marketing & Customer Engagement, IP Australia

Mr Peter Willimott has worked in the Marketing and Communications section at IP Australia for six years. During this time he has been responsible for developing and implementing a range of marketing strategies for various target markets to help raise the level of understanding and awareness of IP within these sectors.

As the Director of Marketing at IP Australia, he has successfully developed multimedia products, websites and a range of publications depending on the communication needs of the target audience. Mr Willimott has extensive experience in coordinating the development of a public education and awareness program with particular expertise in strategy development, organisation of media events, managing the implementation phase and administrating IP Australia's market research and evaluation program.



Ross O'Brien

Managing Director, Intercedent Asia, HK

Ross O'Brien has been an analyst and researcher for nearly 15 years. He has been based in Hong Kong for 10 years and in Asia for over 16 years, working with clients in a variety of sectors. Prior to rejoining Intercedent, Ross worked extensively with Pyramid Research, managing their Asia research practice and serving as primary analyst on Asia's telecom and IT markets. Ross developed the 'information economy' advisory service practice for Singapore's Strategic Intelligence. He also served as an Asia marketing manager for StrataCom (now part of Cisco Systems).

Ross was also with the management consulting practice of AT&T Solutions in Asia and the US, where he specialised in operational improvement and customer management solutions. Ross regularly speaks to industry forums and client-specific events to discuss market trends and strategies for capitalizing on them. Ross is a contributor to the Economist Intelligence Unit, providing their clients with a series of analysis pieces on trends in Asia.

Ross regularly appears on CNBC and CNN, commenting on events in Asia, and regularly speaks and chairs industry forums and seminars for such organisations as IIR and the Economist Corporate Network. He holds an undergraduate degree in Asian Anthropology from Dartmouth College and an MBA with a concentration in global management from the University of California at Berkeley. He is conversant in Mandarin Chinese and Indonesian.



Sivakant Tiwari

Chair of APEC Intellectual Property Rights Experts' Group

1. Mr Tiwari, is the Principal Senior State Counsel of the International Affairs Division in the Attorney-General's Chambers, Singapore.
2. He first served (on secondment from the Legal Service) in the Ministry of Defence and was the Head of its Legal Department. He then became the Head of the Civil Division in the Attorney-General's Chambers from 1987 till Jun 1995. He took over as the Principal Senior State Counsel of the International Affairs Division from Jul 1995.
3. During his stint in the Ministry of Defence, Mr Tiwari played a significant role in setting in place the legislation for the disciplinary system and national service in the newly formed Singapore Armed forces and in educating officers in the new legislation. He also handled a variety of issues connected with the newly-formed defence set-up.
4. In the Civil Division, Mr Tiwari led the evidence in landmark Inquiries in Singapore: Spyros Inquiry (1978), Cable Car Inquiry (1984), Hotel New World Inquiry (1988) - the last two being Presidential Commissions of Inquiries. He has also appeared in various cases in the High Court of Singapore, including high profile ISA detainee cases.

5. Mr Tiwari has led many bilateral and multilateral negotiations on behalf of Singapore, including the important and long drawn-out Singapore-Johore Boundary Agreement negotiations and the Singapore-Malaysia Special Agreement negotiations to refer the Pedra Branca dispute to the ICJ. He was part of the Singapore Team in the Singapore-Malaysia Reclamation Case before the ITLOS and the Singapore- Malaysia dispute in relation to Pedra Branca at the International Court of Justice.

6. He was the Legal Adviser to the Singapore delegation to the Uruguay Round negotiations and the US-Singapore Free Trade negotiations and Singapore's lead negotiator for the WTO Agreement on the Trade-Related Aspects of Intellectual Property Rights, the IP and Dispute Settlement Chapters of the US-Singapore FTA, and at many ASEAN negotiations and meetings. He was a member of the Singapore delegation for the UNCLOS negotiations and assisted in drafting the ASEAN Free Trade Area Agreement and the ASEAN Enhanced Dispute Settlement Mechanism

7. Mr Tiwari was Chairman of the ASEAN Working Group on Intellectual Property for 6 years (2000-2005). He is currently the Chairman of the APEC Intellectual Property Experts Group since Jan 2006. He was leader of the Singapore delegation to the WIPO Conference on the WIPO Copyrights Treaty and the WIPO Performances and Phonograms Treaty and has lead Singapore Delegations to WIPO over many years. He chaired a session of the WIPO Copyrights Committee in relation Internet Domain Name issues.

8. In the area of air law Mr Tiwari has been the legal adviser for various air services consultations. He also headed Singapore's delegation to the International Conference on Air Law (Montreal, May 1999) which worked on and adopted the landmark Montreal Convention, 1999.

9. Mr Tiwari has presented papers and participated at/chaired numerous workshops, seminars and international conferences on intellectual property rights, the Law of the Sea, trade, civil aviation etc.



Steven Liew

Director and Legal Counsel, Government Relations, Asia Pacific Region

Steven joins eBay's Government Relations Department in June 2006 as Head of South East Asia region. On January 1, 2007, Steven was promoted to his current position to lead eBay's Asia Pacific Government Relations Team based in Seoul, Shanghai, Beijing, Delhi, Hong Kong, Sydney and Singapore.

Steven brings with him more than a decade's experience in intellectual property rights ("IPR") policy and enforcement having been responsible for Nokia Corporation's Brand Protection Department in the Asia Pacific region; and most recently for anti-counterfeiting and IPR policy for Louis Vuitton Malletier's Greater China region.

Previously Steven has been a solicitor at Baker & McKenzie based in Hong Kong, managing the needs of multinational brand owners in Asia, particularly in China. His work included counseling clients on IPR issues, enforcing his clients' IPR in China and conducting extensive government lobbying on IPR policy in the region. Steven has also spent a stint as an Assistant Superintendent of Police in the Singaporean Police Force.

Steven is married to Devin, a successful accountant turned wonderful chef and homemaker. In his free time, Steven does all kinds of outdoor sports, paints and indulges in good food and great wine.



Tim Dwyer

Senior Anti-piracy Investigator, Microsoft Singapore

Tim has been a senior anti-piracy investigator in Singapore for the past 3 1/2 years, managing investigations involving high-end counterfeit software, hard-disc loading, and supporting cyber investigations associated with use of the internet.

He also conducts training for police and industry on counterfeit product identification, enforcement, and IPR matters.

Before Microsoft Tim served as a Special Agent with the U.S. Federal Bureau of Investigation in San Francisco, and was launched on numerous missions involving violent criminal offences and counterterrorism in Hong Kong, Pakistan, India, and Pretoria, South Africa. From 2000 to 2004 he lived in India, where he was an FBI Legal Attache/Diplomat with U.S. Embassy at New Delhi. Before the FBI he was an Assistant District Attorney in central California, conducting trial criminal prosecutions.



Tod Cohen

Vice President and Deputy General Counsel of Worldwide Government Relations, eBay Inc, US

Tod Cohen serves as Vice President and Deputy General Counsel of Worldwide Government Relations for eBay Inc. Mr. Cohen is responsible for global public policy for eBay and PayPal and helps to supervise Skype's government relations. He manages eBay Inc's government relations' offices in San Jose, Washington D.C., Brussels, Bern, Berlin, Beijing, Paris, New Delhi, Shanghai, Sydney, Seoul, Singapore, Hong Kong, and London. He opened eBay's first government relations' office in March 2000 in Washington DC and now leads the worldwide eBay government relations efforts out of corporate headquarters in San Jose.

Mr. Cohen serves as a member of the U.S. Department of Commerce/U.S. Trade Representative's Industry Trade Advisory Committee for Information and Communications Technologies, Services, and Electronic Commerce. Mr. Cohen formerly served as Vice Chairman of the Free Trade Agreement of the America's Joint Experts' Committee on Electronic Commerce.

Prior to joining eBay, Mr. Cohen was Vice President and Counsel of New Media for the Motion Picture Association of America (MPAA). A significant portion of his work for MPAA was focused on Internet anti-piracy.

Before that, Mr. Cohen served as European Vice President and Legal Counsel for the Business Software Alliance in London. While working for BSA, Mr. Cohen led the software anti-piracy

efforts throughout Central and Eastern Europe and the Nordic countries. He also spent six years as an Associate with the Washington law firm, Covington & Burling.

Mr. Cohen received his B.A. from the University of Utah in 1985, and his J.D. with Highest Honors from the George Washington University Law School in 1992. Before law school, Mr. Cohen worked as a Congressional aide for four years.

**(replaced by Mr. Steven Liew)*



Viktor Cheng

*Senior Assistant Director-General, Infrastructure and Capability Development Division,
Intellectual Property Office of Singapore*

Mr Viktor Cheng is currently the Senior Assistant Director-General in IPOS. Since May 2007, he oversees the Infrastructure and Capability Development Division as well as the Public Relations Department in IPOS.

As the Senior Assistant Director-General in IPOS, Mr Cheng is responsible for designing and implementing the IP infrastructure master plan to ensure that there is a conducive environment in Singapore to sustain the growth of IP.

The Infrastructure and Capability Development Division is made up of four key departments namely, Public Outreach Department, Capability Development Department, Enterprise Development Department and Industry Development Department. Under Mr Cheng's leadership, they work hand in hand to catalyse and facilitate the development of IP market infrastructure and capabilities as well as to cultivate an IP savvy culture in Singapore to help boost economic growth.

Prior to joining IPOS, Mr Cheng started out as an inventor and entrepreneur - he has previously patented, managed and commercialised IP, started software companies and ran business operations in startups, R&D labs and listed companies. He brings with him 18 over years of applied IP experiences (including 3 years in the Silicon Valley) to IPOS and is part of the team to realise IPOS vision.



Vjek Bradaric

Assistant Director, Marketing & Customer Engagement, IP Australia

Mr Bradaric has worked in the Marketing and Customer Engagement section at IP Australia since July 2006. His primary role involves developing and implementing strategic marketing initiatives aimed at increasing awareness and utilisation of intellectual property rights.

In the last 10 years Mr Bradaric has developed a broad range of professional experience in research and marketing disciplines, both in government and private enterprise. Most recently Mr Bradaric held the role of Marketing and Business Development Manager at wagering service provider ACTTAB. Prior to this tenure he spent five years at Tourism Australia, initially working on research projects centred on inbound, domestic and outbound tourism markets. He was subsequently appointed Manager of Marketing and Publications within the subsidiary agency Tourism Research Australia, with the key responsibility of setting the strategic direction for all marketing initiatives.

Mr Bradaric has academic qualifications in tourism management and marketing/communications.



Wong Siew Hong

Director, Infinitus Law Corporation

Mr. Wong was called to the Singapore Bar in 1987 and have spent all his professional career in the area of IPR enforcement. From 1990 to 1993, he was a licensed private investigator specializing in IPR issues. In 1993, he returned to legal practice as the attorney for Louis Vuitton, which is a position he hold till today. His most significant contribution on behalf of Louis Vuitton in its anticounterfeiting programme in Singapore had been the take-down of the syndicate that was running counterfeit sales in Bugis Village in 2003. He represent clients in most major industries including automobiles, luxury goods, clothing and apparel, computers and consumer electronics, as well as movies. He have been involved in a number of civil enforcement actions that have been reported and these clients include Oto Bodycare Pte Ltd, New Line Cinema and most recently, Main-Line Corporate Holdings in its successful patent infringement action against one of the major local banks.



Yen Ong

General Manager (Asia), Soundbuzz Pte Ltd, Singapore

Yen Ong is Soundbuzz's General Manager responsible for driving business portfolios and the bottom line in South East Asia. She has overseen the development and delivery of telecommunications-grade music stores in the region, plus a host of product innovations including: mobile music downloads from online stores; prepaid music download cards; and, over-the-air mobile music downloads.

She has also been instrumental in establishing critical strategic relationships with Singaporean government authorities, such as the IDA and A*STAR, to further the use of mobile broadband (3G) networks.

Ms Ong is no stranger to the media and music industries. Having an active interest in new media, her career path has been hinged on the development of emerging media formats from their embryonic early days to their evolution and/or maturation.

This has encapsulated cable and satellite television and the online arena. In all her roles, she has driven significant growth in revenues.

Ms Ong's expertise as a developer of new media businesses saw her join Soundbuzz in 2002, two years after it was established. Under her guidance, Soundbuzz has rapidly grown to be the largest online and mobile music retailer in South East Asia.