



Intellectual Property Business Council

The Intellectual Property Business Council (IPBC) within the International Trade Council stands as a paragon of expertise and guidance in the intricate realm of intellectual property (IP) as it intersects with global commerce. In an era where intellectual assets are as valuable as tangible assets, the council dedicates itself to enlightening, supporting, and guiding its members on the nuanced facets of intellectual property, ranging from patents and copyrights to trademarks and cross-border protections.

LEADERSHIP

Chairperson:

- Anders Arvidsson, CEO, [Parallel North IP AB](#) [[LinkedIn](#)]

Deputy Chairperson:

- Cheong Shuk-Ki Ella, Senior Consultant, [ELLALAN](#) [[LinkedIn](#)]

Board Members:

- Ooi Yeong Boon, Managing Director, [Exy Intellectual Property Sdn Bhd](#) [[LinkedIn](#)]

AREAS OF FOCUS

- » **IP Education:** At the heart of the council's mission is the commitment to educate ITC members about the fundamental principles of intellectual property, its significance in global trade, and its practical implications for businesses.
- » **Patents:** The council delves into the world of inventions, innovations, and patents, providing resources on patent filing, maintenance, infringement challenges, and international patent landscapes.
- » **Copyrights:** With a focus on original creations of the mind, the IPBC enlightens members about copyright protections, registrations, licensing, and the complexities surrounding digital content and cross-border sharing.
- » **Trademarks:** From brand logos to unique product names, the council emphasizes the importance of trademarks in the global marketplace, offering guidance on registration, protection, and infringement disputes.
- » **Cross-Border IP Protection:** Recognizing the challenges that come with protecting intellectual assets across different jurisdictions, the council offers insights on international IP treaties, conventions, and strategies for cross-border enforcement.
- » **Licensing and Commercialization:** The IPBC provides expertise on how businesses can monetize their intellectual assets, through licensing agreements, franchising, or other commercialization strategies.
- » **Counterfeiting and Piracy:** The council sheds light on the growing concerns of counterfeit goods and digital piracy, offering strategies for detection, prevention, and legal redress.
- » **IP Litigation and Dispute Resolution:** Equipping members with resources and expertise, the council navigates the complex terrains of IP disputes, mediation, and litigation at both national and international levels.
- » **Networking and Collaboration:** Offering a platform for IP professionals, business owners, legal experts, and stakeholders, the IPBC fosters an environment of collaboration, dialogue, and mutual learning.
- » **Future IP Trends:** Staying ahead of the curve, the council explores emerging trends, technologies, and policies that could influence the future landscape of intellectual property in international trade.

ABOUT BUSINESS COUNCILS

A business council, within the framework of the International Trade Council, is an assemblage of volunteer professionals, possessing deep industry knowledge and expertise. They collaborate to shape the Council's research, education, networking, and outreach initiatives, thereby ensuring their relevance to the current global business climate.

These industry experts meet regularly, whether in-person or virtually, to propose and guide the Council's research undertakings. They examine industry trends, scrutinize emerging markets, and explore technological advancements, providing valuable insights that the Council transforms into action-oriented research projects.

The business council acts as an advisory board, contributing to the development of educational resources tailored to the needs of businesses operating in international markets. They bring their firsthand experience to the fore, identifying the critical competencies necessary for success and helping devise educational programs that equip members with those skills.

In addition, the council facilitates networking events and initiatives, creating opportunities for members to connect, collaborate, and forge strategic partnerships. They also play a crucial role in driving the Council's outreach programs, reaching out to potential members, sharing the Council's mission, and amplifying its impact across the global business community.

Moreover, business councils provide a forum for discussion, enabling the exchange of ideas, fostering innovation, and promoting best practices within their respective industries. They also help bridge the gap between industry and government, advocating for business-friendly policies and voicing industry concerns to policymakers.

Lastly, the business councils play a pivotal role in the International Trade Council's mission to support and promote international trade. Through their collective knowledge, experience, and guidance, they contribute to creating an environment where businesses can thrive in the global marketplace.

Information Site: tradecouncil.org

Member Portal: tradecouncil.net

Go Global Awards: goblobalawards.org

Business Confidence Survey: businessconfidence.org

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The International Trade Council 

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An international, peak-body, chamber of commerce