

# Defend Your Turf without (Spending) a Bomb

Why Intellectual Property Matters and How to Save on Legal  
Costs Protecting It



**VALUE**

# **#1 I'm too small to worry about IP.**

The day people start infringing my IP is the day I have made it in life.

# **#2 I'm too poor to worry about IP.**

IP is for the rich kids (Apple, Samsung).

**Taking some small steps early is necessary, can lead to big rewards and need not cost much**

Copyright

Patents

Trademarks

Domain  
Names

Designs

Confidential  
Information

# Have a plan

- What to protect
- Where to protect
- How to protect

# Choose the Right Name

- Non-descriptive
- Not already taken / utilized in countries you may want to expand to

# Save on Search Fees

World Intellectual Property Office Database of Registries:  
<http://www.wipo.int/directory/en/urls.jsp>

- Singapore: <http://www.ipos.gov.sg/Services/FilingandRegistration/GettingStartedwiththeServices/eSearch.aspx>

# Understand the Concept of Priority

Worldwide Search - Thomson Reuters has a database that can do a search in all countries but it is not “official” so there may be gaps. This search can be done by most law firms and should cost about \$1250.



# Obtain Protection Locally Early

Trademark: Approx \$2000 / mark

# Intellectual Property

Amica Law LLC

Magdalene Lie

[magdalene.lie@amicalaw.com](mailto:magdalene.lie@amicalaw.com)

T: 6372 5485

Yusarn Audrey & Partners

Sam Wee

[samuel@yusarn.com](mailto:samuel@yusarn.com)

T: 6358 2865

# Corporate Matters

(E.g. ESOS Agreements / Shareholder Agreements)

Braddell Brothers

Lynette Zheng

[lynette.zheng@braddellbrothers.co](mailto:lynette.zheng@braddellbrothers.co)

[m](#)

T: 6499 9486

# General

(IP / Corporate)

Covenant Chambers LLC

Ronald JJ Wong

[ronald.wong@covenantchambers.com](mailto:ronald.wong@covenantchambers.com)

T: 91295469