

Quisumbing Torres Participates in IP Valuation Workshop

Manila, Philippines, October 2017 - Quisumbing Torres (QT) joined the Asia-Pacific Economic Cooperation (APEC) and the Philippine Intellectual Property Office (IPOP HL) in the second phase of *Promoting Innovation through a Mechanism for IP Valuation, Financing, and Leveraging IP Assets Workshop* last 27 - 29 September 2017, which was held at The B Hotel, Quezon City. The first phase of the workshop, which focused on policy makers and finance experts, was held last 12 - 14 July 2017.

The three-day workshop was opened by Director General Josephine Santiago of the IPOP HL, and was attended by 19 APEC delegates and 10 economies, including the Philippines.

Reena Mitra-Ventanilla, a senior associate in QT's Intellectual Property and Information Technology & Communications Industry Group participated as a speaker for the workshop, and discussed the *Importance of IP Valuation and Financing: Private Sector Perspective*.

"IP is a vital asset of any company. It is important to commercialize and value IP in order to reap economic benefits for the company. Different valuation methods / approaches are available. It is important to choose, apply, and combine the appropriate ones," explained Reena.

The event focused on crafting the best practices and methodologies in IP valuation, IP financing, and IP utilization. It aimed to develop an IP valuation manual as a tool to foster innovation by encouraging policy makers of member economies in Asia-Pacific to establish a mechanism for IP valuation and financing to help IP owners, specifically Micro Small and Medium Enterprises (MSMEs), leverage their IP assets to grow their businesses and tap other markets, paving the way for their participation in the Global Value Chain (GVC).

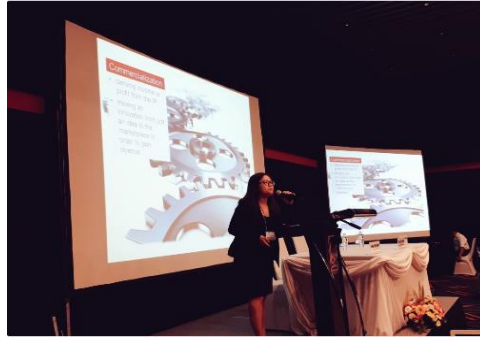
Among other workshop speakers were Transaction Advisory Services (TAS) Partner Marie Stephanie Tan-Hamed, SyCip Gorres Velayo & Company (SGV); Dr. Yasuyuki Ishii, Adjunct Professor, Department of Intellectual Property Strategy, Graduate School of Innovation Studies, Tokyo University of Science; Deal Advisory Partner Jamesy Laya, Klynveld Peat Marwick Goerdeler (KPMG) Singapore; IP Strategist Samirah Binti Muzaffar, Intellectual Property Corporation of Malaysia (MyIPO); Deals and Corporate Finance Managing Partner Mary Jade T. Roxas-Divinagracia, PricewaterhouseCoopers (PwC); Toyosaki and Associates Partner, Reiko Toyosaki; R.S. Bernaldo & Associates Managing Partner, Rosario S. Bernaldo; and Transaction Advisory Services (TAS) Senior Director Smith Lim, SyCip Gorres Velayo & Company (SGV).

Quisumbing Torres' IP Practice

QT's IP practice group and lawyers maintain consistent recognition as a top-tier law firm and individuals in Intellectual Property and Technology, Media and Telecommunications (TMT) in key legal researches, including Asian Legal Business, Chambers Asia Pacific, The Legal 500 Asia Pacific, IAM Patent and Managing IP. The firm is also named Firm of the Year for Intellectual Property since 2015 by the Asia-MENA Counsel In-House Community. Reena Mitra-Ventanilla is cited as a Next Generation Lawyer for Intellectual Property by The Legal 500 Asia Pacific.

The IP team has continuously shared their knowledge and expertise through speaking roles, events and workshops such as the *IP Forum: Wearables and the Internet-of-Things - One World Connected*, *EU-ASEAN Project on the Protection of Intellectual Property Rights (ECAP) III-ASEAN Regional Meeting on IPR Enforcement and IP Protection: More Than An Afterthought and IPOP HL / INTA IP Week*.

Practice Group Head Bienvenido Marquez III and fellow IP Partner Divina Ilas-Panganiban hold leadership roles in relevant practice organizations. Bien chairs the International Trademark Association's (INTA) Anti-Counterfeiting Committee for East Asia and the Pacific (2016 - 2017) and serves as President-elect and Co-chair, Electronics, IT and Telecommunications (EITT) of Licensing Executives Society (LES) Philippines; while Vina acts as the Vice-President and Director of LES Philippines and the Intellectual Property Rights Committee Chairperson of the American Chamber of Commerce of the Philippines.



"While different methods / approaches are available, it is ideal to have uniform rules or standards on IP valuation. However, such rules or standards should not be excessively detailed or restrictive so as to curtail the application of qualitative inputs," explained Reena Mitra-Ventanilla, Quisumbing Torres' Intellectual Property and Information Technology & Communications Industry Associate during her presentation on *Importance of IP Valuation and Financing: Private Sector Perspective*.



Promoting Innovation Through a Mechanism for IP Valuation, Financing, and Leveraging IP Assets Workshop (Phase 2) delegates and speakers, from left to right (front row): Jamesy Laya (Partner, KPMG Singapore), Yasuyuki Ishii (Adjunct Professor, Tokyo University of Science), Allan Gepty (Deputy Director General, IPOPHL), Josephine Santiago (Director General, IPOPHL), Nelson Laluces (Deputy Director General, IPOPHL) and Reena Mitra-Ventanilla (Assistant Secretary, LES Philippines / Intellectual Property and Information Technology & Communications Industry Associate, Quisumbing Torres).

For more information



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