



## Media Release

### **SMU consolidates Intellectual Property (IP) expertise, launches new centre for IP research**

*First IP centre in the region to focus on Asia-centric and cross-disciplinary research*

*Singapore, 25 May 2015 (Monday)* – The creation, management and protection of intellectual assets and related rights (IPRs) have moved to the top of national, regional and global agendas over the last 20 years. Today, IP has become a key driver of global economic growth. The Singapore Government has also identified IP as a new growth area for Singapore and is on a mission to develop the country as an IP hub with vibrant IP industries.

It is against this backdrop that SMU today launches the **new Applied Research Centre for Intellectual Assets and the Law in Asia (ARCIALA)**. The launch event was graced by Guest-of-honour Ms Indraneel Rajah, Singapore's Senior Minister of State for Law and Education, who delivered an Opening Address at the launch event. Helming the new Centre as its Director is Professor of Law Liu Kung-Chung; the Centre's Deputy Director is Professor of Law Irene Calboli.

Professor Liu is visiting professor at the SMU School of Law since April 2014. His teaching and research interests are intellectual property law, antitrust and unfair competition law, and communications law. He has published widely and has authored 12 books (in Chinese) and edited eight books (three in Chinese and five in English) covering trademark law, competition law, patent law, interface between IP and competition law, and (tele)communications law; and over 100 peer-reviewed papers in Chinese and English.

Professor Calboli joins SMU as a visiting professor of law from May 2015. She has also published widely on several aspects of intellectual property law. Her scholarship has appeared in leading volumes, peer reviewed journals, and student edited law reviews, in Asia, Europe, and the United States. She is also a member of several academic and professional organisations, including the International Trademark Association (INTA), the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP), and the International Law Association (American Branch).

**Professor Liu** said, "Asia has rapidly become not just the factory of the world but also the globe's growth engine and biggest market. Its importance is however underestimated by Asian themselves! It is no less so in terms of IP law and industry in Asia. It is the most opportune timing for SMU to set up an IP research centre that puts Asia at the focal point. The ARCIALA will embark on and excel in promoting the Asian awareness, mutual understanding and cooperation among Asians, as well as Asian innovation renaissance."

"In addition, to date, research and commentary on IP issues thrown up by the latest digital developments are primarily from North America, Europe and Australia. Except for some efforts in India, Asia has contributed surprisingly little research and debate on the topic. Asia needs to engage more in the ongoing debate that will shape much of business and trade in the decades to come. I see our Centre contributing significantly in this sphere by surveying Asian developments and crystalising Asian insight," he added.

Under Professor Liu's leadership, the Centre aims to be a centre of excellence for applied research on developments in the IP scene in Asia and beyond. Taking a multi-faceted and cross-disciplinary approach, it will engage in research projects in areas of practical importance, and promote interest, research and cooperation in intellectual assets and the law in Asian economies. This is the first IP research centre in the region with a multi-disciplinary and Asian emphasis.

In terms of activities, the Centre will survey and measure the IP and innovation landscape in Singapore and Asia, first by selecting leading IP cases within and outside of Singapore. It will also organise topical talks and seminars to update the IP community and provide new thoughts to practitioners and decision-makers in the public and business sectors. The Centre will also enrich the IP knowledge of SMU's undergraduate and postgraduate students (not limiting to those studying law) by providing new IP-related courses with a cross-disciplinary perspective. Last but not least, nurturing young Asian IP scholars will be the key focus of the Centre.

On the launch of the new Centre, **Dean of SMU School of Law, Professor Yeo Tiong Min**, said, "This new Centre gives the SMU School of Law the opportunity to leverage our strong academic expertise in IP law and play a part in furthering the understanding, co-operation and potential harmonisation of IP regimes in the region. With this Centre, we aim to provide a platform for research and dialogue across disciplines, sectors and countries, to better understand the dynamics of unlocking value in intellectual assets, especially in Asia. In doing so, we will contribute to the strengthening of Singapore's international status as a vibrant IP hub, and to the standing of Singapore as a thought leader in this field."

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### **About SMU School of Law**

SMU School of Law proudly welcomed its first cohort of 116 students in August 2007. Taught by a dynamic faculty with postgraduate degrees from renowned universities such as Harvard, Yale, Stanford, Oxford, Cambridge, Bristol and London, the School aims to nurture its students to become excellent lawyers who will contribute significantly to society. Trained with the ability to contextualise legal expertise and to think across disciplines and geographical borders coupled with SMU's interactive pedagogy, SMU's law graduates are confident articulate and analytically agile.

The SMU School of Law offers a four-year full-time Bachelor of Laws programme, a five-year double-degree programme which combines law with Accountancy, Business, Economics, Information Systems or Social Sciences, and a Master of Laws programme. The School has also launched a full-time graduate programme, the Juris Doctor Programme which can be completed within three years, and in some cases, accelerated for completion within two years. [www.law.smu.edu.sg](http://www.law.smu.edu.sg)

### **About SMU**

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 8,800 undergraduate, postgraduate, executive and professional, full- and part-time students, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

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