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Sent on: Sunday, 24 April, 2022 3:47:34 PM
To: UUM - All Staff; UUM - All Students
Subject: ICC IP Talk: Celik Harta Intelek

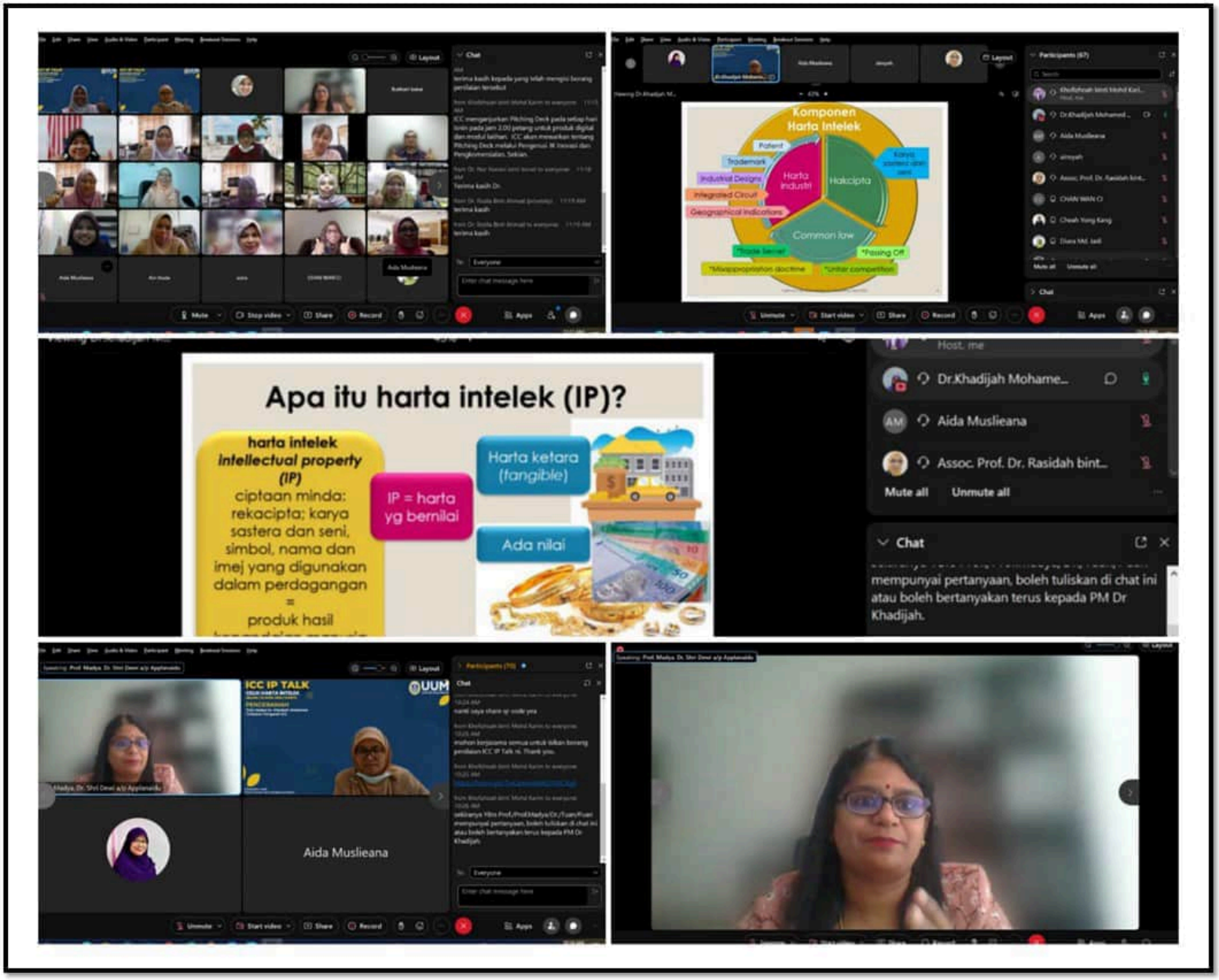
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Oleh: Mohd Afnan Abdul Khoni
Gambar oleh: ICC

ICC IP TALK: CELIK HARTA INTELEK



UUM ONLINE: Pusat Inovasi dan Pengkomersialan (ICC) telah menganjurkan webinar dalam talian bertajuk ICC IP Talk**:** Celik Harta Intelek, baru-baru ini.

Timbalan Pengarah ICC, Prof. Madya Dr. Khadijah Mohamed berkata, ICC IP Talk bertujuan untuk memberi pendedahan tentang kepentingan memberi perlindungan harta intelek kepada hasil pengajaran dan pembelajaran ahli akademik serta peluang pengkomersialan produk yang dihasilkan.

Di samping itu, menurutnya, ahli akademik turut diberi penerangan tentang kepentingan harta intelek dalam penilaian prestasi tahunan.

“ICC IP Talk ini merupakan platform yang sesuai untuk menerangkan tentang kepentingan komponen inovasi dan pengkomersialan dalam penilaian prestasi staf akademik.

“Selain itu, ICC IP Talk diadakan secara berkala yang mana untuk kali ini ICC memberi tumpuan kepada harta intelek, manakala siri yang akan datang ICC akan memberi latihan ‘*hands-on’* pendaftaran harta intelek,” tambah beliau lagi.

Khadijah berkata, dia berharap supaya program seperti ICC IP Talk dapat memberi pendedahan kepada ahli akademik tentang kepentingan melindungi hasil pengajaran dan pembelajaran serta hasil penyelidikan ahli akademik di universiti.

ICC IP Talk itu disertai lebih 70 peserta dari Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Pusat Pengajian Pengurusan Pelancongan, Hospitaliti dan Acara (STHEM), Pusat Pengajian Perakaunan Tunku Puteri Intan Safinaz (TISSA), Pusat Pengajian Ekonomi, Kewangan dan Perbankan (SEFB) dan Pusat Pengajian Psikologi Gunaan, Dasar dan Kerja Sosial (SAPSP).



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