

MERGERS & ACQUISITIONS STRATEGIES AND INTELLECTUAL PROPERTY FOR COMPETITIVE ADVANTAGE

Turn intellectual property into negotiation power



Normal Price: RM890 nett/pax
Early Bird: RM790 nett/pax
Group (Min. 2 pax): RM690 nett/pax

**ONLINE
TRAINING**

Course fee includes 8% SST, e-handouts & e-cert

25-Jun-2026

Zoom

Early Bird and Group Promo sign up by 26-May-2026

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Course Overview

In modern mergers and acquisitions (M&A), Intellectual Property (IP) is no longer a supporting asset, it is often the deal driver. Brands, technology, software, data, proprietary processes and confidential know-how frequently account for a significant portion of transaction value, particularly in technology, digital, manufacturing and asset-light businesses. However, many M&A transactions fail to fully unlock value or expose parties to unforeseen risks due to poor identification, weak ownership structures, defective licensing arrangements or unmanaged IP liabilities.

This programme is designed to provide participants with a strategic and practical understanding of how IP impacts M&A transactions, from pre-deal planning and IP due diligence to valuation, risk allocation and post-acquisition integration. Participants will learn how to use IP not only as a defensive legal tool, but as a source of competitive advantage and value creation in M&A transactions.

Learning Outcomes

- Understand IP's strategic role in M and A
- Identify high value IP assets
- Recognise red flags in due diligence
- Assess valuation and deal structuring implications
- Plan effective post acquisition IP integration for value creation

Who Should Attend?

- Corporate leaders and founders
- Investment and private equity professionals
- In house legal and strategy teams
- M and A advisors and deal teams
- Businesses preparing for acquisition or exit

1 Day Program

09:00 AM - Introduction and Ice Breaking

09:15 AM - Module 1: Introduction to Intellectual Property

- What is IP
- Business Value: Why IP is critical for business growth and asset valuation

10:15 AM - Morning Break

10:30 AM - Module 2: Introduction to IP in Mergers and Acquisitions

- Why IP Matters in M and A
- Key Types of IP Assets in M and A
- Maximising IP Value in M and A

11:30 AM - Module 3: IP Due Diligence

- Scope and objectives of IP due diligence
- Common IP red flags in M and A transactions
- Licensing, assignment and consent issues
- Infringement risks and enforcement exposure
- Open source software and technology risks

12:30 PM - Lunch Break

01:30 PM - Module 4: IP Valuation and Deal Structuring

- How IP impacts enterprise valuation
- IP valuation approaches in M and A contexts
- Structuring transactions around IP
- Warranties, representations and indemnities relating to IP
- Risk allocation and price adjustment mechanisms

03:30 PM - Afternoon Break

03:45 PM - Module 5: Post Acquisition

- Key IP Challenges Post M and A
- IP Portfolio Rationalisation
- Licensing Agreements
- IP Strategy for Emerging Technologies

04:30 PM - Module 6: Practical Workshop

- IP Due Diligence Checklist

05:00 PM - End of training



Azarith Sofia Aziz

Snapshot

- Registered Patent Agent
- Registered Trademark Agent
- Registered Industrial Design Agent
- HRDCorp Accredited Trainer
- Member, Malaysian Intellectual Property Association (MIPA)
- Master of Intellectual Property (MIP)
- Advocate & Solicitor of the High Court of Malaya

Professional Background

Azarith Sofia graduated from Universiti Teknologi MARA (UiTM) with a Bachelor of Legal Studies (Hons) in 2014, followed by a Bachelor of Laws (LL.B) (Hons) in 2015. She later obtained her Master of Intellectual Property (MIP) from Universiti Kebangsaan Malaysia (UKM) in 2018.

She completed her pupillage at Messrs. Raja, Darryl & Loh, where she gained early exposure to litigation, trial preparation, corporate due diligence, and trademark prosecution work. She was admitted as an Advocate & Solicitor of the High Court of Malaya in 2016.

In 2017, Azarith joined Messrs. Azmi & Associates as an Associate in the Multimedia, Technology and Intellectual Property Practice Group. Over the years, she held various positions and was ultimately promoted to Partner in 2024. During her tenure, she was honorably mentioned by Legal 500, with the editorial commentary recognizing her as “a key contact for cases at the intersection of media, IT, and IP.”

She also contributed significantly to the firm’s industry recognition, including:

- Technology, Media and Telecommunications Law Firm of the Year
- ALB Malaysia Law Awards 2024
- Ranked in Intellectual Property
- ALB Asia IP Rankings 2025

With nearly a decade of experience, Azarith advises clients across a broad spectrum of Intellectual Property (IP) and Technology, Media & Telecommunications (TMT) matters. Her passion for the field—combined with her ability to work both independently and collaboratively, strong communication skills, and adaptability in fast-moving environments—has fueled her professional growth and allowed her to build wide-ranging expertise within a relatively short span of practice.

Expertise

A. Intellectual Property (IP):

- Advising on the protection of intellectual property domestically and internationally, and managing intellectual property portfolios.
- Drafting, negotiating and advising on IP licensing agreements, including technology transfer agreements.
- Advising on strategies for the commercialization of IP assets.
- Preparing and issuing cease and desist letters to protect IP rights and prevent unauthorized use.
- Conducting comprehensive audits of a client's IP assets.
- Conducting IP due diligence in mergers, acquisitions and other transactions.
- Drafting and negotiating agreements for the assignment and transfer of IP rights, including sales and mergers.
- Advising on the IP aspects of joint ventures and collaborations, including ownership, use and commercialization of jointly developed IP.

B. Technology, Media and Telecommunications (TMT)

- Legal advisory services on:
 - Technology & Software Licensing, Digital Transformation, SaaS, Cloud Services, Hardware Supply, Maintenance Services and Outsourcing
 - E-commerce platforms, digital payments and online services
 - Terms and conditions, privacy policies and user agreement for online platforms and digital services
 - Telecommunications (network infrastructure, interconnection and service level agreements (SLAs).)
 - Media & Content Protection (Licensing, Broadcasting, Film Production, Printing, Publication, Talent Management)
 - Data Privacy & Cybersecurity
 - Emerging Technology Legal Advisory (AI, Blockchain, Fintech, NFTs)

Publications & Speaking Engagements



Azarith has written and co-authored numerous articles published across both local and international platforms, including the Global Intellectual Property Convention, Asian-MENA Counsel In-House Community, Global Legal Group, Mondaq, Conventus, Legal 500, HG.org Leading Lawyers, and the American Malaysian Chamber of Commerce (AMCHAM).

Based on Mondaq readership analytics, she ranks among the Top 20% of authors globally for her listed topics and industry categories, and is recognized as “Very Popular” in Malaysia. Her co-authored article, “Overview on the Appointment of Personal Data Protection Officer under the Personal Data Protection Act 2010,” received the Thought Leader – Autumn 2025 Award from Mondaq.

Azarith is also a frequent speaker at conferences, seminars, and webinars on intellectual property, technology, and commercial law. As an HRD Corp Accredited Trainer, she delivers structured and impactful training programmes for corporate and institutional audiences.

Her past speaking and training engagements include sessions for:

- DRB-HICOM Group
- Johor Corporation (JCORP)
- PROTON Group
- Malaysian Industrial Development Finance Berhad (MIDF)
- UMW Group
- Majlis Amanah Rakyat (MARA)
- Perbadanan Kemajuan Negeri Selangor (PKNS)
- Universiti Putra Malaysia (UPM)
- Universiti Teknologi Malaysia (UTM)
- Universiti Sains Islam Malaysia (USIM)
- Universiti Teknologi MARA (UiTM)

Clients who benefited from Azarith's training

