

# bit.news

BRINGING IDEAS TO LIFE

BITCOM VISIBILITY

TECHNOLOGY TRANSFER  
& COMMERCIALIZATION

LEGAL & INTELLECTUAL  
PROPERTY

BITCOM OFFICE

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## “ LIVE @ UFM ”

Product and Market Incubation (PMI) researchers and industries take over UFM radio

BITCOM, the center for commercialization, stays true to its role by promoting researchers' products and technologies to the public through UTM official radio broadcast, UFM. The channel frequency hits the radio every Wednesday with loads of content. The innovations and inventions made by the panelists successfully captivated the radio listeners by their creativity and conveniences of their products. Six researchers featuring Prof. Ts. Dr. Rahmah Mohamed, Dr. Faridah Mohamed Isa, Dr. Zuraidah Salleh, Dr. Shahril Anuar Bahri, Ts. Mohamed Syazwan Osman, and Prof. Madya Dr. Jamal Housaini, in tandem with the researcher expertise, this initiative created outstanding engagements with the public audience into the world of technology and innovation.

## “ LAUNCHING OF NEW POLICY ”

BITCOM produced Intellectual Property Policy and Intellectual Property Commercialization Policy

BITCOM proudly launched these New Policy manual books. The 'Intellectual Property' and 'Intellectual Property Commercialization', are two significant guidebooks to assist the inventors and the researchers in terms of product protection. The books aim to aid in determination of ownership rights and other interests, as well as enforcement of rights and interests on intellectual property produced by parties who have a legal relationship. The policy guidance provided benefits whether contractual or beneficiary to UTM. The Intellectual Property Policy was created to support the culture of research and innovation in a more conducive and orderly environment, guided by the provisions of written laws related to intellectual property and some Malaysian policies.



## “ KONGSI RAYA @ TNCPI ”

Grand Eid Celebration by the Office of Deputy Vice Chancellor (Research & Innovation)


BITCOM contributed to share happiness through a grand Eid celebration hosted by the Office of Deputy Vice-Chancellor (Research & Innovation), TNCPI. BITCOM was awarded as 'Booth Paling Gempak' with the theme of 'Bawang Merah dan Bawang Putih', which was inspired by Malay and Indonesian folklore.

## “ CTWR ”

Coffee Talk with Rozie 2022 Episode 9 Featuring the Director of BITCOM, Professor Ir. Ts. Dr. Syed Shatir Asghar Syed Hassan.

The main idea of CTWR talk show was from our UTM's Vice-Chancellor, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janar. This program is focusing on discussion on UTM ideas and planning with UTM Leaders. Our Director of BITCOM, Professor Ir. Ts. Dr. Syed Shatir Asghar Syed Hassan was one of the panel to discuss on Global Goals: 'UTM at the Forefront in Fostering Innovation and Building Sustainable Industrialization'. The director delightedly discussed the importances of technology transfer in building a sustainable industry. He also mentioned the important role of universities in developing national technologies and supporting the achievement of Sustainable Development Goal 9 (SDG 9) that leads to a significant impact on industry and the country.

Event  
HIGHLIGHTS



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