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# ASEAN IP Register Coordinator Meeting

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# ASEAN IP Register – Launching Ceremony

- August 20, 2023

https://asean.org/asean-intellectual-property-register-to-officially-launch/

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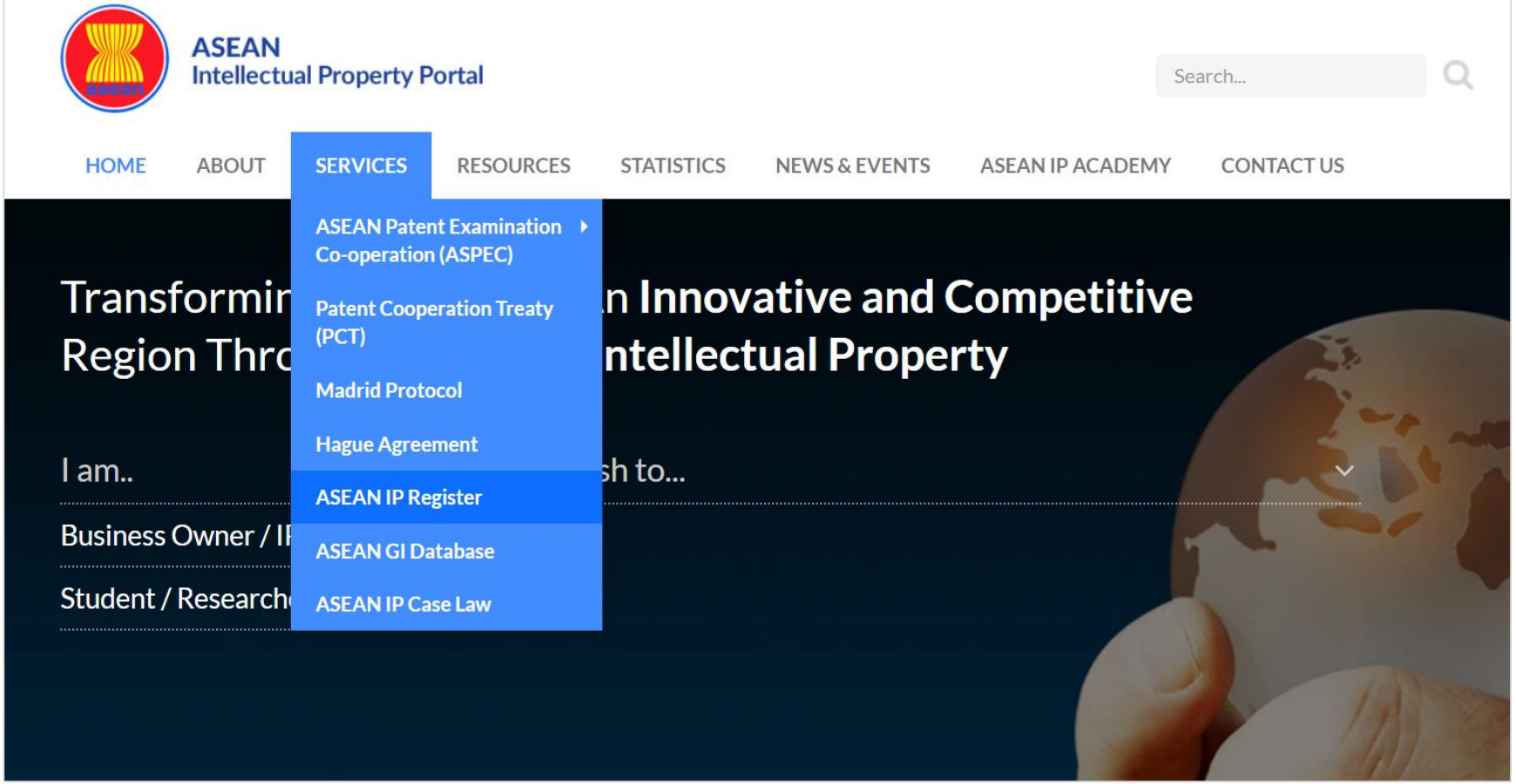
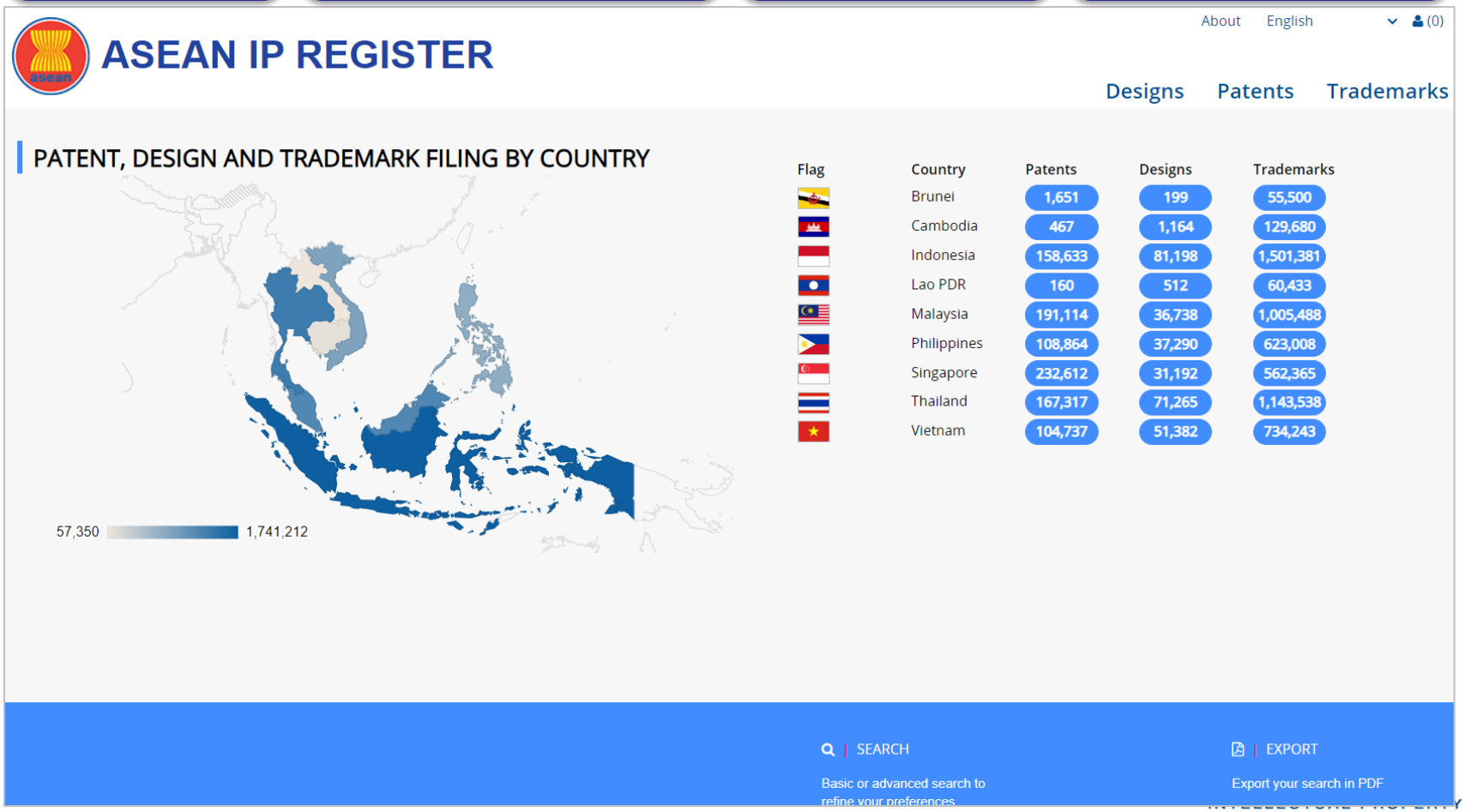
# ASEAN IP Register under ASEAN IP Portal

https://www.aseanip.org/services/asean-ip-register



# ASEAN IP Register

| Trademarks: | Patents and Utility Models: | Industrial Designs: | Total: |
|---|---|---|---|
| 5,815,636 | 965,555 | 310,940 | 7,092,131 |




| Flag | Country | Patents | Designs | Trademarks |
|---|---|---|---|---|
| | Brunei | 1,651 | 199 | 55,500 |
| | Cambodia | 467 | 1,164 | 129,680 |
| | Indonesia | 158,633 | 81,198 | 1,501,381 |
| | Lao PDR | 160 | 512 | 60,433 |
| | Malaysia | 191,114 | 36,738 | 1,005,488 |
| | Philippines | 108,864 | 37,290 | 623,008 |
| | Singapore | 232,612 | 31,192 | 562,365 |
| | Thailand | 167,317 | 71,265 | 1,143,538 |
| | Vietnam | 104,737 | 51,382 | 734,243 |

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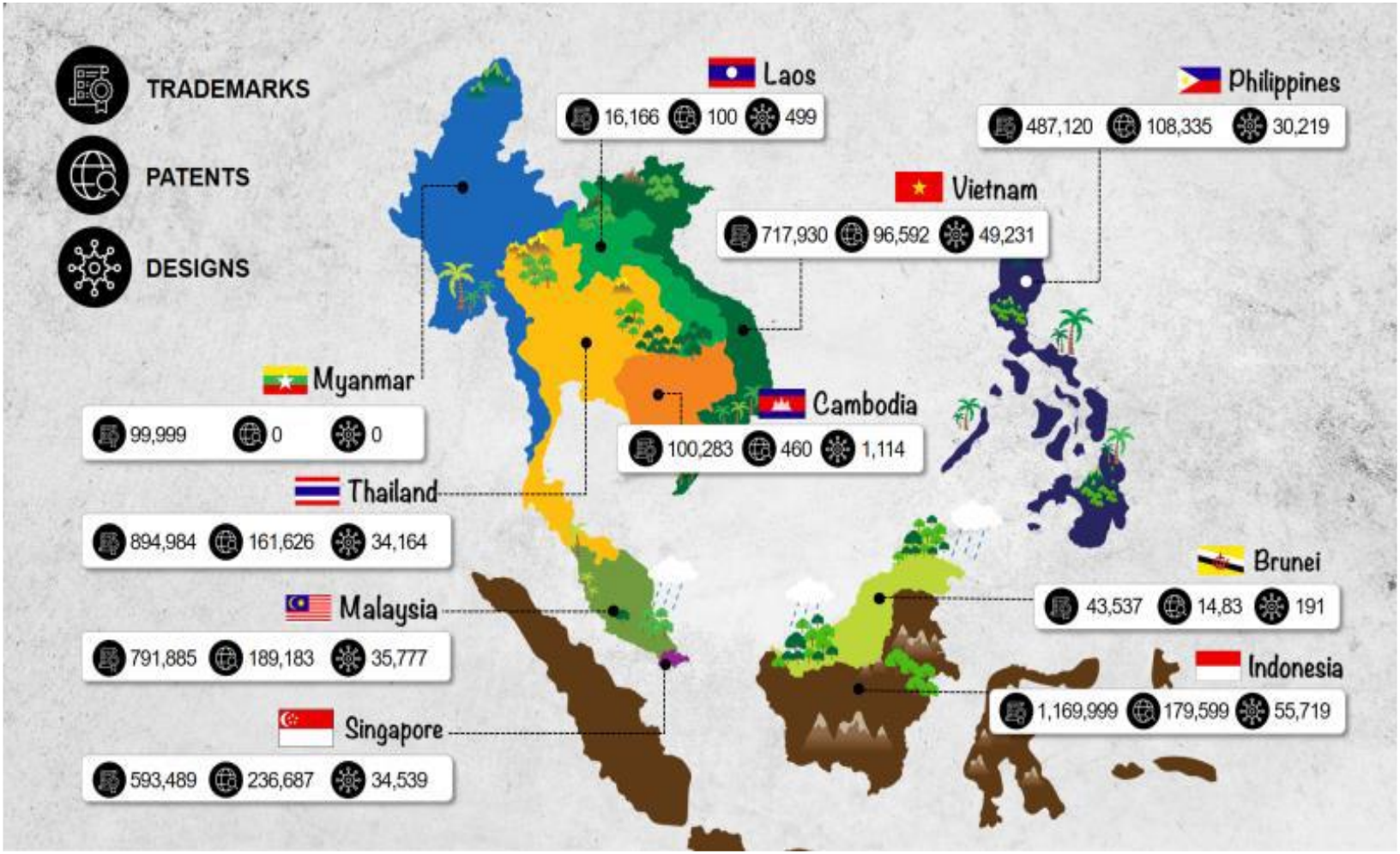
# 1. Motivation

# a. ASEAN's IP Landscape

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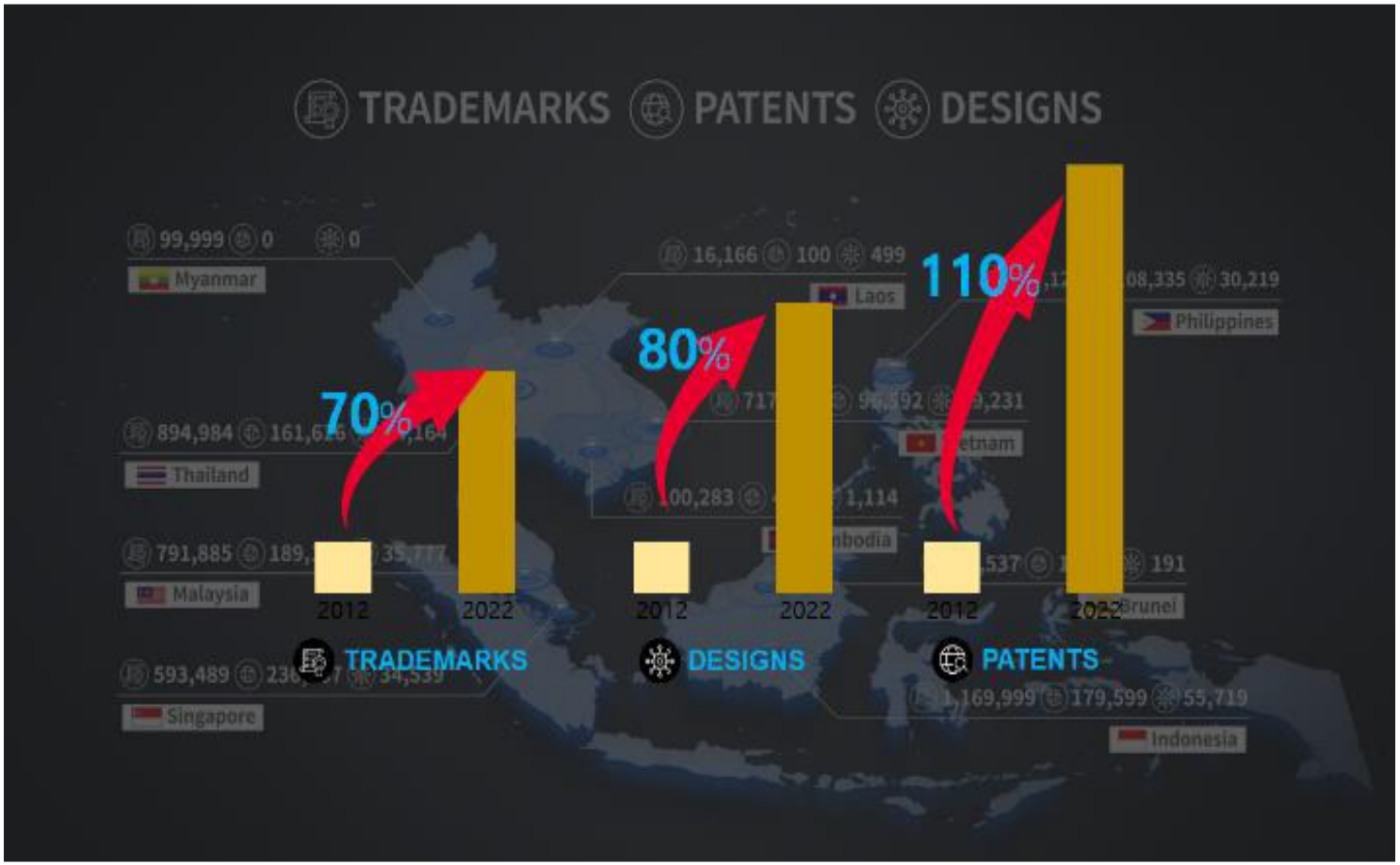
# ASEAN's IP Trends



# b. Future Priorities for ASEAN IP Register

- *By creating a single, one stop portal that gives free online access to the region's patent, trademark and design records, enterprises, professionals and others can access the Register to make strategic decisions based on the latest IP data and trends.*

- *The register is designed to be accessible and mobile-friendly, and it will give policymakers, businesses, and individuals access to real-time IP data and trends to help them in decision-making. It will also provide the foundation for IP offices to provide additional business services to enterprises.*

- Daren Tang, WIPO DG -

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# 2. ASEAN IP Register - Objectives

- IP Register with reliable data collection and up-to-date legal statuses
  - Regular and timely data updates
  - Processes to “certify” legal events and related data at sources
- Streamline national data dissemination processes with data quality control measures
- ASEAN data standard
- IP Portfolios and statistics to build a better end-user experience
- Data coverage map with clear updates indicators

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# 3. ASEAN IP Register – Identified Business Requirements

1. **Database Services**
   - Data Expansion/ Quality Improvement
   - Data Standardization
   - Data Coverage Report
   - Digitization/ OCR Project
2. **Advanced Database Services**
   - IP Portfolios Management
   - Business Intelligence
   - AI-assisted Classification & Searching Services
   - Integration with Advanced Feature from WIPO Services
   - Data Sharing Platform

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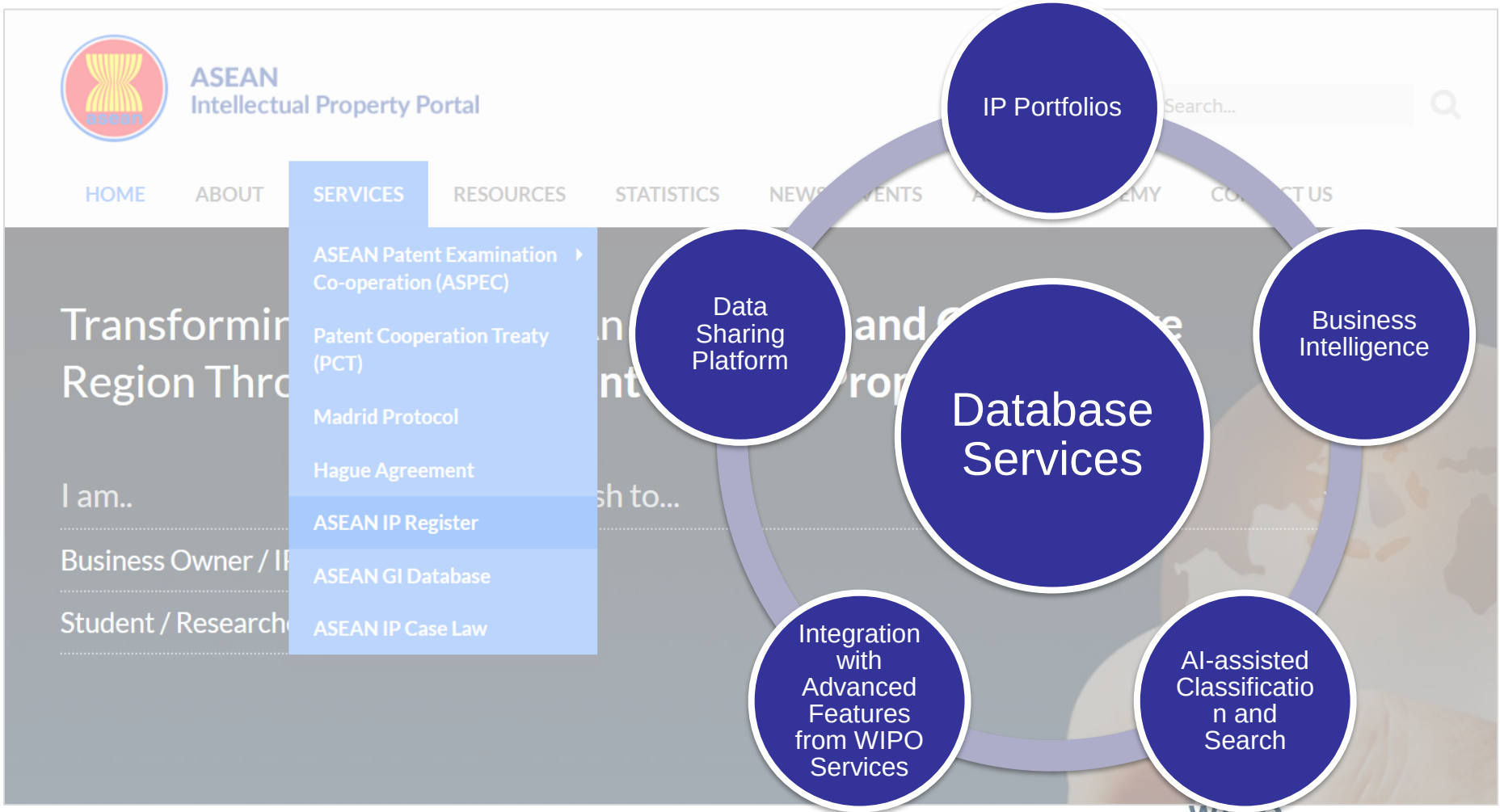
# 3. ASEAN IP Register – Identified Business Requirements

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# Advanced Database Services

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# 1. IP Portfolios – Potential Key Features

- **Comprehensive IP Asset Insights**: Overview and details of all intellectual property assets held by rights holders, utilizing visual representations and charts to gain insights into the IP portfolio's status, including growth trends and geographic distribution.

- **Accuracy Verification**: Empower IP rights holders to verify and validate the accuracy of their IP information

- **Application Status Tracking**: Monitor the progress of ongoing IP applications at the national IP offices in the region

- **Expirations and Renewals Dashboard**: Highlights upcoming expirations and renewals of intellectual property assets for timely renewals and cost-efficient management of IP portfolio.

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# 1. IP Portfolios – Potential Benefits

Particularly advantageous for **entrepreneurs and SMEs**

- A holistic view of right holders' intellectual property, helping to make informed decisions and prioritize their IP strategy effectively.
- Reduce the risk of costly errors and disputes by maintaining accurate and up-to-date IP data.
- Staying informed about upcoming IP expirations and renewals. Avoid late renewal fees and ensure efficient IP portfolio management, saving valuable resources.
- Gain valuable insights into the IP strategies of successful businesses, inspiring their own IP strategies and innovations. Stay competitive and adapt to industry trends.

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# 2. Business Intelligence

Visual analytics tools, charts, and graphs to gain valuable insights into

- Numbers and types of IP applications, their origins, and their classifications over time, revealing which areas of innovation are most active
- IP filing and registration trends of businesses from an ASEAN Member State (AMS) within the ASEAN region
- etc.



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# 3. AI-assisted Classification & Searching Services

- Providing AI-assisted Classification & Searching Services
- Leverage AI-assisted Classification services to facilitate the identification and grouping of IP, making it easier to track IP trends, ownership

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# 4. Integration with Advanced Feature from WIPO Services

- Harnesses the advanced features and capabilities of WIPO databases and services to elevate the data quality and functionality of ASEAN IP Register.
  - Name Harmonization
  - PCT National Phase Entry application data improvement
  - Madrid application data improvement
  - WIPO PATENTSCOPE / family view
  - WIPO CASE / patent dossiers and PCT national phase view
  - WIPO Madrid monitor
  - WIPO Hague Express

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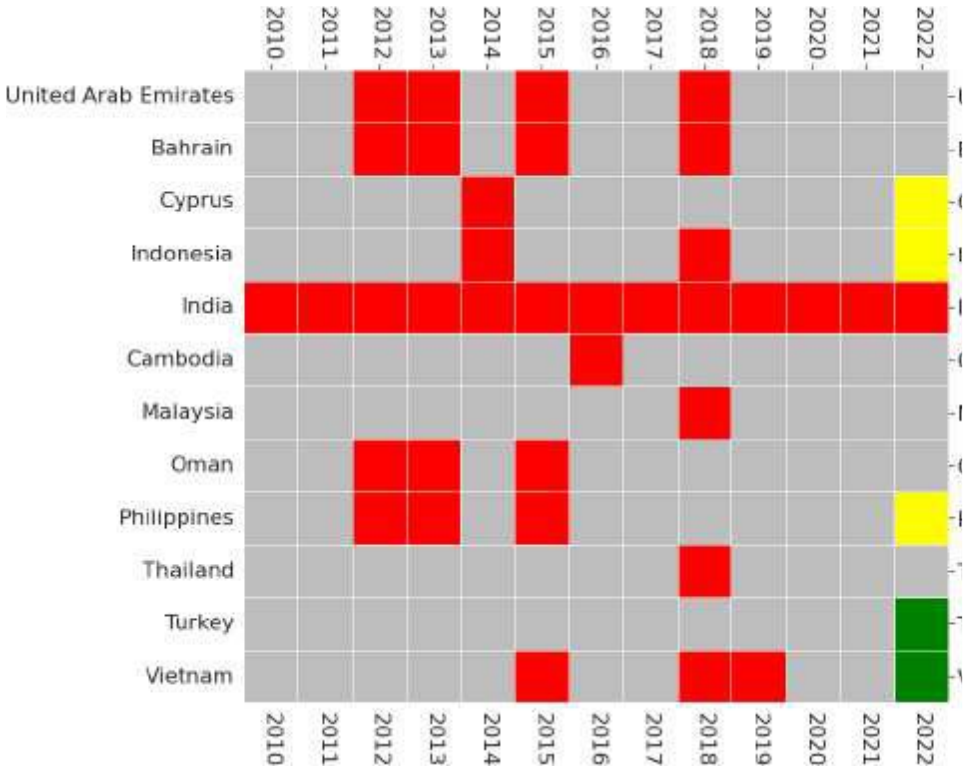
# 4. Integration with Advanced Feature from WIPO Services – Name Harmonization




VIDA

| Name |
|---|
| HERO MOTOCORP LIMITED |
| HERO MOTOCORP LTD. |
| HERO MOTOCORP LTD |
| Hero MotoCorp Ltd. |
| Hero Motocorp Ltd |
| HERO MOTOCORP LTD. |
| Hero MotoCorp Limited |
| HERO MOTOCORP. LTD. (AN INDIAN COMPANY) |
| Hero Motocorp Ltd. |
| Hero Motocorp Ltd. |
| HERO MOTOCORP LTD, |
| Hero MotoCorp Ltd |

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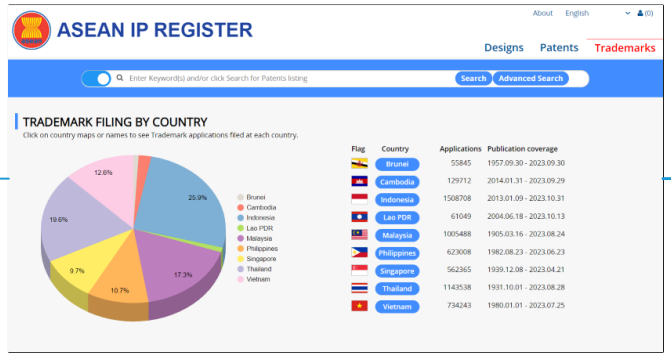
# 5. Data Sharing Platform




Access to individual AMS IP data following the condition defined by the AMS IP Office

International IP Offices (e.g. JPO, EPO, EUIPO, etc.)

National Government Offices (e.g. Customs, Business Registration, etc.)

Third parties including private sector

AMS IP Office authorizes access to its **own data with total control**

**WIPO Cloud**

**ASEAN IP REGISTER**

- Global Brand Database
- PATENT SCOPE
- Global Design Database
- WIPO CASE

**Data Access APIs**

Automated Regular Data Uploading

**WIPO Publish WIPO IPAS**

- Brunei
- Cambodia
- Lao PDR
- Philippines
- Vietnam

**WIPO Publish**

- Indonesia
- Malaysia
- Thailand

**Custom API**

- Singapore

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# Time Frame

| Services | 2024 | 2025 | 2026 - 2027 |
|---|---|---|---|
| Database Services | Ongoing, Continous Improvments | | |
| Advanced Database Services | | | |
| 1. IP Portfolio | Implementation | Service Launching, Further Improvement | |
| 2. Business Intelligence | Implementation | Service Launching, Further Improvement | |
| 3. AI-assisted Classification & Searching Services | Implementation | Service Launching, Further Improvement | |
| 4. Integration with WIPO Services | Implen | Service Launching, Further Improvement | |
| 5.Data Sharing Platform | Implementation | Service Launching, Further Improvement | |

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# 4. ASEAN IP Register Coordinator Meeting

- **Regional Coordinator**: Ms. Dede Mia Yusanti, Director, Directorate of Information Technology of Intellectual Property, DGIP
- **National Coordinator**
  - DDG/Director level of Patent, Trademark, and IT from each AMS
  - IT Specialist from each AMS

➢ In total, 3 officials from each AMS and 1 or 2 official from ASEC are requested to participate in the ASEAN IP Register Coordinator Meetings

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# ASEAN IP Register Coordinator Meeting Formality

- ASEAN IP Register Coordinator Meeting will be held:
  - 4 times a year, subject to approval of funding
    - 2 times in-person (1Q and 3Q), 1Q meeting will be held at the premises of ASEC, 3Q meeting will be hosted by an AMS office.
    - Virtual (2Q and 4Q)



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# Thank you…

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