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# Strategies for Promoting the Use of ASEAN IP Register for IP Stakeholders



# Over 7 million IP records

**IP Transactions**

**IP Valuations**

**IP Portfolios/Strategies**

**Patent and  
Trademark Flows**

**Benchmarking Company  
Innovations**

**Monitoring  
Disruptive  
Technology and  
Innovation**

# Key Stakeholders

**Upstream level: Inventors,  
Creators and IP Attorneys**

**Downstream level:  
Companies, Entrepreneurs and IP  
Attorneys**

# Pilot Project

**Upstream level: Patent analytics and benchmarking innovations**

**Downstream: Analysis of IP portfolios/strategies (with a focus on trademark flows (tbc)).**

- How does the IP portfolio of a given company compare to those of its competitors in the same industry, or to that of the industry itself?
- Who are the new IP-based entrants in the industry, and how companies' IP filing activities have changed over time due to competition or to technological advances?
- Case illustrations to be selected from companies participating in the scaled-up IP Management Clinics for SMEs/Startups Program that are commercially more mature and are already expanding their businesses in the international and regional markets.

# THANK YOU

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