Place your image behind this mask and either trim or reduce your image to obtain the desired framing.

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**

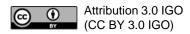
Upstream level: Patent analytics and benchmarking innovations

# 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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