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