



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

IPOPHL DIGITAL TRANSFORMATION JOURNEY

**Challenges and Solutions,
Change Management**

Ginalyn Sacmar-Badiola

OUTLINE



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

- **Pre-Automation**
- **TEAMS Phase**
- **IPAS Phase**
- **Business Process Streamlining**
- **Further Optimization (Next Steps)**

FILING TO REGISTRATION



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YEAR	TAT	FILINGS
2004	57.68	12,143
2005	47.70	12,732
2006	38.11	14,495
2007	18.99	15,073
2008	10.77	15,856
2009	10.80	15,203
2010	9.94	16,830
2011	8.12	18,612
2012	6.83	20,058
2013	8.25	22,664
2014	8.51	25,684
2015	8.19	27,115
2016	8.25	27,175
2017	3.41	31,839
2018	3.99	35,754
2019	3.38	39,319
2020	4.84	35,425
2021	3.29	39,648
2022	3.57	41,235

PRE-AUTOMATION



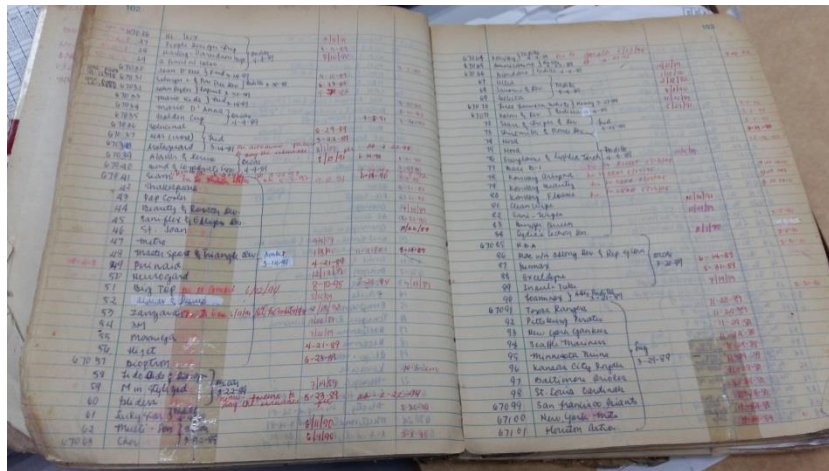
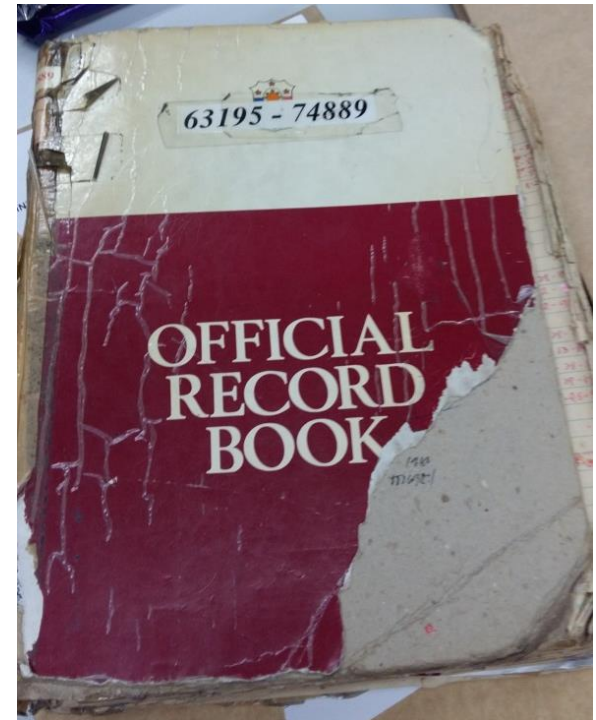
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PRE-AUTOMATION



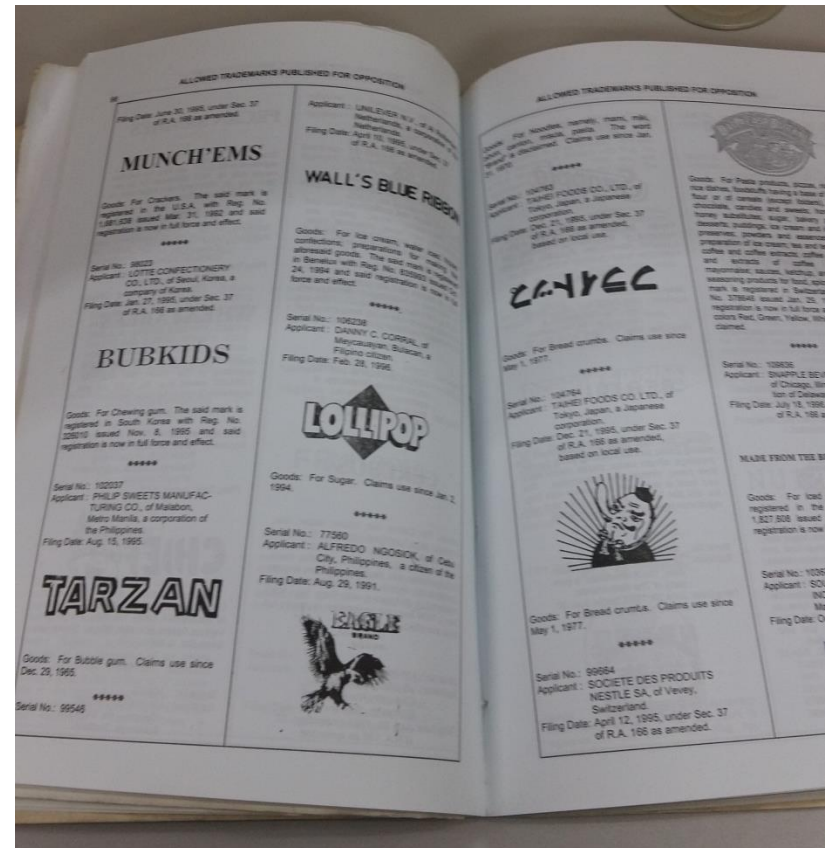
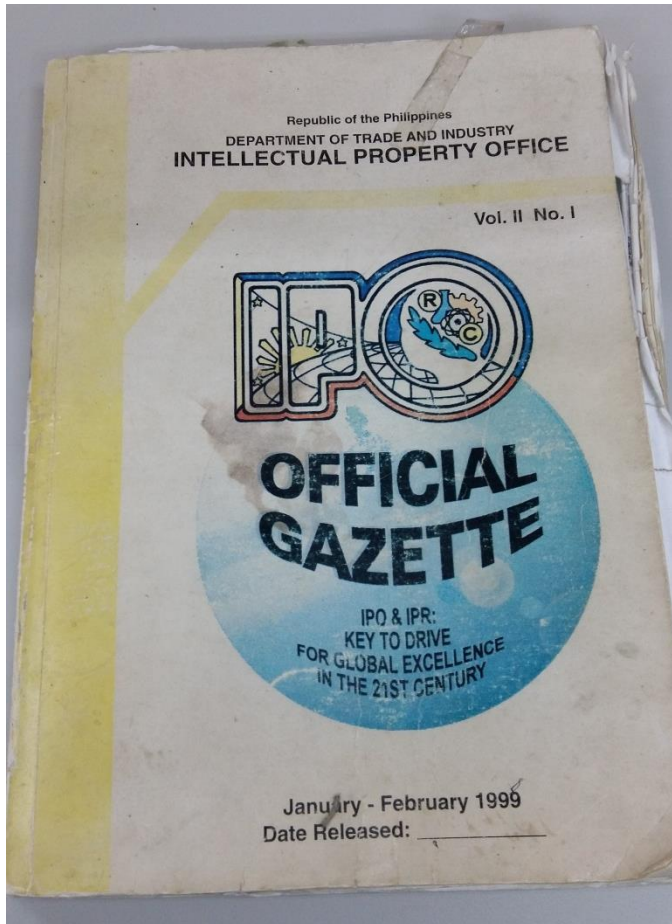
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PRE-AUTOMATION



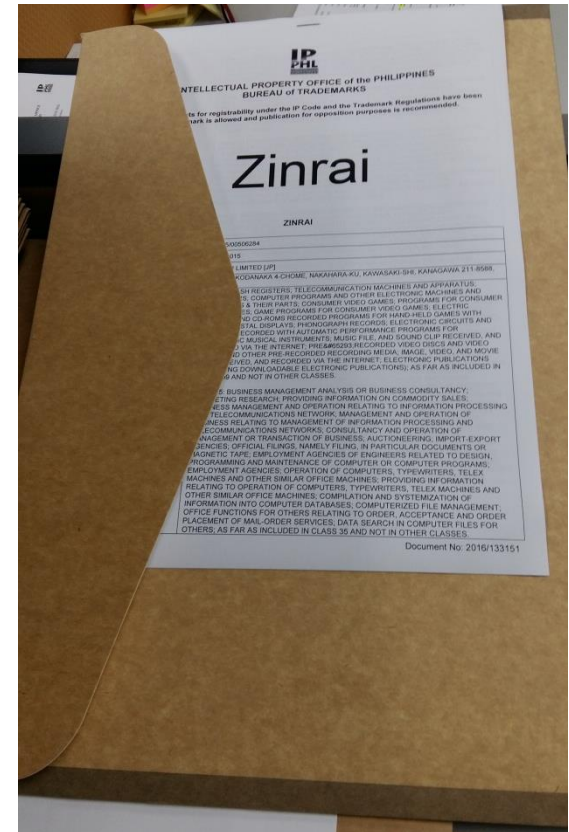
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PRE-AUTOMATION



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AUTOMATION PHASE




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Trademark Electronic Application Management System

 INTELLECTUAL PROPERTY OFFICE

Login


Password




Bureau of Trademarks System

Trademark Electronic Application Management System

Trademark Electronic Application Management System

 INTELLECTUAL PROPERTY OFFICE

- Receiving of Forwarded Application*
- Receiving of Forwarded Response/Communications*
- Assignment of Workloads*
- Forwarding of Applications*
- Forwarding of Outgoing Communications*
- Search Completed*
- Examiner's Action Items*
- Counter-Check Applications*
- Divisional Reports/Action Letter*
- Bibliographic Data*
- Reports Generation*
- Progress Query*
- DAU Search*
- Vienna Class*
- Update/Reverse the Status*
- Close*



BOT Main Menu

Trademark Electronic Application Management System

TEAMS



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Allowed examiners to do online search for confusingly similar marks; replaced card catalogue



TEAMS



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Workflow automation from filing to printing of certificates



TEAMS



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Used templates and forms for official actions, i.e.

- citation of marks**
- absolute grounds**
- disclaimers**

TEAMS



INTELLECTUAL PROPERTY
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Capable of generating online publication

Intellectual Property Office of the Philippines *e-Gazette Trademarks*

TRADEMARKS PUBLISHED FOR OPPOSITION
Release Date : 9/24/2012

[E-Gazette Home](#) [Table of Contents](#)

Please use/click "[trademark search](#)" to view the bibliographic data of a particular Application/Serrial No.

#	Application Number	Date Filed	Trademark	Applicant	Nice Class
1	4201006896	6/25/2010	EFFECTOSE	PIERRE FABRE DERMO-COSMETIQUE	01
2	42012000375	1/10/2012 3:47:00 PM	RA & DEVICE	EDWARD OLIVER A JOSE	01
3	42012002755	3/6/2012 3:54:00 PM	ATLAS USP UREA SUPERPHOSPHATE (20-10-0) AND DEVICE (LABEL MARK)	ATLAS FERTILIZER CORPORATION	01
4	42012002756	3/6/2012 3:54:00 PM	ATLAS HI-YIELD GRO (17-7-17) AND DEVICE (LABEL MARK)	ATLAS FERTILIZER CORPORATION	01
5	42012002787	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 14-14-14 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
6	42012002788	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 16-20-0 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
7	42012002789	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 14-10-14 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
8	42012002790	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 16-16-0 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
9	42012002791	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 15-0-20 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
10	42012003631	3/22/2012 2:31:00 PM	PLIOLITE	OMNOVA SOLUTIONS INC.	01
11	42012004442	4/12/2012 3:38:00 PM	PRIME EC FOLIAR PLANT FOOD	RICHFUND IMPORT & EXPORT CO., LTD.	01
12	42012004443	4/12/2012 3:38:00 PM	PLANTMATE WITH 25 BENEFICIAL MICROORGANISMS	RICHFUND IMPORT & EXPORT CO., LTD.	01
13	42012006413	5/30/2012 8:25:00 AM	AQUA STOP AND DEVICE	DERRICK A TAN	01
14	42012006847	6/6/2012 3:22:00 PM	CEPHEID	CEPHEID	01
15	42012007243	6/15/2012 6:09:00 PM	HYJET	EXXON MOBIL CORPORATION	01
16	42012007613	6/25/2012 5:17:00 PM	FISCHER	fischerwerke GmbH & Co. KG.	01
17	42012007614	6/25/2012 5:19:00 PM	FISCHER (WORD AND DEVICE)	FISCHERWERKE GMBH & CO. KG.	01

ENG 3:06 PM
INTL 9/6/2016

TM ONLINE



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Allowed the filing of electronic TM applications

IP PHL

Trademarks Online Filing System

- > [TM Regulations](#)
- > [IP Code](#)
- > [Terms & Conditions](#)
- > [Disclaimer](#)
- > [FAQs](#)
- > [BPI Payment Procedures](#)
- > [TMOOnline Payments](#)

Applicant Basic Information
Type
<input checked="" type="radio"/> Natural (Individual Applicant)
<input type="radio"/> Juridical (Company, Corporation or Partnership Applicant)
Citizenship or Place of Incorporation
<input checked="" type="radio"/> Philippines
<input type="radio"/> Other Country

AUTOMATION



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**Automation greatly reduced turn
around time from 58 months in 2004
to 7.5 months in 2012.**

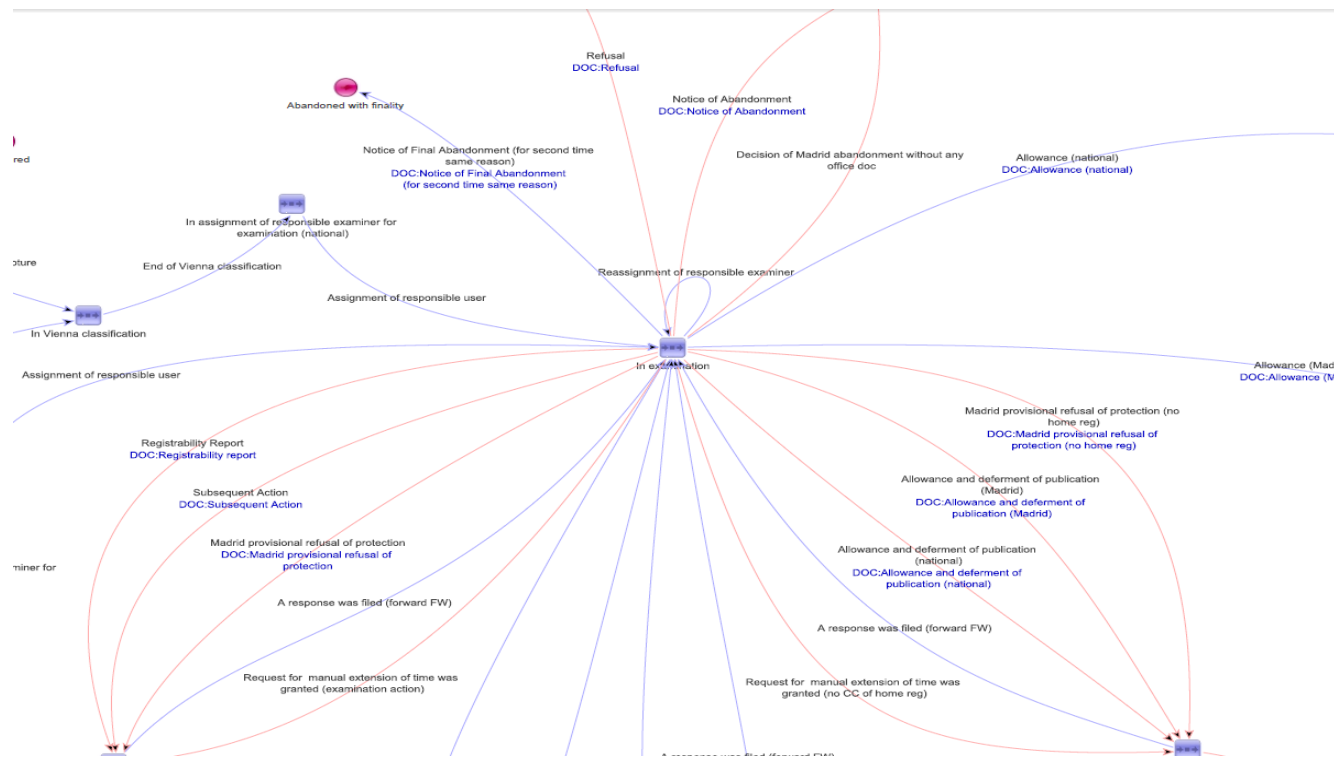


UPGRADE TO IPAS



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Covers more work processes in the system than TEAMS; workflow-based

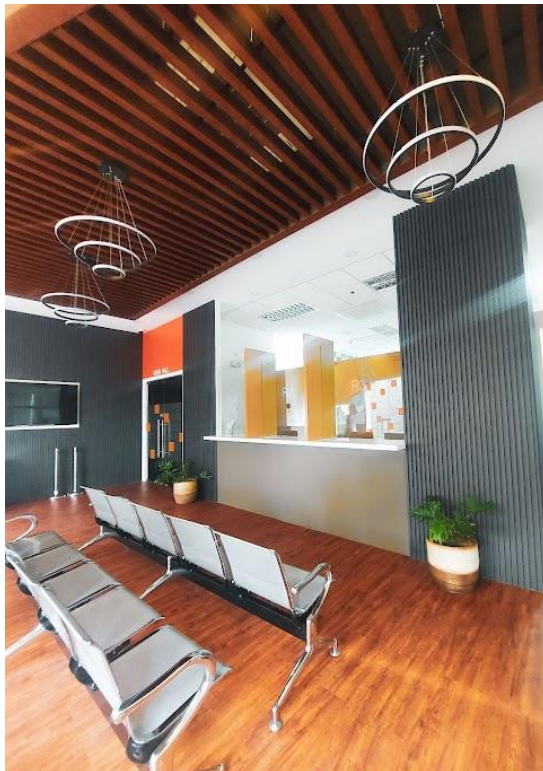


UPGRADE TO IPAS



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An end-to-end business process solution



UPGRADE TO IPAS



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Uses more templates in office actions

Close

Edit option list

66 items found, displaying 1 to 15.

◀ 1, 2, 3, 4, 5 ▶▶

Selected	Option	Name		
	00-01	00-01 All GS	Select	Unselect
	00-02	00-02 Some GS	Select	Unselect
	01	01-** Req OK but should submit	Select	Unselect
	01-01	01-01- SPA	Select	Unselect
	01-02	01-02- CC Home App	Select	Unselect
	01-03	01-03- CC Home Reg	Select	Unselect
	01-04	01-04- specific description	Select	Unselect
	01-05	01-05- reproduction of mark	Select	Unselect
	01-06	01-06- translation/translit.	Select	Unselect
	01-07	01-07- mark does not tally	Select	Unselect
	02	02-** Mark may not be registered	Select	Unselect
	02-01	02-01- immoral, deceptive	Select	Unselect
	02-02	02-02- flag, coat of arms	Select	Unselect
	02-03	02-03- insignia, coat of arms	Select	Unselect
	02-04	02-04- name of a person	Select	Unselect

Help Configuration

UPGRADE TO IPAS



INTELLECTUAL PROPERTY
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Easier to track status of applications

IPAS - Industrial Property Administration System **Domain 2** User: [redacted]

Back | Search | More criteria | New mark | Clear criteria | Logout

Enter trademark selection criteria

File series

File Number

Registration Nbr

Mark Name Contains Word1

Mark Name Contains Word2

Mark Name Contains Word3

Mark Full Name

Nice Class Edition

List Of Nice Classes

List Of National Classes

Include Reclassified Classes

Novelty Date To

Help Configuration

WIPO IPAS Version: 3.1.1d-H20191016 (20191016); DB Version: 020539

IPAS - Industrial Property Administration System **Domain 1** User: [redacted]

Back | Search | More criteria | New mark | Clear criteria | Logout

View trademark

Record 1 / 1

(219) Application Nbr 4/2020/00516826
 Status Registered
 Last action Certificate of registration
 Published on journal 08/07/2021 00:00:00
 (400) Publication 13/04/2021 Journal: 21-04-2a
 Application type Trademark (national)
 Sign type Name only
 (541) Mark name AVELINA'S KITCHEN
 Mark Translation None
 Series Description None
 (526) Disclaimer KITCHEN

(512) Nice class(es)

Ed	Nbr	Status	Description
11	35	Registered	Retail services
11	39	Registered	Food delivery
11	43	Registered	Restaurant services; Cafe services

(730) Owner(s)

Name	Id nbr	Street	City	State	ZIP	Country	Ownership notes
Pelayo, Rodrigo		920 G. Aramela Ave. Talayan Village	Quezon City	Metro Manila	1104	PH	

Reception date 03/11/2020 00:00:00
 (220) Filing date 03/11/2020 08:51:00
 (111) Registration Nbr 4/2020/516826
 Approval date 21/05/2021
 Registration date 14/05/2021
 (141) Expiration date 14/05/2031

UPGRADE TO IPAS



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Easier to monitor examiner workload

WIPO IPAS - Industrial Property Administration System **Domain 1** User: [redacted]

[Back](#) | [Edit process groups](#) | [Logout](#)

Select user and status to view details

9 items found, displaying all items.

Process type	Status	User	Quantity	Avg days old	Min days old	Max days old
Trademarks	Archived (suspended indefinitely)	VINSANT DENVER R. CANICULA	5	1197	290	1652
Trademarks	Awaiting response to a renewal action	VINSANT DENVER R. CANICULA	3	58	58	58
Trademarks	Awaiting response to examination action	VINSANT DENVER R. CANICULA	9	118	2	443
Trademarks	Awaiting response to subsequent action	VINSANT DENVER R. CANICULA	46	47	6	134
Trademarks	Awaiting submission of CC of home registration	VINSANT DENVER R. CANICULA	49	303	41	545
Trademarks	Awaiting submission of revival	VINSANT DENVER R. CANICULA	16	35	8	87
Trademarks	In examination	VINSANT DENVER R. CANICULA	17	0	0	0
Trademarks	To check application subtype: National or Madrid (Confirmation of Total Provisional Refusal)	VINSANT DENVER R. CANICULA	1	8	8	8
User docs	Awaiting due date to file appellant's reply	VINSANT DENVER R. CANICULA	1	56	56	56

[Help](#) [Configuration](#)

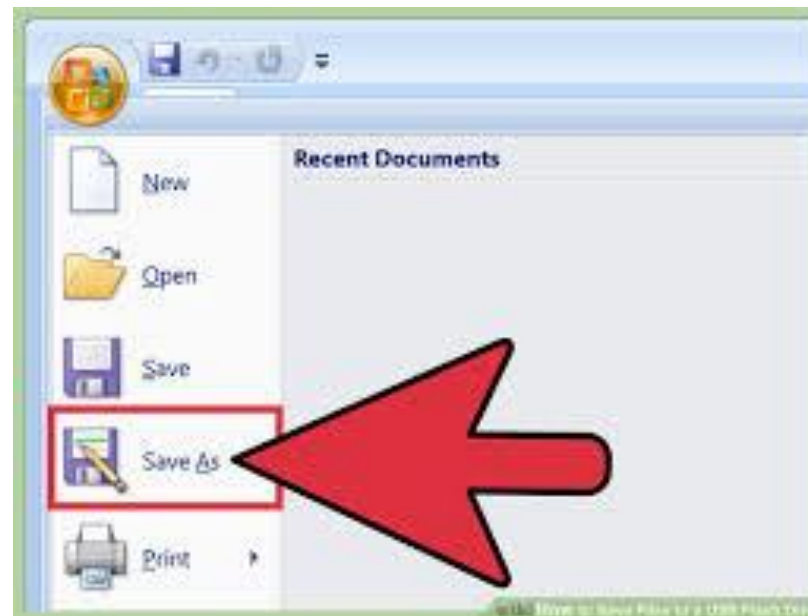
WIPO IPAS Version: 3.1.1d-H20191016 (20191016); DB Version: 020539

UPGRADE TO IPAS



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Capable of saving official actions and documents

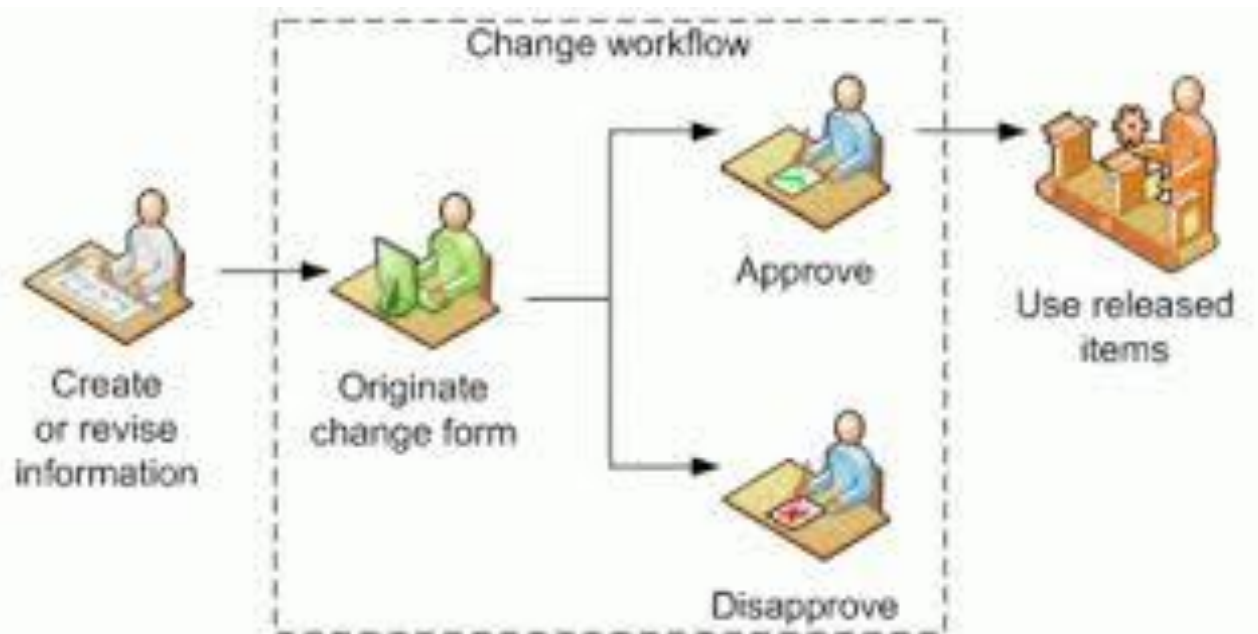


UPGRADE TO IPAS



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Easier to reconfigure the system to accommodate workflow changes



WORKFLOW OPTIMIZATION



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**Allowed requests for priority
examination on certain grounds like
previously abandoned or cancelled
marks (March 2001)**

WORKFLOW OPTIMIZATION



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**Online publication of trademarks
allowed for opposition in eGazette
Trademarks
(December 2004). Beginning April
2023, GI publication was added.**

WORKFLOW OPTIMIZATION













INTELLECTUAL PROPERTY
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e-Gazette Trademarks



IPO e-GAZETTE PUBLICATIONS FOR TRADEMARKS

-  **Date Published:** 5/3/2023
-  **Date Published:** 5/2/2023
-  **Date Published:** 4/28/2023
-  **Date Published:** 4/26/2023
-  **Date Published:** 4/24/2023
-  **Date Published:** 4/19/2023
-  **Date Published:** 4/17/2023
-  **Date Published:** 4/14/2023
-  **Date Published:** 4/13/2023
-  **Date Published:** 4/12/2023

[Next](#)

IPO e-Gazette Rules

- **Office Order 140:** Streamlining of Trademark Registration.
- **Office Order 141:** Amendment of TM Regulations on Publication in the IPO e-Gazette and Rule 414 on TM Applications Filed Online.
- **Office Order 142:** Internal Implementing Guidelines for Office Order No. 140, Streamlining of Trademark Registration
- **BOT Office Order 13-04:** Final Abandonment of Inactive Records in the Trademarks Database

- You can contact the Documentation, Information and Technology Transfer Bureau (DITTB) at Tel. No. (02) 238-6300 loc. 5404 to 5406, E-mail at dittb@ipophil.gov.ph or mail@ipophil.gov.ph to avail of IP-related general information services.
- You may send your suggestions/comments that are intended to improve the IPO Website by E-mail to the misedpb@ipophil.gov.ph

WORKFLOW OPTIMIZATION



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Registrability Reports issued not more than four months from assignment to reduce backlog (December 2004). Since 2019, first action pendency was down to a little over a month and down to less than a month early 2023.

WORKFLOW OPTIMIZATION



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Mandatory referral to mediation process of opposition and cancellation cases (December 2004)

WORKFLOW OPTIMIZATION



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**Encoding of bibliographic data entries
and file wrapping assigned to BOT
personnel**

(November 2005).

**Beginning September 2020,
mandatory online filing which
removed scanning and manual data
entry.**

WORKFLOW OPTIMIZATION



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Provisional allowance is deemed waived upon failure to submit the home registration within the prescribed period.

(May 2006)

WORKFLOW OPTIMIZATION



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**Removed date of first use
requirement in the
Declaration of Actual Use
(April 2013)**

WORKFLOW OPTIMIZATION



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Shortened the period to submit home registration to one and a half years resulting to the immediate allowance of mark and deferment of publication (October 2013). In February 2023, the two-year period was reinstated upon request of stakeholders.

WORKFLOW OPTIMIZATION



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Established the examiner workload monitoring system thru color-coding (September 2015) using the data generated from the IPAS

WORKFLOW OPTIMIZATION



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Sending email alerts to examiners to remind them of tasks that must be acted upon before due date (October 2015). Daily monitoring of IPAS workload has become the habit.

WORKFLOW OPTIMIZATION



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**Delegation to supervisors the
issuance of orders of priority
examination, revival and suspension
(December 2015)**

WORKFLOW OPTIMIZATION



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Integration of Fee Management System module in the IPAS



WORKFLOW OPTIMIZATION



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Integration of BLA and ODG workflows into IPAS



SOLUTIONS



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Automatic assignment of applications to examiners through the IPAS



SOLUTIONS



INTELLECTUAL PROPERTY
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Electronic communications of official actions (eCORR)



SOLUTIONS



INTELLECTUAL PROPERTY
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Accelerated online filing of responses and documents (eDOCfile)



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Accelerated automatic uploading of documents in IPAS



SOLUTIONS



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Online payment of post-filing transactions



SOLUTION



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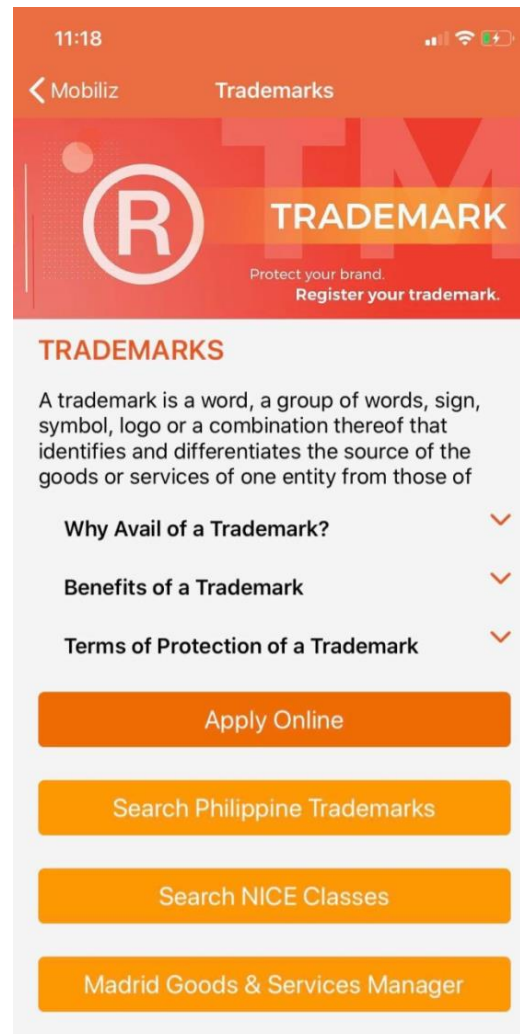
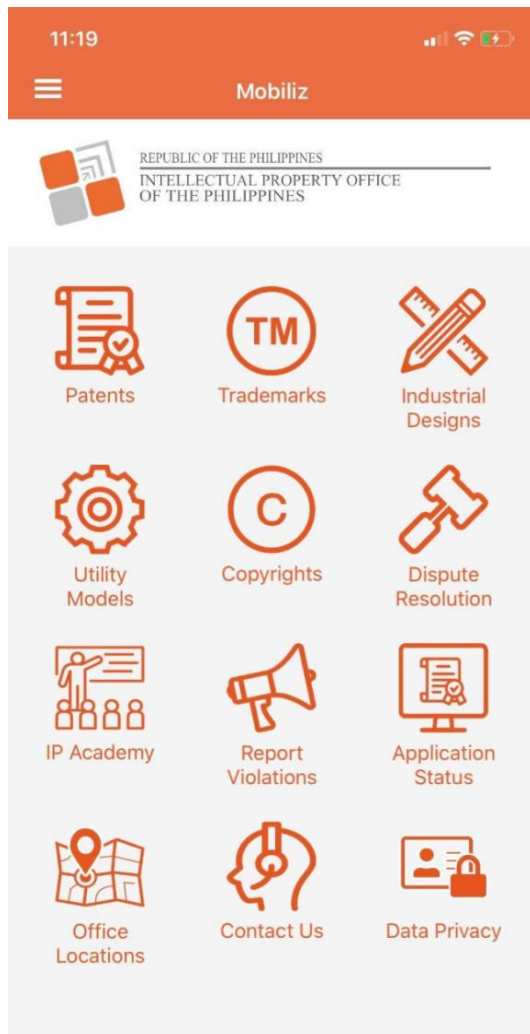
MOBILIZ

A mobile application (app) available on Google Play and the App Store that facilitates all IPOPHL services, from filing to registration and raising reports or complaints against infringers. Users can also get updates on the status of their application and disputes and view schedules on IP learning courses.

IPOPHL MOBILIZ



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RECENT UPDATES



INTELLECTUAL PROPERTY
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Advanced payment of publication fee upon filing



RECENT UPDATES



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Work-from-home

(increased productivity and efficiency; decreased costs; improved work-life balance)



RECENT UPDATES



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Paperless examination



RECENT UPDATES



INTELLECTUAL PROPERTY
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Digital Certificates



Certificate of Registration

Registration No. : 4/2020/00516826
Date of Registration : 14 May 2021
Term : 10 years (until 14 May 2031)

AVELINA'S KITCHEN

AVELINA'S KITCHEN

Filing Date : 3 November 2020
Registrant : Pelayo, Rodrigo [PH]
Address : 926 G. Araneta Ave. Talayan Village, Quezon City, 1104, Metro Manila, Philippines
Class(es) - Goods/Services : Class 35: Retail services
Class 39: Food delivery
Class 43: Restaurant services; Cafe services
Claim of Color(s) : None
Disclaimer : Kitchen
Transliteration / Translation : None
Three-dimensional : No
Claim of Priority : None
Published for Opposition : IPO e-Gazette, published on 13/04/2021


JESUS ANTONIO Z. ROS
Director
Bureau of Trademarks

Digitally Signed by IPO Philippines
10/06/2021

Document No: 2021/139762




Certificate of Registration

Registration No. : 4/2022/00501435
Date of Registration : 23 May 2022
Term : 10 years (until 23 May 2032)



MEGA

Filing Date : 21 January 2022
Registrant : Megatrade International, Inc. [US]
Address : 7500 NW 25th Street, Unit 2, Miami, Florida 33122, United States of America
Class(es) - Goods/Services : Class 21: Vacuum Flasks in class 21
Claim of Color(s) : None
Disclaimer : None
Transliteration / Translation : None
Three-dimensional : No
Claim of Priority : None
Published for Opposition : IPO e-Gazette, published on 22/04/2022


JESUS ANTONIO Z. ROS
Director
Bureau of Trademarks

Digitally Signed by IPO Philippines
07/06/2022

Document No: 2022/122018

NEXT STEPS



INTELLECTUAL PROPERTY
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**Customized DASHBOARD for
applicants, registrants and agents to
access their trademark portfolio**



NEXT STEPS



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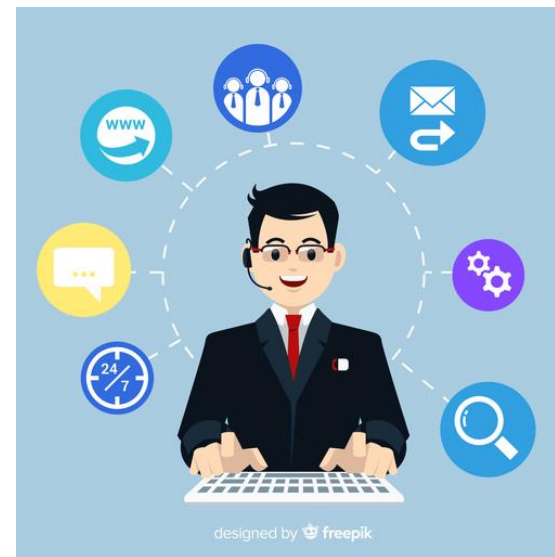
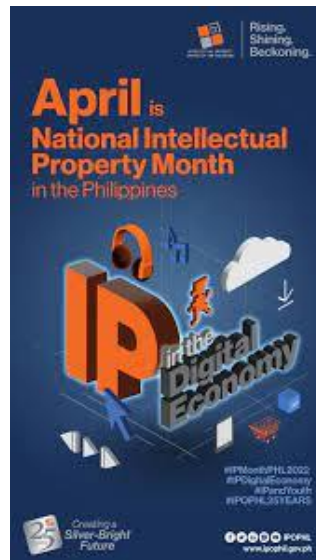
Make available more electronic forms and templates



CHANGE MANAGEMENT

BRIGHT GOALS

Transform IPOPHL into a fully digitalized agency.



CHANGE MANAGEMENT



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- **Customer-dedicated**
- **Time-conscious**
- **Forward-looking**
- **DATA-driven**
- **IT-oriented**
- **AI-focused**



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THANK YOU!

IPOPHL... Rising. Shining. Beckoning.