IPOPHL DIGITAL TRANSFORMATION JOURNEY
Challenges and Solutions, Change Management
Ginalyn Sacmar-Badiola
OUTLINE

• Pre-Automation
• TEAMS Phase
• IPAS Phase
• Business Process Streamlining
• Further Optimization (Next Steps)
# FILING TO REGISTRATION

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<tr>
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PRE-AUTOMATION
PRE-AUTOMATION
AUTOMATION PHASE

Trademark Electronic Application Management System

Bureau of Trademarks System
Trademark Electronic Application Management System

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
TEAMS

Allowed examiners to do online search for confusingly similar marks; replaced card catalogue
Workflow automation from filing to printing of certificates
Used templates and forms for official actions, i.e.

- citation of marks
- absolute grounds
- disclaimers
TEAMS

Capable of generating online publication
TM ONLINE

Allowed the filing of electronic TM applications
AUTOMATION

Automation greatly reduced turn around time from 58 months in 2004 to 7.5 months in 2012.
UPGRADE TO IPAS

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

An end-to-end business process solution
UPGRADE TO IPAS

Uses more templates in office actions
UPGRADE TO IPAS

Easier to track status of applications
UPGRADE TO IPAS

Easier to monitor examiner workload

Select user and status to view details

9 items found, displaying all items.

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Help  Configuration
UPGRADE TO IPAS

Capable of saving official actions and documents
UPGRADE TO IPAS

Easier to reconfigure the system to accommodate workflow changes
WORKFLOW OPTIMIZATION

Allowed requests for priority examination on certain grounds like previously abandoned or cancelled marks (March 2001)
Online publication of trademarks allowed for opposition in eGazette Trademarks (December 2004). Beginning April 2023, GI publication was added.
WORKFLOW OPTIMIZATION

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: 4/10/2023
- Date Published: 4/12/2023
- 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.
- B.O. 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) 230-6300 ext. 3404 to 3406; Email at dittb@ipophil.gov.ph or mail@ipophil.gov.ph for below of IPR-related general information services.

You may send your suggestions/comments that are intended to improve the IPO Website by Email to the misepdb@ipophil.gov.ph.
WORKFLOW OPTIMIZATION

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.
Mandatory referral to mediation process of opposition and cancellation cases

(December 2004)
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.
Provisional allowance is deemed waived upon failure to submit the home registration within the prescribed period.  
(May 2006)
WORKFLOW OPTIMIZATION

Removed date of first use requirement in the Declaration of Actual Use (April 2013)
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.
Established the examiner workload monitoring system thru color-coding (September 2015) using the data generated from the IPAS
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.
Delegation to supervisors the issuance of orders of priority examination, revival and suspension (December 2015)
WORKFLOW OPTIMIZATION

Integration of Fee Management System module in the IPAS
Integration of BLA and ODG workflows into IPAS
Automatic assignment of applications to examiners through the IPAS
SOLUTIONS

Electronic communications of official actions (eCORR)
SOLUTIONS

Accelerated online filing of responses and documents (eDOCfile)
SOLUTIONS

Accelerated automatic uploading of documents in IPAS
SOLUTIONS

Online payment of post-filing transactions
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.
Advanced payment of publication fee upon filing
RECENT UPDATES

Work-from-home
(increased productivity and efficiency; decreased costs; improved work-life balance)
RECENT UPDATES

Paperless examination
RECENT UPDATES

Digital Certificates

Certificate of Registration

Registration No.: 202208010103
Date of Registration: 23 May 2022
Term: 10 years until 23 May 2032

AVELINA’S KITCHEN

AVELINA’S KITCHEN

Filing Date: 3 November 2021
Registrant: 926 G. Arnaeta Ave. Tatalyan Village, Quezon City, 1114, Metro Manila, Philippines
Address: Class 38: Restaurant services; Cafe services
Class(es) - Goods/Services: Class 20: Food delivery
Claim of Color(s): None
Disclaimer: Kitchen
Translation/Translation: None
Three-dimensional: No
Claim of Priority: None
Published for Opposition: IPO e-Gazette, published on 13/04/2021

MEGA

Filing Date: 21 January 2022
Registrant: Megatrade International, Inc. (US)
Address: 7800 NW 260 Street, Unit 2, Miami, Florida 33152, United States of America
Class(es) - Goods/Services: Class 21: Vacuum Flasks in class 21
Claim of Color(s): None
Disclaimer: None
Translation/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
Document No.: 2022/130762

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NEXT STEPS

Customized DASHBOARD for applicants, registrants and agents to access their trademark portfolio
NEXT STEPS

Make available more electronic forms and templates
CHANGE MANAGEMENT

BRIGHT GOALS

Transform IPOPHL into a fully digitalized agency.
CHANGE MANAGEMENT

➢ Customer-dedicated
➢ Time-conscious
➢ Forward-looking
➢ DATA-driven
➢ IT-oriented
➢ AI-focused
THANK YOU!

IPOPHL... Rising. Shining. Beckoning.