

ASEAN IP Register – Launching Ceremony

■ August 20, 2023

<https://asean.org/asean-intellectual-property-register-to-officially-launch/>

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ASEAN Intellectual Property Register to officially launch

August 20, 2023



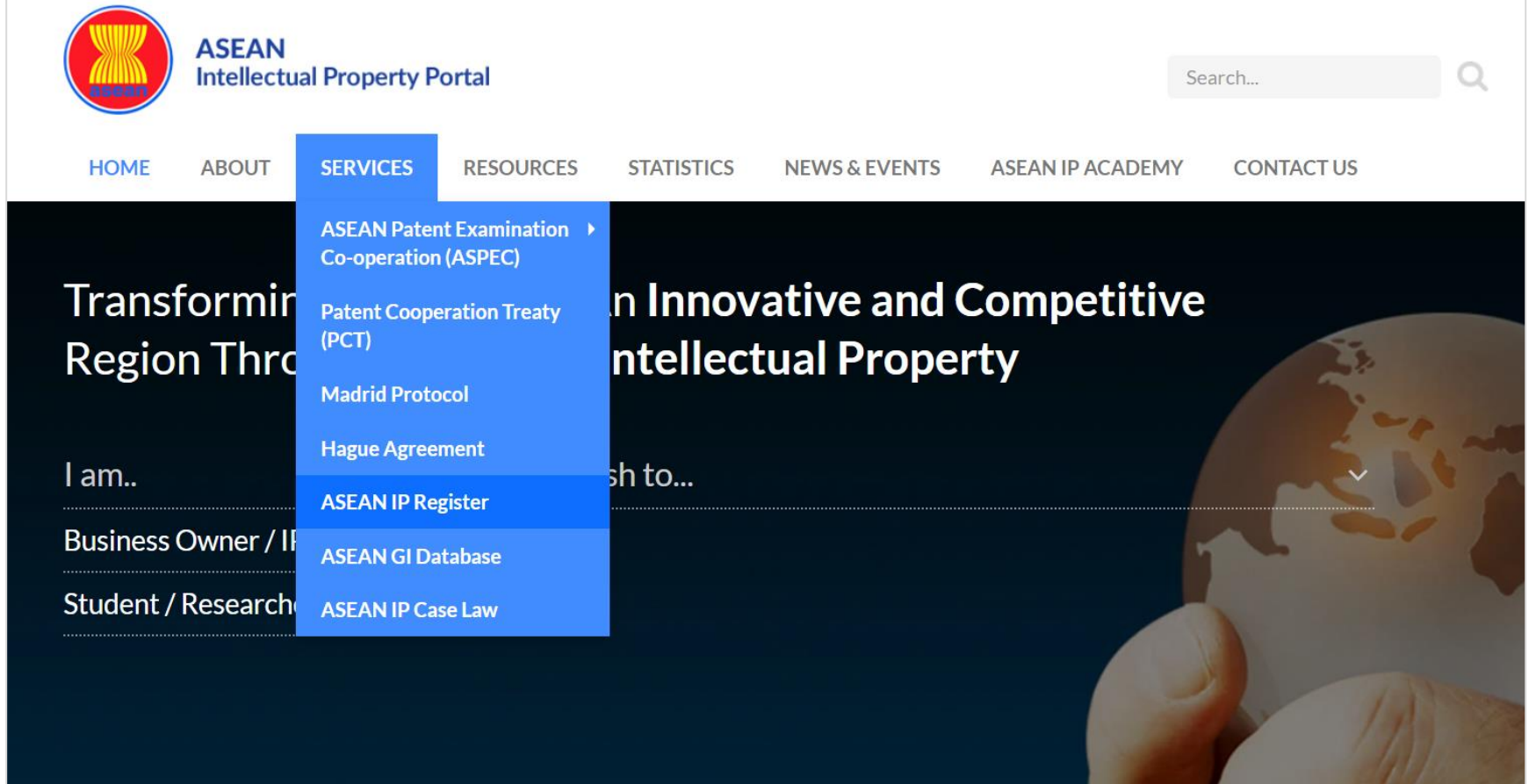
ARANG - INDONESIA, 20 AUGUST

JAL PROPERTY ON

The image shows a screenshot of a news article on the ASEAN website. At the top, there is a navigation bar with the ASEAN logo and tagline, and links for 'ASEAN Secretariat News', 'Statements', 'Events', and 'Chairmanship'. Below this is a search bar and a main menu with categories like 'ABOUT ASEAN', 'WHAT WE DO', 'WHO WE WORK WITH', 'OUR COMMUNITIES', and 'SITEMAP'. The main headline reads 'ASEAN Intellectual Property Register to officially launch' with a sub-date of 'August 20, 2023'. The central image depicts three men in dark suits standing behind a podium. They are performing a hand-over ceremony, with their hands resting on a globe-shaped object on the podium. The background features the ASEAN logo on the left and the WIPO logo with the text 'WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION' on the right. At the bottom of the image, the text 'ARANG - INDONESIA, 20 AUGUST' is visible. In the bottom right corner of the page, there is a logo for 'JAL PROPERTY ON'.

ASEAN IP Register under ASEAN IP Portal

<https://www.aseanip.org/services/asean-ip-register>



The screenshot displays the ASEAN Intellectual Property Portal website. The header features the ASEAN logo and the text "ASEAN Intellectual Property Portal". A search bar is located in the top right corner. The navigation menu includes "HOME", "ABOUT", "SERVICES", "RESOURCES", "STATISTICS", "NEWS & EVENTS", "ASEAN IP ACADEMY", and "CONTACT US". The "SERVICES" menu is expanded, showing options: "ASEAN Patent Examination Co-operation (ASPEC)", "Patent Cooperation Treaty (PCT)", "Madrid Protocol", "Hague Agreement", "ASEAN IP Register", "ASEAN GI Database", and "ASEAN IP Case Law". The "ASEAN IP Register" option is highlighted. The main content area features a dark background with a globe and the text "Transforming the Region Through Innovative and Competitive Intellectual Property". Below this, there are sections for "I am.." and "I wish to..".

ASEAN IP Register

Trademarks:

5,815,636

Patents and Utility Models:

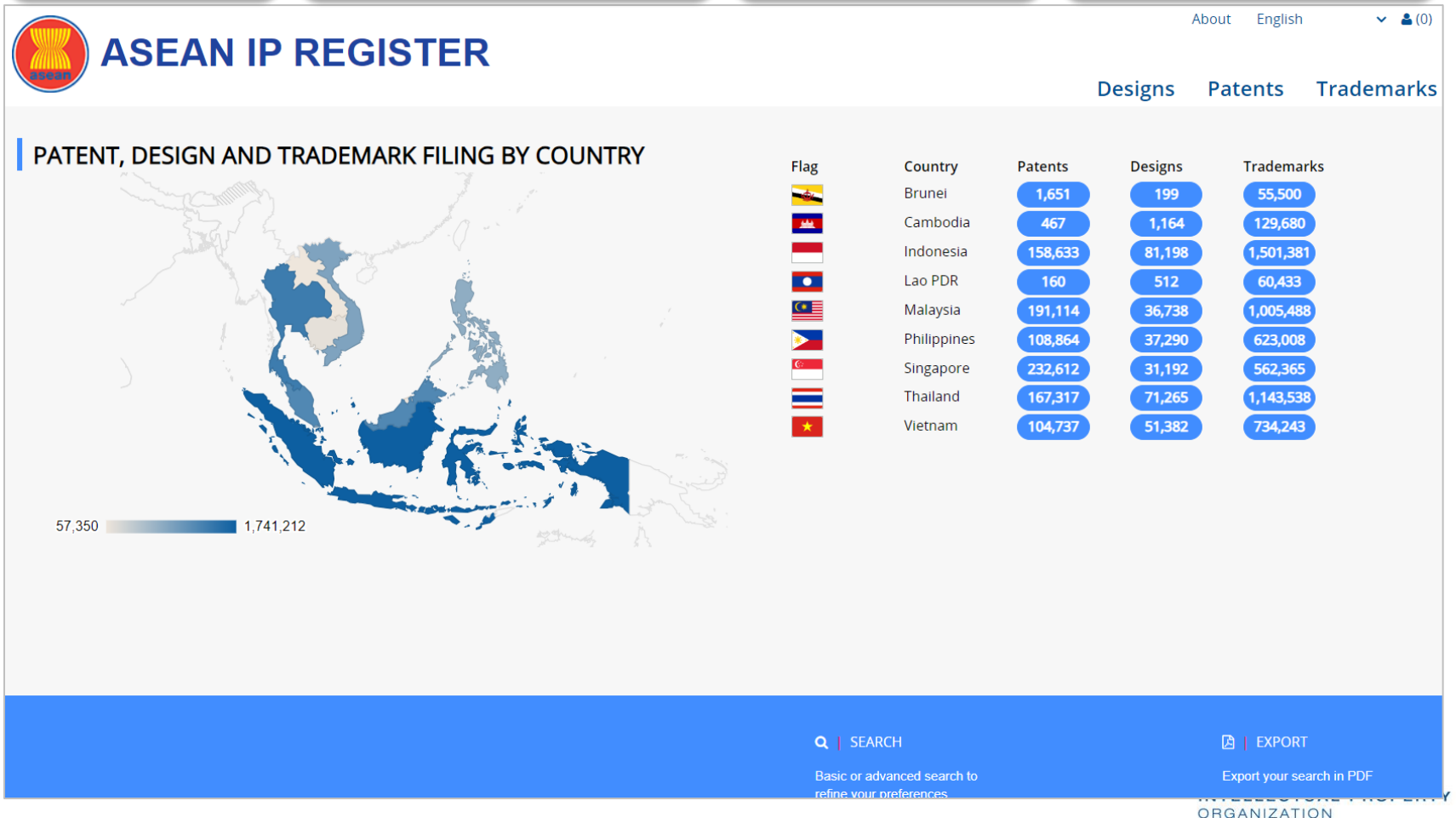
965,555

Industrial Designs:

310,940

Total:

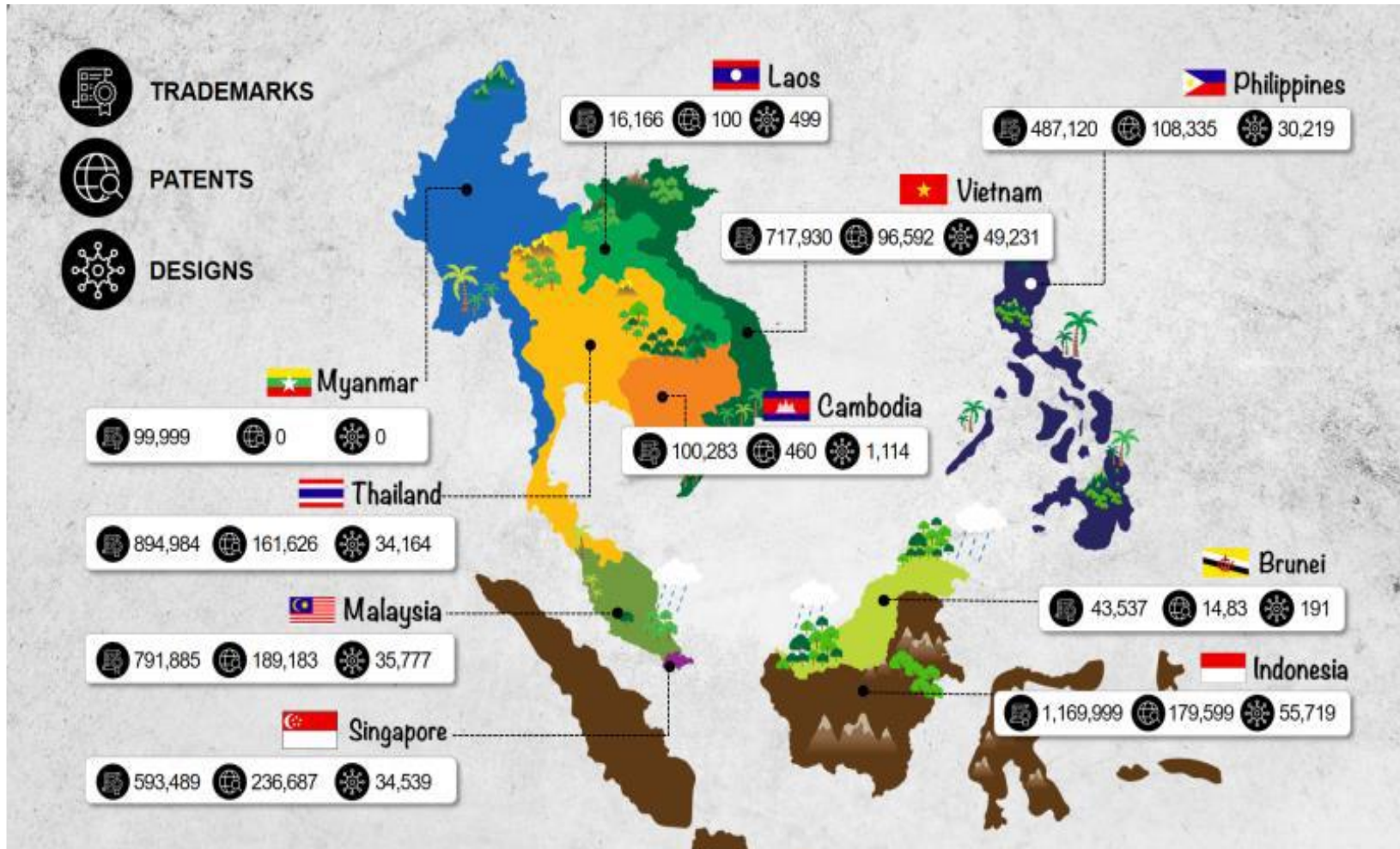
7,092,131



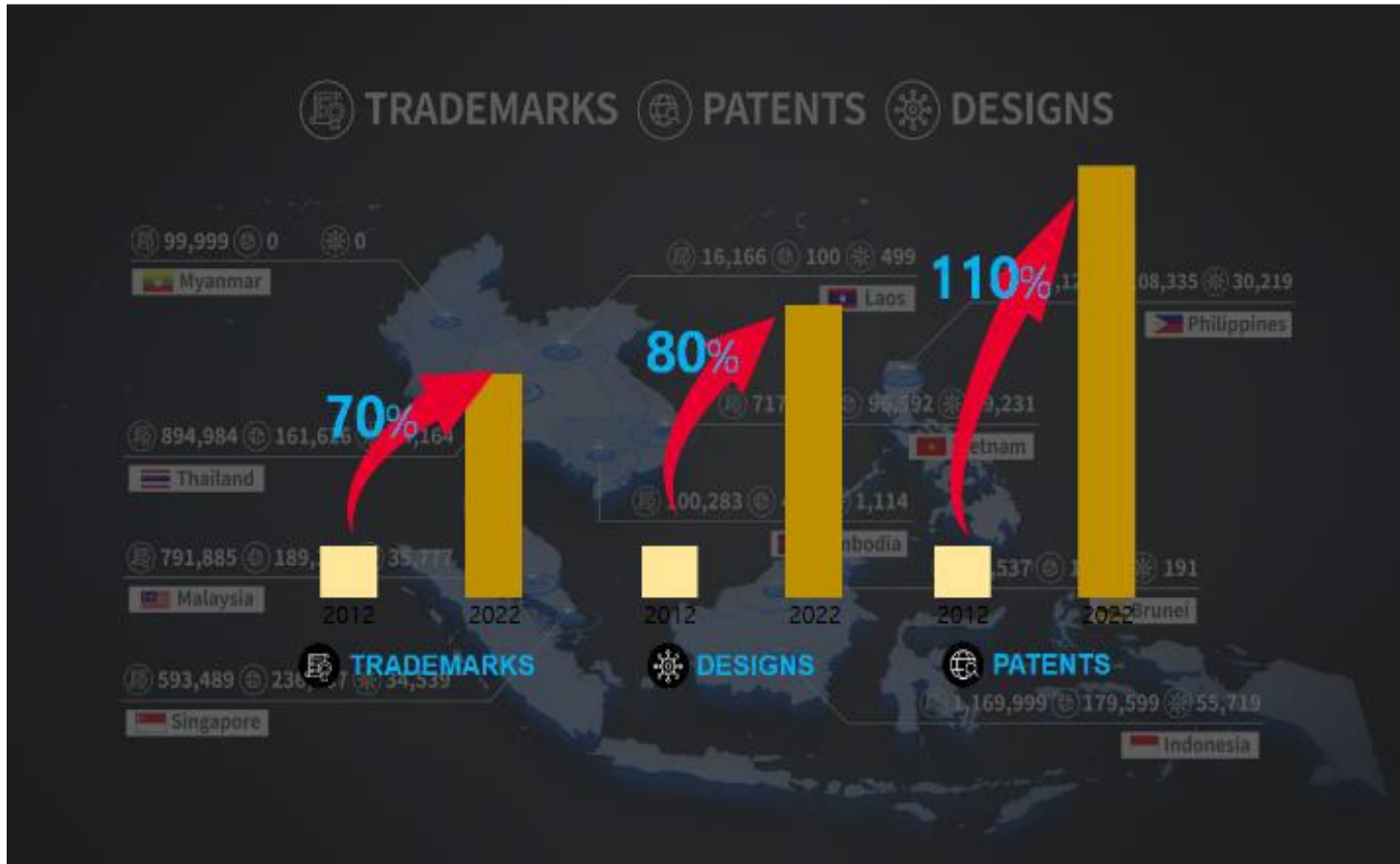
1. Motivation



a. ASEAN's IP Landscape



ASEAN's IP Trends



b. Future Priorities for ASEAN IP Register

- *By creating a single, one stop portal that gives free online access to the region's patent, trademark and design records, enterprises, professionals and others can access the Register to make strategic decisions based on the latest IP data and trends.*
- *The register is designed to be accessible and mobile-friendly, and it will give policymakers, businesses, and individuals access to real-time IP data and trends to help them in decision-making. It will also provide the foundation for IP offices to provide additional business services to enterprises.*

- Daren Tang, WIPO DG -

2. ASEAN IP Register - Objectives

- IP Register with reliable data collection and up-to-date legal statuses
 - Regular and timely data updates
 - Processes to “certify” legal events and related data at sources
- Streamline national data dissemination processes with data quality control measures
- ASEAN data standard
- IP Portfolios and statistics to build a better end-user experience
- Data coverage map with clear updates indicators

3. ASEAN IP Register – Identified Business Requirements

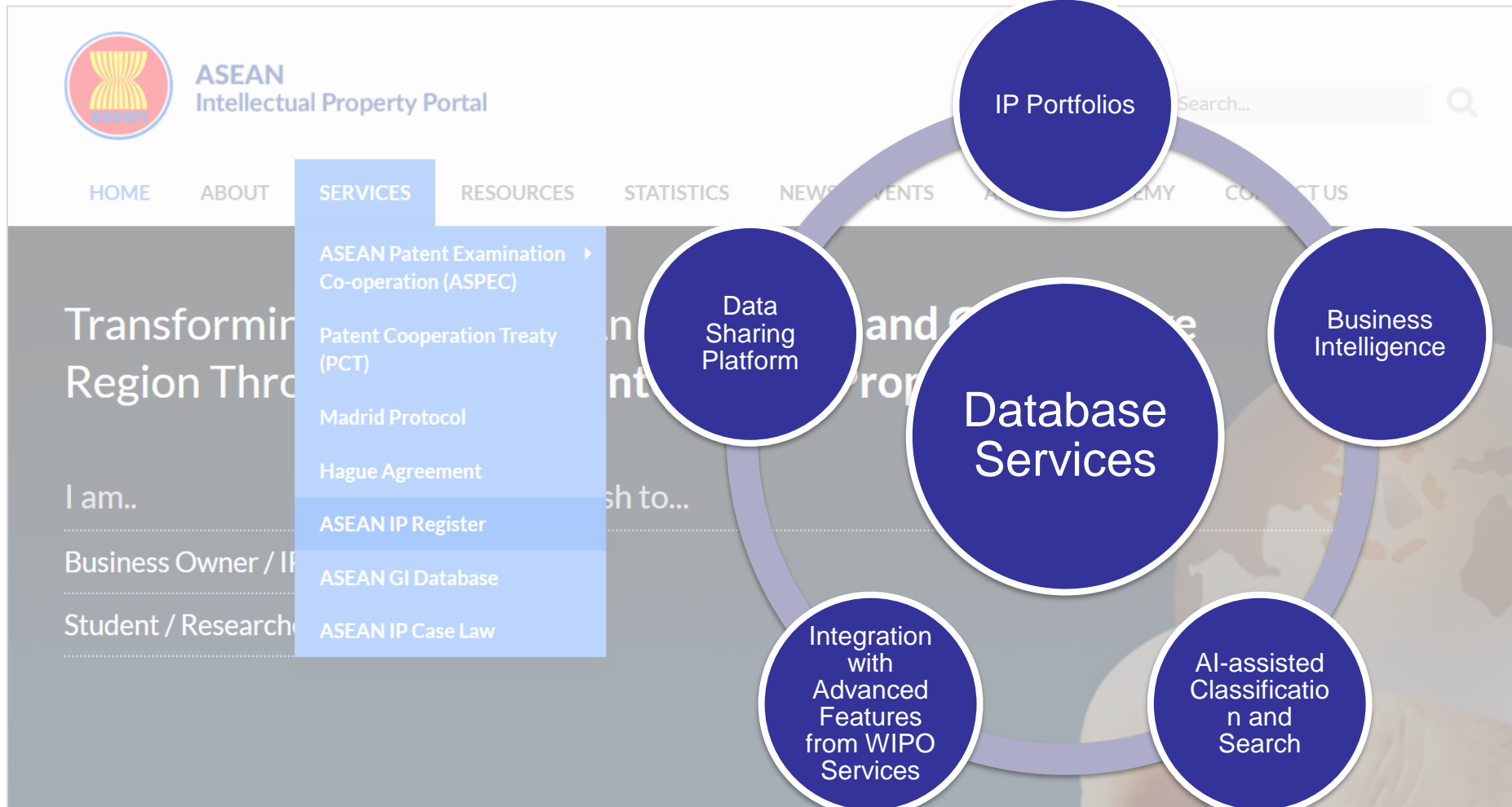
1. Database Services

- Data Expansion/ Quality Improvement
- Data Standardization
- Data Coverage Report
- Digitization/ OCR Project

2. Advanced Database Services

- IP Portfolios Management
- Business Intelligence
- AI-assisted Classification & Searching Services
- Integration with Advanced Feature from WIPO Services
- Data Sharing Platform

3. ASEAN IP Register – Identified Business Requirements



Advanced Database Services

1. IP Portfolios – Potential Key Features

- **Comprehensive IP Asset Insights:** Overview and details of all intellectual property assets held by rights holders, utilizing visual representations and charts to gain insights into the IP portfolio's status, including growth trends and geographic distribution.
- **Accuracy Verification:** Empower IP rights holders to verify and validate the accuracy of their IP information
- **Application Status Tracking:** Monitor the progress of ongoing IP applications at the national IP offices in the region
- **Expirations and Renewals Dashboard:** Highlights upcoming expirations and renewals of intellectual property assets for timely renewals and cost-efficient management of IP portfolio.

1. IP Portfolios – Potential Benefits

Particularly advantageous for **entrepreneurs and SMEs**

- A holistic view of right holders' intellectual property, helping to make informed decisions and prioritize their IP strategy effectively.
- Reduce the risk of costly errors and disputes by maintaining accurate and up-to-date IP data.
- Staying informed about upcoming IP expirations and renewals. Avoid late renewal fees and ensure efficient IP portfolio management, saving valuable resources.
- Gain valuable insights into the IP strategies of successful businesses, inspiring their own IP strategies and innovations. Stay competitive and adapt to industry trends.

2. Business Intelligence

Visual analytics tools, charts, and graphs to gain valuable insights into

- Numbers and types of IP applications, their origins, and their classifications over time, revealing which areas of innovation are most active
- IP filing and registration trends of businesses from an ASEAN Member State (AMS) within the ASEAN region
- etc.

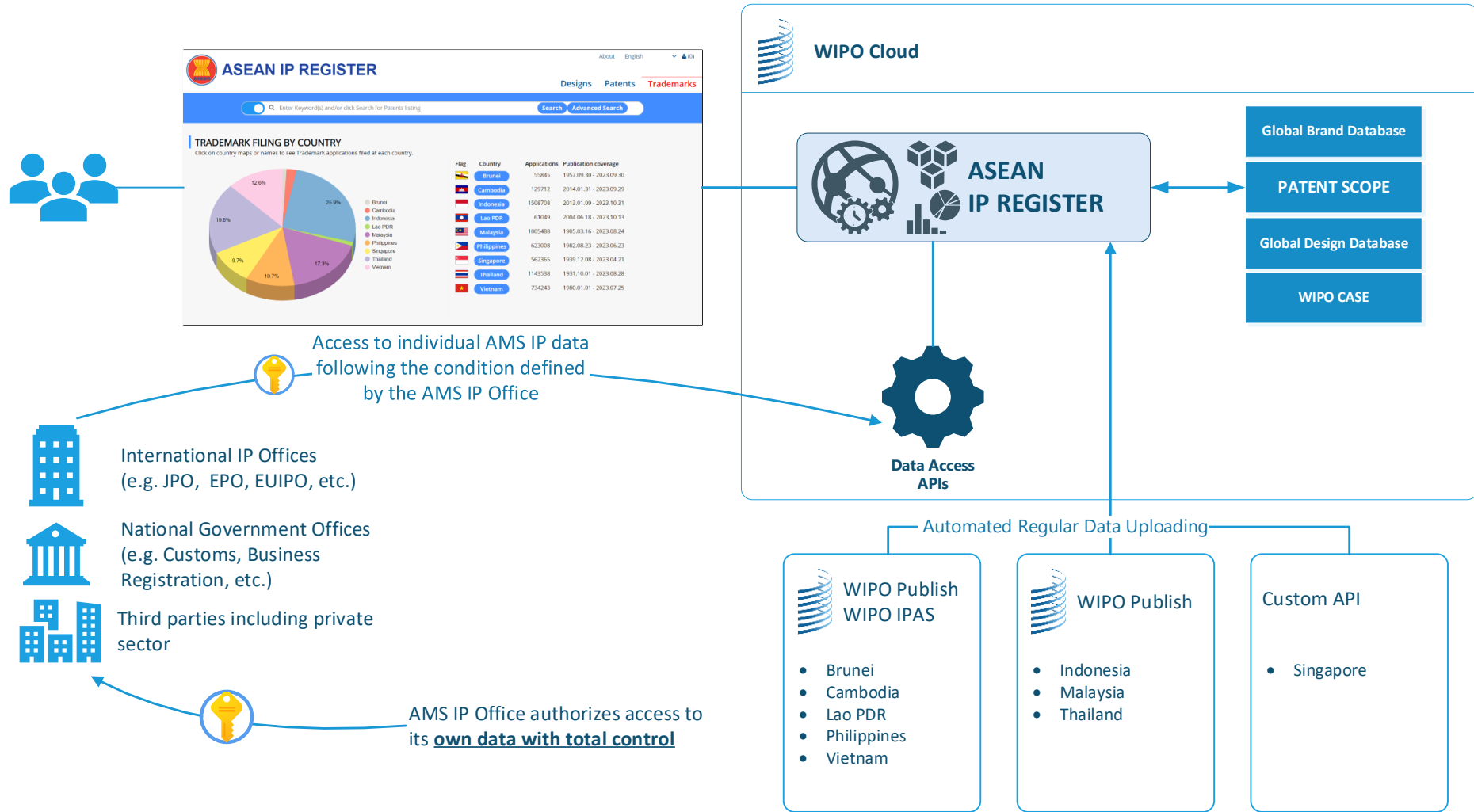
3. AI-assisted Classification & Searching Services

- Providing AI-assisted Classification & Searching Services
- Leverage AI-assisted Classification services to facilitate the identification and grouping of IP, making it easier to track IP trends, ownership

4. Integration with Advanced Feature from WIPO Services

- Harnesses the advanced features and capabilities of WIPO databases and services to elevate the data quality and functionality of ASEAN IP Register.
 - Name Harmonization
 - PCT National Phase Entry application data improvement
 - Madrid application data improvement
 - WIPO PATENTSCOPE / family view
 - WIPO CASE / patent dossiers and PCT national phase view
 - WIPO Madrid monitor
 - WIPO Hague Express

5. Data Sharing Platform



Thank you...