

Topic 11: Envisioning the Future of ASEAN IP Register

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Question:

"Conduct trademark availability searches across all ASEAN countries."



Luckin Coffee Dispute





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4. ASEAN IP Register – **Identified Business Requirements**



Potential Future of ASEAN IP Register

Transparency and Trust

- Real-time data updates
- Public awareness campaigns

Empowering Businesses and Inventors

- Regional IP search and analysis
- Personalized IP portfolio management
- Al-powered insights and analytics

Driving Innovation and Collaboration

- Data sharing hub
- Regional IP collaboration platform
- Incubator and accelerator programs

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Thank you...

