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# IPOPHL Expectations

## On BI for Data-Driven IP Strategies

By CHARLES A. MERIOLES and the PH Delegation



INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES



ਤਸੀ ਖਬਰੀ ਖਬਰੀ ਖਬਰੀ ਖਬਰੀ!

# Introduction

- I. Overview of the importance of Intellectual Property in the national and global economy
- II. The role of a National Intellectual Property Office.
- III. Purpose of the Presentation: Understanding the needs and expectations of a national IP office regarding Business Intelligence solutions.



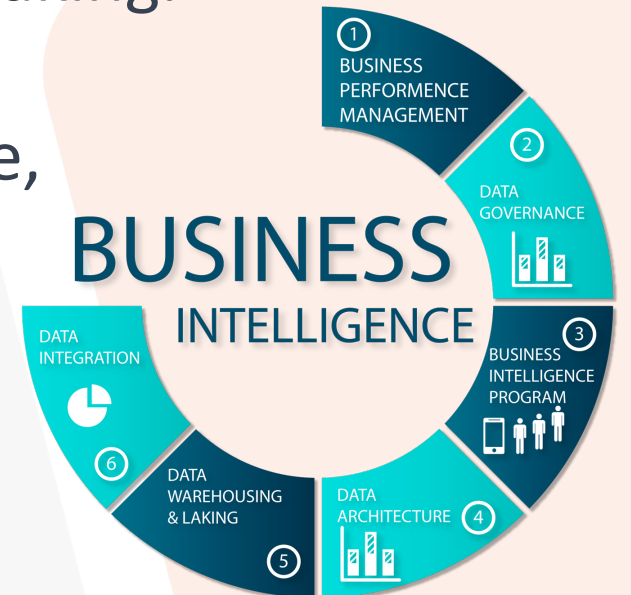
ਹਰਿ ਨਾਮੁ ਸਤਿਗੁਰੂ ਸਾਧਨੁ ਸੁਖੁ ॥

# Business Intelligence, Defined

Business Intelligence (BI) refers to the technologies, applications, strategies, and practices used to collect, integrate, analyze, and present business information.

The goal of BI is to support better business decision-making.

Essentially, BI systems allow a company to gather, store, access, and analyze corporate data to aid in data-driven decision-making.



# Key Components of Business Intelligence

1. **Data Mining:** Sifting through large amounts of data to identify patterns and establish relationships.
2. **Reporting:** Turning data into meaningful summaries and reports for analysis. This often involves presenting data visually through charts, graphs, and dashboards.
3. **Performance Metrics and Benchmarking:** Using BI tools to measure performance against an established standard or KPIs (Key Performance Indicators).
4. **Descriptive Analytics:** Understanding past performance and identifying trends based on historical data.



# Key Components of Business Intelligence




5. **Querying:** Asking the data-specific questions. BI systems allow users to input specific queries and retrieve detailed answers.
6. **Statistical Analysis:** Using stats to analyze and understand data.
7. **Data Visualization:** The graphical representation of information and data. This can include the creation of dashboards, graphs, and charts to make complex data more accessible.
8. **Data Preparation:** Cleaning and consolidating data. This step is crucial to ensure accurate and efficient analysis.



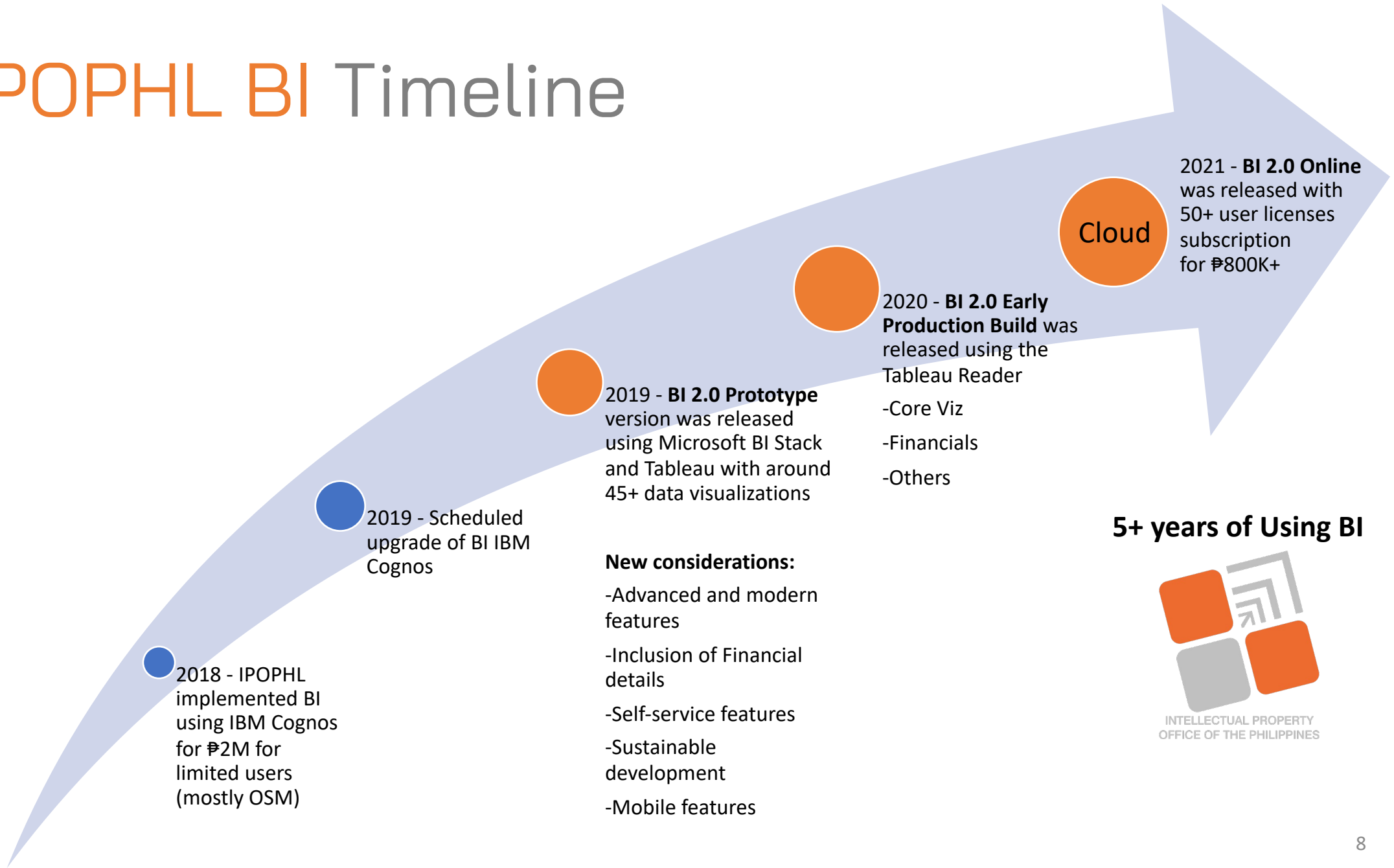


ਹਰਿਮੰਤਰੀ ਸਿੱਖਿਆ ਸੰਸਥਾ

# Business Intelligence vs. Data Analytics

	Business Intelligence	Data Analytics
 <b>Tools and Techniques</b>	Uses tools that focus on data visualization, dashboards, reporting tools, and OLAP (Online Analytical Processing) systems.	Utilizes advanced statistical tools, predictive modeling, machine learning algorithms, and data mining techniques.
 <b>Outcome</b>	A clear snapshot of business metrics and KPIs, presented in a way that stakeholders can understand and act upon. It's more about providing actionable insights based on existing data.	Includes predictions and models that forecast future trends, behaviors, and outcomes. It's more about providing a forward-looking perspective based on data analysis.
 <b>User Base</b>	Typically used by business executives and managers for making strategic decisions.	Used by data scientists and analysts who are focused on converting raw data into meaningful insights through complex processing and analysis.

# IPOPHL BI Timeline



5+ years of Using BI







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# Business Intelligence 2.0



INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES



Information is power!

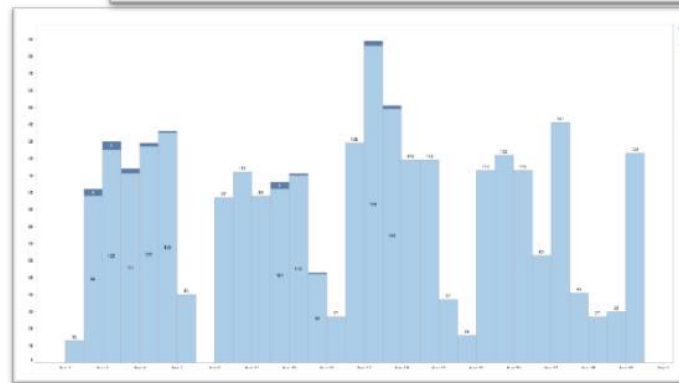
Knowledge is King!

Data-driven Decision-making

Information and actionable insights at our fingertips!

- Filings
- Registrations
- Annuities
- And more!

Not just production reports, include financials, too!



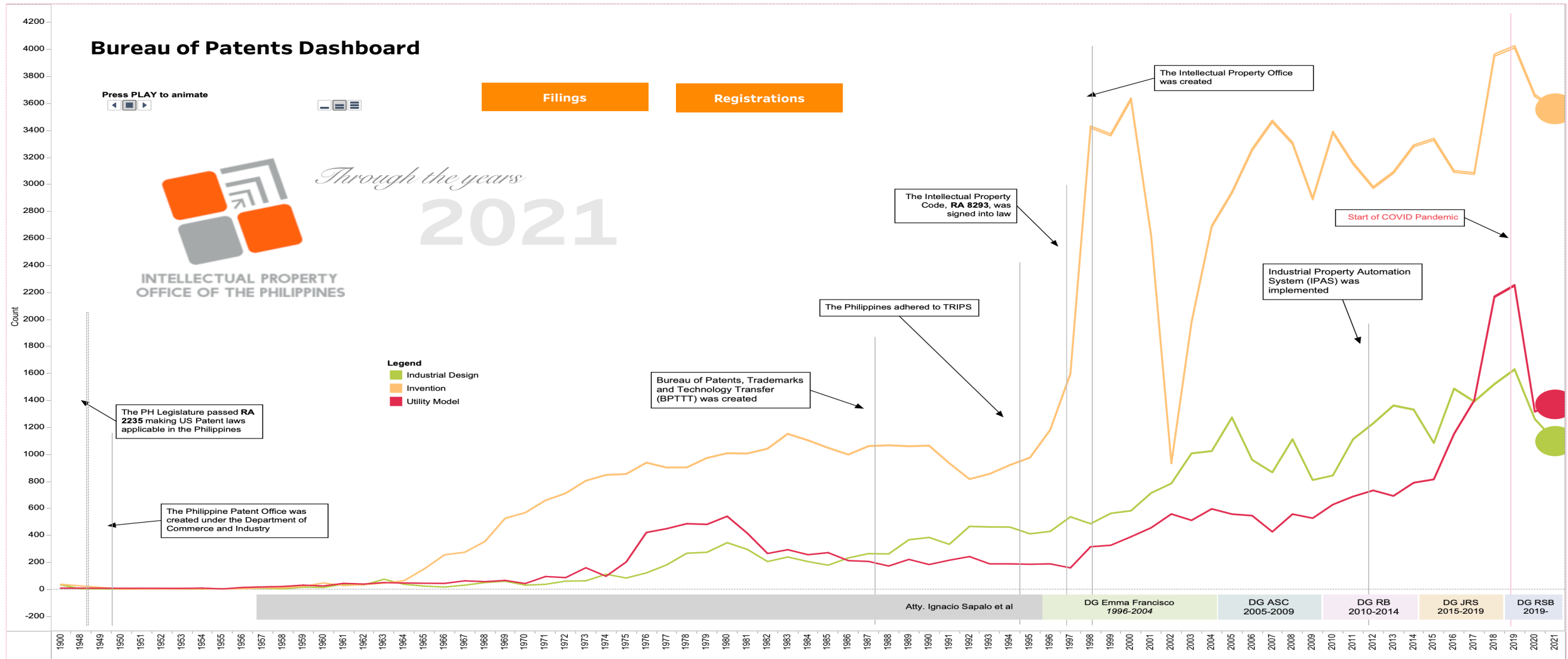
2013

# IPOPHL BI+DA Experience

The story culminates in a surprising and heartwarming conclusion that underscores the values of kindness, humility, and the importance of making good choices.

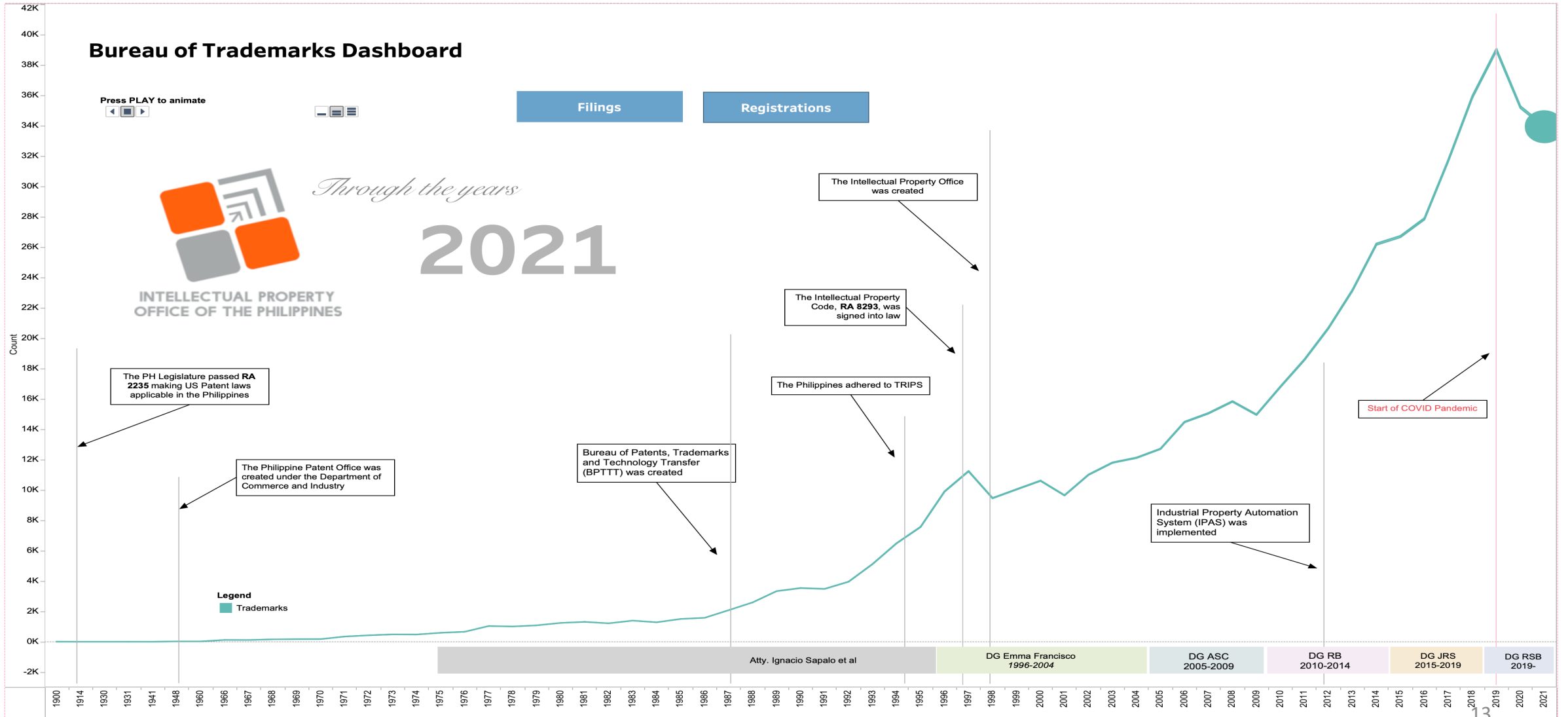


# Philippine Patents Over The Years



Datasource IP\_PATENT+ (IOPHL-BI-2021) as of 11/23/2021 8:19:01 PM

# Philippine TM Over The Years

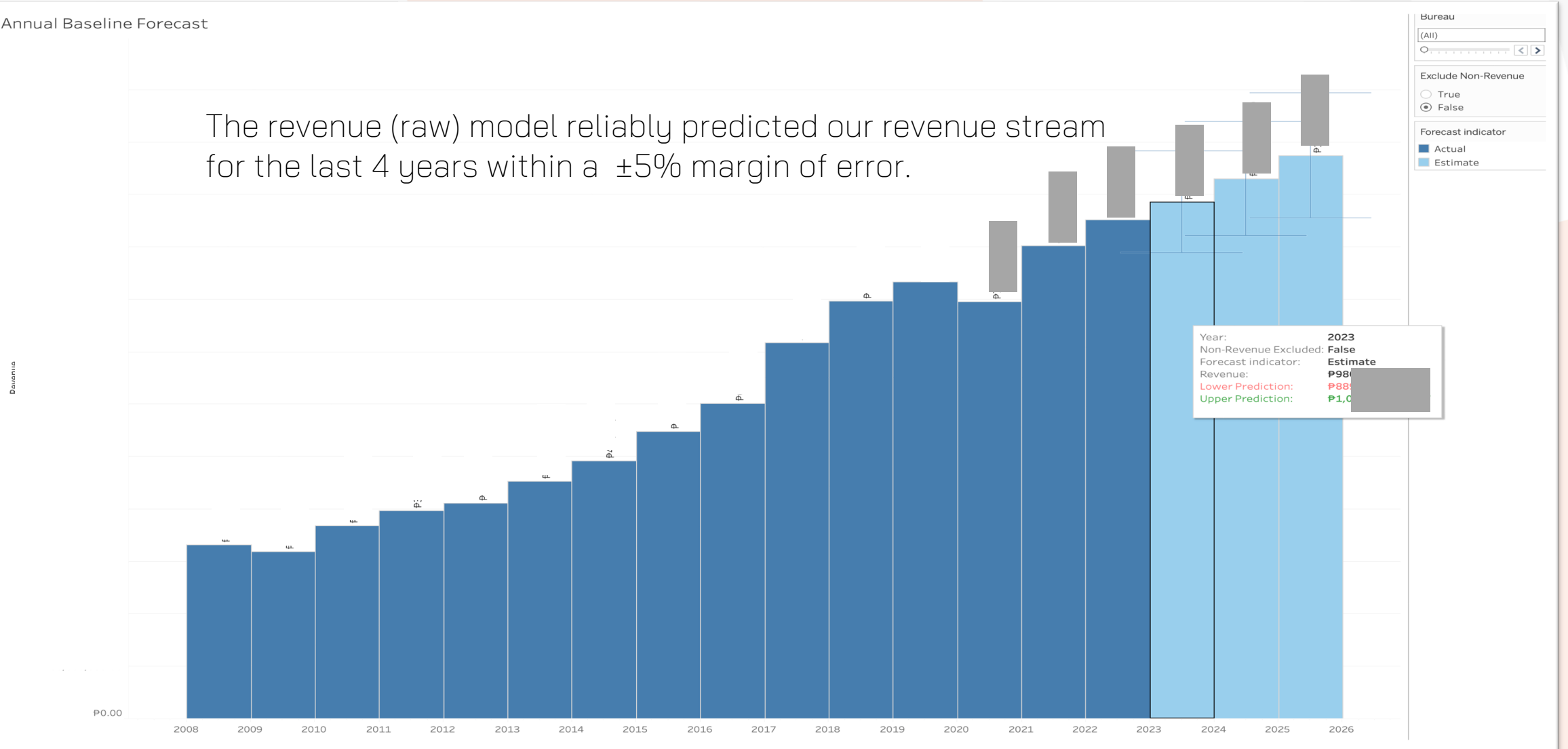


ਤਸੱਕ ਬਸਤ ਚੜ੍ਹਨ ਵਾਲੇ ਵੱਡੇ ਟੱਕਰ!

# Revenue Forecasting Model

Annual Baseline Forecast

The revenue (raw) model reliably predicted our revenue stream for the last 4 years within a  $\pm 5\%$  margin of error.



ਹੁਣ ਆਪਣੀ ਆਵਾਜ਼ ਸੁਣਾਓ!

# Address Remapping CrowdSourcing

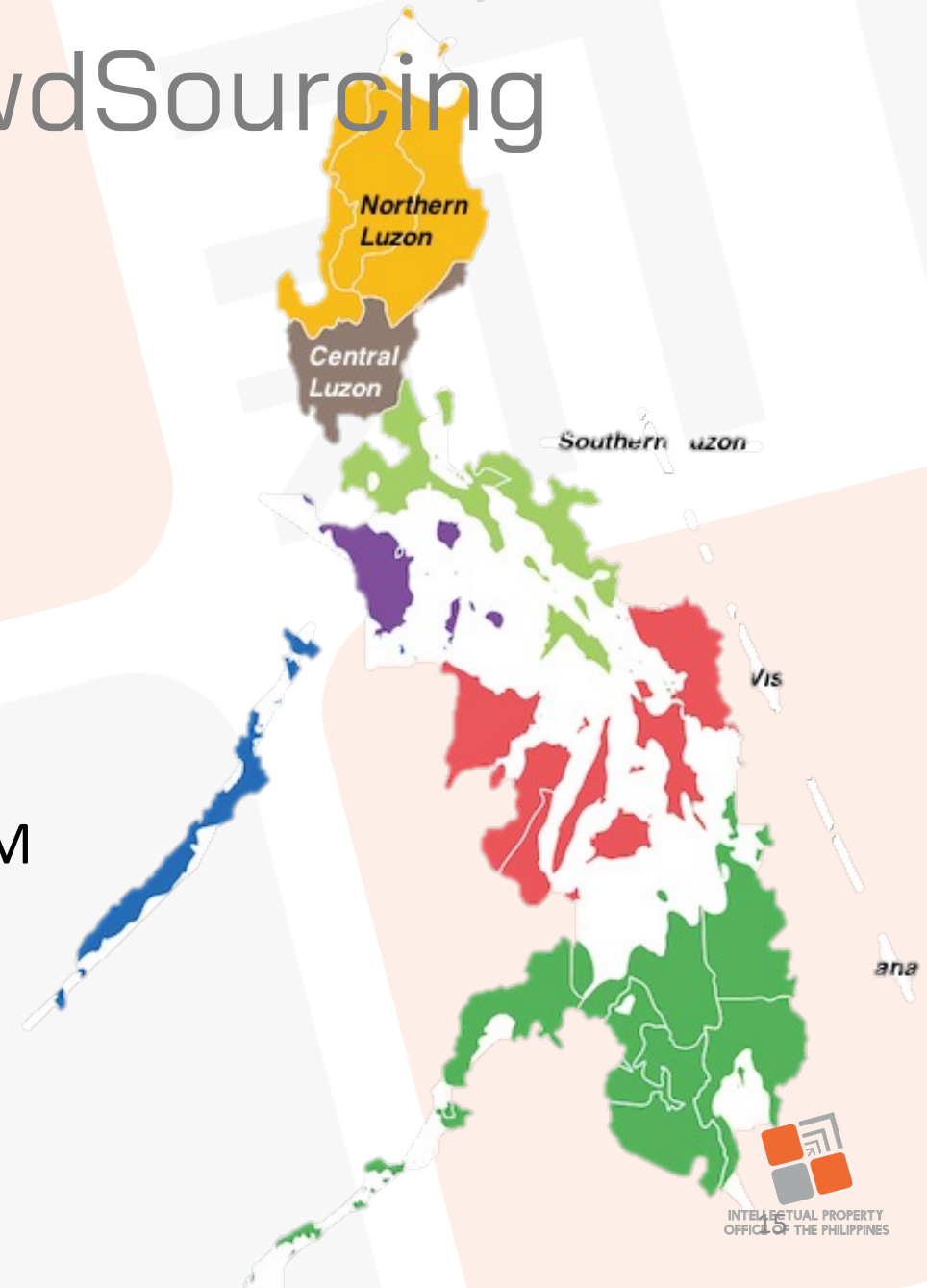


**536,125** addresses for Trademarks

**602,366** addresses for Patents, I/D and U/M

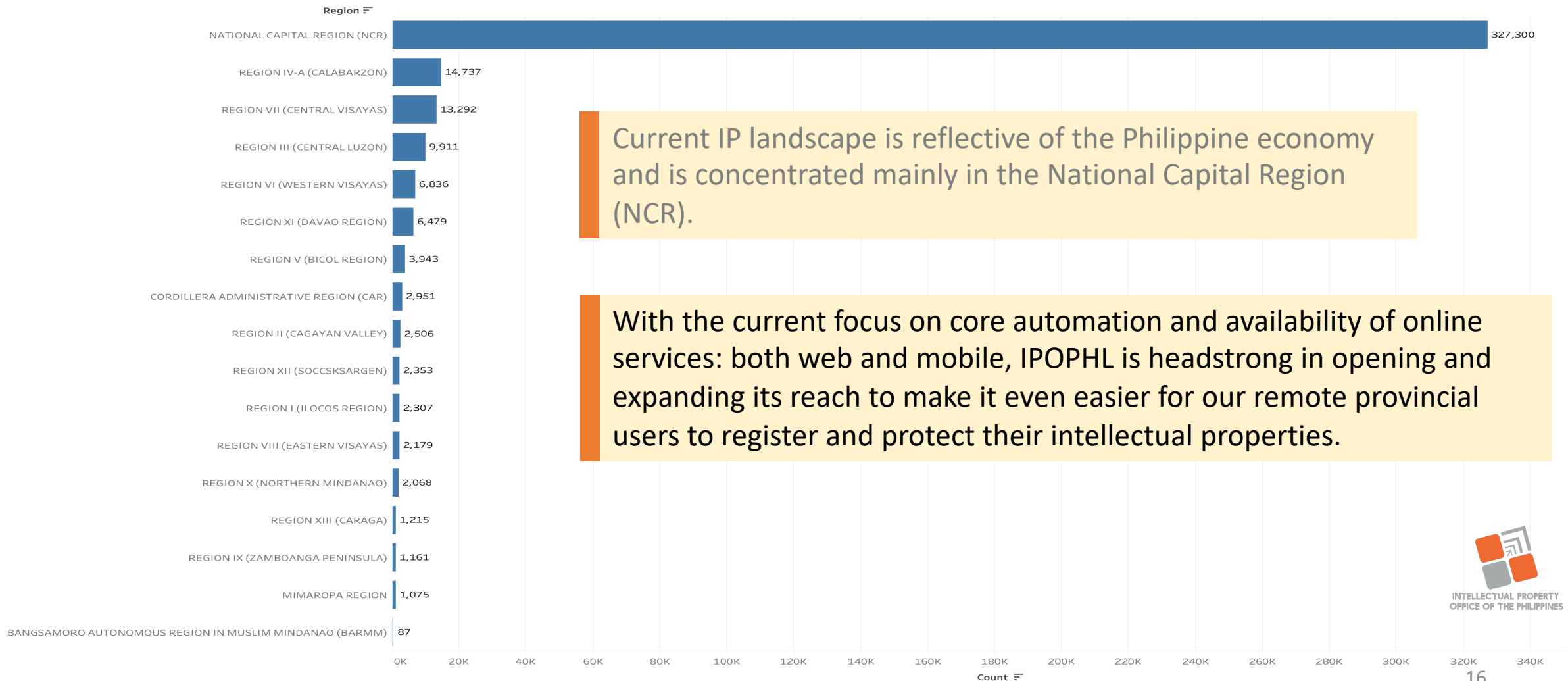
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**1,138,491** Total addresses



*\*For further opportunity exploitation*

# Big Data Reveal – By Region

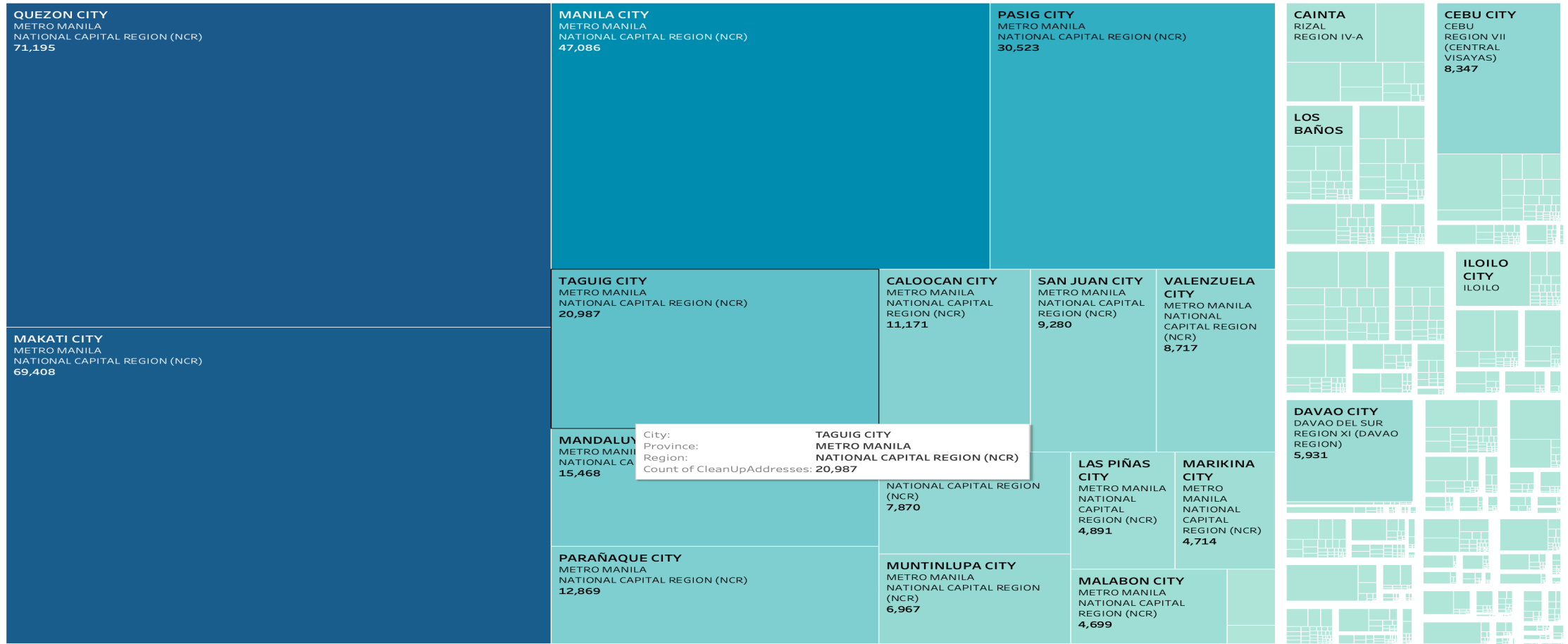


Current IP landscape is reflective of the Philippine economy and is concentrated mainly in the National Capital Region (NCR).

With the current focus on core automation and availability of online services: both web and mobile, IPOPHL is headstrong in opening and expanding its reach to make it even easier for our remote provincial users to register and protect their intellectual properties.



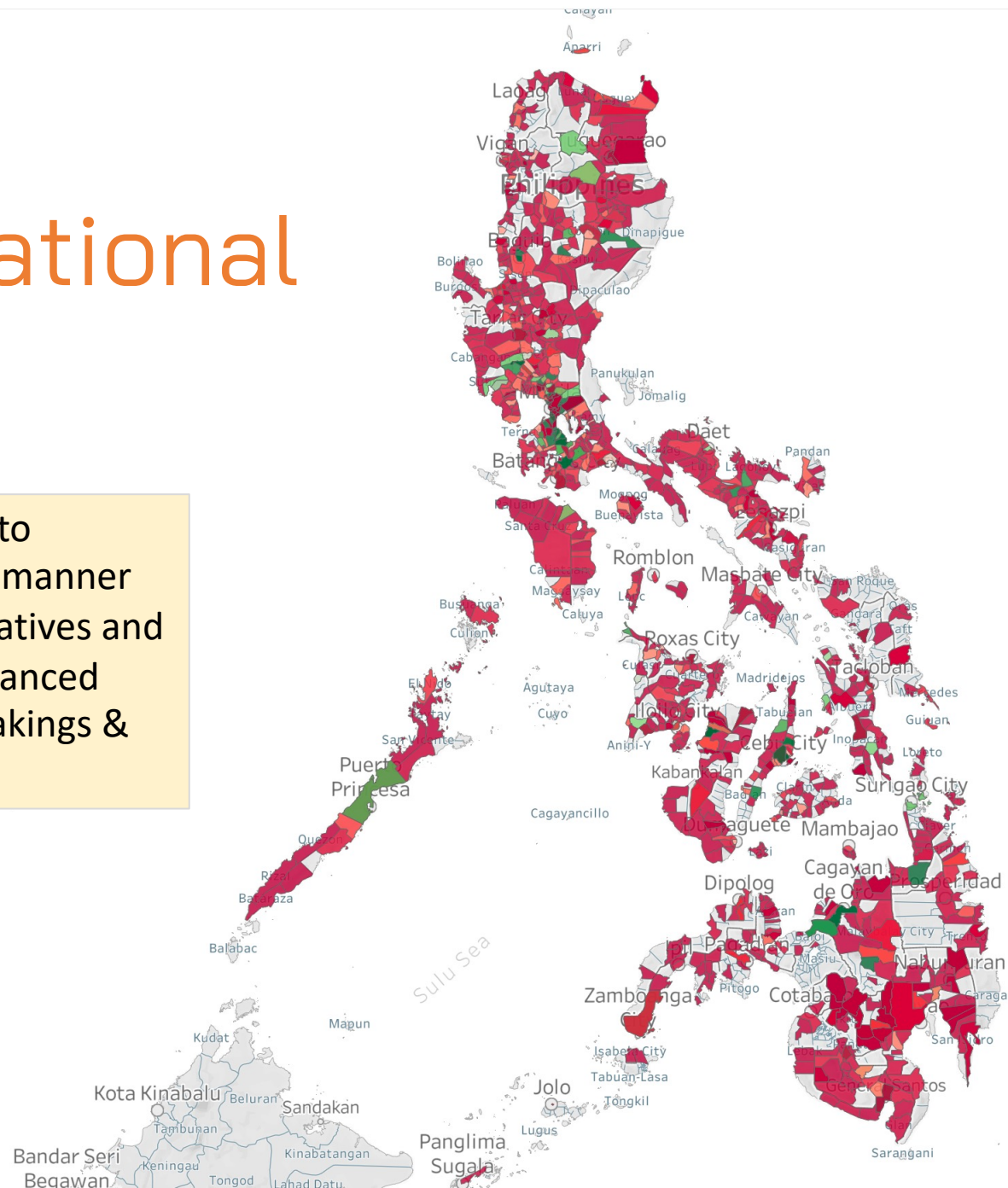
# Big Data Reveal – By City



Quezon City, Makati and the City of Manila continue to be the main drivers of IP in the Philippines!

# Mapping the National IP Landscape

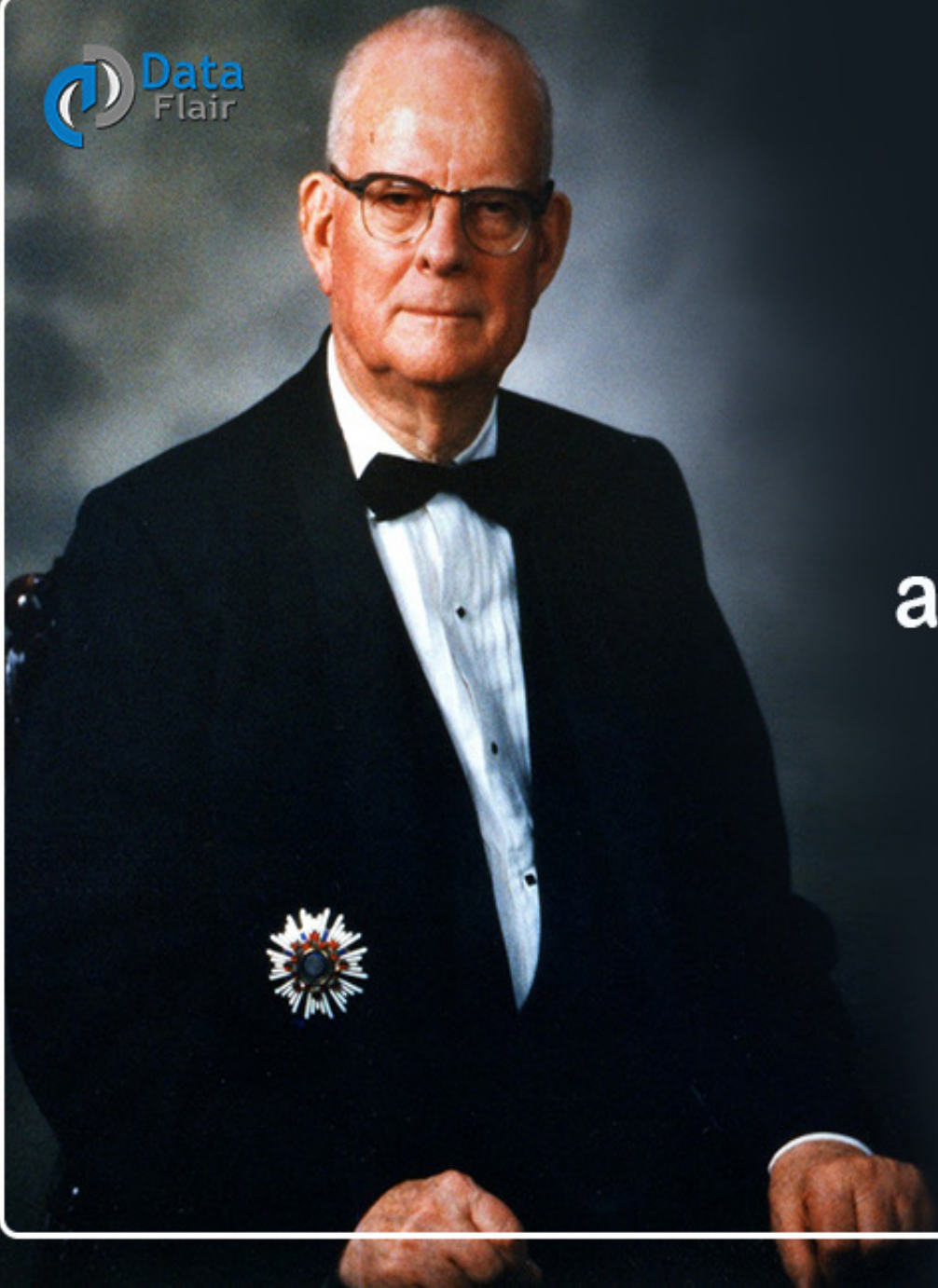
Our new and demonstrated capability to monitor the IP landscape in a granular manner across time ushers in a new era of initiatives and innovations baselined on Big Data, advanced analytics, and data-driven decision-makings & insights.





# IPOPHL BI Case Study

Using BI for Data-Driven IP Strategies  
(During COVID)

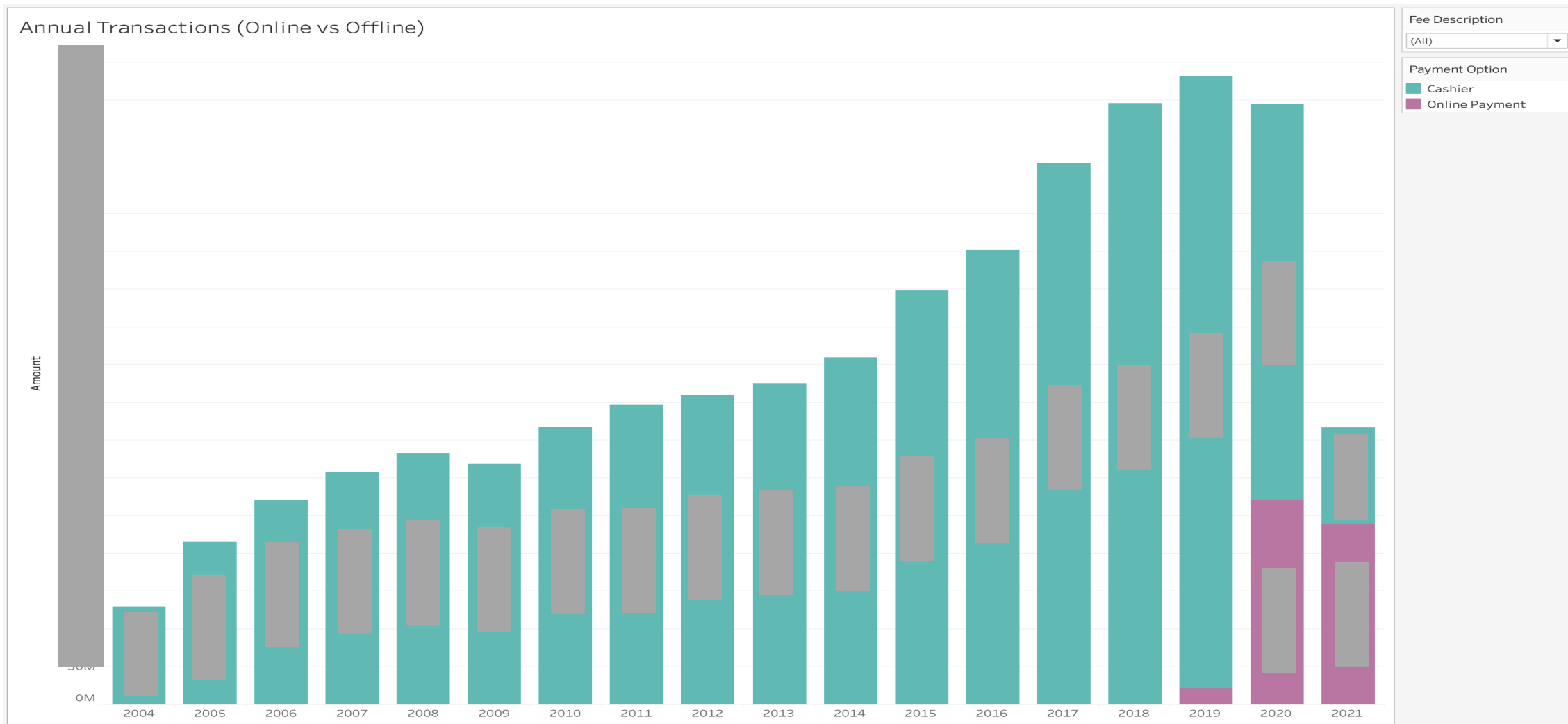


**Without data you're just  
another person with an opinion.**

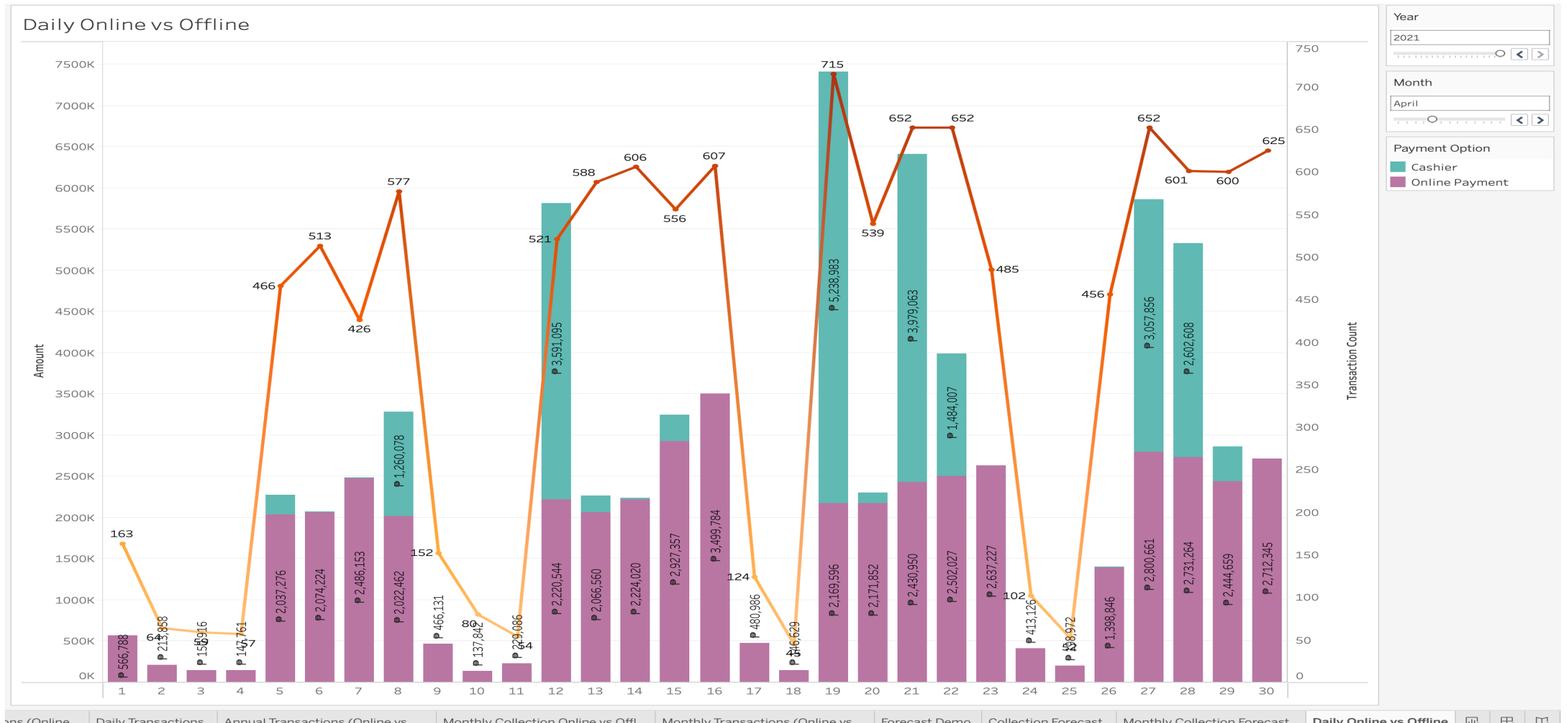
**- W. Edwards Deming**

**Statistician, Professor, Author,  
Lecturer, and Consultant**

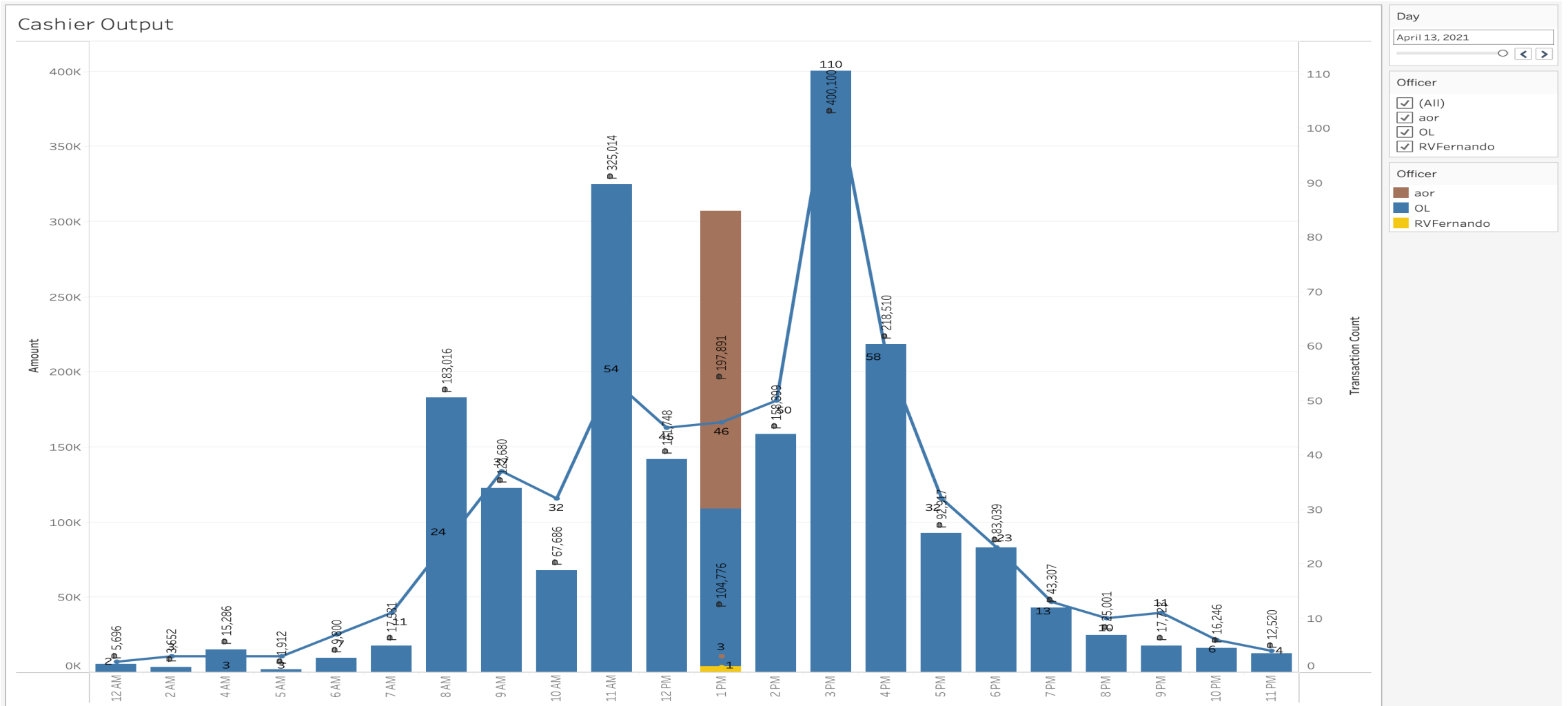
# Manual vs Online Transactions Pre-COVID



# Active Monitoring: Manual vs Online

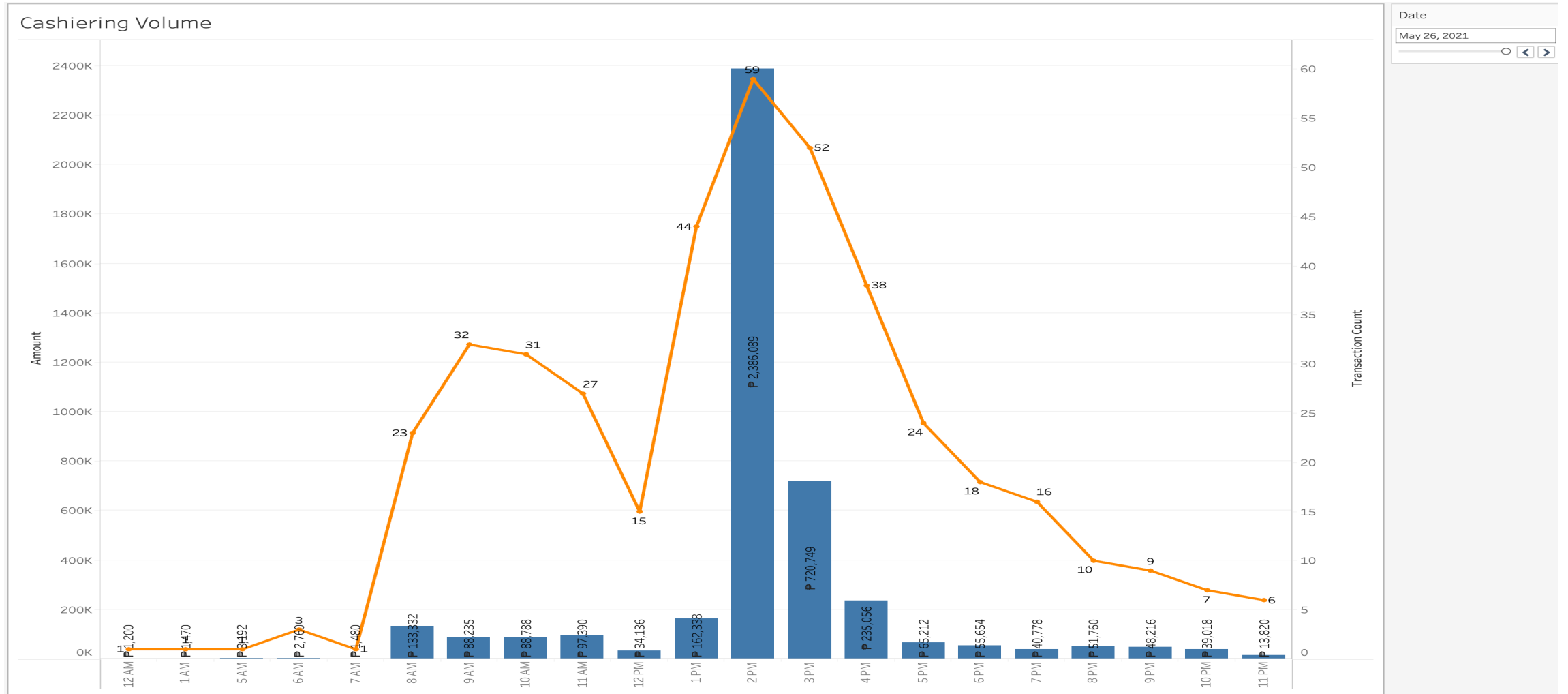


# Hourly Cashiering Post Diagnostics

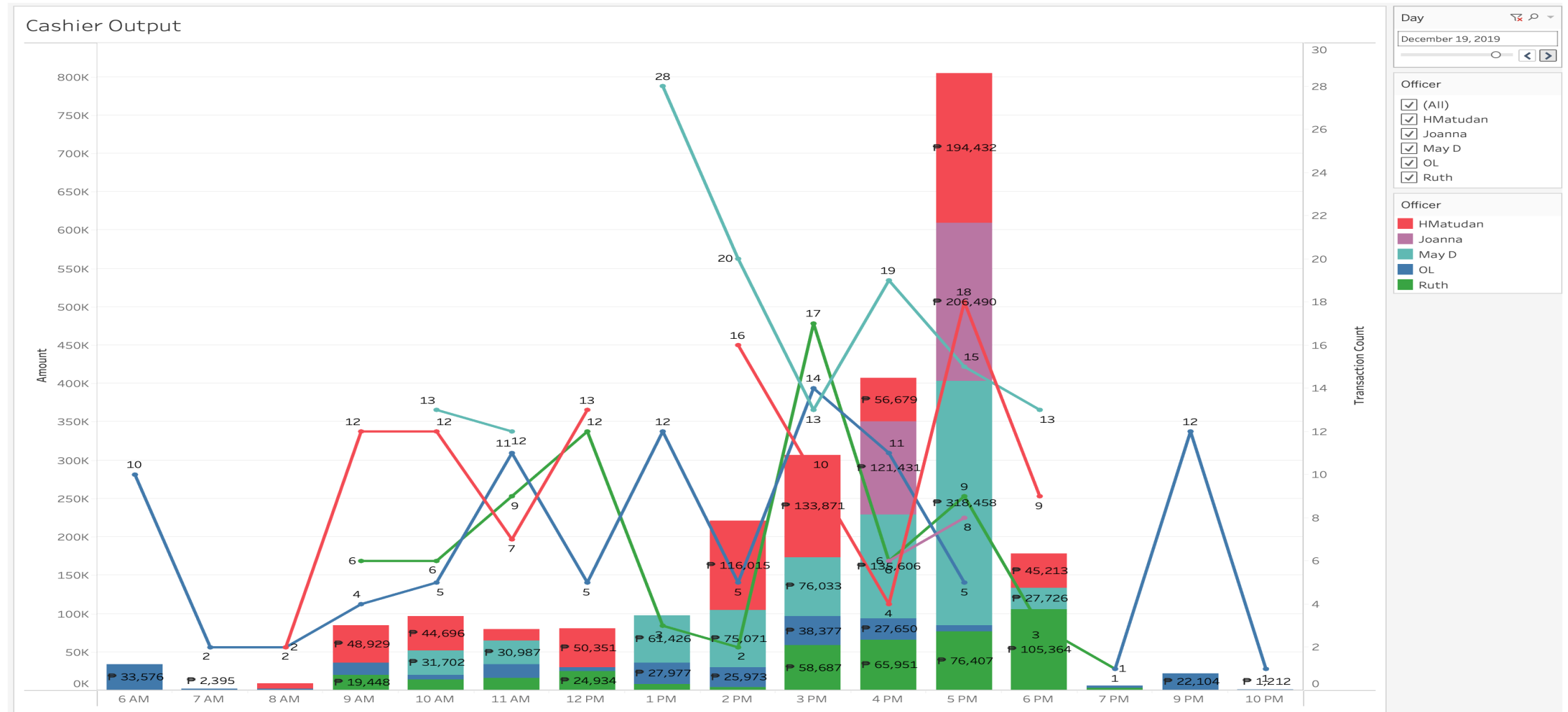




# Hourly Cashiering Volume



# Hourly Cashiering Productivity Output



# Law Firm Transactions: Manual vs Online

Daily Agent Transactions (Online vs OTC)

Name (group)	1	2	3	4	5
Grand Total					
FEDERIS & ASSOCIATES					
CRIS LAW OFFICE					
HECHANOVA & CO. INC.					
ROMULO MABANTA BUENAVENTURA					
E. B. ASTUDILLO & ASSOCIATES					
CASTILLO LAMAN TAN PANTALEON					
ORTEGA BACORRO ODULIO CALMA & CARBONELL					
CECILE M.E. CARO-SELVAGGIO					
MILA A. FEDERIS					
BSB GROUP, INC.					
PRIVADA INTERNATIONAL, LLC - GERALDINE ANGEL					
VERA LAW					
SAPALO VELEZ BUNDANG & BULILAN					
MARIA ISABEL M. LLAVE					
OPTMARKS, OPC					
CRUZ MARCELO & TENEFRANCA					
JOSE GABRIEL R. BENEDICTO					
QUISUMBING TORRES					
ORTEGA, BACORRO, ODULIO, CALMA & CARBONELL					
EDMAR A. TUNDAYAG					
VIRGILAW - VIRGILIO M. DEL ROSARIO & PARTNERS					
BREALANT INC.					
ENRIQUE S. MADARANG					
MANUEL C. CASES, JR. & ASSOCIATES					
LESLIE ANNE T. CRUZ					
MARY-ANN ONG					
IRENE F. SONGCO					
BETITA CABILAO CASUELA SARMIENTO					
CARLA E. SANTAMARIA-SEÑA					
MANALO K9 TECHNOLOGIES INTERNATIONAL CORPORATION					
ERIC D. DE LA COSTA - ALSONS DEVELOPMENT AND INVESTM					
SUN PHARMA PHILIPPINES, INC					
LEE BENJAMIN Z. LERMA					
J. PONCE - LAW OFFICE					
SYCIP & SYCIP SALAZAR HERNANDEZ & GATMAITAN					
DABERTTE SANCHEZ					
MERK BOUWEN ENTERPRISE CORP.					
JEFFREY GOMEZ					
ROGELIO NICANDRO					
ITWORKSERV SOLUTIONS INC.					

Year: 2021  
Month: May  
Payment Option:  Cashier  Online Payment

# 100K Payment Transactions

## Daily Agent Transactions

Name (group)	Amount	Category
Grand Total	P 34	
WIPO		
FEDERIS & ASSOCIATES	P 1	Below P100K
CRIS LAW OFFICE		
HECHANOVA & CO. INC.		
E. B. ASTUDILLO & ASSOCIATES		
MILA A. FEDERIS	P 7	Below P100K
QUISUMBING TORRES	P 2	Below P100K
SAPALO VELEZ BUNDANG & BULILAN		
BETITA CABILAO CASUELA SARMIENTO		
ROMULO MABANTA BUENAVENTURA		
ORTEGA BACORRO ODULIO CALMA & CARBONELL		
CRUZ MARCELO & TENEF FRANCA		
BARANDA AND ASSOCIATES		
BENGZON NEGRE UNTALAN		
SYCIP & SYCIP SALAZAR HERNANDEZ & GATMAITAN		
VERA LAW		
SIGUION REYNA MONTECILLO AND O		
VIRGILAW - VIRGILIO M. DEL ROSARIO & PARTNERS	P 1	Below P100K
ATTY. KATHLEEN L. VALERIO		
UNILAB INC.		
EDMAR A. TUNDAYAG	P	Below P100K
ANGARA ABELLO CONCEPCION REGALA & CRUZ LAW OFFICES		
A. Q. ANCHETA & PARTNERS		
CECILE M.E. CARO-SELVAGGIO		
CASTILLO LAMAN TAN PANTALEON	P 1	Below P100K
SALUDO TALEON & ASSOCIATES		
VILLARAZA & ANGANGCO		
MARY JEREMIE FAITH F. DE JESUS		
CECILE M. E. CARO-SELVAGGIO		
MARIA TRINIDAD P. VILLAREAL		
MARY-ANN ONG		
MARKSPRO PHILIPPINES/LAW FIRM OF REYES RARA & ASSOCIATES		
BUCOY POBLADOR & ASSOCIATES		
CARLOS T. SANTOS, JR.		
VIDA M. PANGANIBAN-ALINDOGAN		
MELVIN TORREFIEL		
CESAR C. CRUZ & PARTNERS LAW OFFICE		
CARLA E. SANTAMARIA-SEÑA		
JEFFREY GOMEZ	P 1	Below P100K
CEBU TECHNOLOGICAL UNIVERSITY-DANA O CAMPUS		
ITWORKSERV SOLUTIONS INC	P	Below P100K

Year  
2021

Month  
May

100K Threshold  
■ > P100K  
■ Below P100K

# Awareness Campaigns – The Goal

The image shows a screenshot of the Intellectual Property Office of the Philippines (IPOPHL) website. The website header includes navigation menus for GOVPH, HOME, ABOUT, SERVICES, PROGRAMS, UPDATES, REFERENCES, and CONTACT, along with a search bar and a logo. The main content area features the IPOPHL logo and three prominent buttons: E-SERVICES, REPORT AN IP VIOLATION, and HELP & SUPPORT. An awareness campaign overlay is positioned in the foreground, featuring a large orange banner with the text "The best line, is online." and "Our eServices is available to serve you anytime, anywhere." Below this, there are social media icons and the website URL "IPOP HL | www.ipophil.gov.ph". The background of the overlay shows a hand holding a smartphone displaying the same website interface.

**File**

Apply for:

- eTMFile** for Trademark Registration
- eUMFile** for Utility Model Registration
- via email** for Copyright Registration
- eInventionFile** for Grant of Patent
- eIDFile** for Industrial Design Registration

**Submit/request**

Respond, Request or Submit on time through our online communication system.

- eDocFile** for Trademarks for Patents

**Pay**

Settle payments online through any of the ff:

- Maya** Via Credit/Debit Maya account
- Dragonpay** Via Online Banking OTC (Banks) OTC (Non-banks)

**The best line, is online.**

Our eServices is available to serve you anytime, anywhere.

IPOP HL | www.ipophil.gov.ph

# Awareness Campaigns – Clear Actions

The image shows a screenshot of the Intellectual Property Office of the Philippines (IPOPHL) website. At the top, there is a navigation menu with links for GOVPH, HOME, ABOUT, SERVICES, PROGRAMS, UPDATES, REFERENCES, and CONTACT. A search bar and a logo are also present. Below the navigation, the website header includes the IPOPHL logo and the text "REPUBLIC OF THE PHILIPPINES INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES". Three prominent buttons are displayed: "E-SERVICES", "REPORT AN IP VIOLATION", and "HELP & SUPPORT".

The main content area features a large banner with the text "Skip the lines and file your intellectual property using our e-Services." and a "FILE" button. The banner background shows a person's hands typing on a laptop, with the laptop screen displaying the IPOPHL e-services interface. The interface includes sections for "PRE-FILE", "E-SERVICES", "TRADEMARK SEARCH", "PATENT", "UTILITY MODEL", "INDUSTRIAL DESIGN", and "PRIORITY REVIEW".

At the bottom of the banner, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, along with the text "IPOP HL | www.ipophil.gov.ph".

Below the banner, there are four categories of users who can benefit from the e-services:

- RESEARCHER** (Browse our collection of)
- INVENTORS, INNOVATORS, &**
- ENTREPRENEURS**
- ARTISTS, AUTHORS, COPYRIGHT HOLDERS**

# Awareness Campaigns – Online Payment

The screenshot displays the website's header with navigation links: GOVPH, HOME, ABOUT, SERVICES, PROGRAMS, UPDATES, REFERENCES, and CONTACT. A search bar and a user icon are also present. The main content area features the IPOP logo and the text "REPUBLIC OF THE PHILIPPINES INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES". On the right, there are three buttons: "E-SERVICES", "REPORT AN IP VIOLATION", and "HELP & SUPPORT".

The central banner features a background image of a hand holding a credit card over a laptop. The text in the banner reads: "Maya is now available for our e-Services transactions!". Below this text are the logos for VISA, Mastercard, and JCB. In the top right corner of the banner, the IPOP logo is accompanied by the slogan "Rising. Shining. Beckoning.". A right-pointing arrow is located on the right side of the banner. The "maya" logo is positioned in the bottom right corner of the banner.

At the bottom left of the banner, there are social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube, followed by the text "IPOP | www.ipophil.gov.ph".

# Awareness Campaigns - Advisory



REPUBLIC OF THE PHILIPPINES  
INTELLECTUAL PROPERTY OFFICE  
OF THE PHILIPPINES

E-SERVICES

REPORT AN IP VIOLATION

HELP & SUPPORT

\*As of 4:30 PM, 11 May 2021

## ADVISORY



### On Payments at the IPOPHL Office

All payments from single to multiple transactions with a total of Php 100,000 made by a payor will be accepted at the Cashiering Section of IPOPHL Main Office.

*Reminder:*

*Please secure a statement of account before going to IPOPHL Office for payment. Paying transactions without SOA will not be accepted.*



### On Filing of Documents at the IPOPHL Main Office

Application for patents, utility models, industrial designs, and trademarks exceeding 250 pages per application may be filed at the IPOPHL Main Office.

IPOPHL Memo Circular No. 2021-013

 IPOPHL | [www.ipophil.gov.ph](http://www.ipophil.gov.ph)



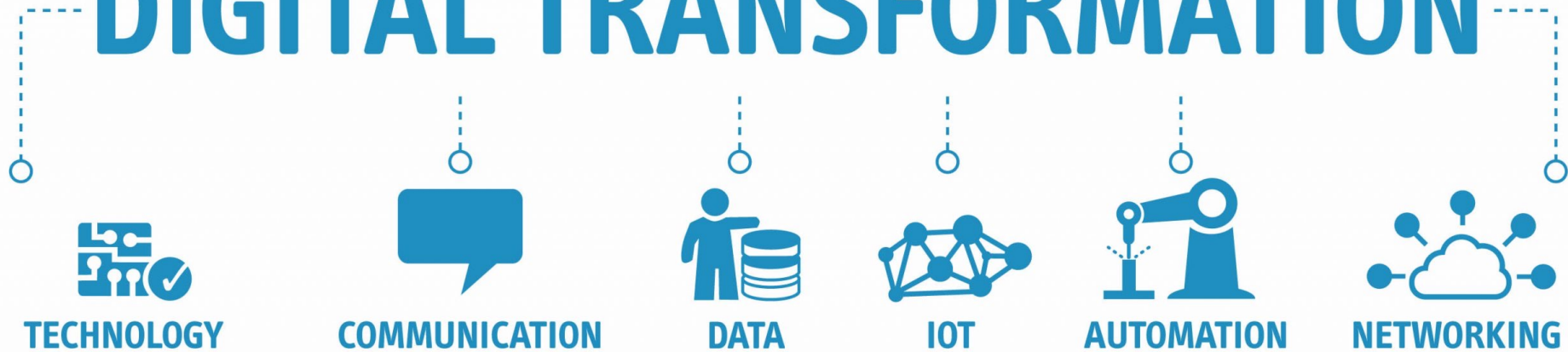


ਹਰੇ ਕ੍ਰਿਸ਼ਨ ਆਰਜ਼ੀਵਾਨ ਆਰ ਆਰ ਆਰ!

# Business Intelligence Discoveries

**UNEXPECTED**

# DIGITAL TRANSFORMATION



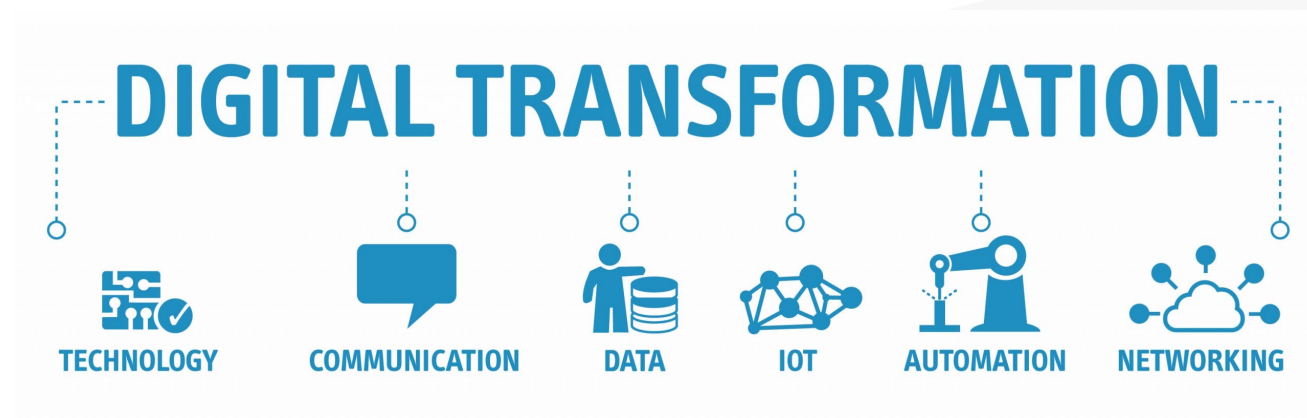
تو ندرت پنهانی تو هست!

# Digital Transformation Defined

Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.

This reimagining of business in the digital age is digital transformation.

To succeed, organizations must execute it cautiously, gradually, and sustainably.



ਹਰੇ ਸਿਰੀ ਮੁਖੀ ਸਾਹਿਬ ਜੀ ਸੇਵਾ ਵਿਚ!

# Digital Transformation Quote

salesforce

“Every digital transformation begins and ends with the customer!”


Marc Benioff Named  
One of the Top CEOs

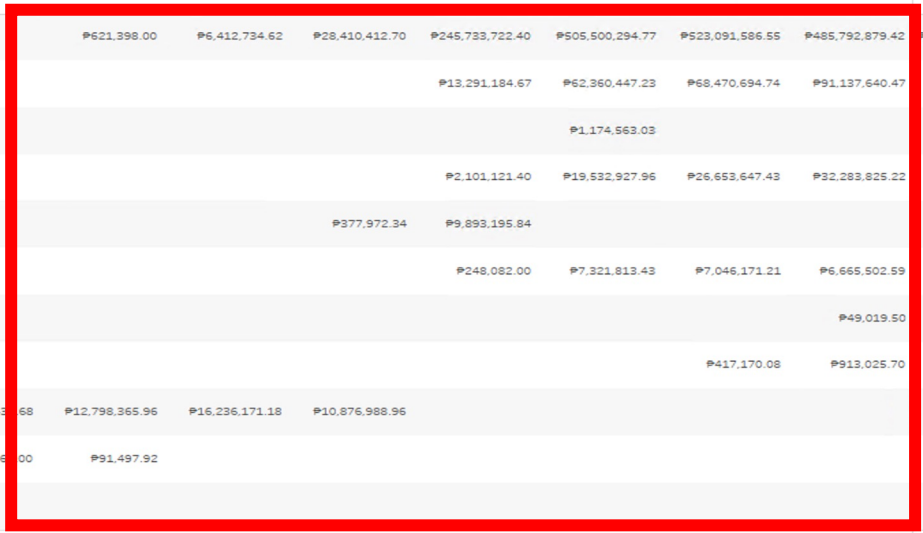
Glassdoor, 2021

සම ව්‍යවහාරයන්හි ව ප්‍රවණතාව!

# Digital Transformation In Numbers

Payment Channels (Table)		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Grand Total	
Manual Payment	Cashiering - Check	₹281,060,455.50	₹262,823,994.43	₹304,018,416.42	₹326,701,845.84	₹327,196,694.33	₹347,633,424.10	₹370,303,114.89	₹401,898,518.67	₹451,022,031.29	₹500,152,921.75	₹563,983,165.05	₹592,086,335.67	₹352,024,079.62	₹207,527,425.59	₹203,260,671.86	₹197,960,776.14	₹5,689,653,871.15	
	Cashiering - Cash	₹35,834,554.54	₹37,677,320.21	₹41,125,079.13	₹51,156,767.45	₹54,179,003.28	₹78,296,035.62	₹84,149,066.23	₹102,758,085.63	₹108,016,561.28	₹147,350,432.56	₹163,522,946.21	₹161,334,816.88	₹144,321,082.34	₹96,405,604.36	₹120,341,497.65	₹126,344,921.94	₹1,552,813,775.31	
	Cashiering - Mixed	₹14,416,483.85	₹15,007,642.98	₹16,046,114.07	₹11,377,536.82	₹18,901,364.71	₹18,174,970.94	₹23,685,402.44	₹26,985,609.09	₹27,146,829.05	₹56,201,843.20	₹47,239,482.63	₹37,194,569.10	₹28,781,153.77	₹2,658,928.08	₹2,233,279.82	₹1,310,678.43	₹347,361,888.96	
	BDO									₹3,636.00								₹3,636.00	
	BPI										₹2,424.00								₹2,424.00
	PMO	₹33,064.85	₹2,303.00	₹1,010.00	₹1,409.50	₹551.90	₹4,174.00	₹2,004.50	₹8,093.00	₹11,693.75	₹13,336.80	₹70,036.60	₹153,990.62	₹44,843.92	₹5,682.20				₹352,194.64
	Others 1	₹98,407.24	₹62,833.06	₹87,802.10	₹71,520.12	₹45,498.34	₹40,571.70	₹59,977.96	₹30,145.94	₹644,533.52	₹82,774.96	₹129,827.42	₹2,923,221.47	₹44,676.40	₹4,856.00	₹10,060.00	₹75,842.92	₹4,412,549.15	
	Others 2					₹1,745.28													₹1,745.28
	Total	₹331,442,965.98	₹315,574,093.68	₹361,278,421.72	₹389,309,079.73	₹400,324,857.84	₹444,149,176.36	₹478,199,566.02	₹531,680,452.33	₹586,845,284.89	₹703,803,733.27	₹774,945,457.91	₹793,692,933.74	₹525,215,836.05	₹306,602,496.23	₹325,845,509.33	₹325,692,219.43	₹7,594,602,084.51	
Online Payment	Online - DragonPay										₹621,398.00	₹6,412,734.62	₹28,410,412.70	₹245,733,722.40	₹505,500,294.77	₹523,091,586.55	₹485,792,879.42	₹1,795,563,028.46	
	Online - PayMaya												₹13,291,184.67	₹62,360,447.23	₹68,470,694.74	₹91,137,640.47		₹235,259,967.11	
	Online - PayMaya GCash													₹1,174,563.03				₹1,174,563.03	
	Online - PayWallet												₹2,101,121.40	₹19,532,927.96	₹26,653,647.43	₹32,283,825.22		₹80,571,522.01	
	Online - DBP-Visa											₹377,972.34	₹9,893,195.84					₹10,271,168.18	
	Online - LBP												₹248,082.00	₹7,321,813.43	₹7,046,171.21	₹6,665,502.59		₹21,281,569.23	
	Online - LBP - Linkbiz																₹49,019.50	₹49,019.50	
	Online - USSC														₹417,170.08	₹913,025.70		₹1,330,195.78	
	Online - OL1	₹1,280,138.64	₹2,720,980.40	₹5,639,496.60	₹6,583,664.80	₹10,481,725.14	₹9,277,791.68	₹13,553,914.52	₹16,659,942.92	₹15,251,451.68	₹12,798,365.96	₹16,236,171.18	₹10,876,988.96					₹121,360,618.46	
	Online - OL4	₹40,278.80	₹874,356.19	₹1,361,111.78	₹1,961,140.71	₹177,639.30	₹179,365.90	₹180,951.60	₹182,375.70	₹208,461.00	₹91,497.92							₹5,257,181.90	
	Online - OL3					₹9,750.00													₹9,750.00
	Total	₹1,320,417.44	₹3,595,336.59	₹7,000,608.38	₹8,544,805.51	₹10,669,114.44	₹9,457,157.58	₹13,734,866.12	₹16,842,318.62	₹15,459,901.68	₹13,511,261.88	₹22,648,905.80	₹39,665,374.00	₹271,267,306.31	₹595,890,046.42	₹625,679,270.01	₹616,841,892.90	₹2,272,128,583.66	
	Grand Total	₹332,763,383.42	₹319,169,430.27	₹368,279,030.10	₹397,853,885.24	₹410,993,972.28	₹453,606,333.94	₹491,934,432.14	₹548,522,770.95	₹602,305,186.57	₹717,314,995.15	₹797,594,363.71	₹833,358,307.74	₹796,483,142.36	₹902,492,542.65	₹951,524,779.34	₹942,534,112.33	₹9,866,730,668.15	

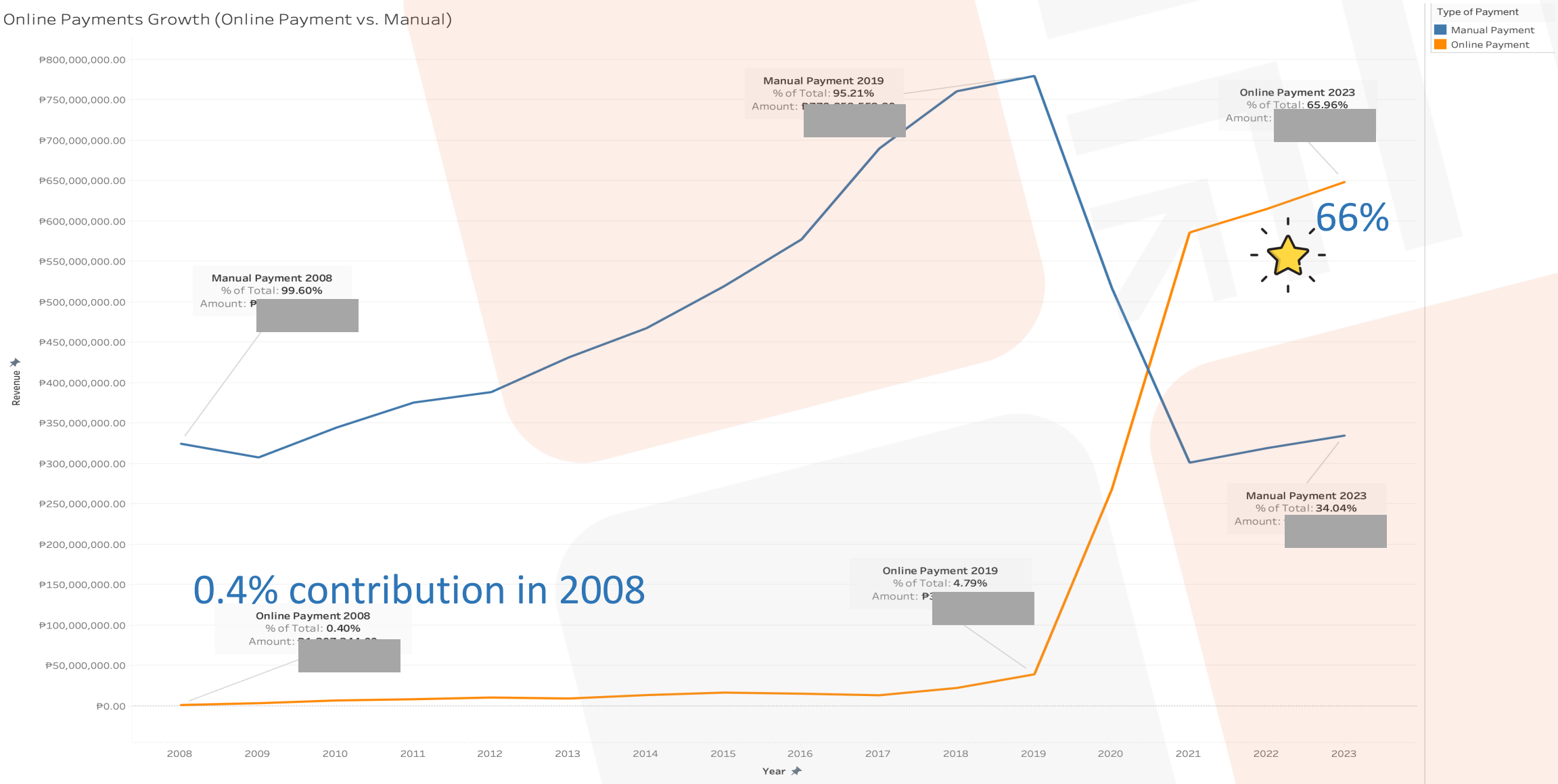

  
 From 0.4% contribution in 2008  
 To 66% as of today, and rising!



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# Digital Transformation Visualized

Online Payments Growth (Online Payment vs. Manual)





ਹੇਠ ਲਿਖੇ ਪੜ੍ਹਨ ਲਈ ਸੰਬੰਧਿਤ!

BI+DA Related IP Strategies

Actionable Insights

# IPOP



## INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

### Mabuhay

- Welcome Message
- Vision/Mission
- Mandate
- Historical Highlights
- 2002 Annual Report
- Organizational Chart
- Directory

About Us Services News & Events

This Web site can be accessed from the IPO Web site

### 2010



Search

- Patent
- Utility Model
- Design
- Trademark
- Copyright

Whats New

NOTICE OF TRANSFER  
04/27/2011

Office Order No. 53 Re:  
Accommodations for  
Patent and Trademark  
Applic...  
03/31/2011

Copy's paintings to be  
granted copyright by  
IPOP  
04/23/2011

View All

RSS Feed

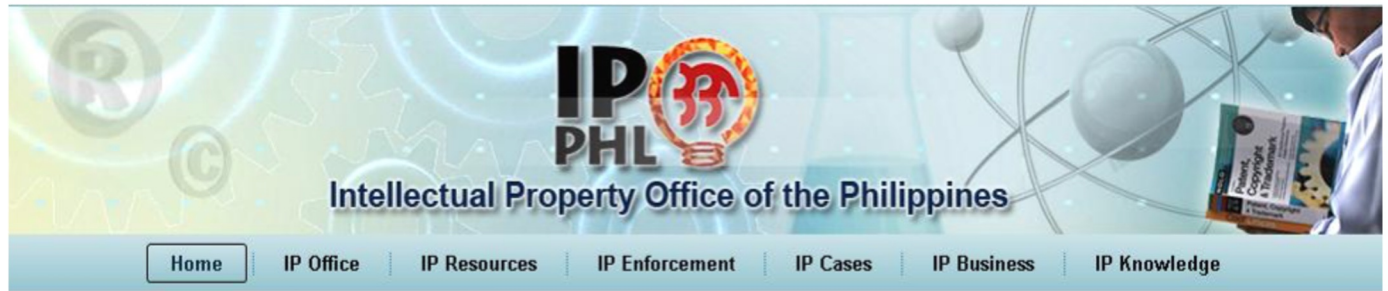
028453 No. of Visits



Visitors since 26 0

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### 2012



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- IP Enforcement
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Highlights [Intellectual Property Watch > A Closer Look Into A WIPO Regional](#)

### Home

## Essay Writing and Audiovisual Presentation Contest

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- Design
- Trademark
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PHILIPPINE BUSINESS & ENTREPRENEURS EXPO

April 25-28, 2013

10am-8pm

Hall 2 Megatrade Hall

5th Level, Building B, SM Megamall



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### 1998



# To This!



## Main Point of Entry To IPOPHL Services

### Revamped Roles

- Main site: CMO
- Services sites: MIS
- Analytics: MIS

### Hosting

DICT => IPOPHL  
Junked DICT SSL

### Noted by:

- CESB
- Supreme Court

2019

The screenshot shows the IPOPHL website interface. A red circle highlights the 'SERVICES' dropdown menu, which lists various services such as e-Services, Patent, Utility Model, Industrial Design, Trademark, Geographical Indications, Copyright, BLA IP Dispute Resolution, Technology Transfer, Patent Search and Analytics, IP Enforcement, Downloadable Forms, Schedule of Fees, and Global IP Services. The main banner features the text 'Copyright Registration Search' and 'Information on copyright registration for 2023\* is now available online!'. Below the banner, there are four columns of content: 'RESEARCHER' (Browse our collection of materials on intellectual property), 'INVENTORS, INNOVATORS, & INDUSTRIAL DESIGNERS' (Here are the requirements and steps in applying for grant of patent, and registering utility model and industrial design), 'ENTREPRENEURS' (Learn more about trademark registration and take a look at our business-related programs), and 'ARTISTS, AUTHORS, COPYRIGHT HOLDERS' (Deposit copies of literary & artistic works for the issuance of a certificate of recordation and deposit). The website footer includes social media icons and the text 'IPOPHL | www.ipophil.gov.ph'.

# Forms Digitalization

**REQUEST FOR GRANT OF A PHILIPPINE PATENT**

(The following is to be filled in by the Intellectual Property Office)

**APPLICATION No.:**

**FILING DATE:**

**Date of Receipt:**

**THE UNDERSIGNED HEREBY REQUEST GRANT OF A PHILIPPINE PATENT FOR THE SUBJECT APPLICATION.**

**Box No. I TITLE OF THE INVENTION**

**Box No. II APPLICANT (WHETHER OR NOT ALSO INVENTOR).** Use this box for indicating the applicant or, if there are several applicants, one of them. If more than one person (include, where applicable, a legal entity) is involved, continue in supplemental box.

The person in this box is (check one only):    applicant and inventor     applicant only

Name and address:

Telephone number:                      Fax Number:                      E-mail address:

(including area code)

Country of Nationality:                      Country of residence:

**Box No. III INVENTOR/S.** A separate sub-box has to be filled in respect of each person. If the following two sub-boxes are insufficient, continue in the "Supplemental Box". (giving therein for each additional person the same indications as those requested in the following two sub-boxes) or by using a "continuation sheet."

The person in this box/button is (check one only):    applicant and inventor     inventor only

Name and address:

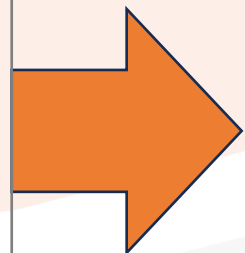
If the person identified in this sub-box is applicant (or applicant and inventor), indicate also:

Country of nationality:                      Country of residence:

The person in this sub-box is (check one only):    applicant and inventor     inventor only

Name and address:

If the person identified in this sub-box is applicant (or applicant and inventor), indicate also:




**BOP Form 500**

For IPOPHL use only  
**Application Number**

**Received by/Date**

**Date Mailed**

**IPSO/ITSO:**

  
 Republic of the Philippines  
 Intellectual Property Office of the Philippines  
 28 Upper McKinley Rd, Fort Bonifacio, Taguig City 1634 PH  
 ☎ +63 (2) 7238-6300 | ✉ info@ipophil.gov.ph

**REQUEST FOR A GRANT OF PATENT**

**TITLE OF INVENTION**

**DIVISIONAL INFORMATION** (For Divisional Applications, if applicable)  
Parent Application Number                      Parent Application Filing Date

**PCT INFORMATION** (For National Phase Entry Applications, if applicable)  
International Application Number                      International Filing Date (mm/dd/yyyy)                      Application Language  
International Publication Number                      International Publication Date (mm/dd/yyyy)                      Publication Language

**PRIORITY CLAIM/S** (If applicable)  
Foreign Application No.                      Priority Date                      Country of Filing                      Certified Copy Attached  
 Yes     No

**APPLICANT INFO** (For Individual applicants, you may skip Name of Company/Government/School and Position fields)

Name of Company/Government Agency/School	Entity	Type of Applicant
	<input type="checkbox"/> Big (Total Assets > P100M) <input type="checkbox"/> Small (Total Assets below P100M)	
Position (If applicable)	Gender	The Applicant is
Last Name                      First Name	<input type="checkbox"/> Male <input type="checkbox"/> Female	
Address (Complete street info, village, subdivision, barangay)	Middle Name	
Town/City		
Contact No.	Province/State	

**BOP Form 500**

For IPOPHL use only  
**Application Number**

**Received by/Date**

**Date Mailed**

**IPSO/ITSO**

  
 Republic of the Philippines  
 Intellectual Property Office of the Philippines  
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 ☎ +63 (2) 7238-6300 | ✉ info@ipophil.gov.ph

**REQUEST FOR REGISTRATION OF INDUSTRIAL DESIGN**

**TITLE OF THE INDUSTRIAL DESIGN**

**DIVISIONAL INFORMATION** (For Divisional Applications, if applicable)  
Parent Application Number                      Parent Application Filing Date

**PCT INFORMATION** (For National Phase Entry Applications, if applicable)  
International Application Number                      International Filing Date (mm/dd/yyyy)                      Application Language  
International Publication Number                      International Publication Date (mm/dd/yyyy)                      Publication Language

**PRIORITY CLAIM/S** (If applicable)  
Foreign Application No.                      Priority Date                      Country of Filing                      Certified Copy Attached  
 Yes     No

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# IPOPHL Gone Mobile

## Online Filing:

- Patents - eInventionFile
- Industrial Design -eIDFile
- Utility Models - eUMFile
- Trademarks – eTMFile
- Copyrights and Related Rights
- Patent Search
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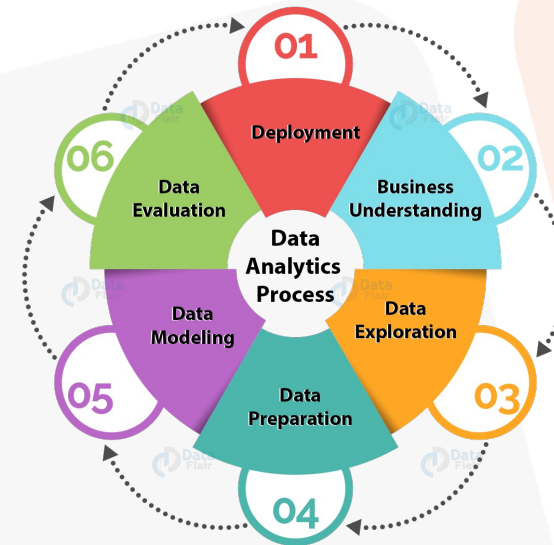
INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

*\*For further opportunity exploitation*

ਹਰਿਮੰਤਰੀ ਸਿੱਖਿਆ ਸੰਸਥਾ

# Key BI+ Takeaway

Business Intelligence tools + Data Analytics and systems play a critical role in strategic planning and are commonly used to gain insights into customer behavior, improve visibility into operations, forecast revenue stream, manage risk, and enhance business efficiency.



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# ASEAN BI+ Reimagined

ASEAN, an international organization established by the governments of Indonesia, Malaysia, the Philippines, Singapore, and Thailand in 1967 to accelerate economic growth, social progress, and cultural development and to promote peace and security in Southeast Asia.






Top 5 Economy

- **AMS BI+**
- **ASEAN BI+**
  - ✓ Shared Reports, Dashboards, etc.
  - ✓ Shared Actionable Insights
  - ✓ Shared Strategic Plans
  - ✓ A new level of cooperation

# Risk Matrix of BI Solutions

		Impact				
		Negligible	Minor	Moderate	Significant	Severe
Likelihood	Very Likely	Low Med	Medium	Med Hi	High	High
	Likely	Low	Low Med	Medium	Med Hi	High
	Possible	Low	Low Med	Medium	Med Hi	Med Hi
	Unlikely	Low	Low Med	Low Med	Medium	Med Hi
	Very Unlikely	Low	Low	Low Med	Medium	Medium

	Risks	Potential Mitigations
<b>Cost</b> 	Implementing a BI solution can be expensive. The cost includes not just the software, but also hardware, implementation services, training, and ongoing maintenance. For small to medium-sized AMS, this can be a significant investment.	IPOPHL already has a BI solution and is willing to share it with ASEAN AMS partners. All that is needed is a Cloud user subscription to Tableau Online at \$15/per/user/month.
<b>Complexity and Technical Challenges</b> 	Setting up a BI system can be complex. It requires proper integration with existing systems, and sometimes the data sources are not easily compatible with the BI tools. Additionally, maintaining data quality and ensuring the system's scalability can be challenging.	If you are using IPAS, it's plug-and-play. You can be up and running with BI within a few days.
<b>Data Quality and Management</b> 	The effectiveness of a BI system is largely dependent on the quality of the data it uses. Poor data quality (like inaccurate, incomplete, or outdated data) can lead to misleading insights and poor decision-making. Managing large volumes of data and ensuring its consistency and accuracy can be a daunting task.	The IPOPHL BI solutions is 100% IPAS database compatible. WIPO Publish can alleviate data management concerns.



# Q & A

## Engr. Charles A. Merioles, CESO IV

OIC MIS Director, IPOPHL

[charles.merioles@ipophil.gov.ph](mailto:charles.merioles@ipophil.gov.ph)



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