



# **ASEAN IP Register**

## ***Data Sharing Platform***

William Meredith  
IP Office Business Solutions Division

# Demand for data and business intelligence services

- Can my brand be registered?
- Will my brand be distinctive?
- Is anyone potentially infringing on my IP?
- What IP are my competitors registering?
- What IP are my competitors not registering?
- Who owns the high-value IP in industry X?

IP offices are not meeting these needs

IP offices are not participating in the benefits of their data

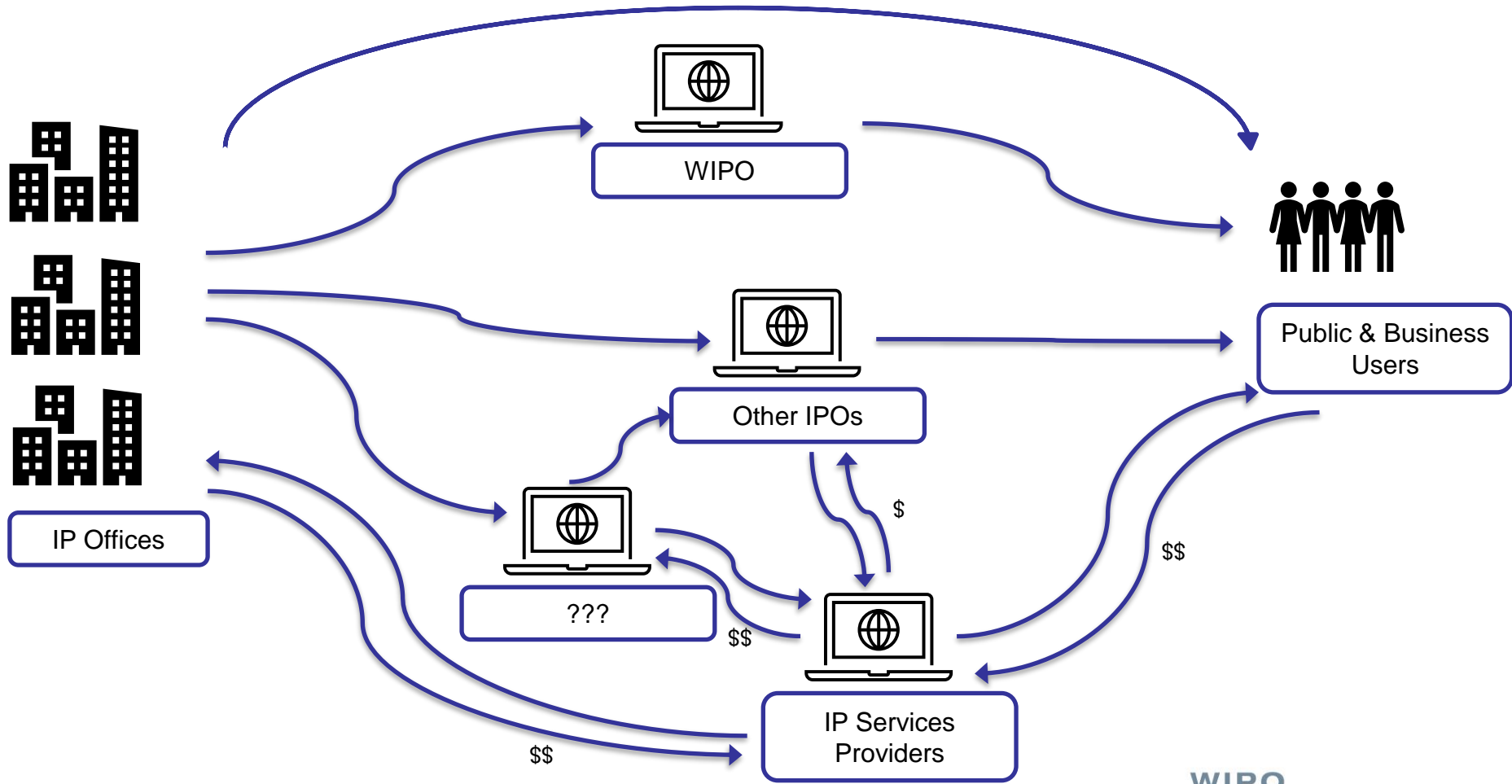
Solutions from the private sector are expensive and proprietary

# Current Situation

Office	ASEAN IP Register	Global Brand Database	ASEAN TM View	TM View
Brunei	56,235	56,261	52,147	48,131
Cambodia	131,485	131,567	130,724	110,348
Indonesia	1,577,872	1,595,518	832,873	
Lao PDR	61,564	61,680	51,446	44,607
Malaysia	1,017,169	1,019,074	819,386	819,377
Philippines	623,008	641,068	646,511	577,459
Singapore	562,365	786,984	734,344	-
Thailand	1,163,177	1,166,949	1,051,842	1,051,842
Vietnam	749,160	717,727	656,140	760,209
Total	5,942,035	6,176,828	4,975,413	3,411,973

- Clarivate, WIPS, JPO, etc have different data
- Where is the authentic information?
- Which service can I really trust?

# Current Situation

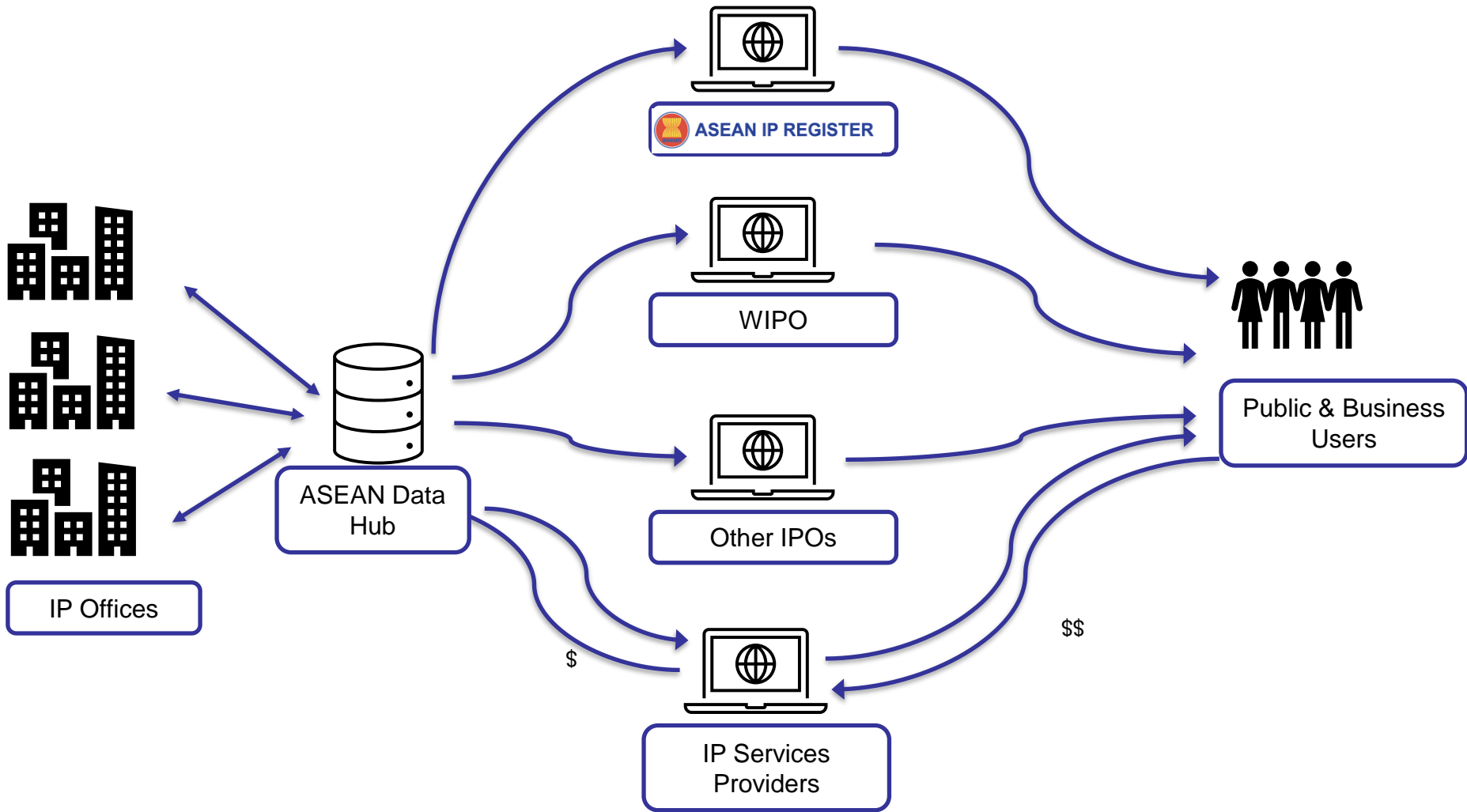


# ASEAN IPR as a Data Hub

## ■ Principles:

- Increased availability of timely and reliable IP information to everyone
- IP offices determine the authentic data available to public
- One-stop shop repository of ASEAN IP data for all users
- Data security and privacy built-in to platform
- Benefits are shared with IP offices
  - e.g. efficiency gains, better-quality, access to added-value services

# ASEAN IPR as a Data Hub



# Data Governance (1)

## ■ General Framework:

- Single framework for ASEAN Data Hub, single set of terms and conditions
- Each office may specify conditions, for example on data redistribution, types of data, etc

## ■ Ownership:

- Ownership of the data remains with originating offices
- Users must acknowledge the source of data

## ■ Personally Identifiable Information

- Offices may remove or obfuscate PID (addresses, phone numbers, ...) according to their national laws

# Data Governance (2)

- Exchange between offices
  - Data is freely exchanged between participating offices
  - Offices may not freely re-distribute data
  - Offices have the right to use all data in the provision of services to their stakeholders and public
  
- Access by Commercial Service Providers
  - Commercial service providers may be granted access to [all?] data
  - Service providers provide [services, payment?] in exchange for access



# Data Governance (3)

## ■ Non Commercial Users:

- Research organizations, universities and other non-profits may be granted free access
- No redistribution and no commercial use

## ■ Added value:

- Participants may created added-value data (translations, image-to-text, classifications, etc)
- Added value data should be shared with all participants

Thank You