

ASEAN: A Community of Opportunities for All

**THE ASEAN IP REGISTER -
BACKGROUND AND
EXPANDING REACH AND IMPACT
FOR THE ASEAN COMMUNITY**



The ASEAN IP Register - Background

December 2022

- ASEAN IP Data being made available to stakeholders
- ASEAN IP Data being handled by a neutral party
- Automated solution for the uploading and maintenance of ASEAN IP Data

August 2023

Launch of the ASEAN IP Register at the 55th ASEAN Economic Ministers Meeting

January 2024

1st WIPO-ASEAN Strategic Forum discussing the ASEAN IP Register

2022

5th February 2023

First meeting between WIPO and ASEAN IT leads to discuss potential ASEAN-WIPO collaboration.

Proposed

for an “ASEAN IP Register” to be linked to the commitment under the ASEAN-WIPO MoU. Proposal subsequently communicated to and endorsed by the AWGIPC.

November 2023

1st ASEAN IP Register Coordinators Meeting



Today

The ASEAN IP Portal - One-Stop Platform for ASEAN IP Services and Information



ASEAN
Intellectual Property Portal

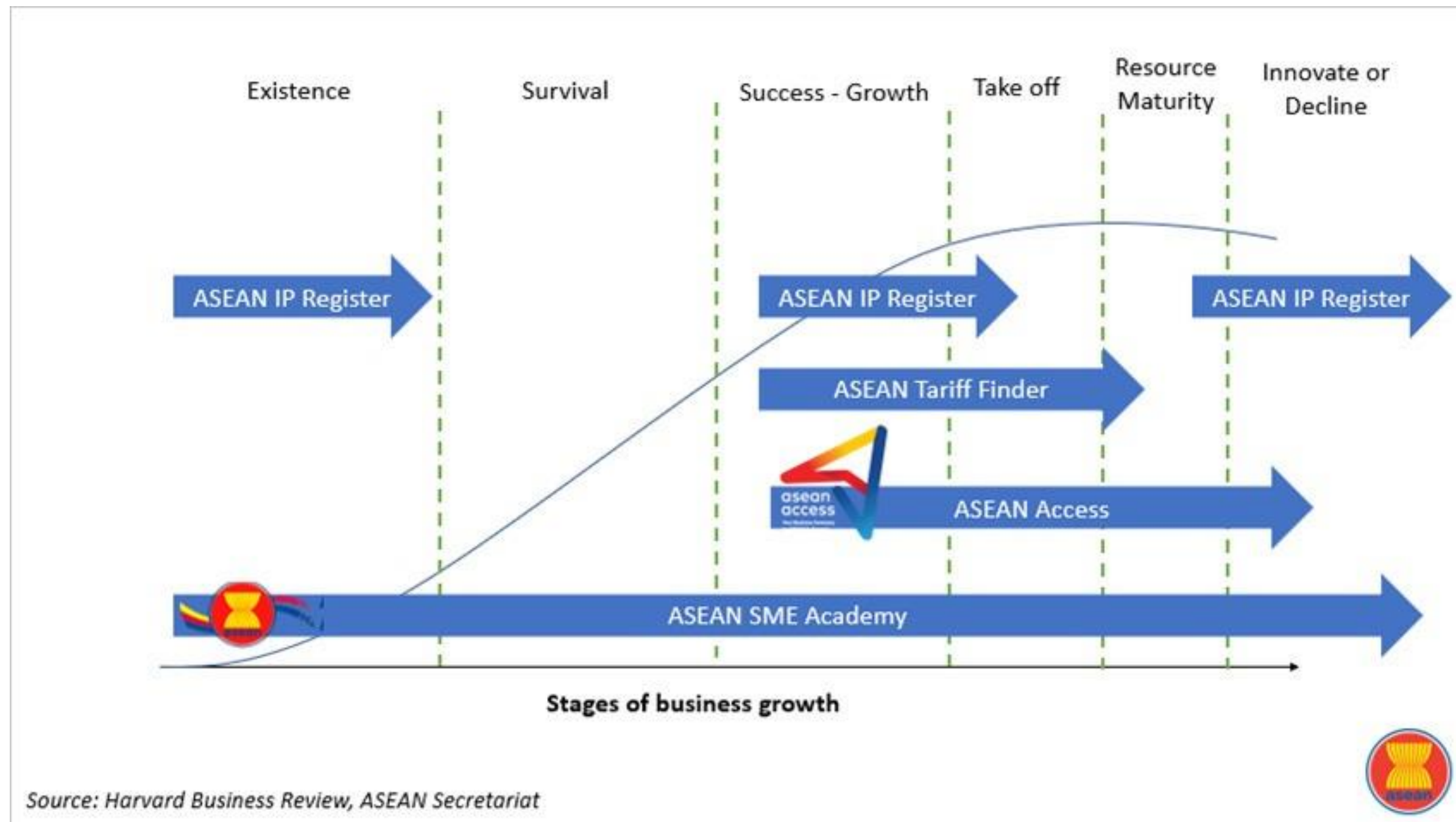
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- ASEAN Patent Examination Co-operation (ASPEC) ▶
- Patent Cooperation Treaty (PCT)
- Madrid Protocol
- Hague Agreement
- ASEAN IP Register
- ASEAN GI Database
- ASEAN IP Case Law

Transforming ASEAN Into An Innovative and Competitive Region Through the Use of Intellectual Property

I am..	▼	I wish to..	▼
Business Owner / IP Agent		file an online ASPEC application to protect my invention in ASEAN	
Student / Researcher		know more about the ASEAN IP Rights Action Plan 2016-2025	
		search for existing patents, trademarks and designs in ASEAN	
		obtain contact info for the ASEAN IP Offices	

The ASEAN IP Register in the ASEAN Business Growth Cycle



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**THE ASEAN IP REGISTER -
HELPING
ASEAN IP OFFICES TO MOVE
FROM REGISTRATION OFFICES
TO INNOVATION DRIVERS**



ASEAN IP Landscape in 2024

Due to Member State commitments to the WTO, free trade negotiations and through the assistance of inter-governmental organizations such as WIPO, the regional IP landscape in ASEAN in 2024 is:

Robust: As of 2024, all ASEAN Member States (save for Myanmar) are members of key IP treaties such as PCT, Paris Convention, and the Madrid Protocol.

Moving towards Harmonization: Feasibility studies are being conducted in the field of patents, trademarks and designs to study the feasibility of regional IP systems that would facilitate regional registration. Currently, work-sharing initiatives in patent examination already exist (ASPEC system). The ASEAN IP Register also marks the harmonization of data delivery sources towards a central ASEAN database.

Policy shift towards Commercialization and Exploitation of IP for ASEAN: With ASEAN already possessing a robust IP system which will facilitate trade and investment, the policy shift in recent years has moved towards assisting ASEAN's own SMEs in their protection, management and commercialization of their own IP.

ASEAN IP Offices - From Registration Offices to Innovation Drivers

In line with ASEAN IP Office's shift towards focusing on the utilization of IP in innovative practices, the ASEAN IP Register can help in several ways:

Current benefits to the ASEAN Business Community:

- Provide access to real time application and registration data for SMEs, reducing search costs.
- Enable SMEs to make strategic decisions based on search data.
- Gather information for potential collaborators and licensing partners.

Future benefits to the ASEAN Business Community:

- Allow to manage IP portfolios with filing date and renewal tracking.
- Allow for AI-assisted classification and search
- Access to business intelligence data and IP filing trends
- Access to WIPO advanced services including full suite of Patentscope services, trademark image search functionality etc.

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**THE ASEAN IP REGISTER -
HELPING
ASEAN BUSINESSES TO ACCESS
INNOVATION**



Stages of IP Utilization and Impact for ASEAN

Stage 1 - Using IP to promote and strengthen traditional and agricultural industries

Stage 2 - Using IP to promote manufacturing industries and export-based trade

Stage 3 - Using IP to promote innovation of ASEAN industries and businesses and as a modernization tool

IP can be used for inclusive development at all stages of a country's economic cycle and the IP register can play a role in this

Stage 1 - Intellectual Property for the Growth of ASEAN's Traditional Industries

Stage 1 (agricultural and primary-based economies) - IP to protect national patrimony

GI protection has been shown to increase the price of agricultural commodities
An ASEAN success story is Cambodian Kampot Pepper which trades at 3X the price in 2023 following its first registration of a GI in 2016.

The ASEAN IP Register can help to promote filings of successful ASEAN brands in the traditional industries. Discussions have already begun on including a GI database in the ASEAN IP Register which would subsequently allow for

Initiatives to promote IP Register -
Promotion of the IP register in regional producer events including Asia GI, WIPO and EU-supported GI events. Provide a snapshot to the producers on how to use the IP register for the registration of their own brands and subsequently work with WIPO on the including of a GI database to the Register.

Using IP (protection of Geographical Indications) to preserve quality of national products such as Kampot Pepper, Flores Coffee, Pineapple Huaymon and Bin Phuoc Cashew

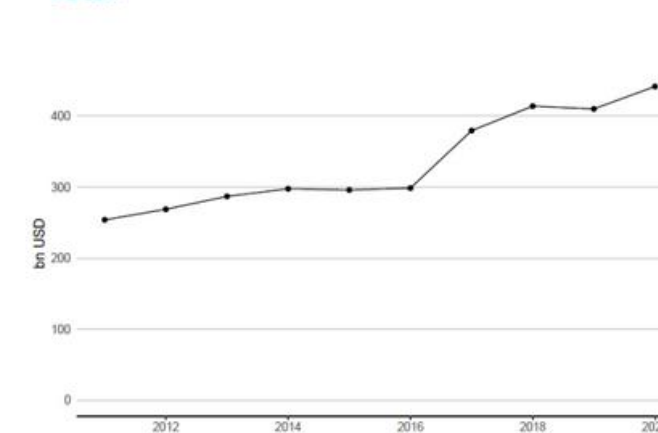


Stage 2 - Intellectual Property for the Growth of ASEAN as a Hub for MNCs

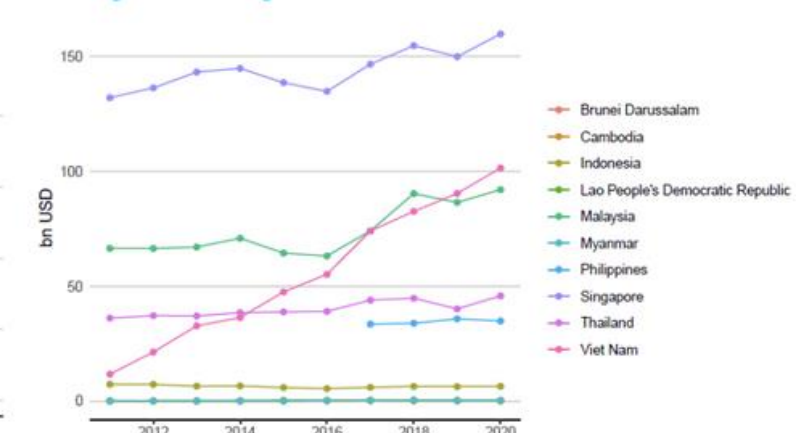
Stage 2 (secondary economies) - IP to facilitate manufacturing and trade

Using a robust IP system with international registration to facilitate trade, exports and the presence of multinationals in ASEAN.

ASEAN high-tech exports, 2011-2020
Total



By economy



Source: Global Innovation Index Database, WIPO, 2022.

The ASEAN IP Register can help MNCs to in their IP searches in ASEAN and to look up potential collaborators. MNCs would also be interested in business intelligence data in the future.

"Strong intellectual property rights and R&D expenditures are the two most important factors in facilitating high-tech exports" - Bayar et al

Initiatives to Promote IP Register - Promotion of the IP register in the ASEAN Chambers of Commerce, working groups set up to facilitate regional FTAs and key stakeholders such as the ASEAN Business Advisory Council.

Stage 3 - ASEAN as a Hub for Innovation

Stage 3 (secondary/tertiary economies) - IP used by ASEAN Member States to Promote their Own Innovations and Industries

Creating strong entrepreneurial policies and culture, IP-culture in R&D institutions, strong ease of doing business policies and providing finance for start-ups and scaling. IP protection in these advanced economies begins at the inception stage and continues as the companies scale.

The ASEAN IP Register can help to provide key IP and business data to entrepreneurs and SMEs which must be aligned with strong institutional support. The IP Register will support innovation from inception to commercialization.

Using a robust IP system to the benefit of national ASEAN businesses and industries, allowing them to flourish



Initiatives to promote IP Register - Support from National IP Offices to share the initiative. ASEAN/ASEAN Secretariat to come up with promotional materials for national offices to share.

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**THE ASEAN IP REGISTER - KEYS
FOR THE EXPANDING THE USE
OF THE ASEAN IP REGISTER IN
ASEAN EFFECTIVELY**



Keys for Expanding the Use of the ASEAN IP Register

- Understanding of IP policy considerations and areas of focus for the ASEAN Economic Community.
- Collaboration between key groups (AWGIPC, National IP Offices, ASEAN Secretariat, WIPO).
- Cross-sectoral collaboration with other ASEAN working groups (SME groups, Trade Facilitation groups, Trade in Goods groups, etc).
- Promotion of IP Register in relevant IP workshops and meetings.
- Promotion of IP Register in ASEAN TISC networks.
- Creation of promotional materials to promote the ASEAN IP Portal's range of services and promotional materials for the IP Register (Singapore, ASEC and WIPO).