

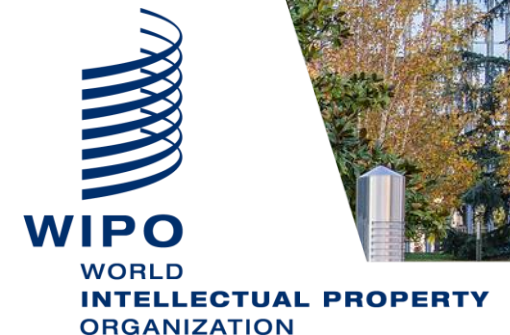
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# Promotion of ASEAN IP Register Services

## *Utilizing ASEAN IP Register for Enhancing IP Utilization*

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## The Memorandum of Understanding (MOU) between ASEAN and WIPO on Expansion of Cooperation in Specific Areas

***“...a forward-looking agreement with ASEAN to expand the use of intellectual property (IP) in supporting economic, social and cultural development across the region...”***



***Signed in Semarang, Indonesia, 20 August 2023***

# Four Expanded Areas of Cooperation



Helping ASEAN SMEs and startups to use IP in support of intra-regional and inter-regional trade through awareness and capacity-building as well as the provision of infrastructure, tools and resources

Leveraging on the digital technologies for business success through increased and effective use of IP (mobile applications, videogames, tools related to patent analytics, AI, etc.)

Unlocking the use of IP and other intangible assets of businesses to secure monetization and financing

Supporting creative industries through the development and building capacity on economic indices to measure their contribution to national economies

# Utilizing ASEAN IP Register through Collaborative Ecosystems

- Key Players: innovators and creators; public- and private-sector organizations
- Coverage: ASEAN region and national levels, and beyond (non-ASEAN)
- Strategies: fostering the formation of collaborative networks and ecosystems

## Strategies to foster collaborative ecosystems at national and regional Levels

Innovators and Creators

Short to Medium  
Terms (1-5 years)

Identifying the  
potential and growth  
areas in innovation  
and creativity space

Raising awareness at scale through  
networking and collaboration with and  
among key stakeholders such as startup  
accelerators, IP Offices, business  
associations, etc.

Actions: Fostering and leveraging through WIPO Projects and Initiatives such as IP Management Clinics for SMEs/Startups and the Strategic IP Assist Program (soon to be launched)

## Private Sector



Identifying key industry groups and priority sectors



ASEAN and Beyond:  
Short to Medium  
Terms

- ASEAN-BAC, Non-ASEAN Business Councils
- Chambers of Commerce, Federation of Industries
- Integrating the AIR promotion in the associations' and organizations' outreach, advocacy and capability development programs
  - Where to play? Building in-house capabilities to spot opportunities and develop strategic foresight

Actions: Leveraging through WIPO Projects and Initiatives such as IP Management Clinic for SMEs/Startups, Strategic IP Assist Program (soon to be launched), and ASEAN Patent Landscape Project



# IP Management Clinics for SMEs/Startups in Indonesia and the Philippines



- **IPMC Philippines:** In cooperation with the ASEAN Business Advisory Council Philippines (ABAC PH), the Philippine Franchise Association (PFA) plus Go Negosyo, WSO and the IP for Business Division, WIPO, kicked off the IP Management Clinic (IPMC) Program in the Philippines on May 12, 2023.
- Eight(8) enterprises in the franchising businesses from food & beverage, health & wellness, education and micro-lending participating in the program





- ***IPMC Indonesia***: In cooperation with the ASEAN Secretariat, Bank Indonesia, the Directorate General of Intellectual Property, Indonesia (DGIP), and the ASEAN Business Advisory Council (ASEAN-BAC), WSO and IPBD, WIPO, launched the IP Management Clinic (IPMC) in Indonesia on June 14, 2023
- Nine (9) companies from food & beverage, craft & fashion, and e-commerce platform for agribusiness participating in the program





# Intellectual Property Management Clinic: Regional Event on Leveraging IP for Business Growth and Globalization

Bangkok, Thailand, November 16 and 17, 2023





## OUR IP Journey...

### Before

- Insights
- Compliance
- Lack of deep appreciation
- Brand name and trademark focused

### After

- Actions
- Growth Strategy
- Advocate of Intellectual Property
- All aspects of IP (trademarks, copyrights, design, confidentiality)





# Some Key Results of IPMC Programs in Indonesia and Philippines

- **Before:**

- No strategy for managing and leveraging IP to support business growth and expansion
- Mistakes made in IP management such as misaligned ownership of IP, and inadequate safeguard of trade secrets
- Misunderstanding of the specific types of IP needed to support business growth
- Entering new local and external markets without registration and protection of IP assets
- Absence of non-disclosure agreements (NDAs) with the employees

- **After:**

- IP becoming part of the growth strategy for companies participating in the Programs
- Trademark portfolio and trademark filing plans overseas prepared and executed
- Use and leverage of other types of IP (e.g., copyright, trade secret) by companies
- Stricter internal policies and protocols for the management of sensitive information
- Companies embarking on IP audits, and comprehensive IP protection specified in contracts with partners
- Introduction by businesses of NDAs with employees.
- Mid-term strategies for each participating company provided (covering, e.g., review of franchise agreements as well as internal policies concerning IP, data privacy and confidential information protection, and in-house management system for IP portfolios)

## Public Sector

Short to Medium  
Terms (1-5 years)

Identifying  
creativity- and  
innovation-  
promotion agencies  
in IP ecosystem

Integrating the AIR promotion in the agencies' outreach and advocacy programs

- Focus: improving in-house knowledge and skills on how to use IP data in setting strategic directions and initiatives (e.g., relevance, needs, future challenges and opportunities for growth)

Actions: Leveraging through WIPO Projects and Initiatives such as ASEAN Patent Landscape and Patent Audit of Technology Transfer Offices (TTO)



# THANK YOU

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