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# Promotion of ASEAN IP Register Services

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# **Key Target Groups**

**Upstream level:** Inventors, Creators and IP Attorneys **Downstream level:** Companies, Entrepreneurs and IP

Attorneys

### Gaining greater insight through use-case prioritization

#### Upstream level: Patent analytics and innovation benchmarking

- Southeast Asia Patent Landscape Report
- Innovation benchmarking at the industry level and in the growth sectors such as medical technologies, pharmaceutical innovations and creative healthcare solutions

# Downstream: Analysis of IP portfolios/strategies (with a focus on trademark flows).

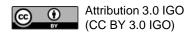
- Comparing and evaluating the IP portfolio of a given company relative to those of its competitors in the same industry, or to that of the industry itself?
- Identification of new IP-based entrants in the industry, and of how companies' IP filing activities have changed over time in response to competition or to technological advances?
- Case illustrations to be selected from companies participating in the scaled-up IP
   Management Clinics for SMEs/Startups Program that are commercially more mature and
   are already expanding their businesses in the international and regional markets.

## Planned Activities in 2024/25

- Development of multi-media examples in navigating and leveraging the ASEAN IP Register platform and services
- Conduct of in-country immersive workshops for:
  - Inventors, Creators and IP Attorneys
  - Companies and Entrepreneurs
- Providing targeted advisory services, including the development of a data and analytics strategy and road map for specific industry groups

## **THANK YOU**

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