

Place your image behind this mask and either trim or reduce your image to obtain the desired framing.

# Promotion of ASEAN IP Register Services

**Thitapha Wattanapruttipaisan**  
Director, WIPO Office in Singapore

**Jakarta, Indonesia**  
**May 9, 2024**



# 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

© WIPO, September 2023



Attribution 3.0 IGO  
(CC BY 3.0 IGO)

The CC license does not apply to non-WIPO content in this presentation.

Photo credits: WIPO

The WIPO logo is located in the bottom right corner of the slide, set against the background of the modern glass building. The logo consists of the letters 'WIPO' in a bold, white, sans-serif font.