

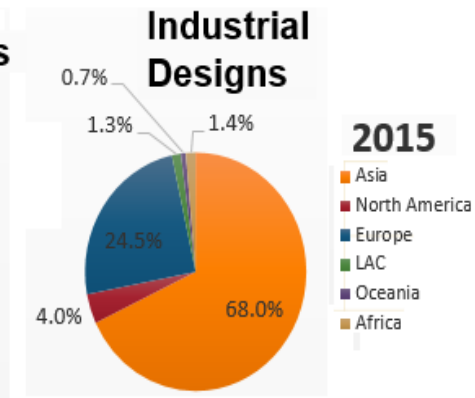
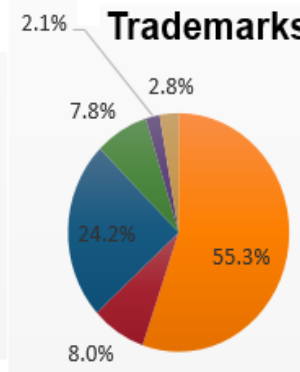
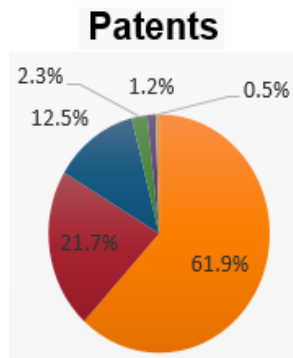
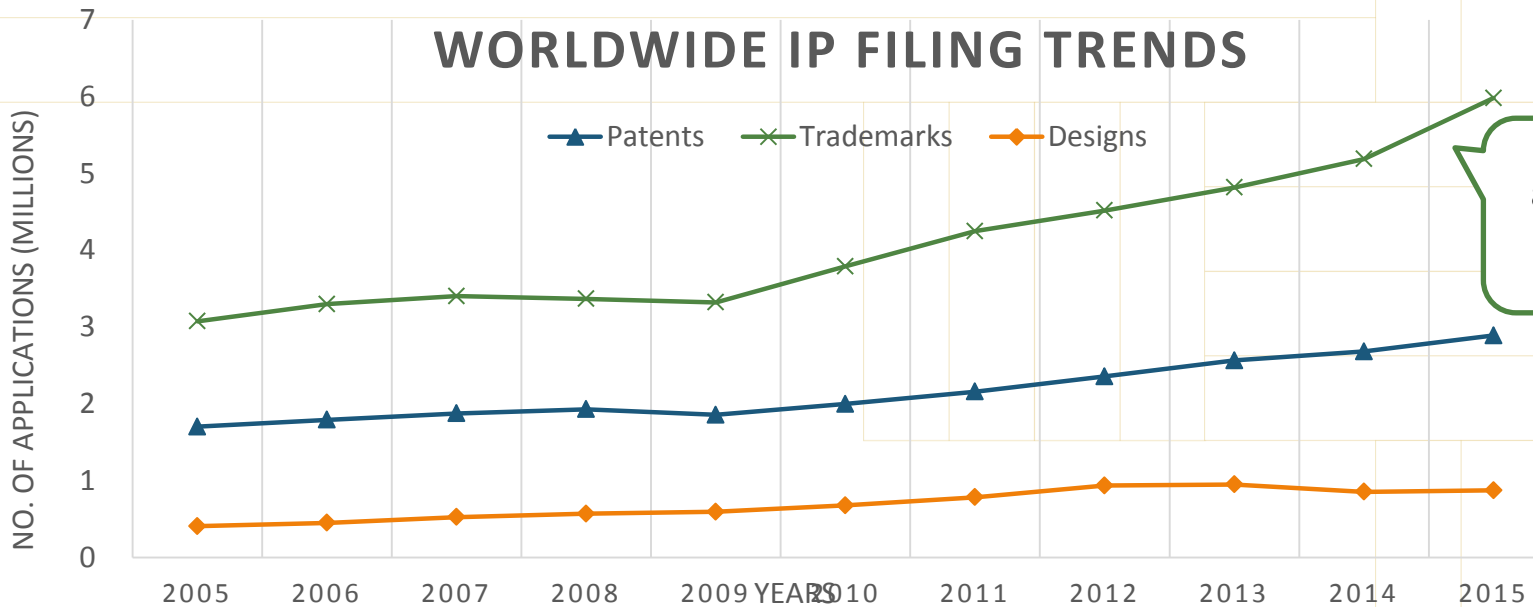


INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE

# Intellectual Property Office of Singapore – towards an innovation driven world

22 February 2018

# Asia driving growth in worldwide IP filings

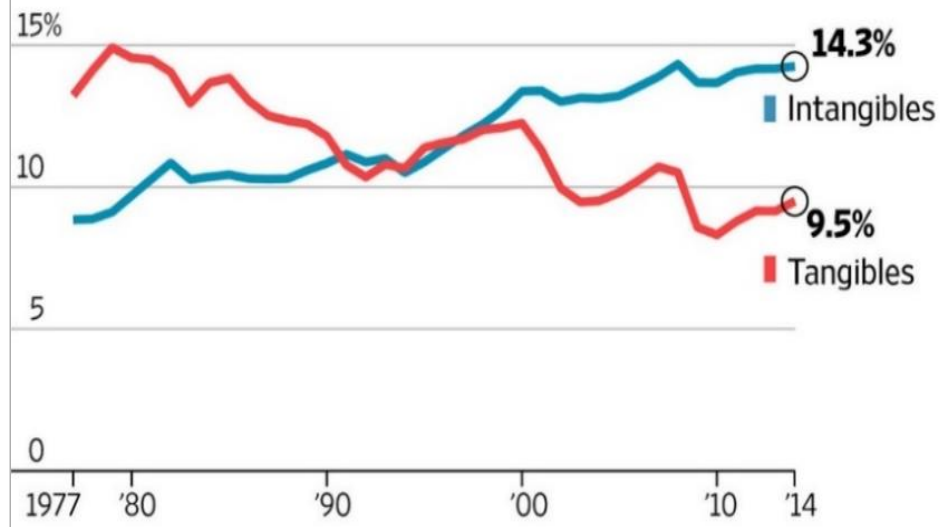


# Enterprise value will shift towards intangible assets...

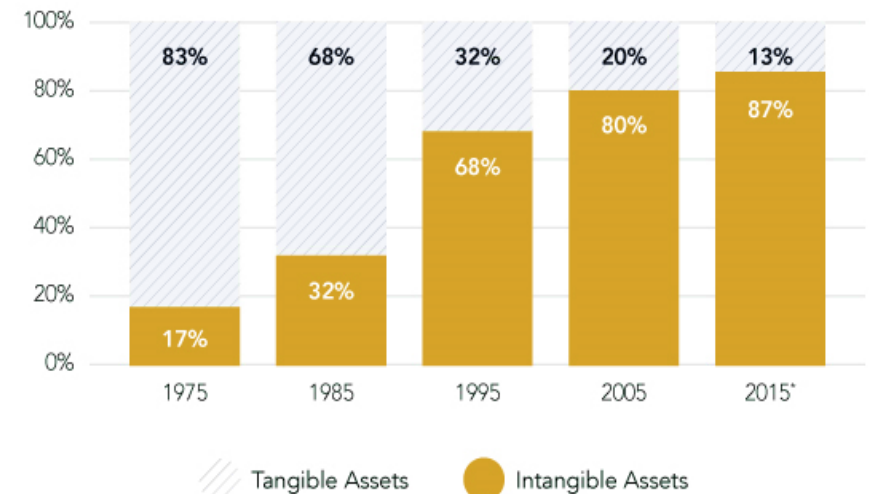
- **Market value and investment** in intangible assets in the US have **surpassed** tangible assets
- As of 2015, **more than 80%** of S&P 500 value is in **intangible assets**

## Intangible Investment

Investment rates in assets, as a percentage of private-sector GDP



## COMPONENTS of S&P 500 MARKET VALUE



Research on U.S. Companies' Investment in 2014 by Economist Carol Corrado  
Source: [The Wall Street Journal](#)

Study on Market Value of S&P 500 Companies in 2015 by Ocean Tomo  
Source: [Ocean Tomo](#)

## It is already happening in Asian unicorns...



- Razer Inc. valued at **US\$3.6 billion**
- **Net assets** only slightly more than **US\$168 million (2015)**
- Rest of value in **Intangible assets**
  - **IP**, e.g. patents, designs and copyright, trademark (over 1000 in total)
  - **Others** such its list of over 11.5 million registered users, its diverse mix of human capital

- Garena Interactive (now SEA) valued at **US\$3.75 billion** (2016)
- SEA's most valuable asset is **data**
  - E.g. its user base was valued at more than US\$100 million
  - Helps in predicting consumer behavior, product development

# From innovative IP office...

## Transform user experience

- Mobile-enabled, app-enabled for IP registrations and transactions
- iTunes experience



## Reform IP laws

- Regular reviews
  - Ongoing Copyright review
- Timely legislative amendments
  - Registered Design amendments
  - Patent amendments



## Build international linkages

- Good IP and innovation rankings by credible agencies
- Chairmanship of the WIPO Standing Committee on Copyright and Related Rights



# To an innovation agency...

BREAKING ALL NEWS WEEKLY TODAY'S PAPER LIFESTYLE OPINION SME WEALTH FOCUS  
THE BUSINESS TIMES

## IPOS, Makara Capital launch S\$1b fund to drive innovation

WED, APR 26, 2017 - 12:00 PM

CLAIRE HUANG  
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THE BUSINESS TIMES

## MyRepublic snags S\$70m investment to scale up products, expand regionally

WED, NOV 22, 2017 - 2:39 PM

ANNABETH LEOW  
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## IP Office of Singapore, Makara Capital launch \$717m Innovation Fund

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### SUSS to offer first master's in IP

The Singapore University of Social Sciences (SUSS) will announce students for its new Master of IP and Innovation Management (MIMM) programme this July.  
PHOTO: The Straits Times

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Early bird offers are valid for a limited period only.

## tryb Group raises \$30m from Makara Innovation Fund to expand fintech platform

# Helping ideas become assets

## Providing expertise and tools

- IPOS' subsidiary, IP ValueLab, provides **IP management and strategy advice** to companies
- Over **2000** companies engaged to date



## Creating funding options

- **Makara Innovation Fund**
- Invests in companies with proven and defensible IP, and strong growth trajectory based on intangibles

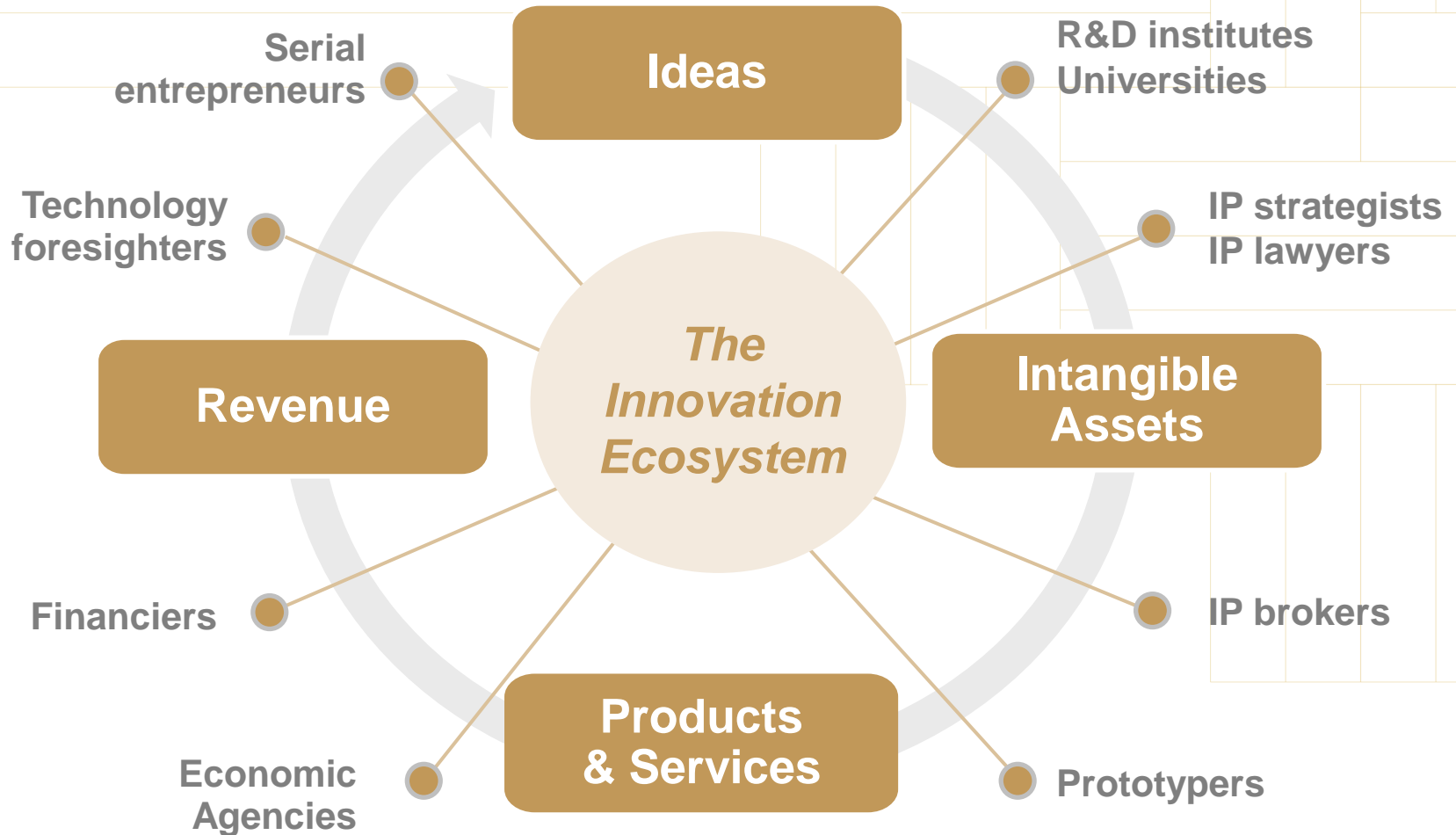


**First deployment –  
\$70m into MyRepublic**



**Second deployment –  
\$30m into tryb Group**

# Building the Innovation Ecosystem





# *From Singapore, Through Singapore*



**THANK YOU**