

WIPO – HIPOC for Countries in South Asia, Southeast Asia, Iran and Mongolia-Phase VI:

## **4. Monitoring and Evaluation Tools and Methodologies**

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UNITED STATES  
PATENT AND TRADEMARK OFFICE



# Monitoring and Evaluation Tools and Methodologies

Sources:

- IP Office—reports, publications, news, databases, statistics
- Rights owners
- IP professionals
- Trade associations
- Market
- General public

# Indicators

- Accessions to international treaties
- Reduction of patent and trademark backlog, pendency
- Application statistics
- Success stories
- Comments from rights owners, trade associations, IP professionals
- Presence of counterfeit or pirated goods
- Comments by general public



THANK YOU!