

ARISE + IPR

Ignacio de Medrano Caballero
HIPOC meeting
Tokyo, 19-20/02/2018

Background

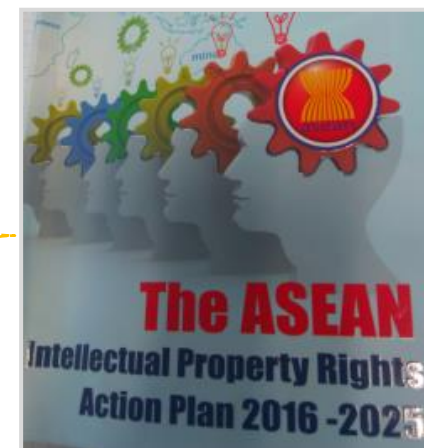
- In May 2014 the Action Fiche of the programme was already endorsed by AMS at the 1st Heads of EU-ASEAN IP Offices in Madrid-Alicante
- Feedback gathered and exchange of views about the content of the programme at the 2nd and 3rd Heads of EU-ASEAN IP office meetings in Alicante (October 2015) and in Bali (July 2016)
- Participation of the AWGIPC representative and ASEC at the ASEAN-EU Joint Committee for ARISE+ in Jakarta in February 2016
- Exchange of views about the configuration and the content of the programme 51st AWGIPC meeting in Kuala Lumpur in November 2016 and at the 5th (final) ECAP III PSC meeting in Vientiane in February 2017.

Main characteristics of the project

- A 5 year project with a budget of €5,555,556 (including a contribution of 10 % from EUIPO)
- Implemented by EUIPO with a Project Management Team (PMT) placed in ASEAN (Bangkok, Thailand)
- Fully aligned with the ASEAN Action Plan on IPR 2016-2025
- To support ASEAN regional integration and further upgrade and improve the systems for IP creation, protection, utilization, administration and enforcement in the ASEAN region

Alignment ARISE+ and ASEAN Action Plan on IPR 2016-2025

ARISE + IP Expected Results	ASEAN IPR Action Plan Strategic Goals
<p>Result 1</p> <p>Enhanced regional IP platforms and a network of strengthened and more efficient ASEAN IP Offices</p>	<p>Strategic Goal 1: A more robust ASEAN IP System is developed by strengthening IP O ffices and building IP in frastructure in the region</p> <p>Strategic Goal 2: Regional IP platfrms and infrastructures are developed to contribute to enhancing the ASEAN Economic Community</p>
<p>Result 2</p> <p>E ffective participation of the ASEAN Member States in global protection systems and other relevant international treaties in the IP field</p>	<p>Strategic Goal 1: A more robust ASEAN IP System is developed by strengthening IP O ffices and building IP in frastructure in the region</p> <p>Strategic Goal 2: Regional IP platfrms and infrastructures are developed to contribute to enhancing the ASEAN Economic Community</p>
<p>Result 3</p> <p>Increased awareness on the importance of IP protection in the ASEAN society and improved capacity of the productive sector to create, protect, utilize, commercialize</p>	<p>Strategic Goal 3: An expanded and inclusive ASEAN IP Ecosystem is developed</p> <p>Strategic Goal 4: Regional mechanism to promote asset creation and commercialization, particularly geographical indications and traditional knowledge are enhanced</p>
<p>Result 4</p> <p>Strengthened capacity of the IP administrations in Cambodia, Lao PDR and Myanmar to fully participate in the project initiatives and promote innovation in their countries.</p>	<p>Strategic Goal 1: A more robust ASEAN IP System is developed by strengthening IP O ffices and building IP in frastructure in the region</p> <p>Strategic Goal 2: Regional IP platfrms and infrastructures are developed to contribute to enhancing the ASEAN Economic Community</p> <p>Strategic Goal 3: An expanded and inclusive ASEAN IP Ecosystem is developed</p> <p>Strategic Goal 4: Regional mechanism to promote asset creation and commercialization, particularly geographical indications and traditional knowledge are enhanced</p>



Sustainability

- For capacity building activities, a Training of Trainers (ToTs) methodology will be developed in line with the one used by EPO and IP Australia for patent examiners.
- The Common Guidelines will be the used for this purpose, certifying trainers capable to train in their own IP Office or another ASEAN IP Office (cross trainings)
- Supporting AMSs in updating and improving technically ASEAN TMview, ASEAN DesignView, ASEAN TMClass, ASEAN IP Training for SMEs, ASEAN GIs database, etc.
- Once identified interest for new IT tools an **exit strategy** (including handover of the tools) should be agreed at the beginning of the programme.



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IPKey

IP KEY SEA PROJECT MANAGEMENT BOARD MEETING

Ignacio de Medrano Caballero,
IP Key SEA Project Leader
HIPOC Meeting, Tokyo 19-20 February 2018



Directed by the European Commission, IP Key is implemented by the
European Union Intellectual Property Office (EUIPO)

LEGAL BASIS FOR INTERNATIONAL COOPERATION

THE AMENDING REGULATION - EUTMR

Regulation (EU) No 2015/2424, Article 123(c) and 123(b)2
Cooperation to promote convergence
of practice and tools

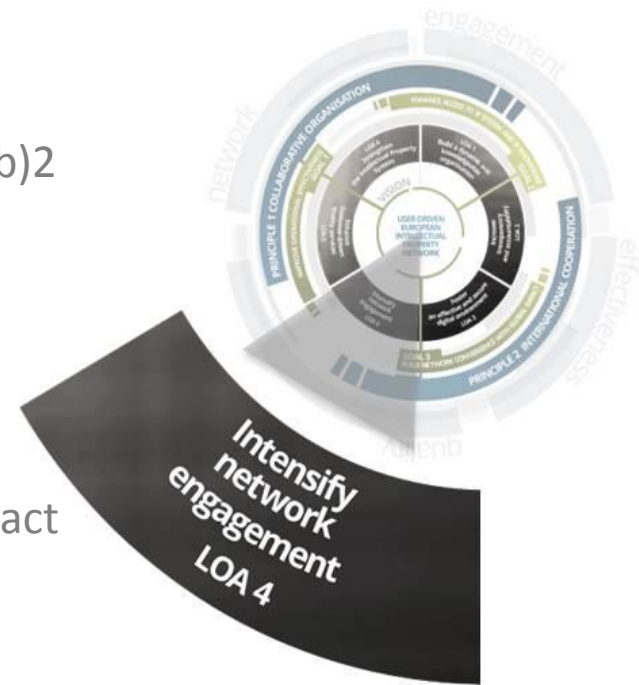
Multiannual Strategic Plan - SP2020

Strategic Goal 3: Network convergence with global impact

EUIPN – at the heart of EUIPO’s vision

The role of the EUIPN, integrated by the EU member states, has proven essential to harmonising practice and business environment in the single market.

→ *Good practice deriving from the EUIPN can be shared with other regions.*



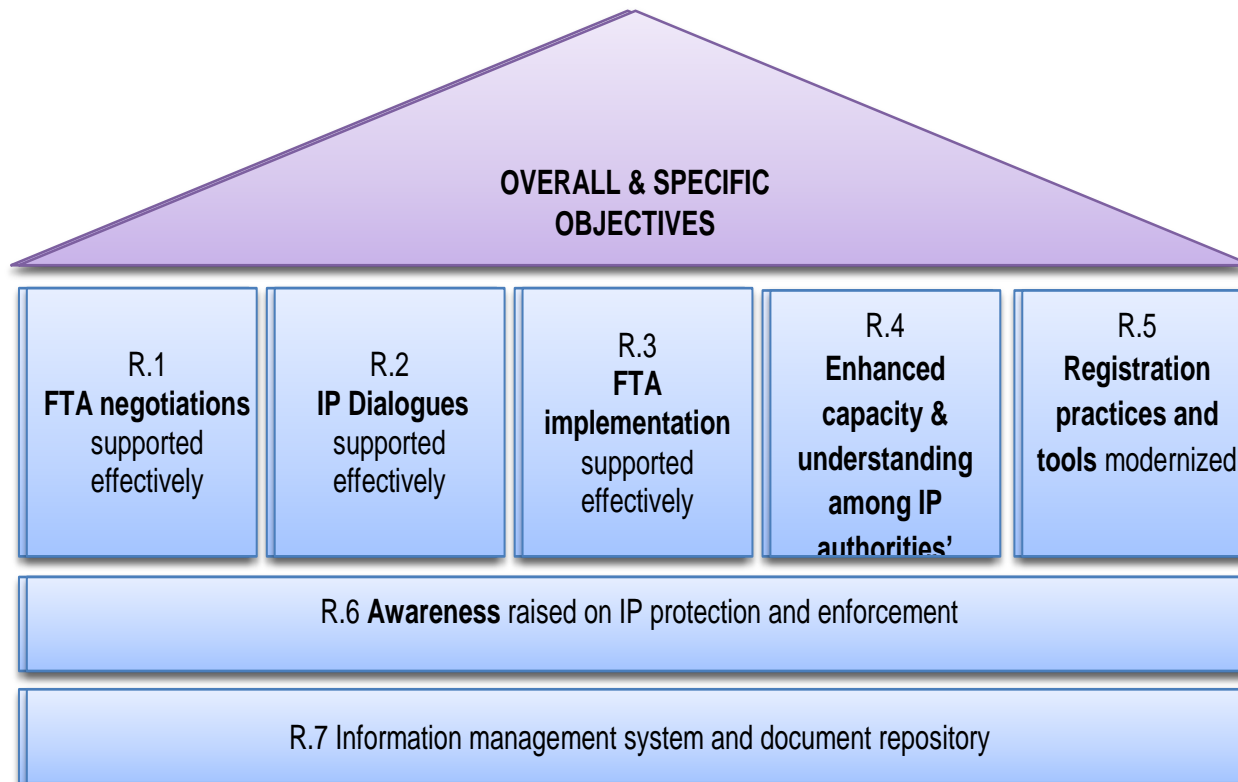
THE PROJECT IN FIGURES

- Total duration: 48 months
 - Inception phase (5 months) → started on 01/09/2017
 - Implementation phase (41 months)
 - Closure phase (2 months)

OBJECTIVES OF THE PROJECT

The overall objective of the action is to support the introduction and spread of an EU level of IPR protection and enforcement in our SEA trading partners.

II. IPKEY SEA EXPECTED RESULTS



PROJECT FOCUS → WHAT?

- Strengthen the investment climate and promote cooperation with Europe
- Address selected, emerging challenges in the area of IP emerging out of policy priorities and choices of partner countries: domestic, trade-oriented
- Provide technical assistance to countries in-line with their needs in relation to FTA negotiation/implementation

TYPES OF ACTIVITIES → HOW?

- Studies
- Policy Analysis
- Conferences, seminars, round-tables
- Workshops, peer-to-peer exchanges, trainings, study visits
- Technical support and advice (IT tools)
- Publications, press releases, etc.

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Funded by European Union



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Tools and Methodologies

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Browser interface showing the URL <https://www.aseanip.org/Portals/0/Common%20G> and the page title "Citrix Access Gateway". The browser menu includes "File", "Edit", "Go to", "Favorites", and "Help". The search bar contains "Google" and the page includes "Search", "Share", and "More >>" options. A toolbar with various application icons is visible below the search bar.


COMMON GUIDELINES FOR THE **SUBSTANTIVE EXAMINATION OF TRADEMARKS**

(First Edition)

More Links



Find Term

<p>Language</p> <p>English (en) ▾</p>	<p>Find Term</p> <p>Search term (E.g. Milk)</p>	<p>Nice Class</p> <p>1-45 </p>	<p>Offices</p> <p><input checked="" type="checkbox"/> BN <input checked="" type="checkbox"/> MY <input checked="" type="checkbox"/> SG</p> <p><input checked="" type="checkbox"/> KH <input checked="" type="checkbox"/> PH</p>	<p>Search</p>
<p>Source</p> <p><input type="checkbox"/> Official Alphabetical List of Nice Classification</p>	<p>Search mode</p> <p>Word prefix ▾</p>	<p>Sort by</p> <p>Relevance ▾</p>	<p>Master term</p> <p><input type="checkbox"/> Show only master terms</p>	

ASEAN TMclass is an online, multi-lingual, consultation tool offering free-of-charge access to a database of terms accepted by the participating ASEAN IP Offices as suitable to identify goods and services for the purposes of the registration of marks.

ASEAN TMclass helps you search for and verify the correct classification of those terms for goods or services in accordance with the criteria established by the International Classification (Nice Agreement). You can also verify whether a particular term is accepted by any of the participating Offices highlighted below and get translations of those terms into the working language of that Office.

ASEAN TMclass has been developed by the Intellectual Property Offices of the ASEAN Member States with the support of the EU-ASEAN Project on the Protection of Intellectual Property Rights (ECAP III Phase II) administered by the EU Office for Harmonization in the Internal Market (OHIM).

This tool is currently available for the internal use of the ASEAN IP Offices only.

Office information



Trade Mark Offices

- BN Brunei Darussalam
- MY Malaysia
- ID Indonesia
- PH Philippines
- KH Cambodia
- SG Singapore
- LA Lao PDR
- TH Thailand
- MM Myanmar
- VN Vietnam



The ASEAN one-stop classification tool

Contains over 13,800 terms

- ✓ **ASEAN List of Goods**
- ✓ **Nice Alphabetical List
(10.15/16)**
- ✓ **Common EU-Madrid
List**



- ASEAN TMview 2.0 : 3.6 million trademarks
- ASEAN Designview: 162.000 designs
(Indonesia was integrated in November 2016)
- Technical assistance in the handover of the tools to IPOPHL

ecap3.org





- Technical assistance in the handover of the ASEAN GIs Database to DGIP Indonesia

Country	Total
Brunei Darussalam	0
Cambodia	2
Indonesia	31
Lao PDR	0
Malaysia	47
Myanmar	0
Philippines	0
Singapore	0
Thailand	56
Vietnam	42
Total	178

ecap3.org





IP for Small and Medium Enterprises

This site was developed for the Intellectual Property (IP) Offices of the Association of Southeast Asian Nations (ASEAN) to provide a user-friendly tool for Small and Medium Enterprises (SMEs) in the region.

ecap3.org



Launch of IPOPHL eTMFile

25 April 2016



- Online filing of new trademark applications
- Integration with ASEAN TMview and ASEAN TMclass, and 3 payment channels
- Allows submission of attachments

ecap3.org





AGRICULTURE AND RURAL DEVELOPMENT DOOR

Le

European Commission > Agriculture and Rural Development > Agriculture and food > DOOR > Denomination Information

Name:	រូម្រកំពត (Mrech Kampot) "Poivre de Kampot"	Application Type:	PGI
Countries of Origin:	KH	Type of Product:	Class 1.8. other products of Annex I of the Treaty (spices etc.)
Dossier Number:	KH/PGI/0005/01263		
Status:	Registered		

Date of Submission:	06.10.2014
Date of Publication:	13.08.2015
Date of Registration:	18.02.2016

Official Journal Publications

[Official Journal L41 18.02.2016](#)

[Official Journal C265 13.08.2015](#)





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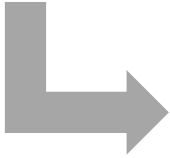
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Expected results



- Results discussed in parallel to the drafting of the ASEAN Action Plan 2016-2025 and endorsed by AWGIPC.

Evaluation

- Log frame in accordance with comments from AMSs
- During the programme collaboration of the AMSs is necessary to provide data for the follow up of the KPIs included in the log frame of the programme
- Mid term and final evaluation by external consultants

REVISED INDICATORS - OVERVIEW

Results	Indicators
<p>Result 1: <i>Enhanced regional IP platforms and a network of strengthened and more efficient ASEAN IP Offices delivering timely, quality and accessible trademark and design services to the stakeholders, including the business community</i></p>	<ul style="list-style-type: none"> • O.V.I.R1.1. Average TM and design processing times (from filing to registration) reduced by 10% as an average in the ASEAN IP Offices by the end of the project. • O.V.I.R1.2. Number of visits to ASEAN IP Tool from AMS increased by 20% by the end of the project.
<p>Result 2: <i>Effective participation of the ASEAN Member States in global protection systems and other relevant international treaties in the IP field.</i></p>	<ul style="list-style-type: none"> • O.V.I.R2.1. Number of international registrations designating the AMS that are members of Madrid Protocol increased by 15% by the end of the project. • O.V.I.R2.2. Number of international applications filed in AMS as Office of Origin increased by 15% by end of project. • O.V.I.R2.3. Use of Classification Systems Nice, Locarno and Vienna.
<p>Result 3: <i>Increased awareness on the importance of IP protection in the ASEAN society and improved capacity of the productive sector to create, protect, utilize, commercialize and enforce their IP rights in the ASEAN region.</i></p>	<ul style="list-style-type: none"> • O.V.I.R3.1. Number of ASEAN GIs protected in ASEAN and in other countries increased by 5% by the end of the project. • O.V.I.R3.2. Number of TM filings from AMSs in ASEAN increased by 5% by the end of the project. • O.V.I.R3.3. Number of design filings from AMSs in ASEAN increased by 3% by the end of the project.
<p>Result 4: <i>Strengthened capacity of the IP administrations in Cambodia, Lao PDR and Myanmar to fully participate in the project initiatives and promote innovation in their countries</i></p>	<ul style="list-style-type: none"> • O.V.I.R4.1. Average TM and Design processing times (from filing to registration) reduced by 5% in Cambodia and Lao PDR by the end of the project. • O.V.I.R4.2. TM and design databases of Myanmar are established within 2 years from approval of their TM and design laws. • O.V.I.R4.3. GI registration system initiated in Myanmar by the end of the project.

→ Better definition

→ More measurable (data/time)

→ Link to existing Data

→ Achievement related

→ More realistic



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