

**CONFERENCE ON THE ROLE OF INTELLECTUAL
PROPERTY OFFICES (IPOS) IN PROMOTING
INNOVATION, BUSINESS COMPETITIVENESS AND
ECONOMIC GROWTH**

***Country Presentation on challenges in Formulation and
Implementation of National IP Policies and Strategies: Philippine
Experience***

By

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**IP
PHIL**



VISION:

***An Intellectual Property conscious Philippine
a Demystified, Development –Oriented and***

"IP O 1 1 2000"

Mission Statement

We are a knowledge-driven government organization that works towards economic, technological, and socio-cultural development by communicating, enabling, and ensuring the effective use of the Intellectual Property System in all levels of society for the creation, protection, utilization, and enforcement of Intellectual Property

HOW we can
achieve our
mission

2020 VISION

30 TIP



Vision Statement

**An Intellectual Property-
conscious Philippines in a
demystified, development-
oriented, and democratized
IP System by 2020**

IP-CONSCIOUS
Philippines in a

D

EMYSTIFIED

D



EMMYSTIFIED

Everyone knows
how to use the IP
system in their
work, business &
careers

D

EMMYSTIFIED

Pragmatic, logical & predictable

Knowhow & “showhow” that can find application in everyday life

Not forced nor owed

DEVELOPMENT ORIENTED

- IP is used as a tool,
for development & th
e IP, Office, does, more
than registration
work

P-CONSCIOUS
Philippines in a

D EVELOPMENT-
ORIENTED

DEVELOPMENT-ORIENTED

IP Policy-driven actions

IP Balanced treatment (patent information v. protection)

IP User-centric (TM in 5 days)

IP Custom-tailored; target specific sectors: not one-size fits all

P-CONSCIOUS
Philippines in a

D

EMOCRATIZED

D

DEMOCRATIZED



IP is everyone's
concern & IP
expertise is multi-
disciplinary (not just
for lawyers & the IP
Office)

D

EMOCRATIZED



- Open Policy & transparency
- Public Private Partnership
- Prioritize stakeholder involvement
- Continuing dialogue
- Downside scenarios

Strategic Goals

1. Deliver quality and timely patents, trademarks, & other registrations.
2. Provide speedy, quality, & effective legal remedies & be the forum of choice for IP dispute resolution.
3. Provide IP-related business development & technology transfer services.
4. Institutionalize copyright support services.
5. Increase the level of appreciation of, respect for, & utilization of IP.

6. Lead the advocacy for legal & policy infrastructures to address emerging national & global demands of the IP system.

7. Develop and maintain a highly-motivated, competent, & cohesive workforce committed to serve with professionalism, transparency & integrity.

8. Provide a conducive work environment that supports professional growth & promotes work-life balance.

TRADEMARKS, AND OTHER REGISTRATIONS

➤ IP FILINGS, GRANTS, AND REGISTRATIONS

➤ THE INTEGRATED INTELLECTUAL PROPERTY
MANAGEMENT SYSTEM

➤ ASEAN PATENT SEARCH EXAMINATION
COOPERATION

REMEDIES AND BE THE FORUM OF CHOICE FOR IP DISPUTE RESOLUTION

- **INTER PARTES AND INTELLECTUAL PROPERTY
VIOLATION CASIS**
- **ALTERNATIVE DISPUTE RESOLUTION**
- **ANTI-COUNTERFEITING AND PIRACY
INITIATIVES**
- **2012-2016 ACTION PLAN ON IPR PROTECTION
AND ENFORCEMENT**

TECHNOLOGY TRANSFER SERVICES

BUILDING THE INNOVATION ECOSYSTEM

➤ IP MANAGEMENT AND TECHNOLOGY
COMMERCIALIZATION

➤ PROTECTING TK, TCE, AND GR

SG4 INSTITUTIONALIZE COPYRIGHT SUPPORT SERVICES

- COPYRIGHT REGISTRATION
- COPYRIGHT AWARENESS ACTIVITIES

SGS INCREASE THE LEVEL OF APPRECIATION OF RESPECT FOR, AND UTILIZATION OF IP

➤ 1ST PHILIPPINE IP SUMMIT

➤ IP IN THE REGIONS

GLOBAL DEMANDS OF THE IP SYSTEM

- AMENDMENTS TO THE IRR OF INTER PARTES PROCEEDINGS
- ACCESSION TO THE MADRID PROTOCOL
- COPYRIGHT BILL
- INTERNATIONAL RELATIONS
- OTHER DEVELOPMENTS

DEVELOP AND MAINTAIN A HIGHLY MOTIVATED, COMMITTED,
AND COHESIVE WORKFORCE COMMITTED TO SERVE WITH
PROFESSIONALISM, TRANSPARENCY, AND INTEGRITY

ENHANCING IP LEGAL EDUCATION, KNOWLEDGE
AND PRACTICE

CUSTOMER SERVICE MECHANISM

SUPPORTS PROFESSIONAL GROWTH AND PROMOTES WORK-LIFE BALANCE

➤ **THE INTELLECTUAL PROPERTY CENTER**

➤ **ENSURING WORK-LIFE BALANCE**

THANK

YOU!!!



