



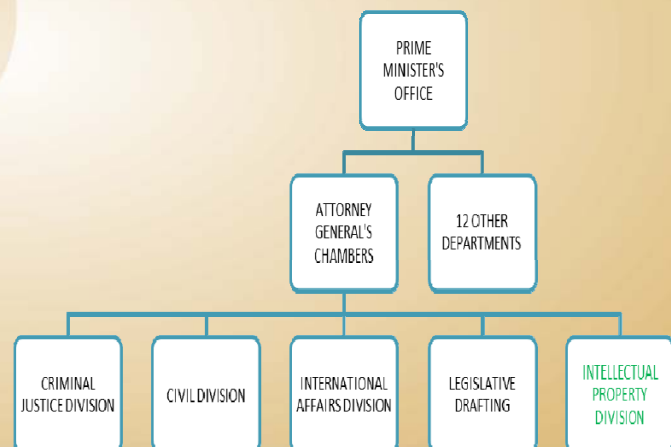
# *Current Status of Preparation for Accession to the MADRID SYSTEM for BRUNEI DARUSSALAM*

*Presented By:  
Ms. Mariani Sallehuddin  
Legal Counsel  
International Affairs Division  
Attorney General's Chambers (AGC)*

## Introduction

- **Intellectual Property Division:**  
1 of 5 divisions in **AGC**  
(Criminal Justice, Civil, International Affairs, Legislative Drafting & Intellectual Property)

- **AGC** is a Department under the **Prime Minister's Office**



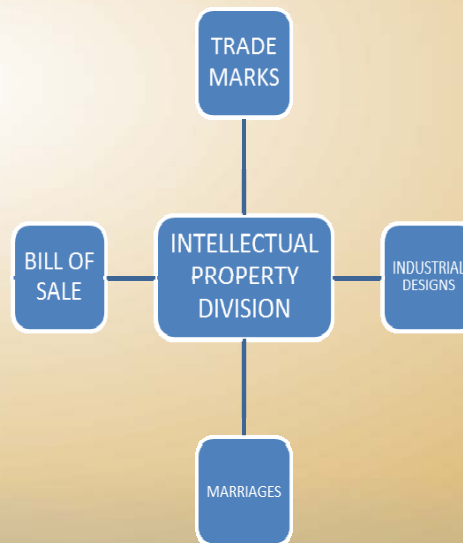
# Organization



- **Registry of Trade Marks:**

1 of 4 registries that fall under the responsibilities of the **Intellectual Property Division**

- **Attorney General is also the Registrar**



# Structure



## Registry of Trade Marks and Industrial Designs:

- 3 Deputy Registrar
- 19 supporting staff consisting of:
  - Legal Assistant
  - Senior Registration Clerks
  - Chief Clerk
  - Registration Clerks
  - Clerks and Office Assistant





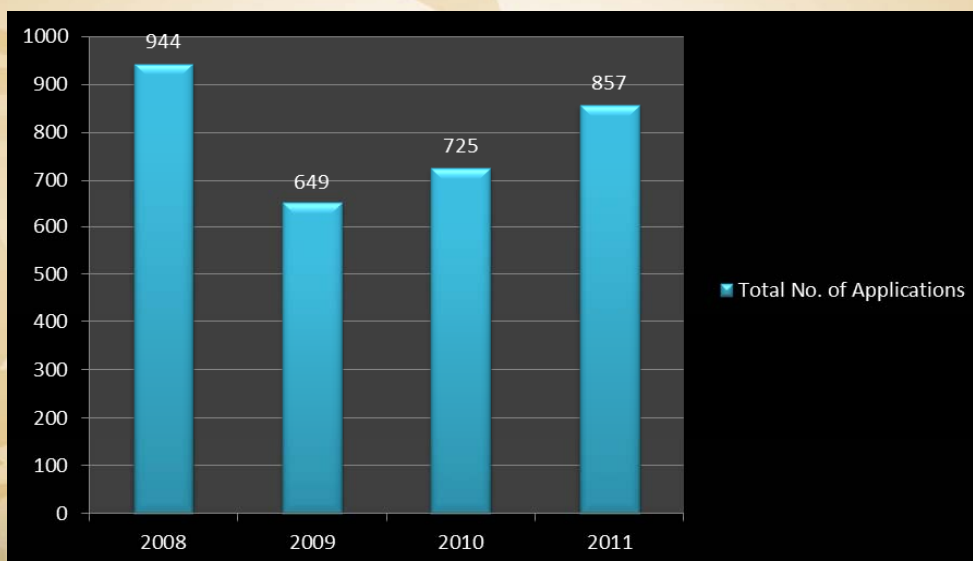
# Core Functions



- Responsible for all matters pertaining to registration and administration of IP
- Promote IP awareness – via presentations, exhibition, road shows, leaflets, mass media and other activities
- Accepts and process registrations for –
  - Trademarks
  - Industrial Designs
- Advisory – Copyright and Layout Designs (non-registration)



# Statistic (2008-2011)



NB: Updated as of 9 January 2012



# Current Initiatives



- e-TM registry system started in September 2006
- TM Rules amendments to meet international standards
- IT infrastructure enhancement : Data verification and conversion
- Public awareness/outreach especially to educate our SME and Business students on the benefits of registering their TMs both locally and internationally
- Capacity Building



# Private Sector's Attitude



- **TM AGENTS & LAW FIRM - Negative attitude**
  - Low no. of job assignment relating to TM applications
  - Low no. of local applicants
  - Most Locals apply direct to the Registry Office
- **BUSINESS SECTORS - Fully support**
  - 90% of local Businesses in Brunei are SMEs who have started to expand their businesses outside Brunei Darussalam and have realized the importance of registering their TMs in other countries







## Future Plans

- Operate as a fully-fledged IP Office
- e-TM – value add service
- Government's plans to diversify economy – positive indication
- Join IP-related International Organisation such as PCT, Madrid, etc



## Thank You for Your Attention



[www.eregistry.agc.gov.bn](http://www.eregistry.agc.gov.bn)

[info@agc.gov.bn](mailto:info@agc.gov.bn)

