



# INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

# BACKGROUND

- 27 Oct 1990 - Established under the Ministry of Domestic Trade and Consumer Affairs Malaysia as the Intellectual Property Division (IPD).
- 3 March 2003 - corporatized as the Intellectual Property Corporation of Malaysia.
- Intellectual Property Corporation Act 2002.
- Responsible for the development and management of intellectual property system in Malaysia.

# CORPORATE PROFILE

## Vision

“To be one of the leading IP organizations”

## Mission

“To provide strong legal infrastructure and effective administration regime to enhance greater creativity and exploitation of intellectual property”

## Motto

“Protecting Innovation – Advancing Competitiveness”

# Administration of IP

- The Intellectual Property Office

MyIPO is a government institution

- Organized as a semi-autonomous body
- Able to recruit and train staff on its own terms, manage its own finance
- Judicially autonomous
  - ♦ Decisions of the Office to grant, refuse or revoke IPR or to resolve disputes between parties are quasi-judicial decisions and not administrative
  - ♦ Office must be free from interference and answerable only to courts

# Administration of IP

- Financially Autonomous
  - Running operation based from income derived from registration
  - Launching grant of RM48 million
  - Taxation by the government 30 % of net income

# Activities

- MyIPO Outreach Programs
  - Awareness
  - Capacity building
  - Training
  - IP Academy

# Outreach and Training

- National and regional seminar
- Exhibition
- Training for patent agent and other stakeholders
- Capacity building for MyIPO officials
- MOU with universities and research institutions
- Awareness programmes

# ISSUES AND CHALLENGES

- RESTRICTED YEARLY BUDGET
- R.O.I
- BOS PROGRAMME
- SMART PARTNESHIP
- PROMOTIONS PACKAGE



# IP AWARENESS IN MALAYSIA

**1. Cap Dagangan**  
MyIPO adalah satu contoh Cap Dagangan. Pendaftaran Cap Dagangan adalah salah satu cara yang terbaik untuk melindungi jenama anda.  
Daftar dengan MyIPO untuk perlindungan selama 10 tahun dan ianya boleh diperbaharui!

**2. Petunjuk Geografi**  
Produk Tani, Kraftangan, Keluaran Industri & Pelancongan yang merujuk kepada sesuatu kawasan boleh didaftar. Tempoh Perlindungan adalah selama 10 tahun dan boleh diperbaharui. Lada Hitam Sarawak adalah salah satu contoh produk didaftarkan di bawah Petunjuk Geografi.

**3. Hakcipta**  
Karya seseorang tidak boleh diterbitkan tanpa izin pencipta karya tersebut.  
Karya asli seperti buku, lagu yang dizahirkan dalam bentuk material boleh didaftar dan mendapat perlindungan lebih 50 tahun!

**4. Reka Bentuk Perindustrian**  
Rupa bentuk luaran barang siap yang unik dan menarik pada pandangan mata merupakan ciri-ciri produk yang boleh didaftar.  
Perlindungan sehingga 15 tahun membuatkan barangan anda lebih terjamin supaya tidak dapat ditiru!

**5. Paten**  
Pendaftaran paten adalah untuk Rekacipta (inovasi) sama ada produk atau proses.  
Ia mestilah baharu di dunia perlu ada langkah merekacipta berpotensi dihasilkan dalam industri.

Langkah Perlindungan Harta Intelek



# Medium

Media Cetak



Media Elektronik



Media Sosial





# PM: Explore other avenues

## Intellectual property could be a new source of wealth, says Najib

By MAZWIN NIK ANIS and MARTIN CARVALHO  
newsdesk@thestar.com.my

**KUALA LUMPUR:** Malaysia must work harder to make intellectual property its new source of wealth, said Prime Minister Datuk Seri Najib Tun Razak.

"We must double our efforts to boost the non-traditional economic activities. As a high income nation, we need to ensure our economy remains competitive and, to do so, we must look at growth that is based on intangible assets," said Najib.

Having this in mind would encourage people to explore their own ingenuity and creativity to churn out creations of high commercial value, he said at the National Intellectual Property 2015 award presentation at the Putra World Trade Centre.

This, he said, was also in line with the Government's aspiration to ensure Malaysia continued to be competitive and, in order to do so, intellectual property could be used as the country's new wealth creation.

The Prime Minister said Malaysians should work harder to explore their own ingenuity and creativity to churn out creations of high commercial value, he said at the National Intellectual Property 2015 award presentation at the Putra World Trade Centre.



**Creative zest:** Najib (centre) visiting the MIMOS booth during the National Intellectual Property Award 2015 at PWTC. Looking on are Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamid (left) and Domestic Trade, Cooperatives and Consumerism Minister Datuk Hamzah Zainuddin.

the construction industry by 2020. He said the CTP would cover four thrusts — quality, safety, innovation, professionalism, environmental sustainability, productivity, and internationalisation.

"The CTP is a comprehensive implementation plan which encompasses 18 initiatives.

"Each of the four strategic thrusts seeks to transform and improve public and international image of the industry," he said at the launch of the 2015 International Construction Week 2015 here.

On safety and health, Najib said the adoption of the Quality Assessment System in Construction or QCLASS to measure the quality of workmanship in the industry.

"The CTP targets to make QCLASS a mandatory element in all government projects by 2018," he said.

On safety and health, Najib said more stringent requirements would be introduced to ensure accidents and fatalities in the industry would be significantly reduced.

On environment and sustainability, Najib said a Centre of Excellence for Sustainable Construction would be established to enhance the industry's image.

He said South Korea's success in diverse nation, Malaysia too should...

# IP industry new source of wealth

## > PM: Consider accepting intellectual property as collateral instrument

By KAREN ARUKESAMY AND HAIKAL JAUI  
newsdesk@thestar.com.my

**KUALA LUMPUR:** Financial institutions should consider and accept intellectual property (IP) as a collateral instrument, apart from traditional sources of income, Prime Minister Datuk Seri Najib Abdul Razak said.

Stressing that the IP industry should be seen as a new source of wealth, he said it has huge potential to boost the economy of the country and would enable Malaysia to compete with other developed countries.

"An intellectual property right is among the most important components given priority in international negotiations as intellectual property has high value," he said at the National Intellectual Property Awards 2015 ceremony organised by

Intellectual Property Corporation (MyIPO) at PWTC yesterday.

Launching the Roadmap for Intellectual Property Monetisation at the ceremony, Najib said Malaysia needs to be competitive to achieve its aim to be a high-income nation by 2020 and it should not be dependent on traditional and physical resources alone but also on new sources of wealth like intellectual property.

"To ensure the country's continued momentum in making intellectual property a new source of wealth, we have a responsibility to be more innovative and creative as well as to constantly create added value in order to come up with high-impact products and technologies for both the local and global markets," he said.

Najib also noted that MyIPO has found that the lack of funding is the main cause of proprietors not registering their intellectual

property.

"The government is aware that

## "Tap intellectual property"

**MONETISATION PLAN:** It's booming and has potential to be new source of wealth, says PM

**PRIME MINISTER Datuk Seri Najib Razak** wants Resource Development Minister Ahmad Zahid Hamid to set up a new centre of excellence to spearhead the innovative industry.

He refers to creative but sustainable innovations, literary and artistic works, designs and inventions and patents, which are all intellectual property.

"The IP industry has huge potential to be a new source of wealth, says PM

Najib also noted that MyIPO has found that the lack of funding is the main cause of proprietors not registering their intellectual



**PM's push:** Najib (left) and Deputy Prime Minister Ahmad Zahid Hamid (right) at the National Intellectual Property Awards 2015 ceremony.

# 納吉促金融機構接納 抵押智慧產權融資

(吉隆坡10日訊)首相拿督斯里納吉指出，我國要邁向不依靠傳統來源及體力的新財富來源，例如知識產權。

他今日在2015年國家知識產權頒獎禮上推介知識產權貨物化基金，擬定策略以知識產權為國家經濟轉型的新財富來源。

他說，執行上述策略可讓我國與其他先進國競爭。為了確保成功，人民必須更具創新及創意，以及創造附加價值，為我國及全球生產高效能產品及科技。

納吉也是財政部長，他說，我國和東盟國家、中國及印度有文化聯繫，必須通過本身的創新，提高藝術及文化出口。

他透露，申請註冊知識產權的數據每年增加，平均為6%，證明強化國家知識產權生態系統的工作奏效，這證明知識產權是國家經濟發展的貢獻之一。

他指出，在知識產權註冊申請中，42%是大馬申請者，其他是外國



**納吉(右二)在納吉(右一)的陪同下，與「智慧產權貨物化基金」發起人合影。**

他，說，因此，

## 納吉：勿靠體力和傳統目標 知識產權可成新財富來源

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**PM's push:** Najib (left) and Deputy Prime Minister Ahmad Zahid Hamid (right) at the National Intellectual Property Awards 2015 ceremony.

## 文權 影視 擬撥款知識產權申請者

納吉指出，為了進一步發展知識產權產業，政府將考慮撥款予知識產權申請者，以鼓勵高產知識產權註冊數據。

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# 知識產權抵押能獲利

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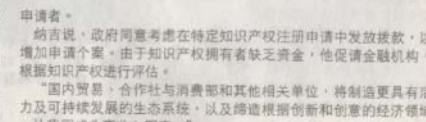


**PM's push:** Najib (left) and Deputy Prime Minister Ahmad Zahid Hamid (right) at the National Intellectual Property Awards 2015 ceremony.

他，說，因此，

## 納吉(中)主持國家智慧財產獎頒獎禮後，與得獎者合照。

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**納吉(中)主持國家智慧財產獎頒獎禮後，與得獎者合照。**

## 翼 5年落實知識產權規劃圖

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**納吉(中)與阿末扎希(右)及納吉(右)的陪同下，與得獎者合照。**

# 納吉促金融界加強體系 批准智慧財產權融資

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**PM's push:** Najib (left) and Deputy Prime Minister Ahmad Zahid Hamid (right) at the National Intellectual Property Awards 2015 ceremony.

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## 貿消部將與各金融機構洽談

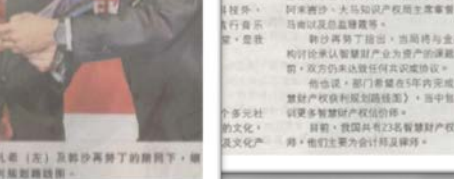
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**PM's push:** Najib (left) and Deputy Prime Minister Ahmad Zahid Hamid (right) at the National Intellectual Property Awards 2015 ceremony.

## 首相翼金融界 接受智慧產權融資

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**納吉(中)與阿末扎希(右)及納吉(右)的陪同下，與得獎者合照。**

# ELECTRONIC MEDIA





Like

**SOCIAL MEDIA**



# MEDIA COVERAGE



# SEPTEMBER 2015

**Intellectual Property Corporation of Malaysia (MyIPO)**  
Published by Diamond Adila [?] · 1 September ·

Let's make a countdown to the prestigious award ceremony, National Intellectual Property Award which will be held on 10 September 2015 at Putra World Trade Centre (PWTC)

7,845 people reached Boost Post

**Intellectual Property Corporation of Malaysia (MyIPO)**  
Published by Diamond Adila [?] · 10 September · Edited ·

Majlis Anugerah Harta Intelek Negara 2015 telah disempurnakan oleh YAB Dato Sri Mohammad Najib bin Tun Abdul Razak, Perdana Menteri Malaysia #MyIPO #NIPA2015 #IP

1,668 people reached Boost Post

**Intellectual Property Corporation of Malaysia (MyIPO)**  
Published by Diamond Adila [?] · 4 September ·

Seminar Kesedaran Harta Intelek will be held on 15th September 2015 (Tuesday). The registration fee is only RM50 (meal included). LIMITED SEAT. So hurry, click on the link below to download the registration form. <http://bit.ly/1Qd1TSL>... See More

1,280 people reached Boost Post

**Intellectual Property Corporation of Malaysia (MyIPO)**  
added 2 new photos.  
Published by Diamond Adila [?] · 1 September ·

Taklimat Sistem Harta Intelek Malaysia kepada YB Dato Hamzah Zainudin, Menteri Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan

2,460 people reached Boost Post

**Intellectual Property Corporation of Malaysia (MyIPO)**  
at Sekolah Menengah Sains Tuanku Ja'afar, Kuala Pilah  
Published by Azri Al-hadi [?] · 18 September ·

Bermulanya IP Summer Camp 2015 yang dinantikan oleh para pelajar

1,236 people reached Boost Post

**Intellectual Property Corporation of Malaysia (MyIPO)**  
with Adib Zamir Zamri  
Published by Diamond Adila [?] · 28 September ·

Jajarg Segera dan Sertai Bengkel ini!

1,648 people reached Boosted

**Intellectual Property Corporation of Malaysia (MyIPO)**  
added 8 new photos to the album: Winners of National Intellectual Property Award (NIPA) 2015 — with Mohamad Fazli Sabri.  
Published by Joey Shock [?] · 10 September ·

Congratulations to the 2015 winners of NIPA! Our heartfelt thank you to all the people who attended this event. Once again, your support is overwhelming! See you again next year!  
#MyIPO #NIPA2015 #innovationsandcreations

1,037 people reached Boost Post

# INTERACTIVE @



Intellectual Property Corporation of Malaysia (MyIPO) updated their cover photo.  
Published by Goh Wah Loon [?] · 4 September · Edited [?]

Our new cover photo 😊

83 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 15 September · Edited [?]

Stimulate your mental strength! IP Summer Camp is coming soon. Are you ready to exercise your brain? Stay tuned!

803 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 16 September · Edited [?]

Unity and sovereignty are the main ingredients for progress. Happy Malaysia Day folks!

522 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 17 September · Edited [?]

Challenge accepted? Pack your camping gears guys! See you at the IP Summer Camp 2015!

457 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 24 September · Edited [?]

Wishing all our Muslim friends a meaningful and sacred celebration! Selamat Hari Raya Aidiladha!

1,633 people reached

Boost Post

Like Comment Share

See Now · Mior Yusuf · Fairulnizhan and 24 others like this · Most Recent

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 27 September · Edited [?]

There are two ways to ensure your product or innovation is protected: (1) file your IP via online through the IP Online System or (2) Do it manually via Customer Service Counter. Either way, your IP is protected! Check this link: <http://www.myipo.gov.my/web/guest> #myipo #easyfiling #services

1,414 people reached

Boosted

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 29 September · Edited [?]

Be aware!  
Did you know the Top 5 most counterfeited goods are: watches, bags, perfumes, sunglasses and trainers? Learn how to protect your products from being copied, visit our website: <http://www.myipo.gov.my/web/guest>

1,001 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 30 September at 10:00 · Edited [?]

Protect your innovations and intellectual properties! Register at MyIPO.

MyIPO's animation video  
PROTECT YOUR INTELLECTUAL PROPERTY RIGHTS. FOR MORE INFO VISIT [www.myipo.gov.my](http://www.myipo.gov.my)

YOUTUBE.COM

1,440 people reached

Boost Post

Intellectual Property Corporation of Malaysia (MyIPO)  
Published by Joey Shock [?] · 26 September · Edited [?]

Patent, Trade marks, Industrial design, Geographical indications, IC layouts and Copyrights, these are components of Intellectual Property. Learn more from us and register them here: <http://www.myipo.gov.my/home>

Intellectual Properties

- Patent
- Trade Mark
- Industrial Design
- Geographical Indications
- Copyright
- A Layout-Design Of An Integrated Circuit

1 people reached

Boost Post



# MEDIA COVERAGE

# NATIONAL INTELLECTUAL PROPERTY AWARDS KUALA LUMPUR 10 SEPTEMBER 2015



# NATIONAL "IP SUMMER CAMP" PROGRAMME

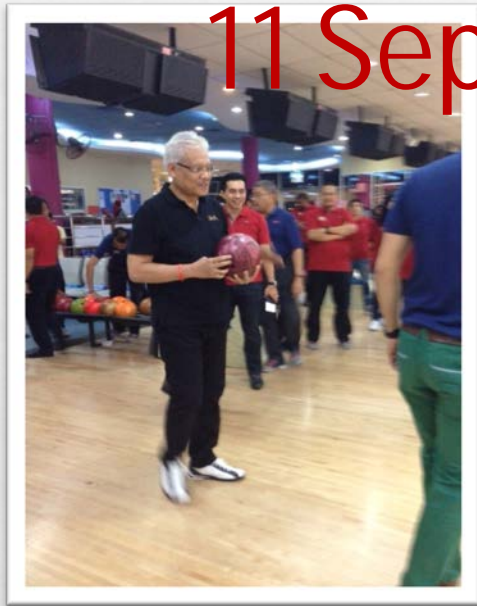
## 18 – 19 SEPTEMBER 2015



# MEDIA ACTIVITIES

# Ministry – Agencies -MyIPO-Media

## 11 September 2015



**In Appreciation & Congratulations**

to the recipients of the National Intellectual Property Award 2015 and gratitude to all the participants in this competition.

MyIPO would also like to thank all involved in making the National Intellectual Property Award 2015 a success and hope to receive your continued support, and to be given the opportunity to work together again in the years to come.

**ORGANISATION CATEGORY AWARD**  
 Inteltek Prosekolan dan Kesatuan Profesional (IPKOP) 2015/16

**PATENT CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

**TRADE MARK AND GEOGRAPHICAL INDICATION CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

**INDUSTRIAL DESIGN CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

**COPYRIGHT CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

**INTELLECTUAL PROPERTY CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

**INTELLECTUAL PROPERTY YOUNG CATEGORY AWARD**  
**First:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Second:** Intel Corporation (Intel) (United States of America) (2015/16)  
**Third:** Intel Corporation (Intel) (United States of America) (2015/16)

Sincerely from  
**The Chairman and Board of Members**  
 Intellectual Property Corporation Of Malaysia (MyIPO)  
 and Management Of MyIPO

*Sekalung Penghargaan & Tahniah*

Kepada penerima-penerima Anugerah Harta Intelek Negara 2015 dan ucapan ribuan terima kasih kepada semua peserta pertandingan MyIPO juga mengucapkan penghargaan kepada semua yang terlibat dalam menjadikan Anugerah Harta Intelek Negara 2015 dan bertanding tahunan yang bermaksud dan dibuktikan kepada kami dan diberi peluang untuk bekerja sekali lagi pada tahun-tahun akan datang.

BERSEKUTUAN MENYAMPAIKAN ANUGERAH HARTA INTELEK NEGARA 2015 (MIPAN) 2015/16

KATEGORI ORGANISASI DAN KESATUAN PROFESIONAL (IPKOP) 2015/16

KATEGORI PATEN - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

KATEGORI TANDA PERDAGANGAN DAN PERALIHAN SAHAJAJA - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

KATEGORI REKA BENTUK PERALIHAN SAHAJAJA - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

KATEGORI REKA BENTUK INDUSTRIAL - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

KATEGORI HAK CIPTA - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

KATEGORI HAK CIPTA MUDA (YOUNG CATEGORY) - Pertama: Intel Corporation (Intel) (United States of America) (2015/16)  
 Kedua: Intel Corporation (Intel) (United States of America) (2015/16)  
 Ketiga: Intel Corporation (Intel) (United States of America) (2015/16)

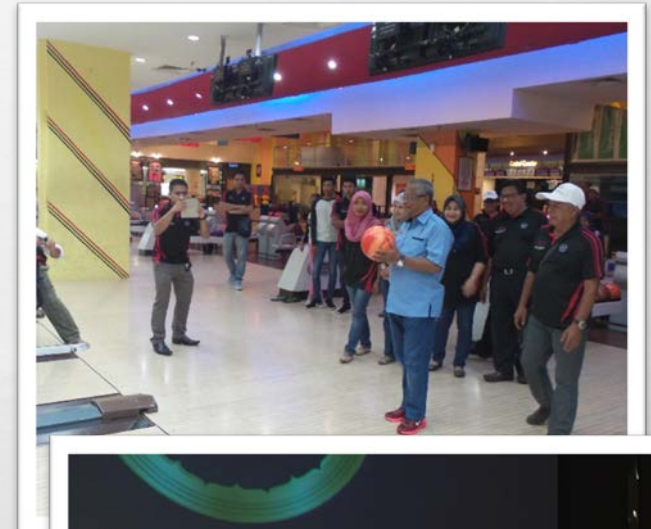
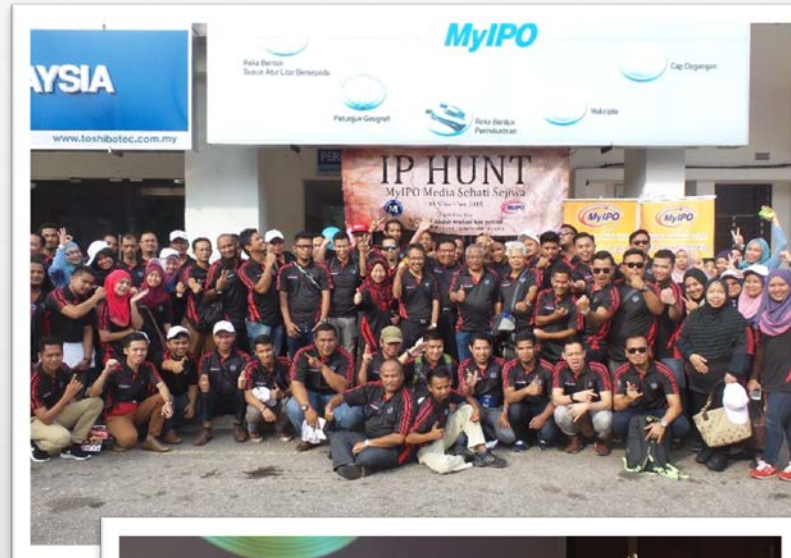
KATEGORI HARTA INTELEK NEGARA 2015 (MIPAN) 2015/16

Pertandingan tahunan yang bermaksud dan dibuktikan kepada kami dan diberi peluang untuk bekerja sekali lagi pada tahun-tahun akan datang.

MyIPO  
 Pengerusi dan Anggota  
 Pertandingan Harta Intelek Malaysia (MyIPO)  
 dan Pengurusan MyIPO

# "MyIPO-Media Sehati Sejiwa" Programme

## 7 November 2015



# **IP MOBILE & MOBILE COUNTER SERVICE**







# IP MOBILE



# THANK YOU

"create, protect & respect"

#letscreate

#letsprotect

#letsrespect

