



PRESS RELEASE — 22 September 2021

## IP knowledge can help increase your business opportunities in the Philippines. Find out how in the ARISE+ IPR seminar!

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**Seminar on IP Services and Tools to Businesses in the Philippines**

Learn about Intellectual Property from IPOPHL Experts

27 October 2021

14:00–16:30 (GMT+8/Manila time)  
08:00–10:30 (CEST)

Register now!

Funded by the European Union

INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

EU IPO  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

The EU-funded **ARISE+ IPR** programme, in cooperation with the **Intellectual Property Office of the Philippines (IPOPHL)**, is organising a ‘**Seminar on IP Services and Tools to Businesses in the Philippines**’ on 27 October 2021. The online event aims to raise awareness about the benefits of intellectual property (IP) protection and the tools and services available to facilitate IP registration and protection. It targets regional and international entrepreneurs who wish to bring their products and services to the Philippines market. The event will provide the audience with essential information concerning the IPOPHL’s role in supporting businesses and the IP services it offers, such as Alternative Dispute Resolution services.

A company’s intangible assets – intellectual property rights (IPR) such as trade marks and industrial designs – are key to the company’s branding protection and business strategies. Successful branding with these assets allows a company to stand out and gain recognition when expanding within national and also international markets.

At this event, the IPOPHL will introduce the IP system in the Philippines and the programmes and services it offers to businesses currently operating, or interested in pursuing business opportunities, in the Philippines for the registration and protection of IPR. Attorney Mary Grace Cruz-Yap, Director IV of the Documentation, Information and Technology Transfer Bureau, will be presenting the first session, ‘**Introduction about the IP Office of the Philippines and its support to businesses**’. Afterwards, Attorney Christine Pangilinan-Canlapan, Director III of the Bureau of Legal Affairs, will present the second session, ‘**Introduction about IPOPHL’s Alternative Dispute Resolution (ADR) services**’.

Following the presentations, the ‘**Dialogue with the businesses**’ session will serve as a platform for businesses to share their questions and comments, doubts and suggestions regarding IPOPHL’s tools and services.

The ‘Seminar on IP Services and Tools to Businesses in the Philippines’ will take place on **27 October 2021 at 14.00-16.30 (GMT+8, Manila time) / 08.00-10.30 (GMT+2, CEST) via the Zoom platform**. Register now at <https://bit.ly/3gPzszV>.



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



## ABOUT ARISE+ IPR

The ARISE Plus Intellectual Property Rights (ARISE+ IPR) programme is one of the components under the Enhanced ASEAN Regional Integration Support from the European Union (EU) – or ARISE Plus – programme. The 5-year, EUR 5.5 million ARISE+ IPR programme supports regional integration through IP cooperation and aims to upgrade IP systems for creation, protection, utilisation, administration and enforcement, in line with international best practices and standards and the strategic objectives of the ASEAN IPR Action Plan 2016-2025.

ARISE+ IPR aims to:

- enhance the participation of ASEAN Member States in international IP treaties and global systems;
- contribute to institutional capacity building to develop more efficient ASEAN IP offices;
- increase political and public awareness of the importance of IP protection and enforcement;
- reinforce the capacity of ASEAN businesses to commercialise and protect their IP rights;
- provide tailor-made support to Cambodia, Laos and Myanmar to promote IP rights and innovation.

ARISE+ IPR operates concurrently with another EU-funded project, also implemented by the EUIPO, [IP Key South-East Asia \(SEA\)](#), which shares the same thematic and geographical scope. Each programme has a distinct focus and approach, with ARISE+ IPR targeting economic integration within ASEAN, and IP Key SEA focusing on fostering IP convergence between individual Southeast Asian nations and the EU, with a view to supporting bilateral trade agreements with comprehensive chapters on IP rights, whether concluded or under negotiation, and IP dialogues. The programmes are complementary and have the same ultimate objective: to improve the IP environment in the region for the benefit of all stakeholders operating with and within the region.

## ABOUT THE EUROPEAN UNION

The European Union (EU) is the world's biggest development aid donor. Its development policy seeks to foster sustainable development and build a fairer and more stable world, concentrating on priority areas such as human rights, democracy and other aspects of good governance, and inclusive and sustainable economic growth.

## ABOUT THE EUIPO

The European Union Intellectual Property Office (EUIPO) is an agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the Registered Community design (RCD) – both of which provide protection in all 27 EU Member States – and carries out cooperation activities with the national and regional IP offices of the EU. In line with the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global IP cooperation between EU partners, third countries and multilateral organisations.



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