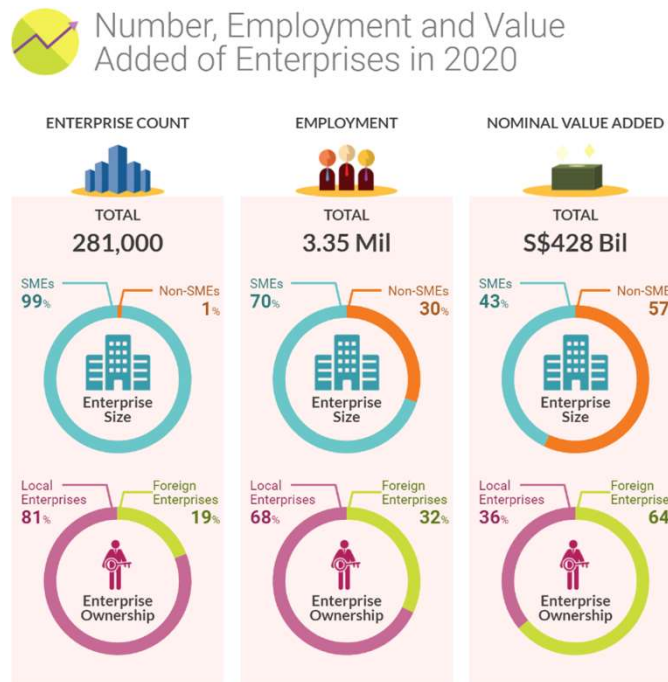


# Opening Remarks

*Walter Chia*

*Deputy Director, Partnership and Programme  
Intellectual Property Office of Singapore  
6 September 2021*

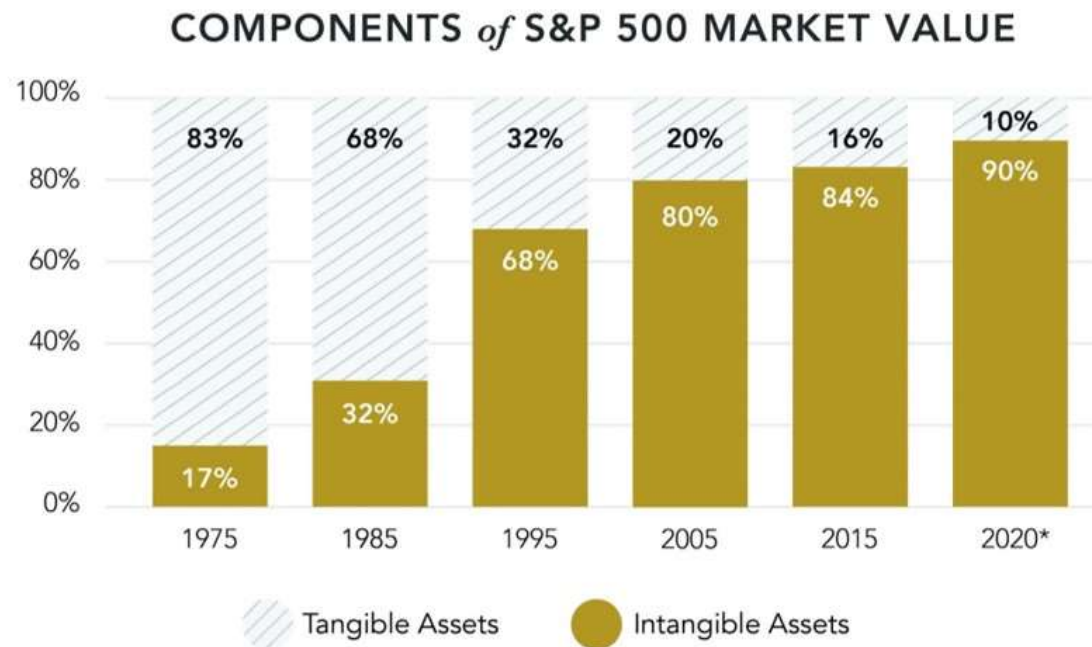
## Singapore's SME Landscape



**SME's are crucial for  
Singapore's Growth**

Source: Enterprise Singapore

## Growing importance of Intangible Assets



SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020  
\*INTERIM STUDY UPDATE AS OF 7/1/2020

**Intangible Assets, including Intellectual Property now account for the majority of S&P500 stock value**

# IA/IP in a pandemic world

## A One-Minute Video Presentation

# Helping Business Owners use IP for Growth

*Walter Chia*

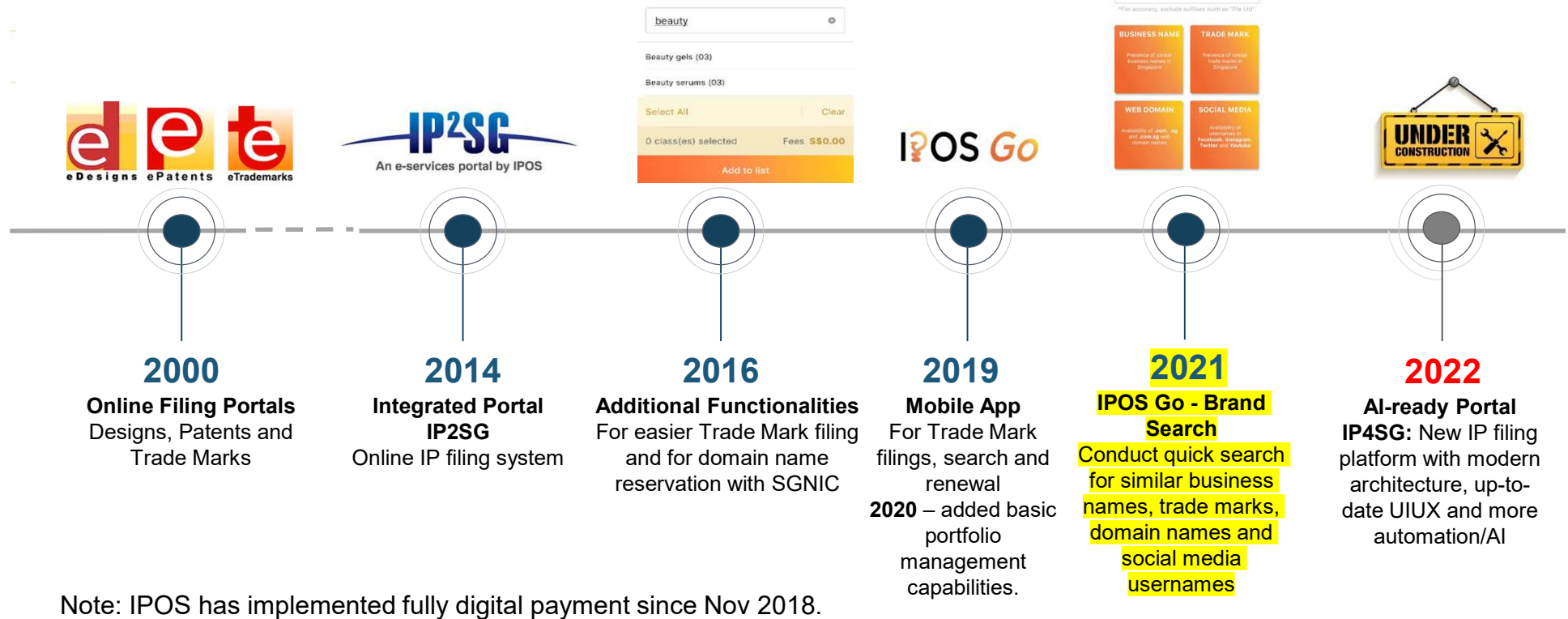
*Deputy Director, Partnership and Programme  
Intellectual Property Office of Singapore  
6 September 2021*

## Preparing Singapore for an IA-driven Future

- **Ten year plan**
  - Whole-of-Government
  - Multi-angle approach
- **Three key thrusts**
  - Global IP Hub for IA/IP
  - Growing innovative enterprise using IA/IP
  - Developing good jobs and skills in IA/IP
- **Nine policy priorities**
- **Two target outcomes**



## Digitalisation for better reach



## Continuous development in legislation and policy to remain relevant



### Progressive and Agile IP Law

- Signatory to 15 **WIPO treaties**
- **IP Bill 2020**: Moving procedural requirements from Acts to Rules
- **IP Policy Reviews**: AI & IP, Trade Secrets etc.
- **Copyright Act 2021**: Keeping up with times



### Quality IP Register

- **Patents**: Positive grant patent system, all Singapore patent applications will have to undergo local substantive examination
- **Patents, Trade Marks**: Discourage hoarding of IP



### Responsive to Business Needs

- **Trade Marks**: Allow multiple classes in one application and registration of non-conventional marks
- **Designs**: Designers own commissioned designs, regime for virtual designs
- **Geographical Indications**: Registry began operations



### Improve Enforceability

#### Intellectual Property (Dispute Resolution):

- Typically faster, and cheaper
- Mediation and Expert Determination, offered in collaboration with WIPO AMC



## Working with other agencies to support Singapore's economic and enterprise growth

### Sharpening Innovation and R&D decisions through patent analytics

**NATIONAL  
RESEARCH  
FOUNDATION**



- Allow benchmarking at national and industry level
- Offer enterprise level innovation data
- Map relationships and identify possible areas for exploitation

### Accelerating use and commercialization of government-funded IP



- Help government agencies to develop internal capabilities to manage the creation and ownership of IP to realise value for Singapore's economy

### Providing IP and innovation-related skills training



- Sets standards for relevant to IP and innovation skills
- Develop community of IP experts
- Support transition into IP jobs as they pay 30% more

### Valuing and Financing enterprises of the Future Economy



- Work with partners, e.g., Singapore Accountancy Commission, to position Singapore as a world-leader in intangible asset valuation

# Promoting public awareness and effective use of IP



1

## Cultivate and maintain quality partnerships

- Future Leaders in INnovation Transformation (FLINT) programme
- Growing with Resilience through InTangibles (GRIT) initiative
- Partnership with SGX on the Intangible Disclosure Evaluation and Audit Scheme (IDEAS)
- Engagements with Trade Associations and Chambers

2

## Co-create and run programmes

- IP Legal and Business clinics
- IP Week @ SG – flagship annual event
- World IP Day Celebrations
- Workforce for IP Savvy Enterprises (WISE) programme

## GRIT Initiative: An example

**Growing with Resilience through InTangibles (GRIT)** is an inter-agency initiative to support businesses and communities to better manage and monetise their intangible assets and IP in the COVID-19 environment and beyond.

1

**Partnerships and education on IP issues**  
*Online resources, programmes & platforms*



2

**Support for enterprises and creators**  
*Government schemes & grants*

**Supporting Agencies:**

**Enterprise  
Singapore**

**SG:D**  
EMPOWERING POSSIBILITIES

**IIM** INFOCOMM  
MEDIA  
DEVELOPMENT  
AUTHORITY

**mccy**  
Ministry of Culture, Community and Youth

**MTI** MINISTRY OF TRADE  
AND INDUSTRY  
SINGAPORE

**NATIONAL ARTS COUNCIL**  
SINGAPORE

**Singapore**  
TOURISM  
BOARD

**Sport**  
SINGAPORE

**SG TOGETHER**

## Beyond GRIT, IPOS continually engages stakeholders to tailor our services to meet their needs

### Moving beyond IPOS' “traditional” role

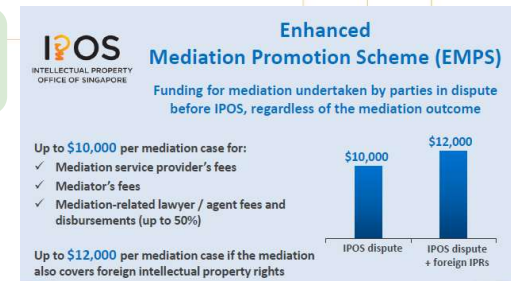
- IP filings and renewals
- Customer service enquiries
- IP legal and business clinics
- Hearings and mediation
- Joint Training programmes with IPOS International and other partners
- Flagship event IP Week @ SG 2021



## Beyond GRIT, IPOS continually engages stakeholders to tailor our services to meet their needs

### Continual efforts to help businesses manage their IPs and improve their filing experiences, for example:

- **Workforce for IP Savvy Enterprises (WISE)** – joint initiative with Singapore Business Federation
- **Intangible Disclosure Evaluation and Audit Scheme (IDEAS)** – joint initiative with SGX
- **IPOS Go app** – world's first mobile app for trade mark registration – with new features to allow all-in-one-search, and renewal functions
- **SG IP Fast** – world's fastest patent grant programme (6 months) - expanded to include trade marks and registered designs
- **Enhanced Mediation Promotion Scheme (EMPS)** – funding for parties who undertake mediation for their disputes before IPOS
- **Others - Young IP Mediators** – Promoting Alternate Dispute Resolution



**IPOS Go** app interface showing various IP protection options.

**Brand Search** interface:

Check if your brand name is available for use in these 4 areas in a single search.

Enter name (alphanumeric only)

\*For accuracy, exclude suffixes such as "Pte Ltd".

BUSINESS NAME	TRADE MARK
Presence of similar business names in Singapore	Presence of similar trade marks in Singapore

WEB DOMAIN	SOCIAL MEDIA
Availability of .com, .sg and .com.sg web domain names	Availability of usernames in Facebook, Instagram, Twitter and Youtube

## Structuring ourselves for greater Flexibility



- Government agency under Ministry of Law
- Statutory board for IP laws and infrastructure
- Registry for trade marks, patents and design

### A Joint Vision

A Singapore where innovative enterprises use intellectual property (IP) and intangible assets (IA) to grow.



- Wholly owned subsidiary of IPOS
- Expertise and enterprise engagement arm of IPOS
- Over 100 IP experts under one roof



# IPOS-I Support for Businesses



## Moving Beyond IP Protection

- **Training courses on IP Management by IPOS International – e.g.**
  - *Applying IP Fundamentals in Business* – from \$61.20/IP module (trademark, copyright, patent, registered design) - up to 90% SkillsFuture funding
- **Discover Intangible Assets by IPOS International**
  - IA Advisory programme designed to help enterprises leverage their intangible assets (IA) and IP to maximise growth opportunities, manage risks and costs, and identify strategic partnerships to achieve business goals. This programme will take an estimated six weeks to complete.
  - Other bespoke services
- **Free reference materials – e.g.**
  - Business Guides and Articles by IPOS International
  - Technology scan reports

## *Working with Different Agencies to help SMEs*



## Working with Different Agencies to help SMEs

### Innovation

### Enforcement

### Dispute Resolution



**Enterprise Singapore** – Government agency championing enterprise development. Work with committed companies to build capabilities, innovate and internationalise. Support the growth of Singapore a hub for global trading and start-ups.



**Agency for Science, Technology and Research (A\*STAR)** - Singapore's lead public sector R&D agency, collaborates with public and private sectors to benefit the economy and society.



**IPI Singapore** – Subsidiary of Enterprise Singapore, IPI accelerates the innovation process of enterprises through access to its global innovation ecosystem and advisory services.

## Working with Different Agencies to help SMEs

Innovation

Enforcement

Dispute Resolution



**Singapore Police Force – Intellectual Property Rights Branch (IPRB) –**  
Enforcement agency that works to combat IPR infringements within Singapore.



**Singapore Customs –** Lead agency for trade facilitation and revenue enforcement, provides border enforcement of IP rights.



**Infocomm Media Development Authority (IMDA) –** Develops and regulates the converging infocomm and media sectors. IMDA also promotes and regulates data protection in Singapore through the Personal Data Protection Commission.

## Working with Different Agencies to help SMEs

**Innovation**

**Enforcement**

**Dispute Resolution**

**WIPO Arbitration and Mediation  
Centre (WIPO AMC)**



**Singapore International  
Arbitration Centre (SIAC)**



**Singapore International  
Mediation Centre (SIMC)**



**Singapore Mediation  
Centre (SMC)**



THANK YOU