

ASEAN intellectual property offices advance regional trademark system

Bangkok, Thailand. 18 February 2019

Prospects for a regional trademark registration system were top of the agenda at a meeting of national intellectual property (IP) offices of the ASEAN Member States held in Bangkok, Thailand.

Delegates discussed the scope of a feasibility study to be conducted by the EU-funded ARISE+ IPR programme, which will consider aspects such as legal infrastructure, operational set-up, fee structures, stakeholder interests, and the impact on national trademark systems.

IP-intensive industry is now increasingly at the heart of Southeast Asia's economic growth. Protecting IP rights means protecting innovation and ideas and the commercial value of a business.

ASEAN-wide policies and systems to enforce IP rights protection help both local and international businesses across the region.

A regional trademark system would potentially reduce the time for businesses to register their trademarks across all ten ASEAN Member States and create greater certainty on registration procedures, ultimately improving the ease for businesses to operate in the region and fostering new investment.

Currently, businesses are required to file a separate trademark application in each ASEAN Member State, or consider an international filing through the Madrid system for participating countries. Regional trademark systems already operate in the European Union (EU) and in the French-speaking African states (OAPI).

“The discussions today represent a significant step forward on the path of regional integration and the convergence of IP systems in ASEAN, and towards the economic benefits that result,” noted ARISE+ IPR Project Leader Ignacio de Medrano Caballero during opening proceedings.

Other regional initiatives discussed included updates to the ASEAN trademark examination guidelines and the establishment of an ASEAN IP academy.

The feasibility study on a regional trademark system is one of a series of activities being conducted by the five-year, EU-funded ARISE+ IPR programme to promote regional integration of intellectual property regulation in ASEAN Member States.

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. The five-year, €5.5 million ARISE+ IPR programme supports regional integration through intellectual property (IP) cooperation and aims to upgrade the 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 2016-2025¹.

¹ www.aseanip.org/Resources/ASEAN-IPR-Action-Plan-2016-2025



ARISE+ IPR aims to:

- Enhance participation of ASEAN Member States in international IP treaties and global systems
- Contribute to institutional capacity building towards 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, Lao PDR and Myanmar to promote IP rights and innovation

ARISE+ IPR operates concurrently with another EU-funded project also implemented by the EUIPO, [IP Key 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 convergence in the area of IP between individual Southeast Asian nations and the EU, particularly with a view to supporting bilateral trade agreements with comprehensive chapters on intellectual property rights, whether concluded or under negotiation, as well as IP dialogues. The programmes are complementary and have the same ultimate objective: to improve the intellectual property 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 in priority areas such as human rights, democracy and other aspects of good governance, and inclusive and sustainable economic growth.

The Delegation of the European Union in Thailand is mandated to promote the political and economic relations between Thailand and the EU and to support the implementation of the EU's assistance programmes.

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 28 EU member-states, as well as carrying out cooperation activities with the national and regional intellectual property offices of the EU. Under the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global cooperation on IP between EU partners, third countries and multilateral organisations.

PRESS CONTACTS:



Ana-Maria Harda

Tel.: +34 666 432 447; e-mail: Anamaria.HARDA@euipo.europa.eu

ARISE + IPR: Arise+IPR@euipo.europa.eu

Web: www.ariseplusipr.eu

Twitter: https://twitter.com/ariseplus_ipr