



Promoting Intellectual
Property Rights in the
ASEAN Region

Past, present and future of IP offices' services

Vicente Zafrilla Díaz-Marta | 25th October 2021



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WHERE ARE WE?

- IP offices have become a key actor of the innovation ecosystem
- Expansion of competences towards the innovation prong of the R&I equation
 - Closer to innovators than most governmental agencies
 - Access to data
 - Links to and support for SMEs and researchers: valley of death
- Increasing sophistication of services and skills

THE EVOLUTION OF IP OFFICES

- Different generations of ~~offices~~ services (currently up to 4 generations)
- Depending on the link to the offices' core business/ competences
- Registration functions still at the core

FIRST GENERATION SERVICES

- Aimed at improving the users' experience in registration services, results in better interactions and lower barriers in registration and management of IPRs:
 - E-filing
 - E-renewal
 - Full online office suite for users: status, certificates
 - Harmonised guidelines

SECOND GENERATION SERVICES

- Directly related to the core business, increase the level of sophistication of users, allowing, sometimes to DIY:
 - Intellectual property online databases (TMView)
 - Trademark classification engines (TMClass)
 - Case law search engines
 - Fees' reduction or subsidies

THIRD GENERATION SERVICES

- Indirectly related to core business (ie may result in increasing registration but not in all cases).
 - Capacity building and first-line advice (Africa, Latin America, India (...)
IP SME Helpdesks)
 - IP Scan

FOURTH GENERATION SERVICES

- Not necessarily related to the core business. Not likely to revert to the IP offices BUT to the innovation ecosystem.
 - IP market place
 - IP valuation system
 - Patents preliminary essentiality check

SHOULD IP OFFICES PROVIDE 4thGen SERVICES

- Some **reasons to answer in positive:**
 - Well positioned in the IP ecosystem
 - They are innovation actors, no IP actors
 - With their assistance, researchers and innovation can access to tools reserved to big corporation
 - Contribute to bridge the valley of dead
- They **need:**
 - Governmental support (budget + competences)
 - A good communication strategies



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THANK YOU

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