



Promoting Intellectual
Property Rights in the
ASEAN Region

Streamlining business process and teleworking mechanisms in the IP field – Day 2

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Agenda

1. Activity 1: Goals, objectives, method
2. Common themes
3. Best practices
4. Outlook

Activity 1: Knowledge exchange



- Evidence suggests that improvement is fostered by mutual exchange



- IP systems and offices are historically grown and differ from each other



- In order to learn about ASEAN IPO practices, we asked you to complete a survey



- Additionally, we meet here to bring together experience and expertise



- We are collating the results and are preparing a summary report



- **Thank you!**

Where from here?

Here

- Current situation
- Strengths and weaknesses
- Threats and opportunities
- Needs and haves

How?

- Find best practices
- Exchange experiences
- Tailor your solutions and time plans
- Cooperate

Where?

- Define your mission and vision
- Speak to your customers
- Align with government and/or international bodies

Common themes

Here



How?



Where?



"Sometimes
my internet
is a turtle"



Common themes

Here

- Partially or fully digital TM filing
- Skeleton crews
- Great team spirit
- Infrastructure / equipment issues
- Limited human resources
- Emerging IP awareness

How?

- ARISE+ IPR
- WIPO support
- Regional cooperation
- Careful tool evaluation
- Capability building
- Roadmapping
- **Regular** knowledge exchange

➤ **Celebrate and build on success!**

Where?

- Fully digital, paperless office
- Integral pillar of innovation system
- Client-centric service provider

"Sometimes
my internet
is a turtle"



Best practices

How?



- Put the client centre stage
- Actively seek knowledge
- Be realistic and pragmatic
- Share!

➤ **Celebrate and build on success!**

Outlook

- The pandemic is a “test balloon” → use it to evaluate practices
- When things go back to normal → keep what works and discard what you don’t need
- Digitalisation is here to stay and grow → use common sense and judgment
- Industry 4.0 is an opportunity, not a threat → work together with your stakeholders
- **IP offices will become enablers → know your worth!**



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