



Promoting Intellectual
Property Rights in the
ASEAN Region

Streamlining business process and teleworking mechanisms in the IP field

Dr Cornelia Peuser | Munich | 13 Dec 2021



Funded by the European Union



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

Agenda

1. Current trends in the IP field
2. Covid-19 and the impact on digitalization and remote working
3. The changing nature of IP office roles and tasks

Current trends in the IP field

1. The coronavirus crisis has acted as a catalyst and accelerator for four already existing megatrends
 - a. Globalization is being curtailed
 - b. The “digital revolution” has been scaled and sped up decisively
 - c. The rivalry between the USA and China is heating up further
 - d. Global inequality has been exacerbated
2. Patent fragmentation increases with increasing strategic weight of IP
3. Governments begin to see the IP framework as an increasingly important foundation for sustained innovation
4. Successful digitalization depends more on change management than going digital “for the sake of it”
5. Increasingly professionalized IP management continues to drive outsourcing, which in turn becomes more standardized yet also more fragmented
6. “Big data” is only as good as the analytic capacity to deal with it
7. International IP regime harmonization is happening “through the back door”, i.e., not driven by governments, but by the actors involved
8. The role of the IP manager is changing: data- and business-savvy, the IP manager becomes an asset manager, communicator and holistic adviser

Current trends in the IP field: “The Future of IP” (2021)

1. The coronavirus crisis has acted as a catalyst and accelerator for four already existing megatrends
 - a. Globalization is being curtailed
 - b. The “digital revolution” has been scaled and sped up decisively
 - c. The rivalry between the USA and China is heating up further
 - d. Global inequality has been exacerbated
2. Patent fragmentation increases with increasing strategic weight of IP
3. Governments begin to see the IP framework as an increasingly important foundation for sustained innovation
4. Successful digitalization depends more on change management than going digital “for the sake of it”
5. Increasingly professionalized IP management continues to drive outsourcing, which in turn becomes more standardized yet also more fragmented
6. “Big data” is only as good as the analytic capacity to deal with it
7. International IP regime harmonization is happening “through the back door”, i.e., not driven by governments, but by the actors involved
8. The role of the IP manager is changing: data- and business-savvy, the IP manager becomes an asset manager, communicator and holistic adviser



Digitalisation becomes a pressing issue

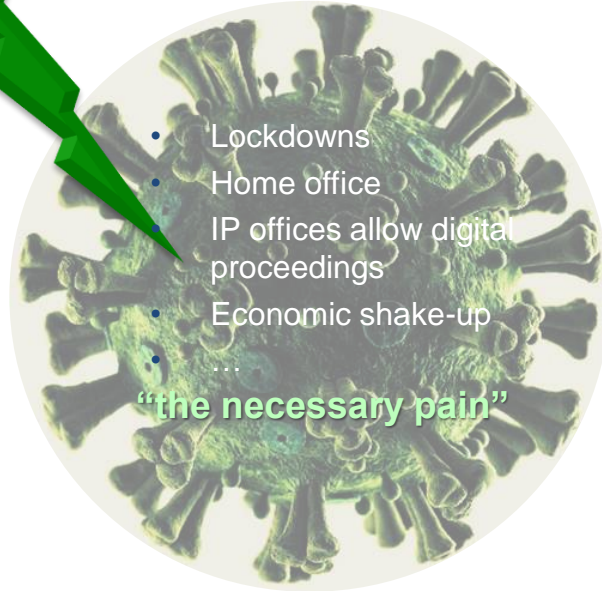
Until 2019



- Digitalization is a “buzzword”
- Fragmented pace
- Forerunners outpace “dinosaurs”
- Adoption speed varies

- IP litigation is stagnating

2020 and COVID-19



- Lockdowns
- Home office
- IP offices allow digital proceedings
- Economic shake-up
- ...

“the necessary pain”

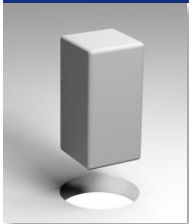
2021 and beyond...



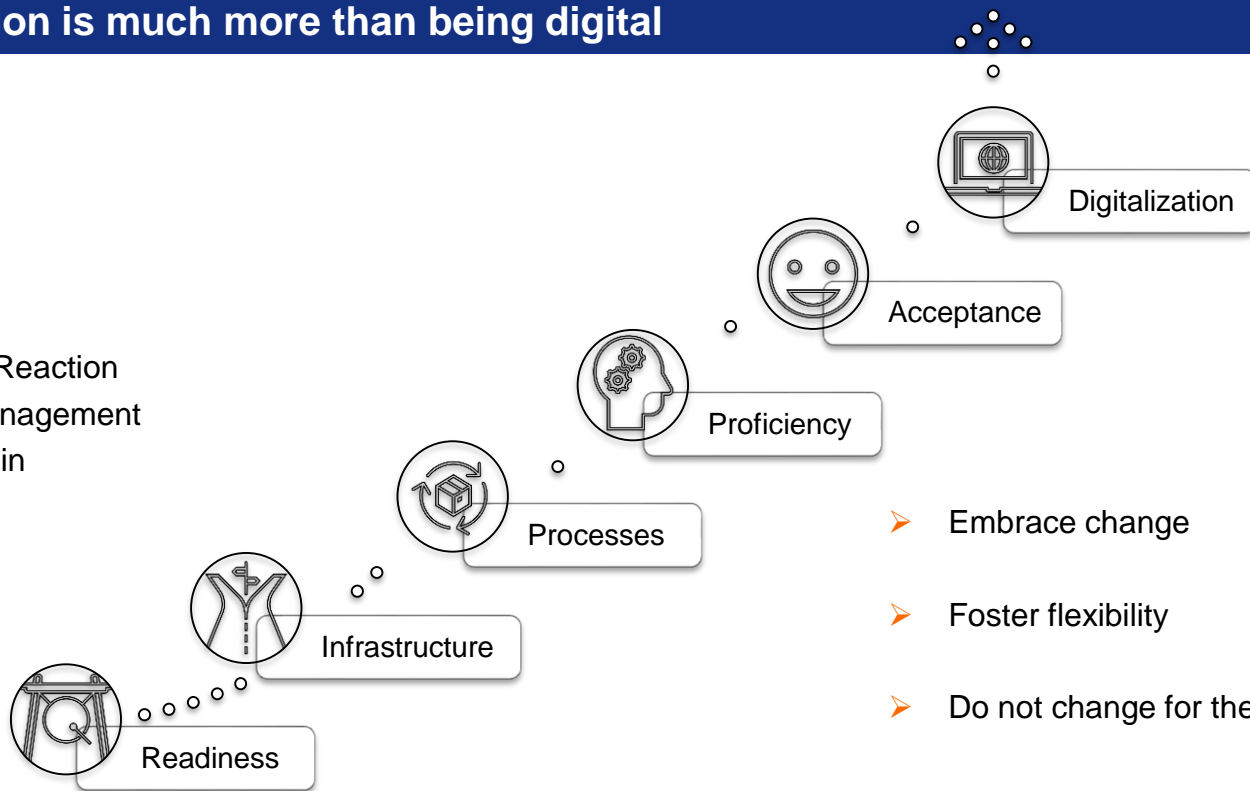
- Digitalization is enforced by circumstances
- “Adapt or die”
- New business models evolve
- IP litigation increases → digital IPRs become available and more valuable



Digitalisation is much more than being digital



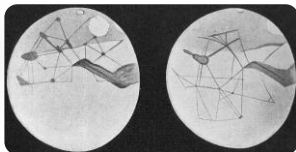
- Action ↔ Reaction
- Change management
- Create buy-in



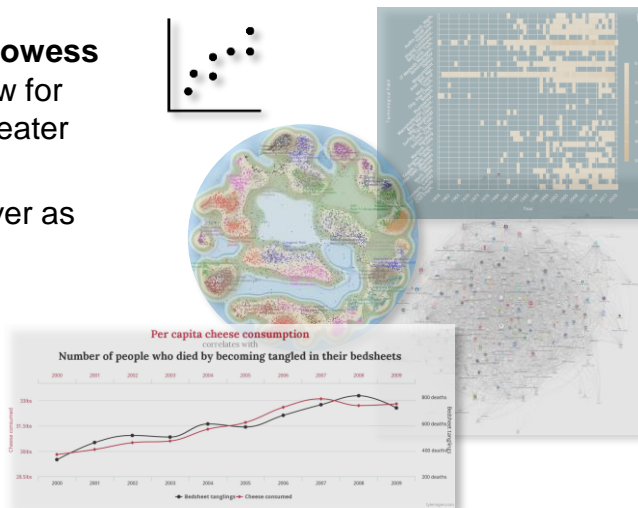
- Embrace change
- Foster flexibility
- Do not change for the sake of change

Big data is powerful, but only if understood

- The human mind has always looked for **patterns** and structure
- Even before the advent of “big data”



- Greater **computational prowess** (AI, machine learning) allow for finding structure at a far greater scale
- Algorithms are only as clever as their creators



- For the foreseeable future, the human mind is far from obsolete
- It is essential for **judging, interpreting, concluding and deciding**

The role of IP offices is changing, too: Core mandates

- Harmonisation of IP laws
- Optimal pendency
- Evaluating, deploying and managing new technologies
- Developing their human resources
- Managing their financial resources under uncertainty

The role of IP offices is changing, too: Expanding roles

- Connecting stakeholders
- Ensuring quality service across IPR types
- Supporting their national innovation system
- Increasing market efficiency through transparency
- Sustaining marketplaces for IP
- Increasing trust in the IP system
- Educating on IP
- Supporting policy-making
- Enabling new technologies
- Becoming data-driven

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



Promoting Intellectual Property Rights in the ASEAN Region



Funded by the European Union



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



Promoting Intellectual
Property Rights in the
ASEAN Region



@EUIPcooperation



Fb.me/EUIPcooperation



Linkedin.com/company/
euipecooperation

www.ariseplusipr.eu

THANK YOU



Funded by the European Union



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