Regional integration and interoperability of the ASEAN Trademarks and Designs Systems under the ASEAN IPR Action Plan 2016-2025

Ignacio de Medrano Caballero
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Kuala Lumpur March 5th 2016
E-government Interoperability

Collaboration ability of cross-border services for citizens, businesses and public administrations. Exchanging data can be a challenge due to language barriers, different specifications of formats and varieties of categorisations.

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E-government

E-government applications need to exchange data in a semantically interoperable manner. This saves time and money and reduces sources of errors. Clear concepts of interpretation patterns are required.

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E-government

Problems such as organisational complexity, outdated and cumbersome procedures, and lack of cooperation very often create electronic barriers which prevent citizens and businesses from using public services efficiently and might impede the smooth functioning of regional integrated economic zone such as the ASEAN Economic Community (AEC) which was set-up in 2015. This can cause frustration for businesses and citizens, wasting their time and money.

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ASEAN IPR Action Plan 2016-2025

- Strategic Goal 1: A robust IP System: stronger IP Offices and infrastructures
  Improved IP services, timeliness and quality of output, harmonizing formalities, accession to IP treaties

- Strategic Goal 2: Regional IP platforms to enhance the AEC
  Regional platforms, networks of IP services, modern IT, improved and centralized IP Portal

- Strategic Goal 3: ASEAN IP ecosystem: inclusive and expanded
  ASEAN IP network (IPOs, judiciary, customs, etc.), enhanced engagement with stakeholders and external partners

- Strategic Goal 4: Regional mechanisms to promote asset creation and commercialization, particularly GIIs and TK
  IP awareness, IP valuation, IP promotion among SMEs, GI protection and commercialization

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The Convergence of Practices on Trademarks and Designs Examination/Registration in ASEAN

The common guidelines for the substantive examination of trademarks (adopted by the AWGIPC on December 2014) and the draft guidelines for the examination of designs are also illustrative examples of interoperability efforts to reduce discrepancies and to convergence of administrative practises among ASEAN IP Offices.

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The ASEAN Trademark Search Tool

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What is ASEAN TMview?

- Common online trademark information platform
- 9 ASEAN IP Offices
- Myanmar data to be integrated once available

eап3.org
More than 3 million trademarks

Number of Trade Marks in Total: 3394904
As of 25 February 2016

Multilingual platform

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In a period of just over 60 days (25 August – 30 October 2015), over 30,000 sessions have been initiated in ASEAN TMview by nearly 16,000 users.

Of those users, more than 54% are returning users of the tool.

More than 154,000 pages have been visited.

Some 40% sessions are initiated by users located in Indonesia, Philippines, Vietnam and Singapore (among the top ten users' locations).

In the same period, the demographics data showed:

- Most active users were in Indonesia, with total of 24.50% and 7,372 sessions.
- Least active users (from TOP 10) were in Taiwan, with total of 2.80% in 842 sessions.
ECAP III
EU-ASEAN Project on the Protection of Intellectual Property Rights

The ASEAN one-stop classification tool

Contains over 13,800 terms

✓ ASEAN List of Goods
✓ Nice Alphabetical List (10.15/16)
✓ Common EU-Madrid List

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ASEAN TMclass

- Terms are translated into the ASEAN languages
- Translations are validated before being uploaded
- To be updated regularly by ASEAN Trademark Task Force
- Completed IT development of ASEAN TMclass
- Public launch at the IP Week@SG in August 2015
- Integrated with back office systems of interested IP Offices
- Integrated with e-filing of interested Offices

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VERIFY G&S

Verify if your list of Goods and Services are accepted in another office

cap3.org
In a period of just over 60 days following the launch of ASEAN TMclass, nearly 900 sessions have been initiated in the tool by nearly 600 users.

Of those visitors, over 200 are already returning users of the tool.

Nearly 5,400 pages have been visited.

Over 60% sessions are initiated by users located in ASEAN, with eight of the ASEAN countries.
• Common online industrial design information platform
• Data from 8 ASEAN IP Offices
• Multi-lingual platform
### Database content

#### DATABASE CONTENT

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- In a period of just over 60 days following the launch of ASEAN Designview, over 600 sessions have been initiated in the tool by 459 users
- Of those visitors, over 25% are already returning users of the tool
- Over 60% sessions are initiated by users located in ASEAN, with eight of the ASEAN countries

*Data provided by Google Analytics*
ECAP Electronic Filing System

- For deployment in the Philippines, Brunei Darussalam, and Cambodia
  - No need for data entry by the Offices
  - Eliminates the need to scan images
  - Minimises issues concerning G&S classification
  - Available 24/7
- Integration with ASEAN TMclass for G&S selection
- Integration with ASEAN TMview for search report
- Integration with an e-Payment system
ECAP e-Filing
Integration with ASEAN TMclass for G&S selection

Choose accepted terms
- computer
- chemical
- medicine
- software
- equipment
- machinery
- apparatus
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- appliance
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ECAP e-Filing for Subsequent Requests

- Electronic reception of subsequent requests/documents (responses to office actions, power of attorney, declarations, oppositions, appeals, assignments, etc.
- Customizable by the IP Office (types of requests/documents, fee structure, etc.)
- With option for digital signature of the IP Office and/or applicant
- Integration with e-payment system
- To be tested in PH in March 2016 and in KH, ID, MY
Conclusions
Efforts on interoperability, eGovernment and open data mean interoperable platforms now have the potential to unleash unprecedented speed, efficiency and quality in the delivery of public services.

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Conclusions
ASEAN IP Offices are currently reducing administrative burdens and costs, introducing digital services and improving business processes.

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Conclusions

ASEAN IP Offices might become what professor Jane Fountain from the National Center for Digital Government of the Massachusetts University defined as *digitally mediated institutions* that is government organizations characterized by a high degree of digital infrastructure and widespread use of digital applications and tools.

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CONTACT US:

Ignacio de Medrano Caballero
ECAP III Project Leader
Office for Harmonization in the Internal Market (OHIM)

Info.ecap3@oami.europa.eu
ecap3.org

Thank You