



ASEAN INTELLECTUAL PROPERTY ASSOCIATION

**OPTIMIZED INTELLECTUAL PROPERTY SERVICES
TO SUPPORT TECHNOLOGICAL INNOVATION**

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- Honorable Secretary of ASEAN IPA -
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QUICK LOOK

IP SERVICES

(protection, management, enforcement, commercialization, ...)

Indispensable tools

to support technological innovation

via specialized offerings to help innovators protect, manage, and utilize IP assets effectively

Navigating the
complex IP
landscape

Monitoring
industry trends,
identifying
opportunities for
innovation and
collaboration

Maximizing the
commercial value
of creative works

Ensuring
innovations are
properly
protected,
enforceable,
maintaining
market position



IMPROVED IP SERVICES FOR EMERGING AREAS

IP Services

Enhancing professional services to efficiently protect emerging IP subjects (e.g., innovations in high-tech fields, AI, big data, machine learning, block-chain, metaverse, traditional knowledge, generic resources, trade secrets ...)

Utilizing modern IT technologies and enhancing search tools and databases with assistance of AI and big data for tasks ranging from patent search, specification drafting, trademark monitoring ...

Improving enforcement tools to address the issues of online privacy, IPRs enforcement in e-commerce, digital rights management, cross-border infringement...

Strengthening global partnerships to increase international experience and ensure compliance with global IP procedures, contracts and agreements



ASEAN PICTURE ON IP SERVICES

Notable completed projects (under ASEAN IPRs Action Plans):

- ❖ **ASEAN IP Portal**, a one-stop platform for IP services and information in ASEAN, including IP databases for searching data in ASEAN countries, aiming to strengthen IP systems and raise the level of regional IP awareness.
- ❖ **ASEAN Patent Examination Cooperation (ASPEC)**, with the purpose of sharing search and examination results between ASEAN patent offices.
 - *Standard ASPEC for all types of inventions,*
 - *ASPEC AIM for “Industry 4.0” inventions, and*
 - *PCT-ASPEC for relying on PCT reports*
- ❖ **ASEAN common examination guidelines** for patent, trademark, industrial design, serving as a reference for ASEAN IP offices.



ASEAN PICTURE ON IP SERVICES

Current Plans:

- ❖ Reviewing and updating the **ASEAN Framework Agreement on IP Cooperation** and developing the **post-2025 ASEAN IPRs Action Plan**, which comprise IPR initiatives including those related to IP services in the region.
- ❖ Continuing to discuss the **Pan-ASEAN Trademark Application (PATMA)**, a unified trademark application system that would allow businesses to file a single trademark application covering all ASEAN countries.
- ❖ Expanding IP services and offerings on the **ASEAN IP Portal** (e.g., adding “ASEAN IPR Helpdesk” service, integrating advanced features from WIPO services, adding AI-assisted classification and search...).



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**Thank you for your
attention!**