

OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS

Seminar on Intellectual Property Rights

November 25, 2016



INTELLECTUAL PROPERTY OFFICE
OF THE PHILIPPINES
REPUBLIC OF THE PHILIPPINES

OUR OFFICE

Location:

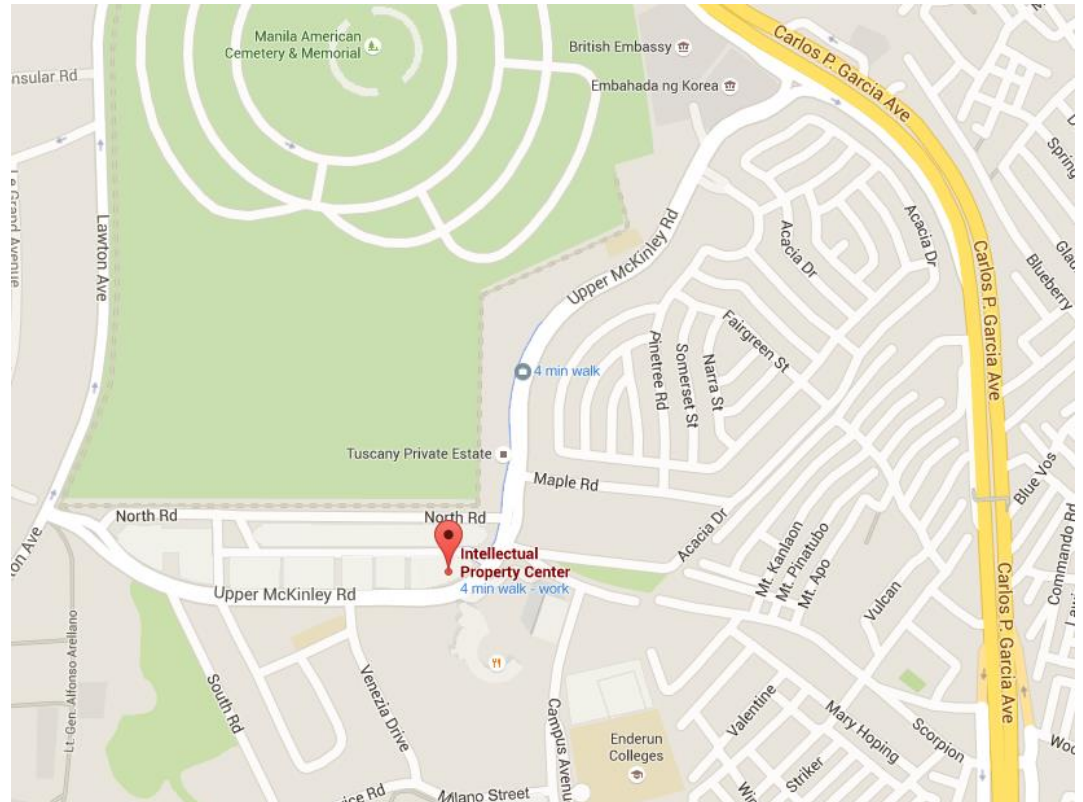
28 Upper McKinley
Road, McKinley Hill Town
Center
Fort Bonifacio, Taguig
City 1634, Philippines

Office Hours:

M-F, 8am-5pm

Trunkline: 238-6300

Website: www.ipophil.gov.ph



INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

VISION

An Intellectual Property-conscious
Philippines in a demystified,
development-oriented, and
democratized IP System by 2020
(2020 VISION: 3D IP)

MISSION

We are a knowledge-driven government organization that works towards economic, technological, and socio-cultural development by communicating, enabling, and ensuring the effective use of the Intellectual Property System in all levels of society for the creation, protection, utilization, and enforcement of Intellectual Property

Functions of IPOPHL (1)

- Examines applications for grant of letters of patent for inventions and register utility models and industrial design.
- Examines applications for the registration of marks (including internet domain names as marks), geographical indications, and integrated circuits.
- Registers technology transfer arrangements, settles disputes involving technology transfer payments, and develops and implements strategies to promote and facilitate technology transfer.

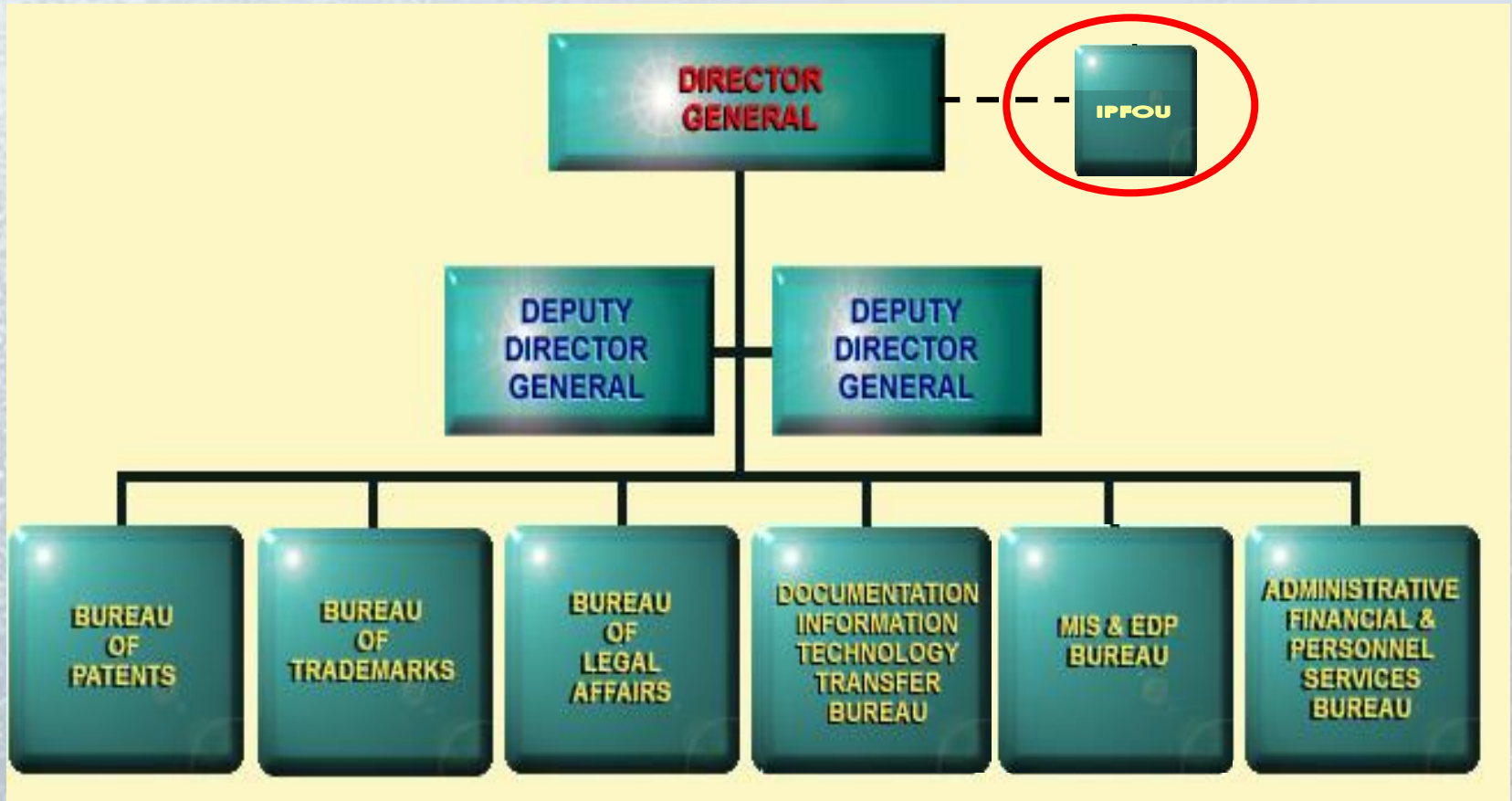
- **Functions of IPOPHL(2)**

- Promotes the use of patent information as a tool for technology development.
- Publishes regularly the patents, marks, utility models, and industrial designs issued and approved, and the technology transfer arrangements registered.

Functions of IPOPHL (4)

- Publishes regularly the patents, marks, utility models, and industrial designs issued and approved, and the technology transfer arrangements registered.
- Coordinates with other government agencies and the private sector to strengthen the protection and enforcement of intellectual property rights in the country.
- Administratively adjudicates cases affecting intellectual property rights:
- Complaints for violation of laws involving Intellectual property rights
- Opposition to/cancellation of registration marks
- Cancellation of patents, compulsory licensing

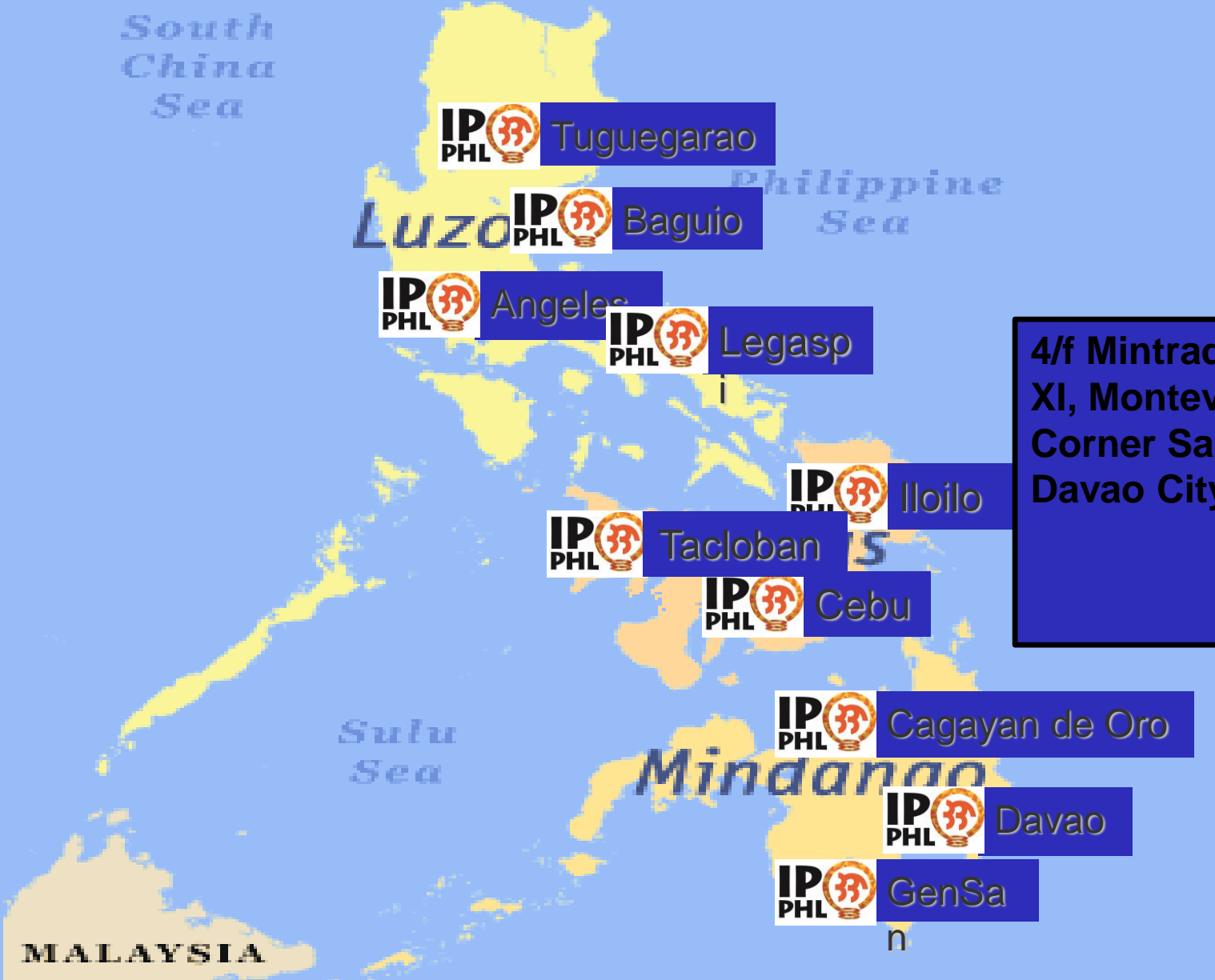
Organizational Structure:



INTELLECTUAL PROPERTY
PHILIPPINES



IP Satellite Offices



4/f Mintrade Bldg., DTI-
XI, Monteverde St.
Corner Sales St., 8000
Davao City

WHAT is Intellectual Property?

- ✂ Intellectual Property (IP) is the creations or product of the human mind;
- ✂ it describes ideas, inventions, technologies, artworks, music and literature that are intangible when first created, but become valuable in tangible form as products
- ✂ (Dr. Kamil Idris)

WHY we should PROTECT our IP?

- **prevent competitors from copying your technology or product**
- **avoid wasteful investment in R&D and marketing**
- **create and enhance corporate identity**
- **facilitate negotiations on licensing, franchising or other IP-based agreements**

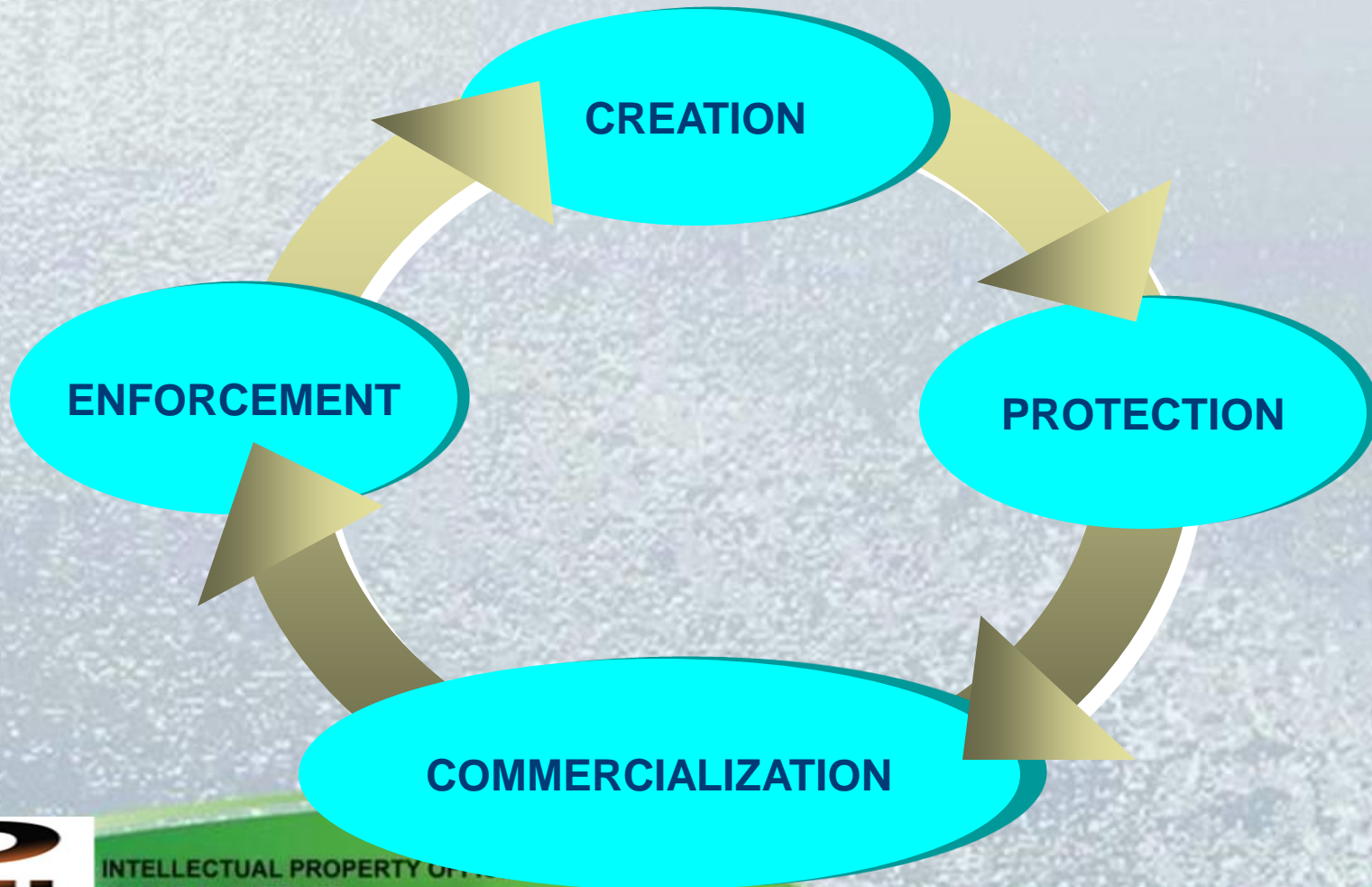
WHY we should PROTECT our IP?

- **increase the company's market value**
- **acquire venture capital**
- **enhance access to new markets**
- **avoid unnecessary litigation**

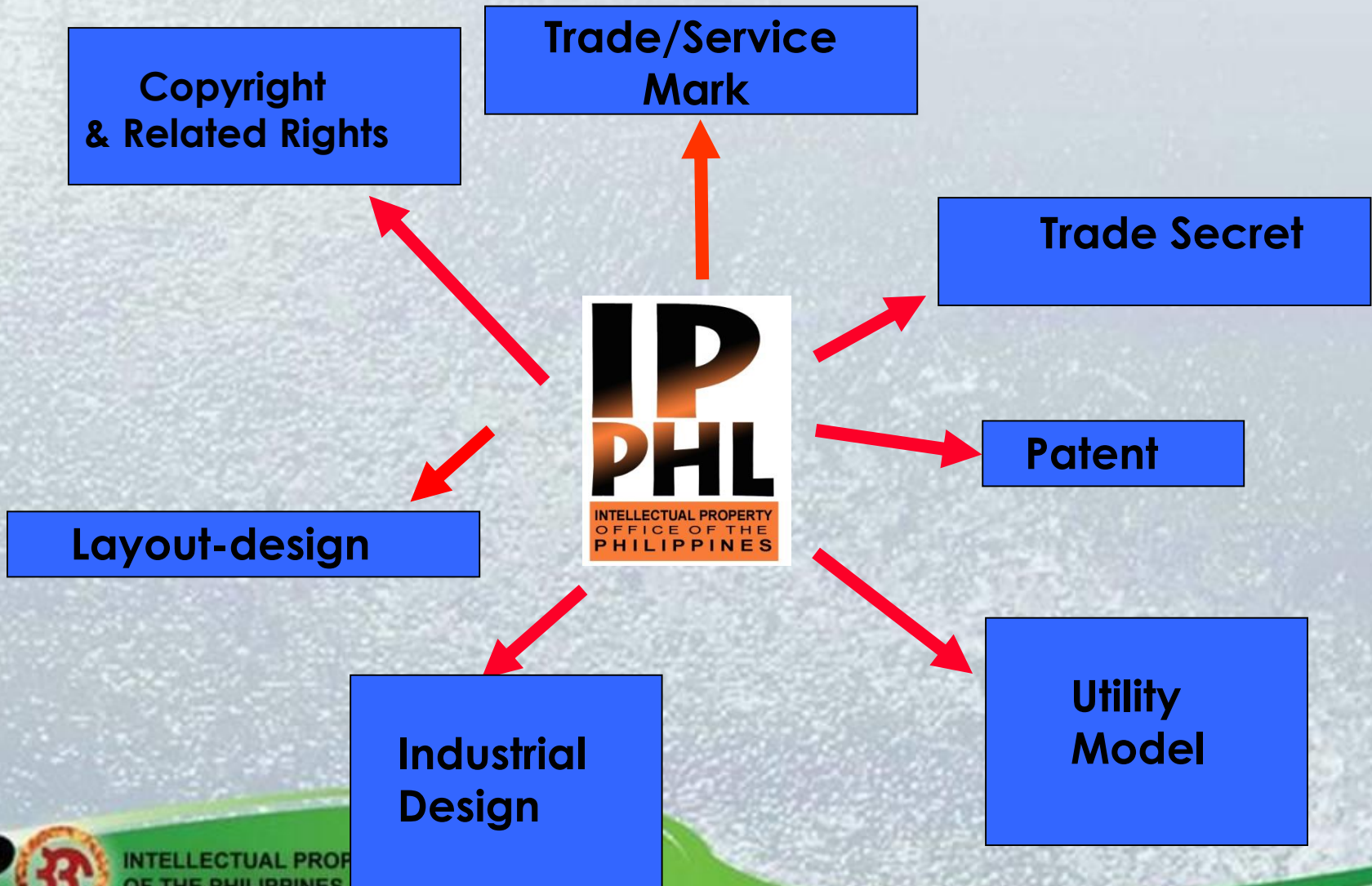
WHAT HAPPENS IF NO IP PROTECTION IS OBTAINED FOR AN INTELLECTUAL CREATION?

- ~ Somebody else might obtain IP Protection for it.
- ~ Competitors will take advantage of the intellectual creation or IP.
- ~ Possibilities to license, sell or transfer technology will be severely hindered.

The IP Cycle



What are these IP Rights?



Questions?



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