

# Beyond Regulation: Integrated IP Management in the Philippines

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# The Philippines



# The Backdrop

- External environment
  - Low public awareness
  - Unfavorable policy and political environment
  - International pressure
- Internal realities and dynamics
  - Bureaucratic culture
  - Regulatory mindsets

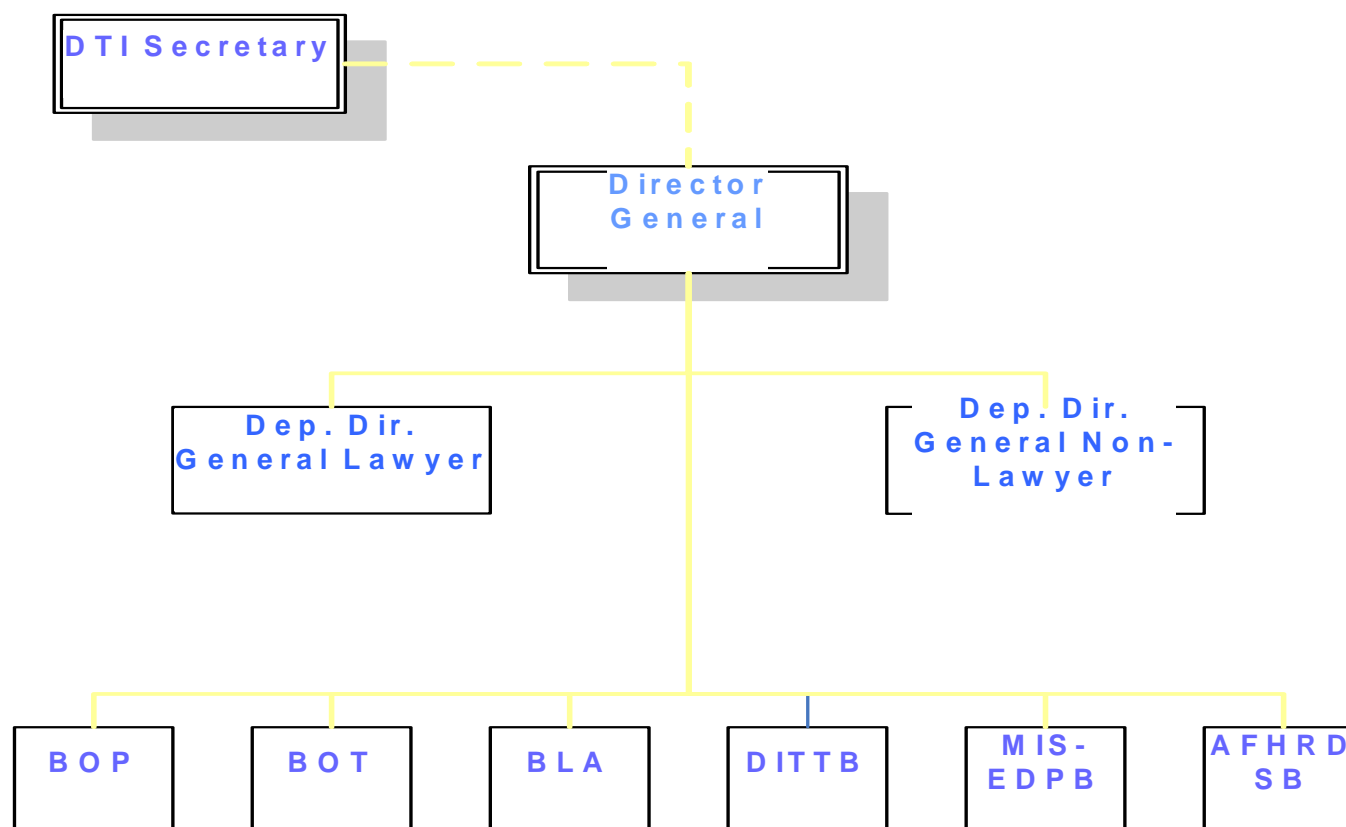
# IP Philippines in Context

1947 – Patent Office and a Bureau of Trademarks

1987 – Bureau of Patents, Trademarks and Technology Transfer in Department (Ministry) of Trade and Industry

1997 – Intellectual Property Office under the new Intellectual Property Code (RA8293)

# Organizational Structure (RA 8293)



# IP Philippines in Context

## Intellectual Property Office

- Separate agency with relative autonomy
- Authority to retain all fees
- Implement own compensation structure
- Required to be financially self sustaining
- Director General, rank of Undersecretary or Deputy Minister, 5 year fixed term

# IP Philippines in Context

## Mandates of IP Philippines

- Patent grants, trademarks registration
- Review of technology transfer agreements
- Administrative adjudication
- Promote technology transfer

# IP Philippines in Context

- Formulate and implement State IP policies
- Raise public awareness and education
- Coordinate public and private sector to strengthen IP system



# Changing Roles and Mindsets

## STRATEGY

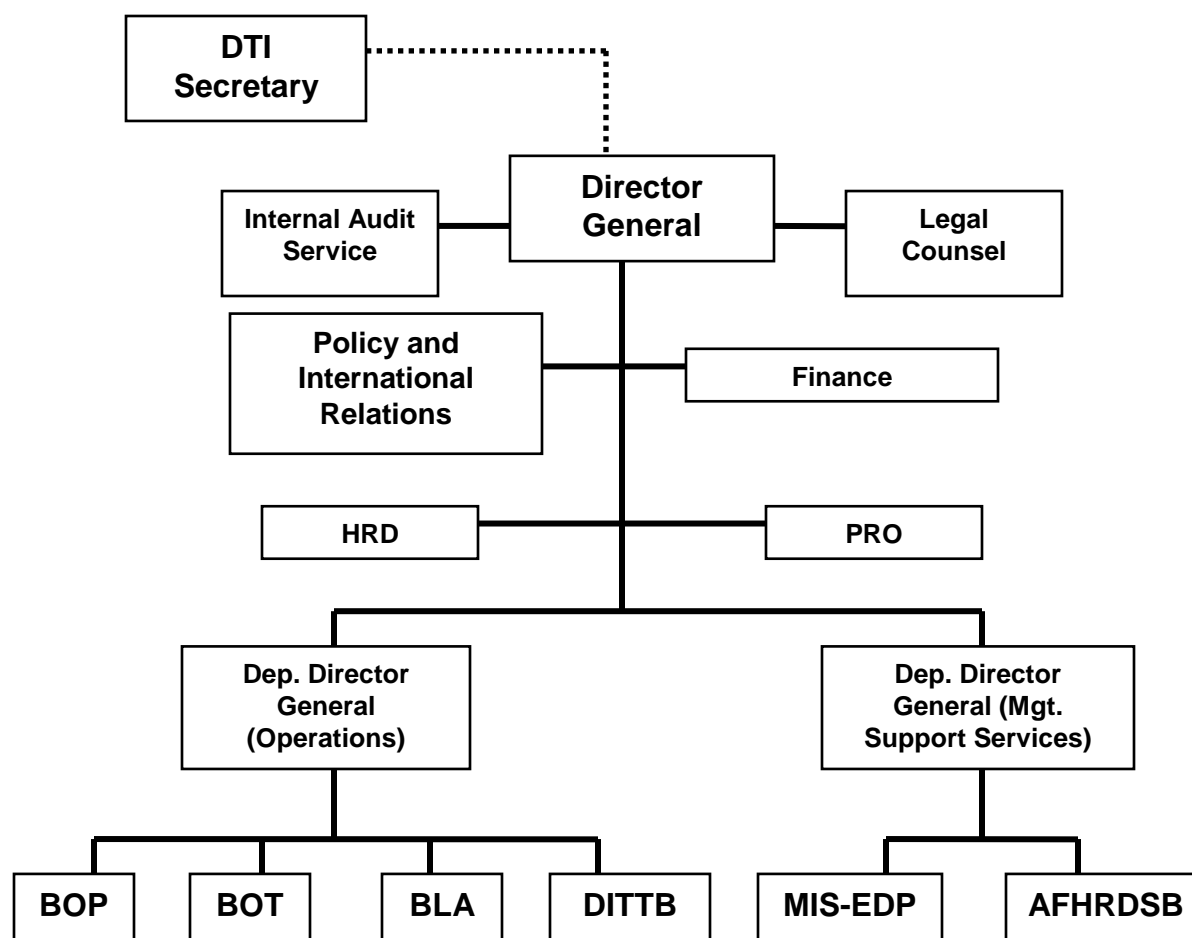
- Embracing the leadership role in all aspects
- New vision, missions and business plan through a participatory process
- Adjust the structures and processes for the expanded role

# Changing Roles and Mindsets

## STRATEGY

- Public Relations Office
- Office of the Legal Counsel
- Office of Policy  
Research/International Relations  
(National IP Policy Strategy)
- Secretariat for IPR Enforcement  
(National Comm on IPR enforcem)
- Public-Private Partnership Council  
for IP

# The Transitional Organizational Structure



# Changing Roles and Mindsets

## OPERATIONS

- Backlog elimination and turn-around time
- Modifying public information projects
- Customer service orientation
- Copyright support services
- Enhanced IT infrastructure
- Intellectual Property Research and Training Institute

# Changing Roles and Mindsets

## PEOPLE

- Deep selection of potential leaders
- Succession leadership
- New compensation structure
- Performance evaluation and incentives
- Training
- Outsourcing professional services

# Key Results

## EXTERNAL ENVIRONMENT

- Presidential directives/Executive Orders
- Recognition from trading partners
- Regular news and features in media
- Legislation passed and pending
- Courts specifically for IP cases
- Regular coordination with stakeholders

# Key Results

## INTERNAL

- More visible customer service orientation and exposed to societal impact of IP
- Improved morale
- Improved efficiency and effectiveness

# Key Results

- Backlog elimination ( 2005-2007)
  - Trademark reduced by 94% (from 11,807 to 743) in 2006. Zero backlog in mid 2007.
  - Patents reduced by 68% ( from 4312 to 1560)
  - Administrative cases by 35% for IPC and 56% for IPV (infringement)



# Key Results

## Turn around time for Patents



# Key Results

## Turn around time for Trademarks



# Key Results

## Revenue performance

- *Total revenues from fees grew by 21% in 2006*
  - *Trademarks – increased 34%*
  - *Patents – increased 19%*
  
- *Total revenues from fees increased by 10% in 2007*
  - *Trademarks – increased by 9%*
  - *Patents – increased by 18%*

# Strategic Goals: 2008-2010

- Sustain dynamic leadership in IP system Deliver quality and timely patents
- Deliver quality and timely marks
- Facilitate results oriented technology commercialization
- Provide speedy and effective legal remedies

# Strategic Goals: 2008-2010

- Institutionalize copyright support services for creative industry
- Management goal: a self-sustaining organization investing in people, technology and facilities

# Conclusion

- Understanding external as well as internal environment and dynamics
- Bold decision to embrace the Leadership role of the IP system

# Conclusion

- Business plans tell a story
  - 2005-2006 – “Beyond Regulation”
  - 2007 – “Back to Basics”
- 2008-2010
  - *“Breaking Through: From Good to Great”*
  - *Changing the culture within IP Philippines*



***Thank You!***

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