CONFERENCE ON THE ROLE OF INTELLECTUAL PROPERTY OFFICES (IPOs) IN PROMOTING INNOVATION, BUSINESS COMPETITIVENESS AND ECONOMIC GROWTH

Country Presentation on challenges in Formulation and Implementation of National IP Policies ans Strategies: Philippine Experience

By

Dr. EPIFANIO M. EVASCO,
Director Bureau of Patents
Intellectual Property Philippines

Tokyo, February 2-3, 2012
VISION:
An Intellectual Property conscious Philippines
In a Demystified, Development–Oriented and
Democratized IP System by 2020

SION:
An Intellectual Property conscious Philippine
a Demystified, Development–Oriented and
democratized IP System by 2020
Mission Statement

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.
HOW we can achieve our mission
Vision Statement

An Intellectual Property-conscious Philippines in a demystified, development-oriented, and democratized IP System by 2020
in a

EMYSTIFIED

IP-Conscious Philippines
Everyone knows how to use the IP system in their work, business & careers.
Pragmatic, logical & predictable
Knowhow & “showhow” that can find application in everyday life
Not feared nor awed
Development-oriented IP is used as a tool for development & the IP Office does more than registration work.
Philippines in a Development-Oriented Context
Policy-driven actions
Balanced treatment (patent information v. protection)
User-centric (TM in 5 days)
Custom-tailored; target specific sectors; not one-size fits all
Conscious Philippines in a Democratized D Emocratized
IP is everyone's concern & IP expertise is multi-disciplinary (not just for law offices)
Open Policy & transparency
Public Private Partnership
Prioritize stakeholder involvement
Continuing dialogue
Boundarilessness
1. Deliver quality and timely patents, trademarks, & other registrations.

2. Provide speedy, quality, & effective legal remedies & be the forum of choice for IP dispute resolution.

3. Provide IP-related business development & technology transfer services.

4. Institutionalize copyright support services.

5. Increase the level of appreciation of, respect for, & utilization of IP.
6. Lead the advocacy for legal & policy infrastructures to address emerging national & global demands of the IP system.

7. Develop and maintain a highly-motivated, competent, & cohesive workforce committed to serve with professionalism, transparency & integrity.

8. Provide a conducive work environment that supports professional growth & promotes work-life balance.
TRADEMARKS, AND OTHER REGISTRATIONS

IP FILINGS, GRANTS, AND REGISTRATIONS

THE INTEGRATED INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

ASEAN PATENT SEARCH EXAMINATION COOPERATION
MEDIES AND BE THE FORUM OF CHOICE FOR IP DISPUTE RESOLUTION

- INTER PARTES AND INTELLECTUAL PROPERTY VIOLATION CASIS
- ALTERNATIVE DISPUTE RESOLUTION
- ANTI-COUNTERFEITING AND PIRACY INITIATIVES
- 2012-2016 ACTION PLAN ON IPR PROTECTION AND ENFORCEMENT
BUILDING THE INNOVATION ECOSYSTEM

- IP MANAGEMENT AND TECHNOLOGY COMMERCIALIZATION
- PROTECTING TK, TCE, AND GR
SG4 INSTITUTIONALIZE COPYRIGHT SUPPORT SERVICES

- COPYRIGHT REGISTRATION
- COPYRIGHT AWARENESS ACTIVITIES
1st Philippine IP Summit

IP in the Regions
AMENDMENTS TO THE IRR OF INTER PARTES PROCEEDINGS

ACCESSION TO THE MADRID PROTOCOL

COPYRIGHT BILL

INTERNATIONAL RELATIONS

OTHER DEVELOPMENTS
DEVELOP AND MAINTAIN A HIGHLY MOTIVATED, COMPETENT, AND COHESIVE WORKFORCE COMMITTED TO SERVE WITH PROFESSIONALISM, TRANSPARENCY, AND INTEGRITY

ENHANCING IP LEGAL EDUCATION, KNOWLEDGE, AND PRACTICE

CUSTOMER SERVICE MECHANISM
THE INTELLECTUAL PROPERTY CENTER

ENSURING WORK-LIFE BALANCE
THANK YOU!