Current Status of Preparation for Accession to the MADRID SYSTEM for BRUNEI DARUSSALAM

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Introduction

- Intellectual Property Division:
  1 of 5 divisions in AGC
  (Criminal Justice, Civil, International Affairs, Legislative Drafting & Intellectual Property)

- AGC is a Department under the Prime Minister’s Office
Organization

- Registry of Trade Marks:
  1 of 4 registries that fall under the responsibilities of the Intellectual Property Division
- Attorney General is also the Registrar

Structure

Registry of Trade Marks and Industrial Designs:
- 3 Deputy Registrar
- 19 supporting staff consisting of:
  - Legal Assistant
  - Senior Registration Clerks
  - Chief Clerk
  - Registration Clerks
  - Clerks and Office Assistant
Core Functions

- Responsible for all matters pertaining to registration and administration of IP
- Promote IP awareness - via presentations, exhibition, road shows, leaflets, mass media and other activities
- Accepts and process registrations for -
  - Trademarks
  - Industrial Designs
- Advisory - Copyright and Layout Designs (non-registration)

Statistic (2008-2011)

- Total No. of Applications
  - 2008: 944
  - 2009: 649
  - 2010: 725
  - 2011: 857

NB: Updated as of 9 January 2012
Current Initiatives

- e-TM registry system started in September 2006
- TM Rules amendments to meet international standards
- IT infrastructure enhancement: Data verification and conversion
- Public awareness/outreach especially to educate our SME and Business students on the benefits of registering their TMs both locally and internationally
- Capacity Building

Private Sector’s Attitude

- **TM AGENTS & LAW FIRM - Negative attitude**
  - Low no. of job assignment relating to TM applications
  - Low no. of local applicants
  - Most Locals apply direct to the Registry Office

- **BUSINESS SECTORS - Fully support**
  - 90% of local Businesses in Brunei are SMEs who have started to expand their businesses outside Brunei Darussalam and have realized the importance of registering their TMs in other countries
Future Plans

- Operate as a fully-fledged IP Office
- e-TM – value add service
- Government’s plans to diversify economy – positive indication
- Join IP-related International Organisation such as PCT, Madrid, etc

Thank You for Your Attention

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