

# **User-Orientation and Value-Added Services by IP Administrations**

## **The Singapore Experience**

- Access to IP Information & Databases
- Special Products and Services for IP Professionals, SMEs,  
R&D Institutions, Universities and Support Service Organisations
- Public/Private Partnerships

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# Outline

- About Singapore & IPOS
- Identifying the Users
- User-Oriented & Value-Added Services
  - Programmes for Users
  - Self-Help Resources

# Singapore

Location:	Southeast Asia
Climate:	Equatorial climate, warm and humid all year round. Rain falls throughout the year.
Land Area:	707km <sup>2</sup>
Population:	4.6mil
Per capital GDP:	\$52,994.0
Ethnic groups:	Chinese, Malay, Indian, others
Languages:	English, Mandarin, Malay, Tamil

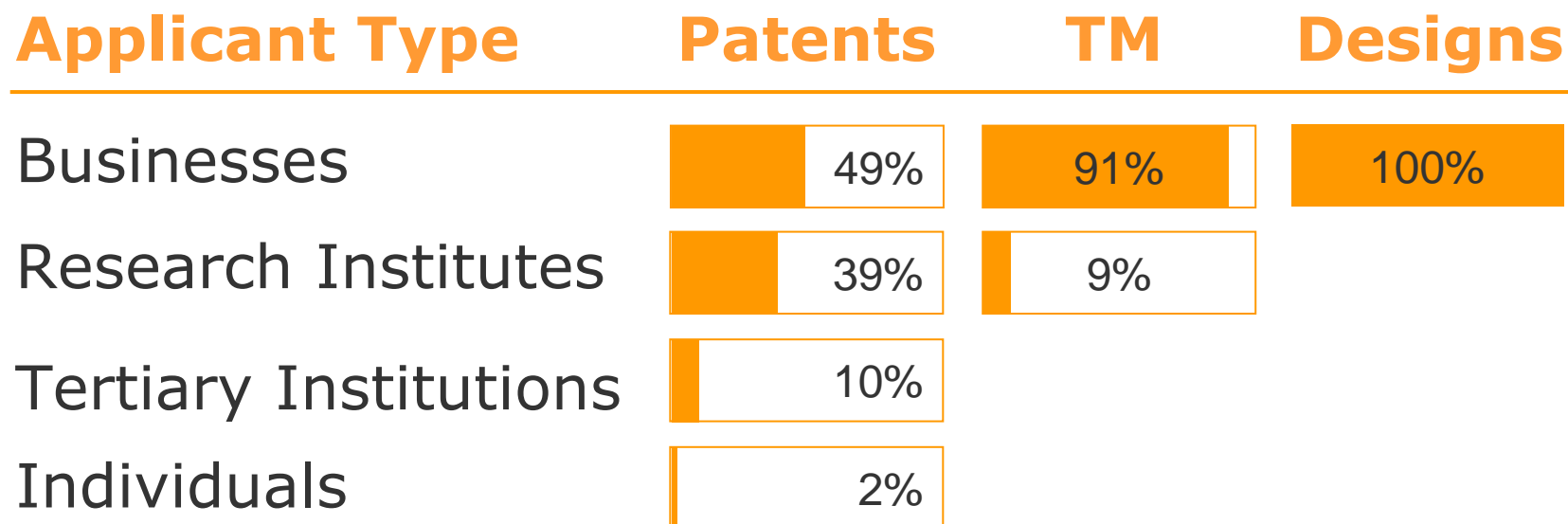
## Vision

To foster a creative Singapore where ideas  
and intellectual efforts are valued, developed and exploited

## Mission

To provide the infrastructure, platform and environment for the greater  
creation, protection and exploitation of  
intellectual property

# Identifying the Users



*Residential applications by top 10 applicants grouped by applicant type  
Singapore IP filing statistics, 2007*

# Programmes for Users

- Business
- RIs/IHLs
- Professionals

# Programmes for Businesses

	Competencies	Self-help	Seminars	Consultations	Exec Training
<b>Awareness</b>	Basic concepts	Info Packs	Biz outreach	IP Consult	
	Basic IPM	Website IP Starters	EAP <sup>2</sup> IC  Roundtable dialogues	IPM company engagements	Developed in conjunction with IP Academy, Universities, Law firms
<b>Adoption</b>	IP Management	SurfIP SNIPS		IPM project assistance	
	IP Regime	Website	Legislative Changes	Dialogue Sessions	

## IP Consult

- Conducted by an IP lawyer and a patent agent
- Group dialogue
- Face-to-face sessions

## Business Outreach Seminars

- Adequacy of IP protection in a global market
- Strategic exploitation of company's IP
- Best practices in drafting IP contracts
- Alignment of IPM to enterprise's growth strategies

# Reaching out through existing networks

SMEs are already supported by

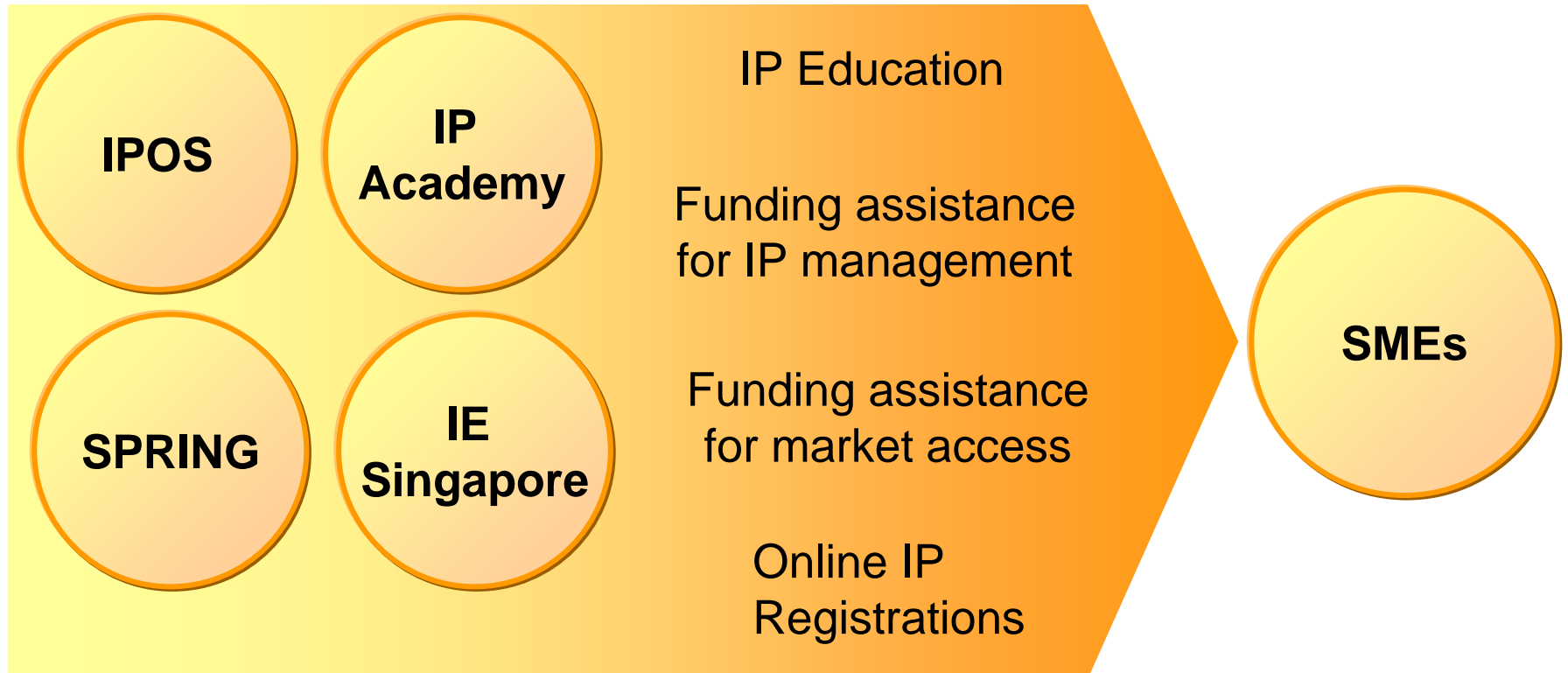
- **Associations:**

- Singapore Business Federations,
- Association of SMEs,
- Chambers of Commerce

- **Government agencies:**

- Standards, Productivity and Innovation for Growth (SPRING)
- International Enterprise (IE) Singapore.

# Adoption - A Multi Agency Approach



# Collaborations with RI/IHLs

- Joint marketing of technology transfer events
- Matchmaking of licensors and licensees through IP Parade

# Enhancing Professional Services

- Professional skills
  - **IP lawyers:** Law degrees (NUS, SMU)
  - **Patent agent:** GCIP(IP academy), drafting experience  
QE examinations (IPOS)
  - **Technology transfer manager/IP manager:**  
knowledge in IP management encompassing law,  
technology and business (e.g. MSc IPM by NUS,  
executive courses by IP Academy)

# Enhancing Professional Services

- Patent agent
  - A profession regulated by IPOS
  - work closely with the IP Academy on driving thought leadership and training
- Regular dialogues with representatives from professional bodies
- Public consultations on legislative amendments
- Seminars to update new procedures or legislative changes or training on avoidance of common pitfalls

- Newspaper advertorials
- Career seminars
- Make IP a choice career

# Self-help Resources

- One-Stop SME Portal
- IP Professional Directory Service
- Trade Mark Searches and Business Name Registrations
- Online Searches, Filing and Payment

# Self-help Resources



## Singapore Network of IP Service Providers

Enter Search term:

**Search** **Reset**

Select one or more [IP Services](#)

Select All

- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Branding (Commercial Aspects) | <input checked="" type="checkbox"/> Branding (Legal Aspects) | <input type="checkbox"/> Copyright Enforcement / Investigation into Copyright Infringement |
| <input type="checkbox"/> Copyright Management                     | <input type="checkbox"/> Designs Prosecution                 | <input type="checkbox"/> Franchising   |
| <input type="checkbox"/> IP Administration / Portfolio Management | <input type="checkbox"/> IP Audit                            | <input type="checkbox"/> IP Brokerage  |
| <input type="checkbox"/> IP Education                             | <input type="checkbox"/> IP Exploitation                     | <input type="checkbox"/> IP Insurance  |
| <input type="checkbox"/> IP Intelligence                          | <input type="checkbox"/> IP Management                       | <input type="checkbox"/> IP Monitoring / Enforcement                                       |
| <input checked="" type="checkbox"/> IP Valuation                  | <input type="checkbox"/> International Designs Prosecution   | <input type="checkbox"/> International Patents Prosecution                                 |
| <input type="checkbox"/> International Trademark Prosecution      | <input type="checkbox"/> Joint Ventures                      | <input type="checkbox"/> Licensing   |
| <input type="checkbox"/> Litigation                               | <input type="checkbox"/> Other IP Transactions               | <input type="checkbox"/> Patent Drafting (In-House)  |
| <input type="checkbox"/> Patent Drafting (via Third Party)        | <input type="checkbox"/> Patent Prosecution                  | <input type="checkbox"/> ScopeIP Consultants   |
| <input checked="" type="checkbox"/> Trademark Prosecution         |  |  |

**Search**

### SNIPS

**SINGAPORE NETWORK OF IP SERVICE PROVIDERS (SNIPS)** is IPOS' one-stop directory of Intellectual Property Service Providers tailored to help companies expedite their search for relevant IP firms or services.

#### Search Results

2 Results found for search in selected categories.

S/N	COMPANY NAME	WEB SITE
1	<b>BAKER &amp; MCKENZIE WONG &amp; LEOW</b> Baker & McKenzie is the world's leading global law firm. We have provided sophisticated legal advice and services to many of the world's most dynamic and global organizations for more than 50 years. With a network of more than 3,200 locally qualified, internationally experienced lawyers in 38 countries, we have the knowledge and resources to deliver the broad scope of quality legal...	-
2	<b>BRAND FINANCE</b> Brand Finance is the world's leading independent brand valuation consultancy. We advise branded organisations, both large and small, on how to maximise shareholder value through effective brand management. Brand Finance's headquarters are in London and we have a global network of offices. Brand Finance has developed transparent brand measurement techniques grounded in leading edge...	<a href="http://www.brandfinance.com">www.brandfinance.com</a>

**Close**

The information stated herein is accurate as of June 2008.  
It is intended as a guide only and does not amount to legal advice.  
Professional advice must be sought prior to acting on any matter contained within this presentation.



## One-stop First-Stop Intellectual Property portal

[Home](#) > Trademark Quick Search

Quick Search | Simple Search | Trademark No Search | Structured Search

**Trademark Search** Search

Enter search word or sentence : [?](#) [Important Notes](#)

Example: apple | star | cola  
Data sources: Office for Harmonization in the Internal Market (OHIM), Singapore (IPOS), UK (UKPO), Canada (CIPO), Indonesia (IDIPD), Philippines (PHIPO), Vietnam (VNOIP), Malaysia (MYIPO), US (USPTO), HongKong (HKIPD)

**Single click 2** (points to Search button)

**Single query 1** (points to search input field)



# Online Filing, Searches & Payment



- Online filing
- Electronic Payment
- eSearch
- eJournal

# Concluding Remarks

- Multi-sector interests and needs
- Multi-agency approach
- Multi-pronged strategy

# Thank You

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