

PART I

General Overview of Items (A) – (F)

COUNTRY: PHILIPPINES

This is a general description concerning the overall status of implementation and achievements in the Philippines in the areas covered by the project of the World Intellectual Property Organization: “*Compilation of Manuals, Guidelines and Directories Customized for ASEAN Member Countries*”, namely:

- (A) *how to commercialize inventions*
- (B) *how to profit from original industrial designs*
- (C) *contribution of trademarks to business development*
- (D) *contribution of copyright*
- (E) *valuation and assessment of IP rights in business enterprises*
- (F) *access to capital based on IP assets-financial schemes (loans, grants) by government institutions and private capital*

Business in the Philippines shows a growing appreciation of the advantages provided by intellectual property rights: creation, protection, registration, commercialization, technology transfer, licensing, franchising, and enforcement.

The appreciation, however, does not mean full understanding of IPR at the outset.

Typically, the strategic use of IPR in business is a result of certain financial results that are more readily seen to be coming from research and development programs. The realization that “some” IPR exist comes much later, perhaps due to the impact of certain factors (for example, imitation of a company’s product, or attempts by a company’s competitors to undermine its efforts to secure patent protection) on the financial performance of the company as a whole or of a particular product or product line.

The desire to further enhance revenues gives rise to improved packaging. This, in turn, leads to branding. At this point, awareness of the need to create a trademark or logo becomes real. Hence, awareness of “some” IPR in trademark arises.

The motivation, associated with increased revenues, to conquer the market or a significant segment of the market, precipitates advertising in different media. A sense of ownership over the advertising materials manifests itself which, in turn, awakens a strong desire to obtain exclusive rights and to protect those exclusive rights over the materials. Hence the awareness of copyright.

Once experience shows that good results in the financial statements of a company come from IPR, there is a shift either to include IP as a strategy in a business plan or a slower, more calculated move to incorporate IPR in the company's business plan.

The foregoing is a general description of IPR in business which does not apply to those that have observed how local and foreign companies maximize profits and who have realized how other companies have relied on IPR for their growth. Hence, in this small group, IPR was a business strategy from the outset.

Government agencies charged with enhancement of the business environment as well as academic institutions have varying levels of awareness of IPR, its nature and uses. Financial institutions seem to have the lowest level of awareness of IPR.

The Department of Science and Technology (DOST) is the government agency with the most advanced knowledge of IPR and, accordingly, implements programs that provide technical and financial assistance for research and development as well as the creation, acquisition, and commercialization of IPR.

The University of the Philippines-Diliman's Office of the Vice – Chancellor for Research and Development (UP-OVCRD) implements programs similar to those of the Department of Science and Technology, primarily benefiting its faculty, staff and students.

For both DOST and UP-OVCRD, commercialization of IPR involves finding a business partner from the private sector or matching their existing IPR with a private company's needs.

Valuation and assessment of IP rights in business enterprises is not a regular practice. Valuation is sought usually only in relation to an application to take up financial programs, loans or grants. However, such programs are scarce. For example, the Senior Vice-President of the Development Bank of the Philippines said that the Bank "had a special financing window for small borrowers including Filipino inventors. The bank utilized its own funds for lending to inventors upon endorsement by the Department of Science and Technology (DOST). A number of borrowers were granted loans under the program. Some had fully settled their loans while others failed to pay due to high cost of research and development of the project aggravated by lack of skills in business management by the owner." Mr. Reynes also said that "(today, the DOST Financing Facility is no longer available. But the DBP has continued partnership with DOST on other programs such as the Sustainable Partnership for Energizing Entrepreneurship Development (SPEED) which is in support of the micro, small, & medium entrepreneurs; and the DBP Forest Program for the environment in which they would apply the appropriate technology to convert the harvests into products that might be possible sources of livelihood. In general, the Bank prioritizes projects that have greater impact on national development such as employment generation, environment protection, and energy conservation."

Persons dealing with IPR can readily see that these rights are largely present in these priority areas although the Bank does not see them in that light. In the words of the DBP's Senior Vice-President: "we believe, our present dealings with Department of Science & Technology (DOST) have nothing to do with Intellectual Property".

PART II: SUCCESS STORIES

Country: Philippines

Case Study 1



NATURES LEGACY EXIMPORT, INC.

Rising Above Competition Through Innovation And Originality

TYPE OF INTELLECTUAL PROPERTY CONCERNED

Natures Legacy Eximport, Inc. is a company which values innovation and originality as forces that attract buyers. Lead to product innovation and original designs which have enabled Natures Legacy™ to rise above the competition. Natures Legacy™ seeks strategic protection for its innovations and original designs using different types of intellectual property, namely: invention, utility models, industrial designs, trademarks, and copyright.

COMPANY BACKGROUND

Natures Legacy Eximport, Inc. was founded in 1996 by Pedro and Catherine Delantar in Cebu, Philippines. It had four members of staff including the Delantars themselves. As the demand for their products increased, the company grew from a small-scale business in 1996 to a full-grown manufacturing firm with 120 direct employees in 2005 (excluding satellite workers in different areas such as through sub-contracts).

Natures Legacy™ manufactures home furnishings and accessories, architectural components, and garden articles made from cast stone and cast wood (from agri-forest waste), that are exported to Europe, USA, the Middle East, and Asia. With its innovative products and creative designs continually gaining support in the export market, the company continues exploiting intellectual property (IP) as a business strategy. This has earned Natures Legacy™ several citations and awards such as the Manila FAME Katha for Product Design and Material Innovation, Environment Preferable Products (EPP) & Recycled Content Products Trade Show Most Creative Award sponsored and organized by California Integrated Waste Board, Philippine Golden Shell Awards for Manufacturing Excellence and Design Excellence, and California City Government Citation for Material Innovation.



Pedro and Catherine Delantar

East,
designs
as a
several
Awards
(RCP)

Prior to setting up Natures Legacy™ in 1996, the Delantars were already engaged in the stone-craft business from 1993. At that time, they produced hand-carved natural stones using mostly Mactan stone – an indigenous stone found in quantity in Mactan, Cebu. Product designs were intricate, inspired by the art of Ancient Greece. Hand carving the artwork was a very tedious process, and the quality of the products was not consistent as they depended entirely on the skill of the carvers. Mass production of quality products was therefore limited.

Intent on expanding their production capacity, the Delantars decided to use a cast stone process to mass produce their original stone-craft designs. At that time, cast stone was produced using a traditional process whereby sand, cement and water were mixed homogenously and poured into a waxed mold, and allowed to cure for days at ambient temperature. The products made by such a method were quite heavy and not as durable as the products carved from natural stone. And worse, they did not look like Mactan stone at all!

The Delantars found that using the traditional method of stone-crafting did not really give them an edge in the market because competitors were already offering the same thing. In short, their initial business did not prosper because it relied solely on conventional methods for casting stone that failed to simulate the characteristics of natural Mactan stone.

The Delantars realized that if they had nothing new to offer, they could not compete with the more established exporters. Thus, Natures Legacy™ was established with the objective of bringing new products and processes into the industry which could be identified as different from those of their competitors.

After tedious experiments, Natures Legacy™ came up with a new product and process that successfully simulated Mactan stone. This product looks and feels like Mactan stone, but is very much lighter and even more durable!

As a company strategy, Natures Legacy™ acquired IP registrations with the Intellectual Property Office of the Philippines for all its innovative products and processes. It also has 26 patent registrations in the invention utility model categories and several patent applications the pending in the major export markets, primarily U.S.A Europe. Natures Legacy™ has obtained Philippine copyright registrations for its original product designs.



In 1999, Natures Legacy™ had a turnover of PhP 29 million. In 2002, its sales revenue increased 228% (PhP 95 million). However, in 2003, this fell when the market became saturated with products similar to those which Natures Legacy™ had introduced.

To protect itself from further losses, Natures Legacy™ filed IP cases with the Philippine courts which sought immediate resolution. While waiting for the outcome of the IP cases, Natures Legacy™ continued to make further innovation to maintain its lead over its competitors. Believing that the use of IPR makes a difference in a growing company like Natures Legacy™, the Delantars look forward to a business environment where IP rights are truly and fully respected and protected.

DEVELOPMENT AND USE OF IP AS BUSINESS STRATEGY

Creating an IP Portfolio

Natures Legacy™ embarked on extensive research and development (R&D) activities in 1997. The initial objective was to come up with a cast stone product that simulates Mactan stone – an off-white fossilized natural stone that has a rough texture characterized by random cracks and interstices. Furthermore, the simulated cast stone should be light, durable, capable of mass production, easy to cast, and cost effective - without compromising consistency, quality, appearance and other characteristics of natural Mactan stone.

A light product would mean greater flexibility in producing items of larger size. A durable product would protect from unwanted and costly breakages during transport. Further, with easy-to-cast materials, the company would be in a better position to produce new designs and more functional products. Mass production would ensure timely delivery of orders while cost effective methods would increase profitability. In addition, the abundance of raw materials was considered as a major factor in ensuring sustainability of production.

Initially, all of these factors were adopted as major criteria put on the drawing board by Natures Legacy™ in their research and development activities. Guided by these criteria, Natures Legacy™ was finally able to create a simulated cast stone product that resembled Mactan stone using calcium carbonate as the main component admixed with resin as a binder. In the beginning, there were five variants registered as invention patents and utility models in 1999.

The patented products were indeed superior to the traditional products! Thus, Natures Legacy™ was able to capture the export market for Mactan stone-based products. Natures Legacy™'s new range of cast stone products was a big hit in export markets such as the U.S.A, Europe, the Middle East and some Asian countries.



However, Natures Legacy™'s first market success was damaged by unfair competition. Unscrupulous competitors started copying the new products resulting in a number of IP cases which are still pending resolution in Filipino courts. Although the pirates affected the sales and revenue of the first batch of its cast stone products, Natures Legacy™ kept on inventing and producing more new products.

After the first set of inventions and innovations, Natures Legacy™ re-invested part of the revenue generated from previous IPR into further research and development activities to sustain the development of new products and processes, a strategy that provided the company with a competitive advantage over its competitors. Thus, Natures Legacy™ was able to come up with over twenty innovations out of the five initial invention patents and utility models.



As Natures Legacy™ continued its search for and formulation of better products, in 2003 it created another revolutionary product utilizing non-stone materials. This new category of product innovation was conceptualized by the Delantars in 2002 when they were clearing the grounds of their factory of twigs, branches, cut grass and shrubs. Instead of burning these waste materials, the Delantars decided to convert them into environmentally-friendly products. They branded the new products Naturescast™, a trademark now registered in the U.S.A, with registration pending in the Philippines.

The prospects for the future are overwhelming. The material is environmentally-friendly and has diverse applications including for home and garden accessories as well as architectural components. Natures Legacy™ has registered this new category of product for patent protection in the Philippines and other countries. The company is now actively promoting this product line using the brand name Naturescast™.

IP Enforcement as Part of Business Strategy

In 1999, given meager resources and logistics to enforce its IP rights against infringers, Natures Legacy™ managed to issue warnings and notices but these were ineffective against infringement.

Natures Legacy™ missed the opportunity to fully experience and enjoy the monopoly supposedly afforded them by their IPR because of imitators.

However, this unfortunate experience that Natures Legacy™ had with its initial patented/registered products did not discourage the Delantars from moving forward. Instead of shying away from IP issues, Natures Legacy™ vigorously pursued its IPR violators and even allocated a larger budget for IP enforcement.

From 1999 to 2002, Natures Legacy™ devoted part of its revenue to funding IP enforcement activities. By 2003, the Delantars had acquired the resources and logistics to bring cases to court against companies that were blatantly producing and selling patented cast stone products in violation of Natures Legacy™'s patents.

The Delantars believe that a patent has real value only if it can be enforced.

According to the Delantars, if the IP system works in developed countries, there is no reason why it cannot work in the Philippines. Thus, despite the difficulties encountered, Natures Legacy™ vows to continue protecting and enforcing its IPR and gain the respect it deserves for its IP creations.

Obtaining Patent Protections in Other Countries

In 2003, as part of its IP strategy, Natures Legacy™ expanded its IP protection initiatives to major markets such as the U.S.A and Europe. The company realized that obtaining patent protection in the marketplace is as important as obtaining patent protection in the production place. By acquiring IP protection in the marketplace, a company like Natures Legacy™ can exercise better leverage and control against infringing products, regardless of their origin.

Recently, Natures Legacy™ used the Patent Cooperation Treaty (PCT) system as a cost-effective means for filing its patent applications in major export markets. Since the Philippines became a member of the PCT in 2002, Natures Legacy™ has filed four patent applications through the PCT. Natures Legacy™ finds the PCT International Search Report a very useful tool in deciding whether or not to proceed with the national phase entry. With the PCT International Search Report, Natures Legacy™ was able to pursue its PCT applications selectively and economically in PCT member countries where its products are marketed.

Licensing as a Business Strategy

Recently, Natures Legacy™ started to offer some of its IPR for sale or licensing. A number of local and foreign companies have shown interest in forging licensing arrangements with Natures Legacy™ covering some of its patented products.

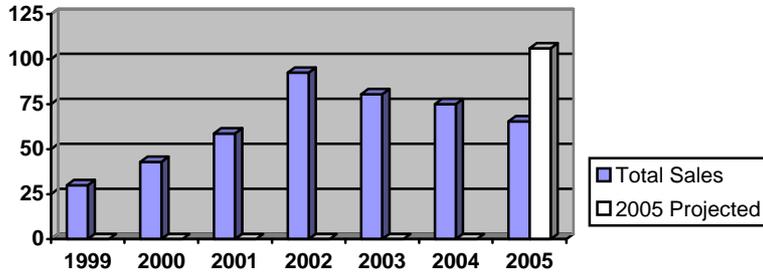
On this aspect, as long as its interests are not prejudiced, Natures Legacy™ continues to pursue an open-license policy in order to maximize IP commercialization. The company is now selling some of its IPR and part of the sale proceeds will be used to fund its IP-related activities.

IMPACT ON PRODUCTIVITY

In 1998, when Natures Legacy™ exhibited its innovative products for the first time at a trade fair, interested buyers submitted their sample orders in bulk. This opportunity demonstrated market impact and success for the promising new products that were introduced to the market for the first time. The first year proved to be rewarding as Natures Legacy™ generated PhP 29M from sample orders alone. With the quantity of sample orders, Natures Legacy™ was very confident that the new product would establish and sustain its hold on the market. Natures Legacy™ was able to increase its production in the second and subsequent years. In 2002, the company was able to sell PhP 95M worth of cast stone products covered by its patents. The revenues would have been higher had the market not been flooded with imitations and infringing products!

FINANCIAL PERFORMANCE

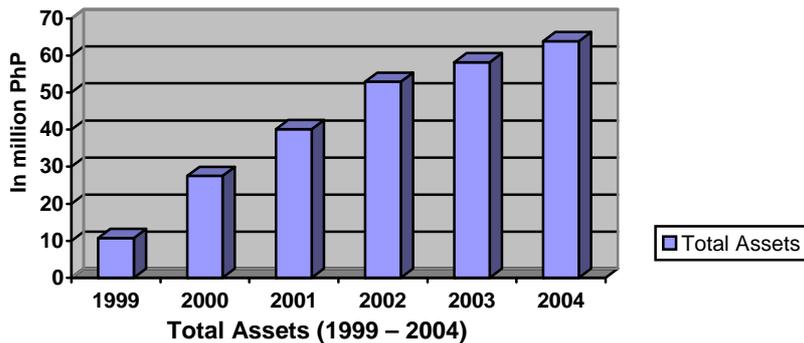
The impact of IP protection on the company's financial performance is seen in the following graphs.



Total Sales (1999 - 2005)

As shown in the above graph, it is expected that by the end of 2005, sales will reach over PhP 100M.

The incremental increase over the 2004 figure is attributed to the Naturescast™ invention. Every new product or creation enabled the company to regain market share and improve selling prices according to Mr. Delantar.



Total Assets (1999 - 2004)

Despite the declining sales revenue from 2002 to 2004, Natures Legacy™'s assets (shown in the above graph) increased over the same period. The

increase in assets was due to the acquisition of new equipment and expansion of facilities to support new product lines in Naturescast™. The company expects to see a rapid return on investment with Naturescast™ now enjoying a lead in the market in terms of share and price. The Delantars are optimistic that this trend will continue for the full term of the patent. In this aspect, strong IP enforcement plays a critical role in sustaining Natures Legacy™'s market lead.

Natures Legacy™ has survived competition not only because it was able, even to a limited extent, to enforce its IPR, but also because of its determination and perseverance to continue creating, inventing, and innovating. This strategy, which is anchored and founded on continuing IP-propelled product and process innovations, was adopted by Natures Legacy™ to maintain and sustain its competitive advantage over its competitors. Through these innovations, it has become the market leader in this industry. Continuing innovation empowers and enables Natures Legacy™ to sustain this lead in terms of product trends and market direction.

The Delantars showed their factory and products (inset) to Atty. Emma Francisco, former IPOPhil Director General (in black), and Engr. Rosella Fernandez, former Asst. Director of Bureau of Patents, IPOPhil (in red) in a plant visit.

To get away from the unhealthy price competition that was brought about by infiltration and violation of Natures Legacy™'s IPR, the company had to re-position itself in order to survive. Natures Legacy™ shifted to the high end of the market by producing large cast stone products through improved processes. Somehow Natures Legacy™ manages to keep on satisfying its buyers because of the original products the company it produces.

Natures Legacy™ has created a niche in the A & B market segments. With these target market segments, it came out with another patented high end product, different from cast stone which it called “cast marble”. The cast marble also became a hit and Natures Legacy™ now enjoys a market monopoly.

After the cast marble, Natures Legacy™ came out with its cast wood products made from agri-forest waste materials. This product is also the first of its kind. Natures Legacy™ has received various awards and citations for this new product category in the Philippines and the U.S.A. having learnt from its cast stone products, it has carefully positioned itself in the market by using the PCT system for patent protection in major markets.

Past experience has made Natures Legacy™ aware of the intricacies of IP enforcement and has prepared it to face future challenges to its IPR. It has now equipped itself with the resources to prevent and combat infringement and violation of its IPR.

Natures Legacy™ hopes that the IP cases it has filed will soon be resolved in its favor and that other industry players will be encouraged to develop and create their own products. A pro-patent policy and decision would greatly help promote IPR for the cases filed by Natures Legacy™, as an effective tool for national development.

Through innovation, Natures Legacy™ improved the production of quality products giving the company the competitive edge it needs in the highly competitive export-based handicraft industry in the Philippines and the Asian region.

On the whole, Natures Legacy™ any company can overtake its through IP-propelled product and creations that are protected by a system where IP creations are valued, and encouraged.



believes that competitors innovations strong IP respected,

Case Study 2



Title:

SPLASH CORPORATION
*A Company Thriving On Continuous Innovation
And Product Differentiation*

Type of Intellectual Property Used:

Splash Corporation is one of the few Filipino companies that actively uses the IP system to strengthen its business and market position. It has applications for and has acquired multiple IP rights in the field of industrial property, namely, invention, utility model, design and trademark worldwide. It has a copyright for every original slogan and all advertising materials it uses in promoting its products.

Background:

From Backyard to Big League

Armed with a strong entrepreneurial spirit, Dr. Rolando Hortaleza M.D. and his wife, Dr. Rosalinda Ang Hortaleza M.D., started a small-scale business operation that repackaged ordinary acetone, cold wave lotion and cuticle removers in 1985. The company's name was RBH Cosmetics. It had employees: Dr. Rolando Hortaleza, Dr. Rosalinda Hortaleza and one assistant. Dr. Hortaleza and his assistant were in charge of production while Dr. Rosalinda acted as the one-woman accounting department. As the demand for their products had to hire more people. RBH Cosmetics later became Splash Cosmetics and then Splash Manufacturing Corporation. It is now Splash Corporation with close to 400 employees.



Drs. Rolando and Rosalinda Hortaleza

three
Rosalinda
the
Rosalinda
grew, they
became

The couple's flair for innovation started in 1987 when they repackaged hairspray to eliminate the use of expensive aerosol cans used in imported hairsprays. Out of this simple but innovative idea, they started selling hairspray formulations in amber bottles which consumers could then transfer into cheap reusable plastic squeeze-spray containers. Since their hairspray formulation was of the same quality as the imported and more expensive aerosol hairsprays, the C&D market provided a positive response. With this seemingly simple innovation, Splash tasted its first PhP 1M in revenue.

Inspired by the
another pioneering
based facial cleanser.



outcome of the first innovation, Splash launched
product in 1988—the Philippines' first fruit-
The new astringent formula was a milder but

equally effective facial cleanser with a moisturizing and natural healing effect because it is based on natural ingredients. Splash began making waves in the market with its new facial cleanser in avocado and cucumber variants which were sold under the brand name Extract™. With this innovation, Splash reached sales of PhP 40M in 1989 and rose to No. 2 in the market, threatening the position of the long-established foreign-owned astringent brands. By then Splash had already seen the importance of product innovation and differentiation and thus began setting aside a certain sum for research and development as well as for development of its brands.

However, Splash overlooked the importance of protecting its new product formulation.

Not having an IPR protection for the fruit-based astringent, the product was easily copied. Splash's momentary leadership in the astringent market lasted for only two years. Thus, shortly after tasting success from its second invention, Splash lost its novelty as competitors started making and selling similar products.

In retrospect, Splash could have enjoyed its market position for a longer period had it acquired IP protection in either the invention or the utility model categories for its innovative formulation of the first fruit-based facial cleanser in the Philippines. The lack of appropriate IP protection prevented Splash from erecting an effective barrier against competition and it lost its momentum for the Extract™ facial cleanser.

The Hortalezas were not daunted. Imbued with a crusading spirit, Splash developed another innovative product that changed the facial market forever. In 1991, at the time when the astringent market was considered to be in decline, launched Extraderm™ exfoliant. The market accepted the product because of the wonders it on the skin. Extraderm™ was, and still is, effective controlling pimples and smoothing the skin by the scars left by pimples. It also worked to slough off dead skin cells, peel the rough outer layer, lighten the skin, treat acne, and prevent skin ageing.



care
Splash eagerly worked in hiding

With the lessons learned from the Extract™ innovation, Splash, did not waste time in acquiring a utility model patent for the Extraderm™ exfoliant. The company also obtained a trademark registration for its brand name “Extraderm™” which became a by-word in the C&D market, the highest percentage of consumers in the Philippines for skin care products. This product brought in the first PhP 1B revenues for Splash in 1996.

The patent Splash acquired for Extraderm™ protected the company from its competitors and enabled it to earn the resources to fortify its position in the industry. Henceforth, after years of continued acceptance by the market, Extraderm™ catapulted Splash to a respectable place in the personal care industry. Splash has therefore created an entirely new market category—that of exfoliants.

Extraderm™ is indeed one of the successful brands that has earned Splash the recognition it deserves by being the first Filipino-owned company with the passion to create and offer innovative and quality products in the personal and beauty care industry – an industry once dominated by large global companies.



There was no turning back. After Extraderm™, Splash continued to launch innovative products under its brand name as Maxipeel™, Skin White™, Biolink™ and other brands such as Tricks™, Control™, Kolours™, Deowhite™, Hiyas™, and Cover & Clean™. Each product has its own success story.

In 1996, Splash became one of the top 1000 corporations in the Philippines. With the continuing flow of innovative products, Splash joined the top 300 Philippine corporations in 2004.

In twenty years, the once backyard business grew into a conglomerate of companies which caters not only to the Filipino market but also to other consumers across the globe. In June 1998, Splash International Inc. was established in order to lay the groundwork for new markets in other countries. One of its strategic steps is to obtain IP protection for its products in these countries. Splash has applied for patents and trademarks in 17 countries as a pro-active strategy to back-up its globalization plans and related activities.

In 2000, Splash established PT Splash Indonesia as a joint venture with a local group with majority shares being owned by Splash Corporation. The Indonesian experience was replicated in other countries. Splash products are now marketed in Southeast Asia and the Middle East.

Splash has laid the foundations in preparation for its plan to enter the global market aggressively. “Why hide from globalization? We are not waiting for competitors to come to us, we are going after them”, challenges Dr. Hortaleza.

Splash aims to create a new awareness for Filipino products among foreigners. The tag line “Made in the Philippines” is not just about handicraft items or dried mangoes anymore. Splash made sure that the Philippines had other products to offer by identifying them through trademarks directly associated with Splash Corporation.

Development and Use of IP in Business Strategy

Splash’s speedy rise to the top in the personal care industry is mainly attributable to its being a consumer-driven company based on innovation and product differentiation. Quality was a given from the start. And since they knew they could not compete on price, Splash focused on quality and differentiation as the backbone of their competitive advantage.

In the Philippines, the personal and beauty care industry used to be dominated by multinational companies until Splash Corporation dared to do what seemed to be impossible – compete with the multinationals through innovation.

True enough, Splash Corporation has successfully joined their ranks through product innovation.

According to Dr. Hortaleza, product innovation need not be radical breakthroughs that require substantial investments in time and money; these can be pioneering products or incremental refinements that improve product performance in ways that consumers value.

In Splash, patented innovation is valued as an intangible asset that continues to help create tangible economic value. From their experience, a successful patented product can give the company

breathing space to keep it away from competition and mutually-destructive price wars. The temporary monopoly Splash enjoys through its patents enables the company to build up the resources necessary for brand building, and to develop the muscle to expand and modernize in order to keep the flow of innovation going and to sustain growth.



Dr. Hortaleza (right) relates the IP strategy of the company to Atty. Emma Francisco, former Director General of IPOPhil (center), and Engr. Rosella Fernandez, former Asst. Director of Patents, IPOPhil (left).

Splash uses patents as a temporary but powerful protection from competitors. This is extended through branding and brand management. Splash believes that branding creates recall of an innovative product. Splash develops brands that are easily identifiable with the product to achieve an effective barrier against late entrants. Brands can exist forever as long as the product does not lose its importance or does not become obsolete.

Product innovation and brand management are therefore inseparable. One cannot stand alone. One cannot be successful without the other. It is for this reason that Splash builds on the dual platforms of product innovation and strong brand management.

Part of the profits collected from patented and branded products are set aside to finance research and development of new products and for the creation of new brands that will introduce a new product to the market.

In 2003, Splash built a modern research and development facility called Splash Research Institute (SRI) whose task is the unremitting search for new sources of value that would satisfy the rapidly growing needs of the personal care and nutraceutical industry. For this, Splash employs cutting-edge technology. The facility has interdependent departments whose energies are directed towards creating breakthrough products. It is equipped with state-of-the-art facilities to ensure that research and development activities are carried out according to internationally-accepted



scientific and technical standards. While Splash has thrived on improvement patents in the past, it looks forward to creating breakthroughs in the field of health, beauty and personal care. Splash Research Institute underscores the commitment of Splash to research and development as the motor for its growth.

Indeed, the importance of IP registration cannot be ignored in the industries where Splash operates. Even in the area of packaging, Splash has a creative team that combines beauty and function in each packaging design. Splash has already acquired design patents for some of its packaging designs.

Splash is prudent in all things. But when it comes to IP creation and acquisition of rights, the company sets no limits. For example, according to Dr. Hortaleza, 2004 records will show that Splash allocated around PhP 10M for IP acquisition alone. However, he does not mind spending more than that if the innovation is revolutionary and has a great market potential.

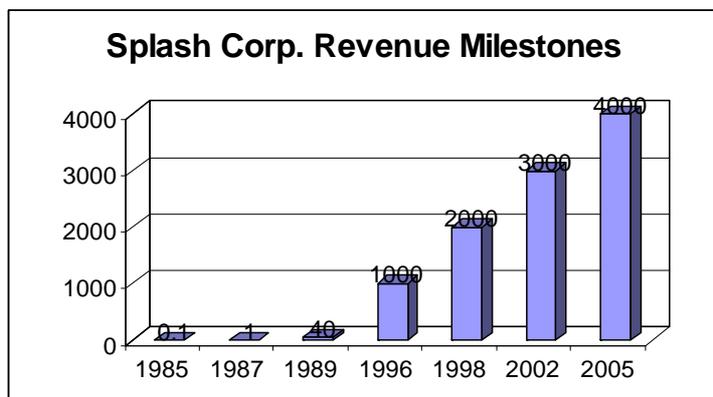
In Splash, innovation and product differentiation is a vital business strategy. Hence, acquiring IP protection is a must for every product innovation.

Impact on Productivity

The success of Extraderm™ has made the greatest impact on the growth of Splash such that the growth of the company can be divided into two periods, that is, BE which means Before Extraderm™ and AE which means After Extraderm™.

The graph below shows the phenomenal growth of Splash Corporation in almost twenty years of existence from 1985 to 2004. 1985 – 1991 is said to be the BE period and 1992 onwards is what they call the AE period. Although the first billion sales came later in 1996, the years 1992 -1995 were when Splash was able to earn sufficient resources to expand the business which catapulted the company to the top 1000 corporation in 1996 when it reached one billion pesos in sales revenue.

“We were successful in building a brand, we established loyalty”, says Dr. Hortaleza. “If millions started pouring in because of our innovative hairspray, the billions came in because of Extraderm™. That really made us,” admits Dr. Hortaleza. “We became one of the Top 1,000 corporations, then we made it to the Top 300,” he added.



With Extraderm™, Splash has successfully broken the glass ceiling, so to speak, which prevented Filipinos from making their mark in the cosmetics industry - an industry which used to be dominated by foreign and/or imported products before Extraderm™.

The brand made its mark because the product has something different, something new, to offer. Behind the brand is a utility-model patent for the new formulation. With the utility model, Splash was able to enjoy a monopoly for a longer period than it had with Extract™.

From the day Extraderm™ exfoliant was launched in 1991, sales consistently rose, driven only by word-of-mouth coming from superior product performance and because the product was entirely new. Splash was thereby able to create a new market and to work in it exclusively because of IPR.

Freed from attacks by competitors and counterfeiting, Splash quickly gained market dominance and, accordingly widened the gap which separated it from its competitors. For five consecutive years from 1991, Splash grew 60% annually, largely because of Extraderm™. The product not only stunned the competition, it kept them at bay because of the utility model patent, which placed Extraderm™ in a new category – the exfoliant category.

With the success of Extraderm™, Splash realized the power of the IP system – patents and trademarks especially. Superior branding coupled with innovation is instrumental to enjoying a phenomenal rise in sales.

After Extraderm™, Splash created Maxipeel™ as part of its market segmentation strategy aimed at consolidating the company's hold on the exfoliant market. The formulation of Maxipeel™ was more advanced than Extraderm™. Maxipeel™ is another successful brand which was rapidly accepted by the market. Splash, however, attributes the success of Maxipeel™ to Extraderm™. It believes that Extraderm™'s aura rubbed off on Maxipeel™. Today, the combination of Extraderm™ and Maxipeel™ covers 80% of the Filipino exfoliant market.



Riding the momentum, Splash came out with another innovative skin-whitening product series, once again faster and more effectively than its competitors. Again, Splash was able to position itself as the market leader in the beauty care industry in the Philippines. Whitening became a craze. Competition followed, but by the time it did, Splash already had a head start. Skin White™ is now the country's market leader in skin whitening.

The table below shows the market share of Splash's major brands as of 2004 and its overall market position. At 56.2%, Maxipeel™ has a greater share of the market than Extraderm™ which is at 23.1%. This is due to the market segmentation strategy and also partly due to the more advanced formulation of Maxipeel™.

Market Share of Splash's Major Brands

Major Brands	Market Share	Market Position
~ Maxipeel (Exfoliant) ~ Extraderm (Exfoliant)	56.2 % 23.1 %	Dominate the exfoliant market
Skinwhite (Lotions)	27.2 %	No. 1 in the skin whitening lotion category
Biolink (Soap)	3.6 %	Strong contender in the whitening soap category

Period: Full Year 2004
Coverage: Total Philippines
Source: ACNielsen Retail Index

The Splash success stories are never-ending because the company ensures that the stream of IP-protected innovation continues. The company believes that one innovation can create a competitive advantage, but it is a stream of products that keeps the brand leader at the top as it reflects the continuously-changing needs of its consumers more effectively than its competitors.

PART III

Listing of Manuals, Guidelines and Directories
in the Area of
Intellectual Property (IP) Portfolio Management

COUNTRY: PHILIPPINES

No.	Title and Brief Description	Year	Agency Responsible and Address	Contacts (Tel/Fax/email)
A. PATENT AND INVENTION RELATED				
1.	<p>Outright Grant for patent applications filed with national and regional offices</p> <p>The Outright Grant for Intellectual Property (IP) applications was implemented to provide additional incentives to the UP (University of the Philippines) Diliman faculty to generate IP and to provide means for further defining the rights and duties of the faculty vis-à-vis UP Diliman in accordance with the UP System IPR policies and OVCRD (Office of the Vice-Chancellor for Research and Development) mandate. Outright grants will also help streamline OVCRD operations in relation to the efficient use of its operating budget.</p>	2005	<p>University of the Philippines- Office of the Vice Chancellor for Research and Development Lower Ground Floor, Phivolcs Bldg., C.P. Garcia Ave., Diliman, Quezon City 1101</p>	<p>Tel Nos. (632)927-2309 (632)927-2567</p> <p>Tel/Fax: (632)927-2568</p> <p>E-mail: ovcrd@up.edu.ph</p>
2.	<p>DOST Memorandum Circular No. 001, Series of 1998 – Establishing an Administrative Mechanism for Acquisition, Transfer and Enforcement of Intellectual Property Rights in the National System.</p> <p>This governs the intellectual property rights (IPR) protection of inventions/ innovations, utility models, industrial designs, copyrights and other related IPR resulting from DOST-directed, DOST-assisted, and contract R&D projects of DOST and its agencies and councils.</p>	07 Dec 1998	<p>Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City</p>	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944</p> <p>Email : mlperez@dost.gov.ph</p>

3.	<p>UP System IPR Guidelines (Board Of Regents-approved) and a Primer thereon</p> <p>Comprises the guiding principles for the protection of inventions of faculty, researchers, administrative personnel, and students of the university.</p> <p>The Primer presents in a simple manner the UP System Guidelines on IPR, and provides answers to frequently asked questions.</p>	2003	<p>Office of the Vice-President for Planning and Development;</p> <p>Office of the Vice President for Legal Affairs; and Technology Licensing Office</p>	<p>(632)981-8500 loc. 2506</p> <p>(632)981-8500 loc. 2548 (632)928-3709</p>
			Quezon Hall University of the Philippines Diliman, Quezon City 1101	(632)928-2665
4.	<p>DOST Memorandum Circular No. 001, Series of 2002 – Providing for a Mechanism to Operationalize Intellectual Property and Technology Management in the Department of Science and Technology and National Research and Development System, and Amending Pertinent Provisions of Memorandum Circulars 001 (s.1998) and 002 (s.1992) and for other purposes.</p> <p>This governs the DOST's intellectual property and technology management system relative to its directed, assisted and contracted science and technology activities</p>	08 Nov 2002	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494</p> <p>Email : mlperez@dost.gov.ph</p>
5.	<p>Technology Incubation for Commercialization Program (TECHNICOM)</p> <p>This program provides assistance in facilitating the access of SMEs to research facilities and personnel of R&D institutes and other government institutions to address their technical needs.</p>	17 Feb 2003	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Rogelio A. Panlasigui</p> <p>Tel. (63-2) 837 2943 Fax (63-2) 837 2930</p>
6.	<p>Implementing Rules and Regulations (IRR) of the Magna Carta for Scientists, Engineers, Researchers, and Other S&T Personnel in the Government</p> <p>This provides various forms of incentives and rewards to science and technology personnel and promotes S&T careers in the Government</p>	04 Feb 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Carol M. Yorobe</p> <p>Tel/Fax (63-2) 837 2941</p>

7.	<p>Decisions and Final Orders Rendered by the Director General 2000-June 2004</p> <p>Language : English 574 pages</p> <p>Decisions and final orders from 2000 to June 2004 rendered by Emma C. Francisco, IPO Director General (1998-2004) on <i>inter partes</i> cases and complaints for violation of IPR (NOTE: Decisions from July – December 2004 in <i>inter partes</i> cases, IPR violation complaints, and settlement of disputes involving copyright) not included in the book but available as separate documents.</p>	2004	Intellectual Property Office of the Philippines	<p>Engr. Rolando B. Saquilabon Assistant Director Documentation, Information and Technology Transfer Bureau</p> <p>Rolando.Saquilabon@ipophil.gov.ph</p> <p>Tel. +63 2 7525450 local 202 Fax +63 2 897 1724</p>
8.	<p>www.mainlib.upd.edu.ph</p> <p>This website provides information on collections in the University Library of UP Diliman encompassing one Main Library and 26 College or Unit libraries in the Diliman campus. Materials include IP books, journals, articles.</p> <p>Language : English</p>		University of the Philippines Library	
9.	<p>www.mainlib.upd.edu.ph/opac.htm</p> <p>This website provides information on the collections in the University of the Philippines College of Law library. Materials include IP books, journals, articles.</p> <p>Language : English</p>		University of the Philippines Law Center	<p>Antonio M. Santos Law Librarian University of the Philippines College of Law</p> <p>Tel +63 2 920 5514 loc 302 Fax+63 2 929 2180</p>
10.	<p>Law on Intellectual and Industrial Property ; Proceedings of the Institute on Intellectual and Industrial Property Rights / edited by Esteban B. Bautista</p> <p>Language : English 328 pages</p> <p>These proceedings on intellectual and industrial property : law, practice and government regulation were conducted by the U.P. Law Center, from February 17 to 24, 1975</p>	1975	University of the Philippines Law Center	<p>Antonio M. Santos Law Librarian University of the Philippines College of Law</p> <p>Tel +63 2 920 5514 loc 302 Fax+63 2 929 2180</p>

11.	Intellectual Property Code : Republic Act N0. 8293, effective January 1, 1998 Language : English 124 pages	1997	Institute of Judicial Administration University of the Philippines Law Center	Antonio M. Santos Law Librarian University of the Philippines College of Law Tel +63 2 920 5514 loc 302 Fax+63 2 929 2180
12.	Intellectual Property Code of the Philippines : Republic Act No. 8293 and its implementing rules and regulations Language : English 332 pages	2001	Office of the National Administrative Register, University of the Philippines Law Center	Antonio M. Santos Law Librarian University of the Philippines College of Law Tel +63 2 920 5514 loc 302 Fax+63 2 929 2180
13.	Salient features of the intellectual property law / by Esteban B. Bautista Language : English 60 pages Lecture delivered on Feb. 21, 1975 at the Seminar on Intellectual and Industrial Property sponsored by the University of the Philippines Law Center	1975	University of the Philippines Law Center	Antonio M. Santos Law Librarian University of the Philippines College of Law Tel +63 2 920 5514 loc 302 Fax+63 2 929 2180
14.	Patents Under the Intellectual Property Code / Vicente B. Amador Language : English 794 pages States the author's interpretation of new concepts in the law citing decisions of the defunct Bureau of Patents, Trademarks and Technology Transfer, and American jurisprudence.	2001	Publisher : Rex Book Store	+63 2 736 0567 +63 2 735 1364 +63 2 735 5527 +63 2 735 55 34
15.	ipophil.gov.ph This website provides useful information on how to file an application for invention patent including downloadable forms and fees.		Intellectual Property Office of the Philippines	Engr. Cecilo M. Fernandez Director MIS Bureau Cecilio.Fernandez@ipophil.gov.ph

B. INDUSTRIAL DESIGN RELATED				
1.	<p>DOST Memorandum Circular No. 001, Series of 1998 – Establishing Administrative Mechanism for Acquisition, Transfer and Enforcement of Intellectual Property Rights in the National System.</p> <p>This governs intellectual property rights (IPR) protection of inventions/innovations, utility models, industrial designs, copyrights and other related IPR resulting from DOST-directed, DOST-assisted, and contract R&D projects of DOST and its agencies and councils.</p>	07 Dec 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944</p> <p>Email : mlperez@dost.gov.ph</p>
2.	<p>DOST Memorandum Circular No. 001, Series of 2002 – Providing for a Mechanism to Operationalize Intellectual Property and Technology Management in the Department of Science and Technology and National Research and Development System, and Amending Pertinent Provisions of Memorandum Circulars 001 (s.1998) and 002 (s.1992) and for other purposes.</p> <p>This governs the DOST's intellectual property and technology management system relative to its directed, assisted and contracted science and technology activities</p>	08 Nov 2002	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>
3.	<p>Technology Incubation for Commercialization Program (TECHNICOM)</p> <p>This program provides assistance in facilitating the access of SMEs to research facilities and personnel of research and development institutes and other government institutions to address their technical needs.</p>	17 Feb 2003	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Rogelio A. Panlasigui</p> <p>Tel. (63-2) 837 2943 Fax (63-2) 837 2930</p>
4.	<p>Implementing Rules and Regulations (IRR) of the Magna Carta for Scientists, Engineers, Researchers, and Other S&T Personnel in the Government</p> <p>This provides various forms of incentives and rewards to science and technology personnel and promotes S&T careers in the government</p>	04 Feb 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Carol M. Yorobe</p> <p>Tel/Fax (63-2) 837 2941</p>

5.	Patents Under the Intellectual Property Code / Vicente B. Amador Language : English 794 pages States the author's interpretation of new concepts in the law citing decisions of the defunct Bureau of Patents, Trademarks and Technology Transfer, and American jurisprudence.	2001	Publisher : Rex Book Store	+63 2 736 0567 +63 2 735 1364 +63 2 735 5527 +63 2 735 55 34
6.	ipophil.gov.ph This website provides useful information on how to file an application for an industrial design registration including downloadable forms and fees.		Intellectual Property Office of the Philippines	Engr. Cecilo M. Fernandez Director MIS Bureau Cecilio.Fernandez@ipophil.gov.ph

C. TRADEMARK RELATED

1.	Decisions and Final Orders Rendered by the Director General 2000-June 2004 Language : English 574 pages	2004	Intellectual Property Office of the Philippines	Engr. Rolando B. Saquilabon Assistant Director Documentation, Information and Technology Transfer Bureau Rolando.Saquilabon@ipophil.gov.ph Tel. +63 2 7525450 local 202 Fax +63 2 897 1724
2.	Trademarks Under the Intellectual Property Code / by Vicente B. Amador Language : English 389 pages Attempts to examine and state the author's interpretation of new concepts in the law citing decisions of the defunct Bureau of Patents, Trademarks and Technology Transfer, and American jurisprudence.		Publisher : Rex Book Store	+63 2 736 0567 +63 2 735 1364 +63 2 735 5527 +63 2 735 55 34

3.	<p>ipophil.gov.ph This website provides useful information on how to choose a trademark, how to file an application for trademark registration including downloadable forms and fees, and a searchable database containing the list of trademarks already registered and pending application.</p>		Intellectual Property Office of the Philippines	Engr. Cecilo M. Fernandez Director MIS Bureau Cecilio.Fernandez@ipophil.gov.ph
D. COPYRIGHT RELATED				
1.	<p>UP System IPR Guidelines (Board Of Regents-approved) and a Primer thereon</p> <p>Comprises the guiding principles for the protection of inventions of faculty, researchers, administrative personnel, and students of the university.</p> <p>The Primer presents in a simple manner the UP System Guidelines on IPR, and provides answers to frequently asked questions.</p>	2003	<p>OFFICE OF THE VICE-PRESIDENT FOR PLANNING AND DEVELOPMENT; Office of the Vice President for Legal Affairs; and Technology Licensing Office</p> <p>Quezon Hall University of the Philippines Diliman, Quezon City 1101</p>	<p>(632)981-8500 loc. 2506</p> <p>(632)981-8500 loc. 2548 (632)928-3709</p> <p>(632)928-2665</p>
2.	<p>DOST Memorandum Circular No. 001, Series of 1998 – Establishing Administrative Mechanism for Acquisition, Transfer and Enforcement of Intellectual Property Rights in the National System.</p> <p>This governs intellectual property rights (IPR) protection of inventions/ innovations, utility models, industrial designs, copyrights and other related IPR resulting from DOST-directed, DOST-assisted, and contract R&D projects of DOST and its agencies and councils.</p>	07 Dec 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944</p> <p>Email : mlperez@dost.gov.ph</p>

3.	<p>Handbook for Authors Guide for authors who submit manuscripts to the refereed journals of OVCRD namely: Humanities Diliman, Science Diliman and Social Science Diliman</p>	2004	<p>University of the Philippines-Office of the Vice Chancellor for Research and Development</p> <p>Lower Ground Floor, Phivolcs Bldg., C.P. Garcia Ave., Diliman, Quezon City 1101</p>	<p>Tel Nos. (632)927-2309 (632)927-2567</p> <p>Tel/Fax: (632)927-2568</p> <p>E-mail: ovcrd@up.edu.ph</p>
4.	<p>DOST Memorandum Circular No. 001, Series of 2002 – Providing for a Mechanism to Operationalize Intellectual Property and Technology Management in the Department of Science and Technology and National Research and Development System, and Amending Pertinent Provisions of Memorandum Circulars 001 (s.1998) and 002 (s.1992) and for other purposes. This governs the DOST's intellectual property and technology management system relative to its directed, assisted and contracted science and technology activities</p>	08 Nov 2002	<p>Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City</p>	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944</p> <p>Email : mlperez@dost.gov.ph</p>
5.	<p>Copyright Under the Intellectual Property Code Language : English 759 pages Attempts to examine and state the author's interpretation of new concepts in the law</p>	1998	<p>Publisher : Rex Book Store</p>	<p>+63 2 736 0567 +63 2 735 1364 +63 2 735 5527 +63 2 735 55 34</p>

E. BUSINESS RELATED				
1.	<p>DOST Memorandum Circular No. 002, Series of 1992 – Guidelines on Technology Transfer Arrangements in the National Research and Development System</p> <p>These cover all technology transfer arrangements entered into by member agencies and institutes of the National Research and Development Systems with public or private clients whether domestic or foreign. These involve transfers of technologies where premium for private ownership exists.</p>	23 March 1993	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>
2.	<p>DOST Memorandum Circular No. 001, Series of 2002 – Providing for a Mechanism to Operationalize Intellectual Property and Technology Management in the Department of Science and Technology and National Research and Development System, and Amending Pertinent Provisions of Memorandum Circulars 001 (s.1998) and 002 (s.1992) and for other purposes.</p> <p>This governs the DOST's intellectual property and technology management system relative to its directed, assisted and contracted science and technology activities</p>	08 Nov 2002	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>
3.	<p>DOST Administrative Order No. 006, series of 2004 – Guidelines for the Grants-in-Aid Funds of the Department of Science and Technology and its Agencies</p> <p>These guidelines include provision of ownership and utilization of programs/project results/ intellectual property rights protection</p>	14 Oct 2004	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>

4.	<p>Small Enterprises Technology Upgrading Program (SET-UP) This program provides assistance to MSMEs to support and sustain the growth of the manufacturing sector</p>	14 May 2002	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations</p> <p>Tel. (63-2) 837-7494 Fax (63-2) 837 2944</p> <p>Email : mlperez@dost.gov.ph</p>
5.	<p>Technology Incubation for Commercialization Program (TECHNICOM) This program provides assistance in facilitating the access of SMEs to research facilities and personnel of research and development institutes and other government institutions to address their technical needs.</p>	17 Feb 2003	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Rogelio A. Panlasigui</p> <p>Tel. (63-2) 837 2943 Fax (63-2) 837 2930</p>
6.	<p>Implementing Rules and Regulations (IRR) of the Magna Carta for Scientists, Engineers, Researchers, and Other S&T Personnel in the Government This provides various forms of incentives and rewards to science and technology personnel and promotes S&T careers in the government.</p>	04 Feb 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	<p>Dr. Carol M. Yorobe</p> <p>Tel/Fax (63-2) 837 2941</p>

F. FINANCIAL GRANTS				
1.	<p>Manual for Researchers Highlights the financial support granted by OVCRD for thesis, dissertation and research projects through the Outright Grant. The research project grantee must be a regular member of the faculty or the Research Extension and Professional Staff (REPS) in active service at the University of the Philippines at UP Diliman or UP Extension Program in Pampanga regardless of the status of employment (excluding lecturers, professors emeriti, and faculty members on sabbatical leave) A thesis/dissertation grantee must be a regular member of the faculty or REPS, UP employee and a graduate student enrolled in UP Diliman.</p>	2005	<p>University of the Philippines- Office of the Vice Chancellor for Research and Development Lower Ground Floor, Phivolcs Bldg., C.P. Garcia Ave., Diliman, Quezon City 1101</p>	<p>Tel Nos. (632)927-2309 (632)927-2567 Tel/Fax: (632)927-2568 E-mail: ovcrd@up.edu.ph</p>
2.	<p>DOST Administrative Order No. 006, series of 2004 – Guidelines for the Grants-in-Aid Funds of the Department of Science and Technology and its Agencies These guidelines include provisions for ownership and utilization of programs/project results/ intellectual property rights protection</p>	14 Oct 2004	<p>Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City</p>	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>
3.	<p>Small Enterprises Technology Upgrading Program (SET-UP) This program provides assistance to MSMEs to support and sustain the growth of the manufacturing sector</p>	14 May 2002	<p>Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City</p>	<p>Dr. Maripaz L. Perez, Undersecretary for Regional Operations Tel. (63-2) 837-7494 Fax (63-2) 837 2944 Email : mlperez@dost.gov.ph</p>

4.	<p>Technology Incubation for Commercialization Program (TECHNICOM)</p> <p>This program provides assistance in facilitating the access of SMEs to research facilities and personnel of research and development institutes and other government institutions to address their technical needs.</p>	17 Feb 2003	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	Dr. Rogelio A. Panlasigui Tel. (63-2) 837 2943 Fax (63-2) 837 2930
5.	<p>Implementing Rules and Regulations (IRR) of the Magna Carta for Scientists, Engineers, Researchers, and Other S&T Personnel in the Government</p> <p>This provides various forms of incentives and rewards to science and technology personnel and promotes S&T careers in the government</p>	04 Feb 1998	Department of Science and Technology Gen. Santos Avenue, Bicutan, Taguig City	Dr. Carol M. Yorobe Tel/Fax (63-2) 837 2941
6.	<p>Info Brief: The SPEED Project</p> <p>A DBP lending program for Small and Medium-Sized Enterprises (SMEs). The guidelines describe the components of the program, the role of participating government agencies, funding and technical assistance.</p>	2005	Development Bank of the Philippines Program Development II 3 rd Flr., Gil Puyat Avenue, Makati city	Tel. # 818-9511 loc. 2350; 893-4913
7.	<p>Primer on DBP Forest Program</p> <p>A DBP non-lending program that strengthens support for environmental protection. The primer provides information about the program: its features, participating organizations, eligible partners, degree of assistance the DBP offers, funding.</p>	2005	Development Bank of the Philippines Program Development I 5 th Flr., Gil Puyat Avenue, Makati city	Tel. # 818-9511 loc. 2515/2546; 893-4444 Fax No. 812-8088, 893-5380

G.	OTHERS			
1	<p>Republic Act No. 8293: The Intellectual Property Code of the Philippines</p> <p>An Act prescribing the Intellectual Property Code and establishing the Intellectual Property Office, providing for its powers and functions.</p>	1997	<p>Bureau of Patents, Trademarks and Technology Transfer (BPTTT) Department of Trade and Industry</p> <p>NOTE: BPTTT has been abolished. All matters are referred to the Intellectual Property Office IPO Bulding 351 Gil Puyat Avenue Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.phil.gov.ph</p>
2	<p>Manual of Substantive Examination Practice</p> <p>A comprehensive reference guide on matters of patent law and interpretation. It gives instructions as to the practice and procedure to be followed in the various aspects of the substantive examination of Philippine patent applications in accordance with R.A. 8293.</p>	2002	<p>Bureau of Patents Intellectual Property Office IPO Building 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Engr. Epifanio M. Evasco Director Bureau of Patents Intellectual Property Office</p> <p>Tel/Fax: (632) 897 1737</p> <p>Email: epifanio.evasco@ipophil.gov.ph</p>
3	<p>Report of the Director General : Breaking Barriers, Facing Challenges, Creating Opportunities Through the Years</p> <p>Final Report by Emma C. Francisco, Director General (1998-2004) that highlights the major accomplishments of IPO then under the Office of the President of the Philippines, the 2005 work plan and the 5-year Information Systems Strategic Plan.</p>	2004	<p>Intellectual Property Office IPO Building 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Maria Elena R. Obrero IPRS 4, Assistant Chief Technology Transfer Registry Division Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 204 Fax: (632) 897-1724</p> <p>Email: elena.obrero@ipophil.gov.ph</p>

4	<p>Decisions and Final Orders Rendered by the Director General: 2000 – June 2004</p> <p>A compilation of decisions and final orders from 2000 to June 2004 rendered by Emma C. Francisco, IPO Director General (1998-2004) on <i>inter partes</i> cases and complaints of violations of IPR</p> <p>(NOTE: Decisions from July – December 2004 in <i>inter partes</i> cases, IPR violation complaints, and settlement of disputes involving copyright) not included in the book but available as separate documents.</p>	2004	Intellectual Property Office IPO Building 351 Senator Gil J. Puyat Avenue, Makati City	<p>Engr. Rolando B. Saquilabon Assistant Director Documentation, Information and Technology Transfer Bureau</p> <p>Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 202 Fax: (632) 897-1724</p> <p>Email: rolando.squilabon@ipophil.gov.ph</p>
5	<p>Intellectual Property Office Official Gazette Volumes I to VIII</p> <p>The Official Gazette contains all information regarding Intellectual Property matters. (<i>e.g. publication of patent applications, granted patents, registered UM /ID, permitted trademarks for opposition, registered trademarks, notices of lapsed patents, cancellation orders, notices of non-payment of annuities, etc.</i>)</p>	1998 to 2005	Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City	<p>Marilou B. Ilacio Librarian Intellectual Property Office Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724 Email: marilou.ilacio@ipophil.gov.ph</p>
6	<p>Intellectual Property Office Official Gazette Volume II No. 1</p> <p>Includes the Implementing Rules and Regulations on (1) Trademarks, Service Marks, Trade Names, and marked or Stamped Containers; (2) Voluntary Licensing; (3) Dispute Settlement; (3) <i>inter partes</i> Proceedings; (4) Administrative Complaints for Violation of Laws involving IPR; (5) Utility Models and Industrial Designs; and (6) Inventions.</p>	1999	Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipophil.gov.ph</p>

7	<p>Bureau of Patents, Trademarks and Technology Transfer Official Gazette Volumes I to X</p> <p>The Official Gazette contains all information regarding Intellectual Property matters. (<i>e.g. publication of granted patents for Inventions, Utility Models, Industrial Designs, permitted trademarks for opposition, registered trademarks, notices of lapsed patents, cancellation orders, notices of non-payment of annuities, etc.</i>)</p>	1988 to 1997	<p>Bureau of Patents, Trademarks and Technology Transfer Department of Trade & Industry NOTE: BPTTT has been abolished. All matters are referred to the Intellectual Property Office IPO Bulding 351 Gil Puyat Avenue Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>
8	<p>www.ipophil.gov.ph/tmgazette</p> <p>The IPO E-gazette for Trademarks contains registered trademarks and applications published for opposition. Official signs, emblems, logos, insignia of both local and foreign government institutions are also published here.</p>	2004 to 2005	<p>Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Pee Cunanan Information Officer III Publication Division, AFHRDSB Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 108 Fax: (632)</p> <p>Email: socorro.cunanan@ipophil.gov.ph</p>
9	<p>Intellectual Property Office 1998-1999</p> <p>Report covering the years 1998-1999: highlights major accomplishments, statistics on inventions, trademarks, utility models and industrial designs</p>	2000	<p>Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724 Email: marilou.ilacio@ipo.ph</p>

10	<p>2000 & Beyond: Riding the Tides of Change</p> <p>Report covering the years 2000-2001: highlighting major accomplishments, statistics on inventions, trademarks, utility models and industrial designs, procedures with schematic diagrams on filing of applications for patents, trademarks, technology transfer, <i>inter partes</i> cases and complaints of IP violations</p>	2001	<p>Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>
11	<p>Intellectual Property Office 2002 Annual Report</p> <p>Report covering the year 2002 : highlights major accomplishments, statistics on inventions, trademarks, utility models and industrial designs, procedures with schematic diagrams on filing of applications for patents, trademarks, technology transfer, <i>inter partes</i> cases and complaints of IP violations</p>	2003	<p>Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>
12	<p>2003 Annual Report: Intellectual Property Office</p> <p>Report covering the year 2003 : highlights major accomplishments, statistics on inventions, trademarks, utility models an industrial designs, procedures with schematic diagrams on filing of applications for patents, trademarks, technology transfer, <i>inter partes</i> cases and complaints of IP violations</p>	2004	<p>Intellectual Property Office Department of Trade and Industry 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>

13	<p>Republic Act No. 166: Rules of Practice in Trademark Cases</p> <p>The material contains all the amendments to the Rules and to R.A. 166, otherwise known as the Philippine Trademarks Law.</p> <p>NOTE : R.A. 166 has been repealed by Republic Act No 8293 (Intellectual Property Code of the Philippines)</p>	1993	<p>Bureau of Patents, Trademarks and Technology Transfer (BPTTT) Department of Trade and Industry NOTE: BPTTT has been abolished. All matters are referred to Intellectual Property Office IPO Bulding 351 Gil Puyat Avenue Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>
14	<p>Republic Act No. 165: Rules of Practice in Patent Cases</p> <p>The material contains significant amendments to the Rules and to R.A. 165, otherwise known as the Philippine Patent Law. NOTE : R.A. 165 was repealed by Republic Act No. 8293 (Intellectual Property Code of the Philippines)</p>	1993	<p>Bureau of Patents, Trademarks and Technology Transfer (BPTTT) Department of Trade and Industry NOTE: BPTTT has been abolished. All matters are referred to the Intellectual Property Office IPO Bulding 351 Gil Puyat Avenue Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>
15	<p>Getting Ahead With IP</p> <p>A publication intended to encourage Small and Medium-Sized Enterprises (SMEs) to protect their intellectual property assets</p>	2004	<p>Intellectual Property Office IPO Building 351 Senator Gil J. Puyat Avenue, Makati City</p>	<p>Marilou B. Ilacio Librarian Intellectual Property Office</p> <p>Tel: (632) 752-5450 loc. 205 Fax: (632) 897-1724</p> <p>Email: marilou.ilacio@ipo.ph</p>