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# URSB IP OFFICE STRATEGIES FOR DIGITAL TRANSFORMATION

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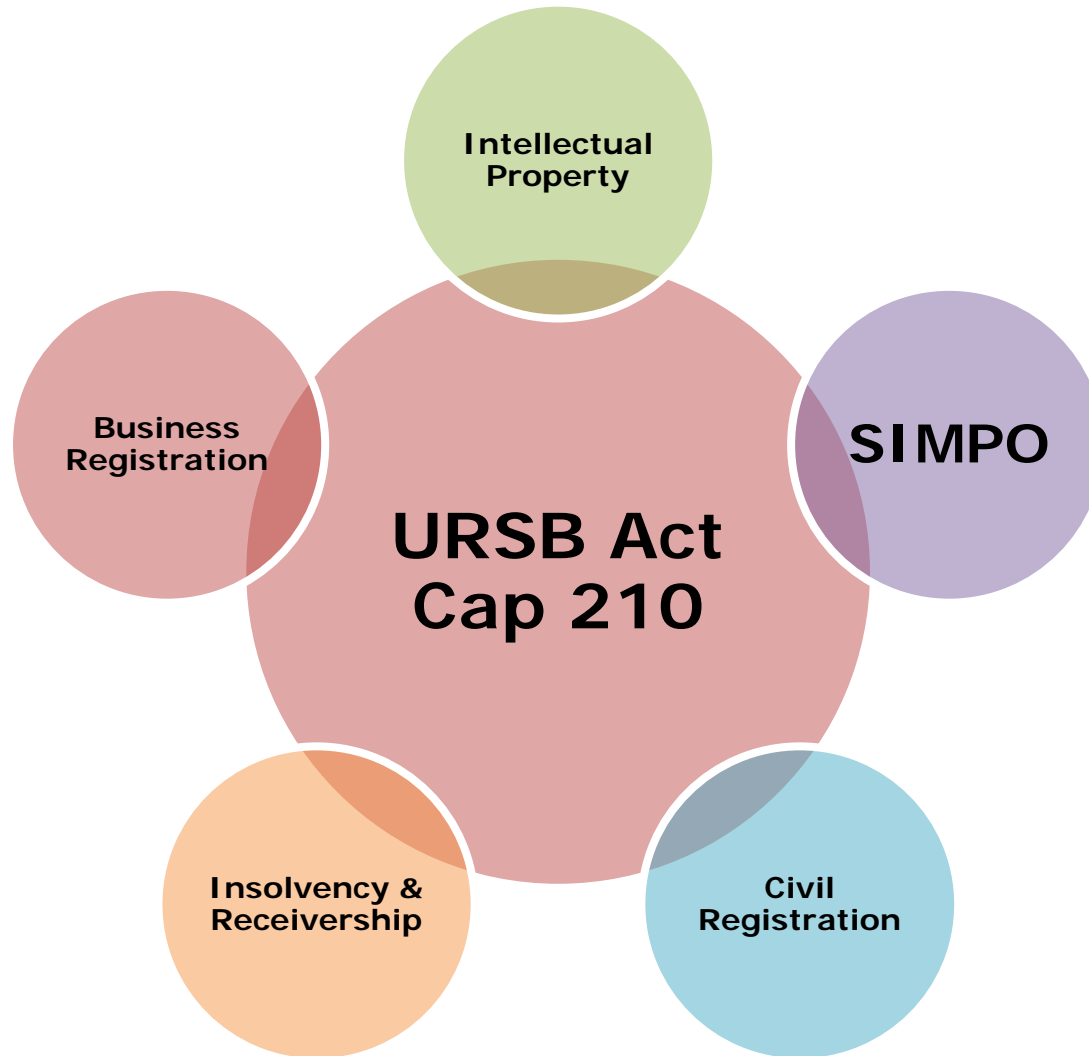
# PRESENTATION OUTLINE

- URSB Mandate
- URSB SDP
- URSB Digital Status
- URSB online status
- Digital Transformation
- Collaboration
- Conclusion

# URSB MANDATE

- Uganda Registration Services Bureau (URSB) is a Uganda Government Agency with the mandate to inter alia promote, register and protect business enterprises, Securities interest in movable properties, Intellectual Property Rights, administration of marriages and provide insolvency services.

# URSB MANDATE



# MAJOR IP LAWS IN UGANDA

- The Industrial Property Act 2014 and Industrial Property Regulations 2017
- The Trademark Act 2010 and Trademark Regulations 2012
- The Copyright and Neighboring Rights act 2006 and Copyright and Neighboring Regulations 2010
- The Geographical Indications Act 2013 and Geographical Indications Regulations 2018
- The Trade secrets Protection Act 2009
- Uganda is also party to:
  - Banjul Protocol on marks; adopted by the Administrative Council at Banjul, The Gambia, on November 19, 1993 and as amended on November 23, 2018
  - Harare Protocol on Patents, utility models and industrial designs [(adopted on December 10, 1982, at Harare (Zimbabwe), and as amended November 23, 2018)
  - TRIPS Agreement 15<sup>th</sup> April 1994
  - WIPO Copyright Treaty (WCT) 1996 and WIPO Performances and Phonograms Treaty 1996
  - Berne Convention 1886, Marrakesh Treaty 2013
  - Beijing Treaty on Audio visual and Performances 2012
  - Kampala Protocol on Voluntary Registration of Copyright and Related Rights 2021
  - Paris Convention for protection of Industrial property 1884, National IP Policy 2019 that was launched in 2020 and Member of ARIPO, WTO and WIPO

# URSB Strategies for Digital Transformation

Simplification and  
Expanding access to  
services

Implement strategy  
“ALL DIGITAL, ALL  
ONLINE”

Facilitate Doing  
Business Index

Work with  
stakeholders to  
provide  
transparency and  
relevancy

To become  
Champion of  
Modern Public  
Administration



# URSB IP OFFICE DIGITAL STATUS


- All back office IP administration Automated through IPAS;
  - Processing of IP applications for Trademarks, Copyright, Patents, Utility Model and Designs using the Automated Intellectual Property Automated System
  - Publication of Trademarks
  - Electronic Document management systems for all the indicated forms of IP
- Front office services provisioned are through;
  - Walk-in submitting forms at service counters
  - Email by sending e-forms
  - Online for selected services (Trademark Search Application, Trademark Application, Registration of Trademark Agents)
  - Information services on website

# DIGITAL TRANSFORMATION

- **E-government**
  - The development and implementation of electronic public services
  - Digitalization is important as it helps in structuring information to make important decisions.
- **Big data**
  - URSB generates lots of data which presents new challenges as well as opportunities
  - Data is key because most of the current key decisions are based on it.
- **Cloud Computing**
  - Address the challenge of infrastructure
- **Social Media**
  - **Improved , faster and interactive communication with citizens**
- **Digital Capacity**
  - Legal framework, Required Skill-set, and the ICT infrastructure are key drivers for digital transformation.
- **Systems integration**
  - Sharing of data with key stakeholders



# EMERGING TRENDS

- With modern advancements, humans now can experience and interact with virtual worlds (Metaverse)
  - Computers have reached the point of sentience, with the ability to think, act, and feel like their human creators (AI).
  - Blockchain is a centralized immutable ledger may help in;
    - Evidence of ownership (Registration)
    - Copyright protection (authentication)
    - Smart IP rights management (Smart contracts)
    - Enforcement
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# Challenges

- Buy-in and change management
- Business process re-engineering
- Financial constraints to support installation and maintenance of ICT infrastructure
- Data protection and cyber security
- Training and capacity building
- Outdated laws relating to technology innovations

# COLLABORATION

- Collaboration is important as it gives chance to parties involved to learn from each other.
  - Front Office Tool developed in collaboration with the EUIPO to allow for online application of Trademarks but shall be expanded to handle other forms of IP
  - IPAS developed entirely by WIPO
- Duplication of tool development leads to waste of resources .
- Information gap of existing capabilities in other IP offices is the biggest challenges hindering collaboration.
- WIPO could hold & support information sessions and offer exchange programs to enable one IPO know what is in other IPOs.

# CONCLUSION

- Successful digital transformation of IP offices requires having a clear strategy, mindset change of management, staff & clients as well as having the right skill-set of staff.
- Digital transformation enables increase in efficiency in administration

# THANK YOU

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