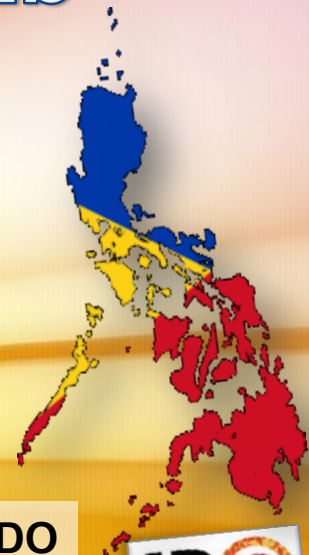
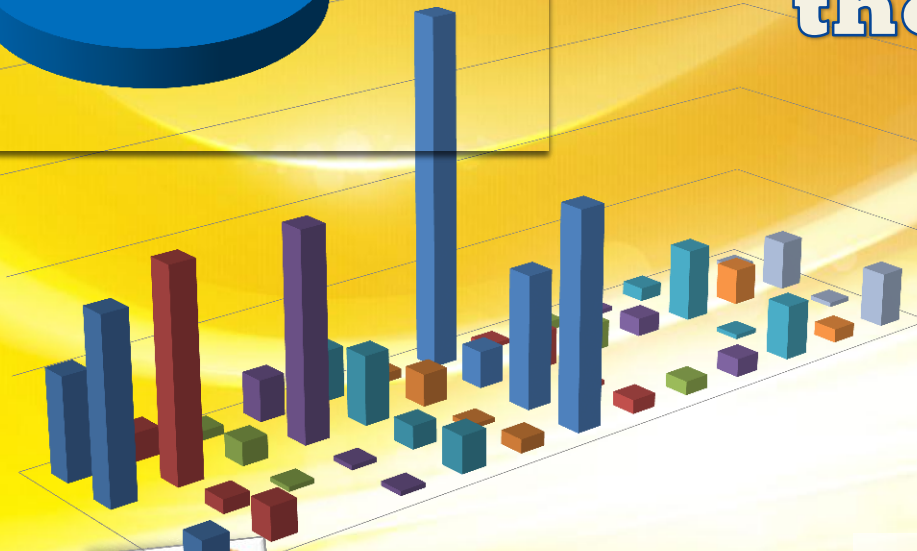
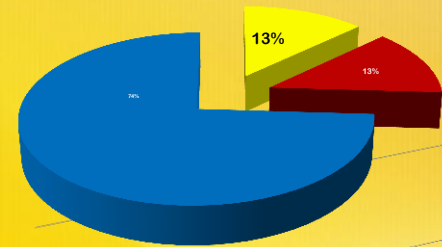
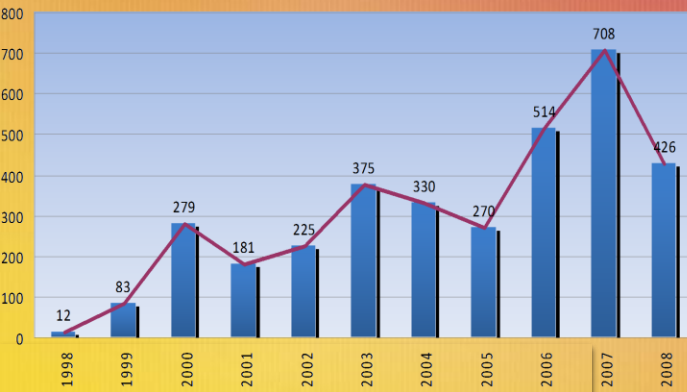


PATENT ANALYTICS SERVICES of the INTELLECTUAL PROPERTY OFFICE of the PHILIPPINES





TOPICS

Introduction on IPOPHI's Patent System

Innovation Support Strategies

Patent Mapping/Analytics in PH

Baseline Survey of Filipino Inventions; Philippine Patent Analytics in the Pharmaceutical Field; Patent Information in the US and Selected ASEAN IP Offices

Patent War: The Philippine Advantage

INTRODUCTION ON THE PATENT SYSTEM OF THE PHILIPPINES

INTELLECTUAL PROPERTY CODE of the PHILIPPINES

[Republic Act 8293]

The Intellectual
Property Office of
the Philippines

is the government agency
in charged with the
implementation of the law
protecting intellectual
property rights in the
Philippines.



INTELLECTUAL PROPERTY OFFICE of the PHILIPPINES (IPOP HL)

ORGANIZATIONAL STRUCTURE



Director General

**Director General
Ricardo Blancaflor**

Director

Deputy Director General

*named as one of the
50 most influential people
in the world of IP.*

Bureau of Legal Affairs

Bureau of Copyrights & other related rights

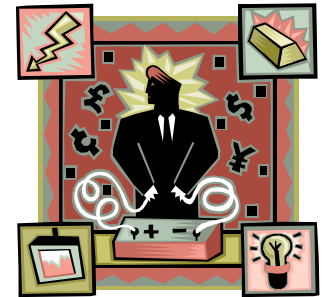
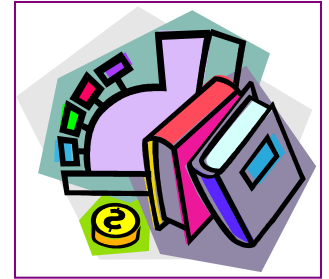
Management Information Service

Financial Management & Administrative Service



IPOPHL MISSION

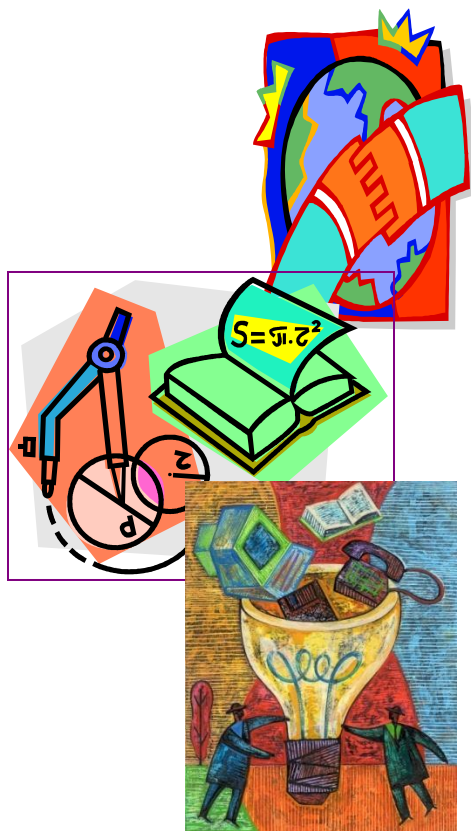
We are a **knowledge-driven** government organization that works towards **economic, technological, and socio-cultural development** by communicating, enabling, and ensuring the **effective use** of the Intellectual Property System in **all levels of society** for the creation, protection, utilization, and enforcement of Intellectual Property.



IPOPHL VISION

An IP-conscious Philippines
in a demystified,
development-oriented, and
democratized IP system by
2020

(2020 VISION: 3D IP)



IPOPHL Functions

- **Examine applications** for grant of letters patent for inventions
- **Register** utility models, industrial designs, and integrated circuits
- **Examine applications** for the registration of marks, geographical indications, and other marks of ownership
- **Register** technology transfer arrangements

IPOPHL Functions

- **Promote technology development** through the use of patent information
- **Coordinate** with other government agencies and private sector, efforts to formulate and implement plans and policies to strengthen the protection of intellectual property rights

IPOPHL Functions

- **Hear and decide** administrative cases involving violations of intellectual property rights
- Inter partes cases on:
 - Trademarks:** Opposition and Cancellation
 - Patents, Utility Models and Industrial Designs:** Cancellation and Petitions for Compulsory Licensing
- **Settle disputes** involving technology transfer payments, author's rights to public performance or other communication of his work

INNOVATION SUPPORT STRATEGIES

Innovation Support Strategies

IP Education Program

Promotion and marketing of the use of patent information as an effective tool for facilitating the development of Science and technology

Establish IP Satellite Offices (IPSO)

Innovation Support Strategies

Establish Innovation and Technology Support Offices (ITSO) in Universities and Colleges with R&D capabilities

Enable universities to serve as a patent search facility and library for patent information; render patent search services

Enable Universities and RDIs to commercialize IP Assets

Extensive Package of Patent Information Services

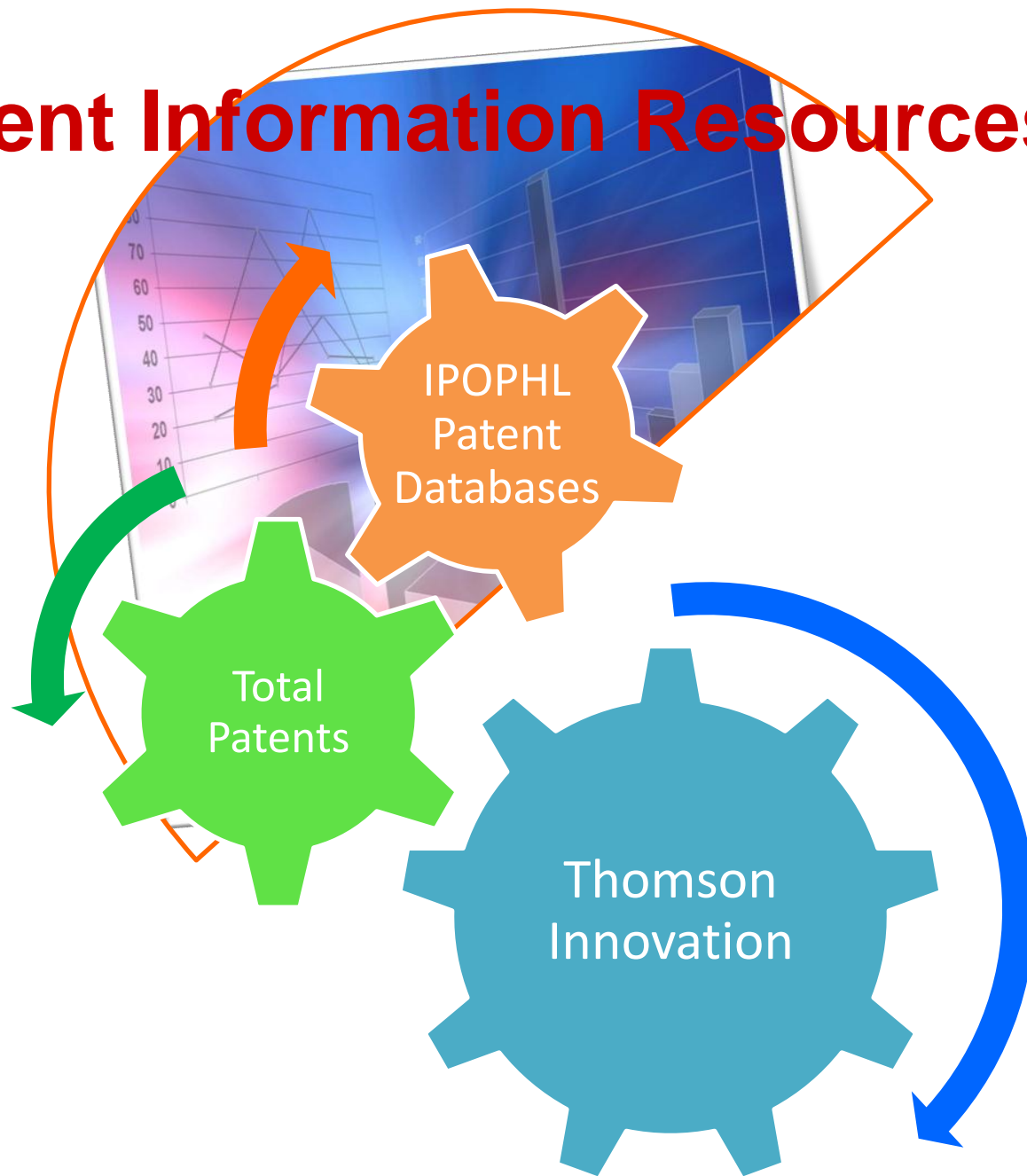
1

Patent
Information
Search

2

Patent
Mapping/
Analytics

Patent Information Resources



PATENT MAPPING/ANALYTICS IN THE PHILIPPINES

SAMPLES of PATENT MAPPING/ANALYTICS

A large, semi-circular graphic on the left side of the slide. It features a blue line graph at the top, a pie chart in the middle, and a map of the Philippines at the bottom. The background is a mix of blue, purple, and yellow colors.

Baseline Survey of Filipino Inventions based on Patent Information

**Patent Analytics in the Pharmaceutical Field
(Philippine Setting)**

Comparison of Patent Filings in Selected ASEAN

The Great Patent War



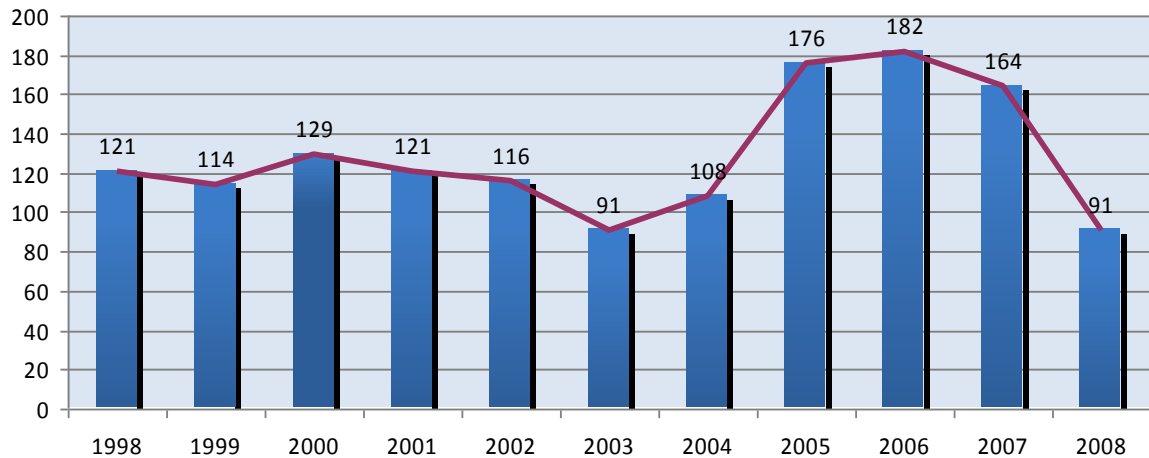
Baseline Survey of Filipino Inventions

ABOUT THE PROJECT

- A collaboration between the Department of Science and Technology (DOST) and IPOPHL under a Memorandum of Agreement signed on December 18, 2009.
- One of the projects lined up for implementation under the Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD) Technology Transfer and Policy Advocacy Programs.
- To know and measure the innovative and technological capabilities of the country and to identify gaps where relevant interventions can be initiated to bring about an IP and technology-driven economy.
- To promote the use of patent information as a tool for technology development and is significant to the enhancement and strengthening of IP rights development and protection in the country.
- The project included data on Filipino patent pending and granted applications, registered utility models and industrial designs.

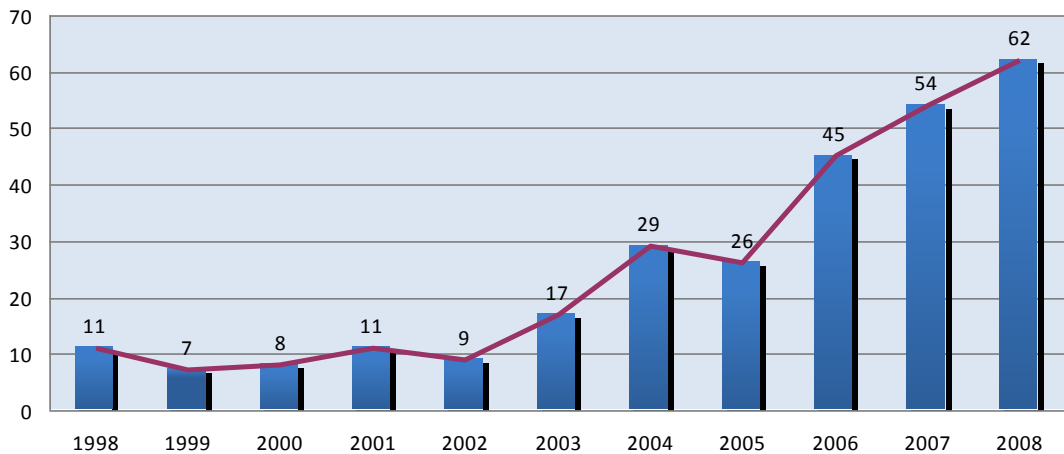
Number of Local Granted Patents and Published Pending Applications

Chart A.2 - Local Published Pending Applications (1998-2008)



1,413

Chart A.1 - Granted Patents, 1998-2008

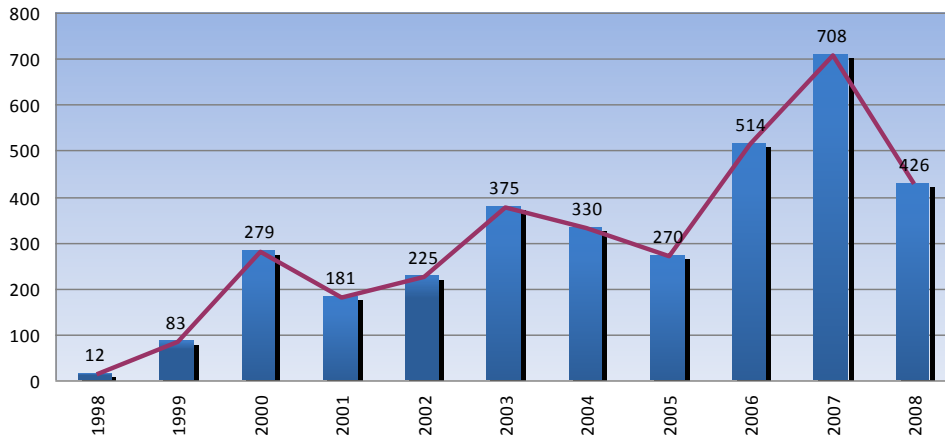


279



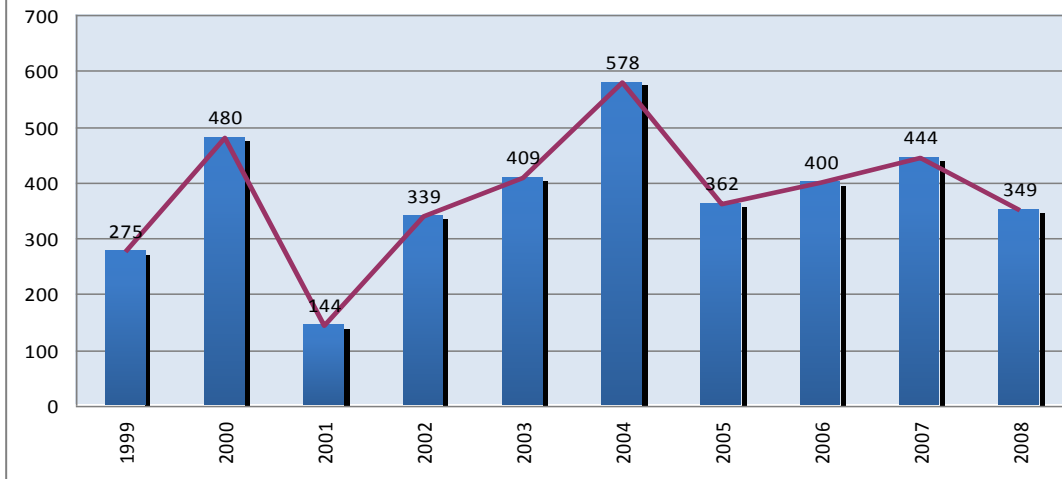
Number of Registered Utility Models and Industrial Designs

**Chart A.3 - Registered Utility Model (Local)
1998-2008**



3,403

**Chart A.4 - Registered Industrial Design (Local)
1998-2008**

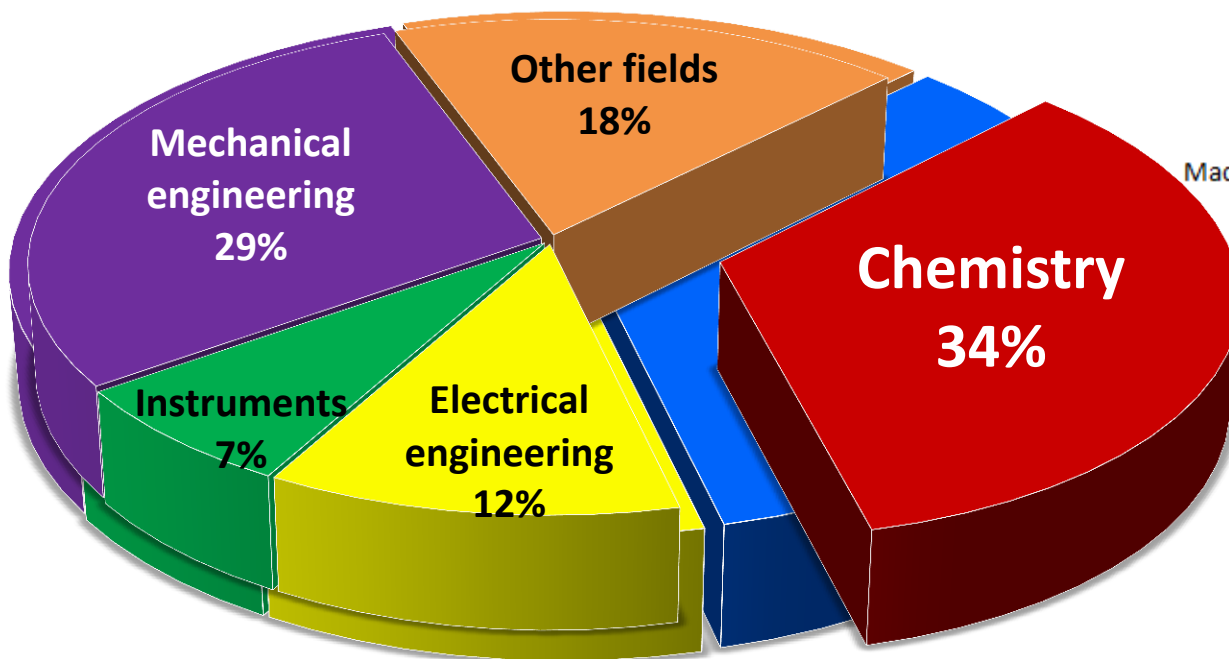


3,780

RESULT: THE GENERAL SCENARIO

1

Looking at the fields where Filipino inventors and scientists are filing, it is noted that the field of **highest filings is chemistry**.



Basic materials chemistry

Food chemistry

Pharmaceuticals

Chemical engineering

Environmental technology

Biotechnology

Materials, metallurgy

Surface technology, coating

Organic fine chemistry

Macromolecular chemistry, polymers

RESULT: THE GENERAL SCENARIO

Engines, pumps, turbines

Other special machines

Transport

Handling

Thermal processes and apparatus

Machine tools

Mechanical elements

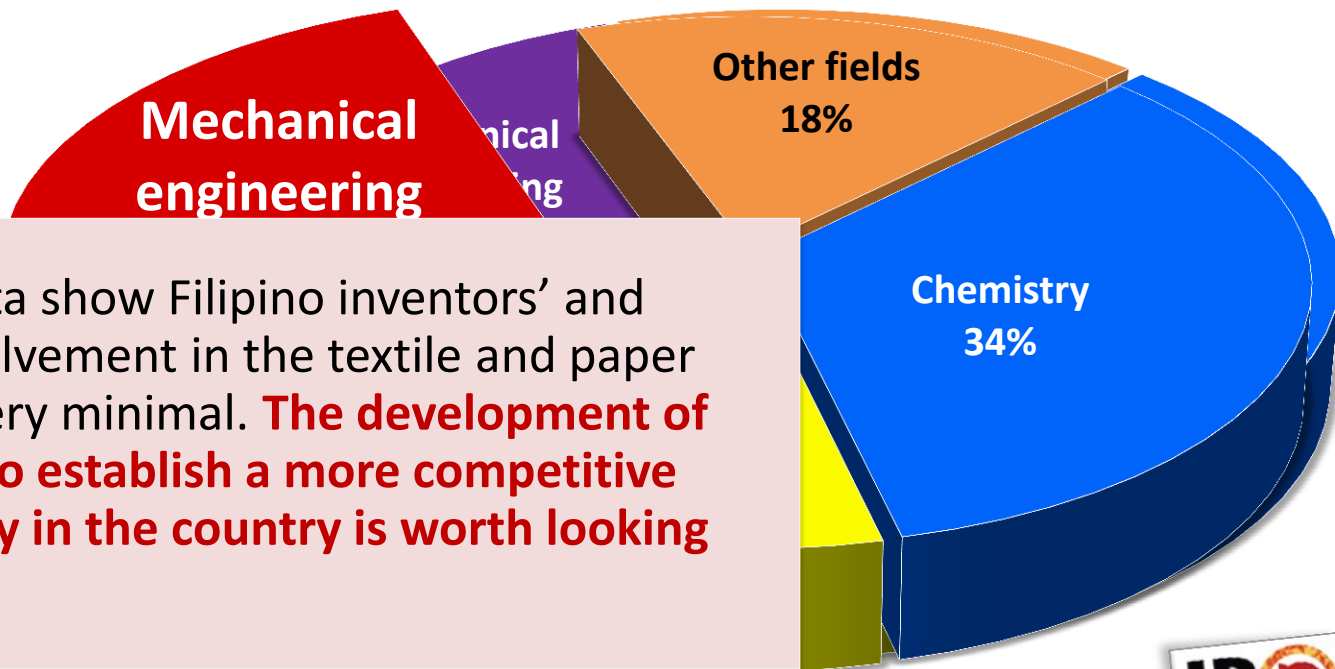
and paper machines

2

Patenting activities are also focused in the fields of **mechanical and civil engineering**.

3

The patent data show Filipino inventors' and scientists' involvement in the textile and paper industries is very minimal. **The development of technologies to establish a more competitive textile industry in the country is worth looking into.**



RESULT: THE GENERAL SCENARIO

4 Patent filings by RDIs, and academic institutions account to more than 4% of the patenting activity of Filipino inventors.

Men dominates the patenting activities

5 The patent statistics clearly shows that the innovative performance of our country is still very low accounting to only 3% to 6% of the total number of applications

6 Foreign inventors and/or applicants dominate the patent applications received at 94% to 97% share.

7 A strong technological capability is manifested in the number of petty inventions and designs filed with IPOPHIL.

Philippine Patent Analytics in the

Pharmaceutical Field



Philippine Patent Analytics in the Pharmaceutical Field

- About **40%** of the total patent filings in the Philippines are related to **pharmaceuticals**
- Large number of **applicants** originated from **USA** and **European** countries like Germany, Switzerland and UK
- Patents are mostly from **big**, research-intensive, **multinational** organizations
- Majority of **local assignees** are **public** research institutions and **unaffiliated inventors**

Philippine Patent Analytics in the Pharmaceutical Field

- Prevailing patenting **activity** in pharmaceuticals are for the following therapeutic classes:
Neurological, Anticancer, Metabolic, Cardiovascular and Anti-infective
- Some of the **underrepresented areas:**
Antiparasitic, Urological Disorder, Genital or Sexual Disorders, Endocrine System Disorders

Philippine Patent Analytics in the Pharmaceutical Field

Observation: LOW RATE OF DOMESTIC PATENTING ACTIVITY

Possible Implications:

- **Low R&D activity in the area of pharmaceuticals?**

Due to high expenditures or shortage in manpower to do research and independent innovations

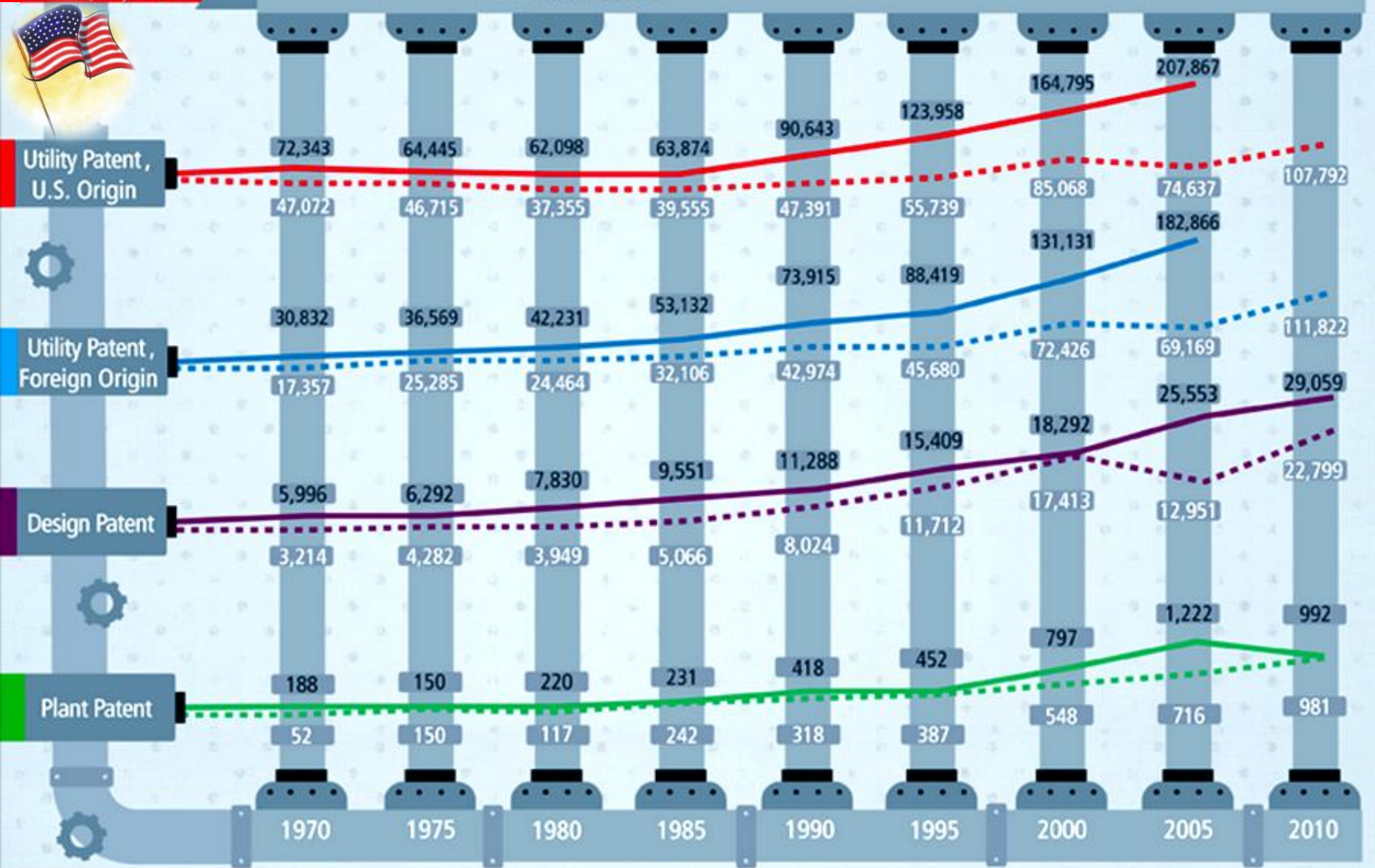
- **Experts in the area may be considering passive strategies?**

Protect only the highly relevant developments

Patent Information in the US and Selected ASEAN IP Offices

PATENTS APPLIED (per year)

— PATENT APPLICATIONS
 - - - PATENT GRANTS



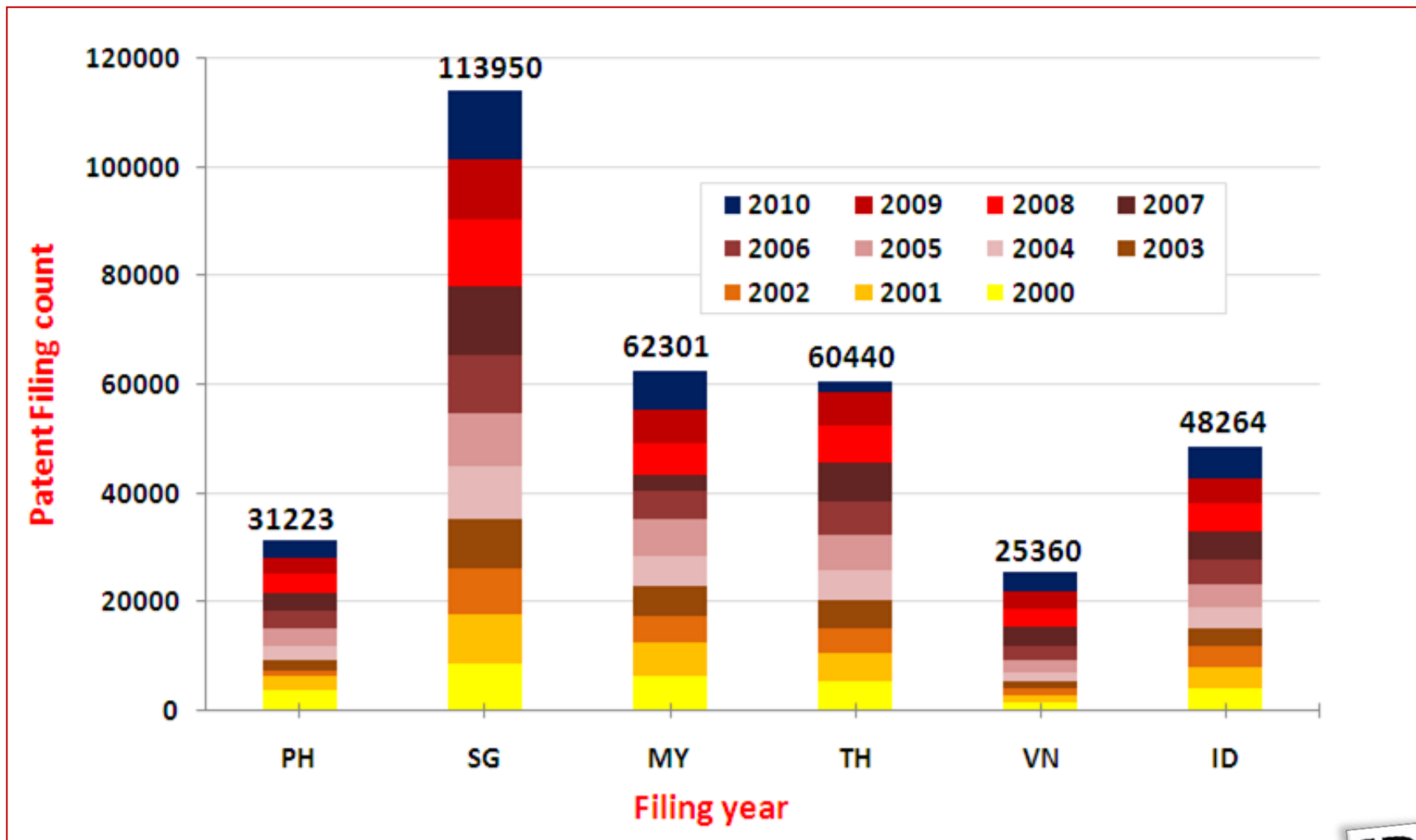
Source: <http://mashable.com>



Patent Applications in



Selected ASEAN Intellectual Property Offices



Comparison of Patent Filings of Top Applicants in Selected ASEAN IP Offices

Qualcomm Inc.

APPLICANTS	Philippines	Singapore	Malaysia	Vietnam
3M Innovative Properties Company	36	418	166	12
Various Innovations		Electronics, Healthcare, Transportation, Security, Manufacturing, Office, Home products		

Comparison of Patent Filings of Top Applicants in Selected ASEAN IP Offices

AstraZeneca AB

APPLICANTS	Philippines	Singapore	Malaysia	Vietnam
Novartis AG	325	526	292	101
Chemistry	Pharmaceuticals; Organic Fine Chemistry; Biotechnology			

901 Patent Filings in Singapore

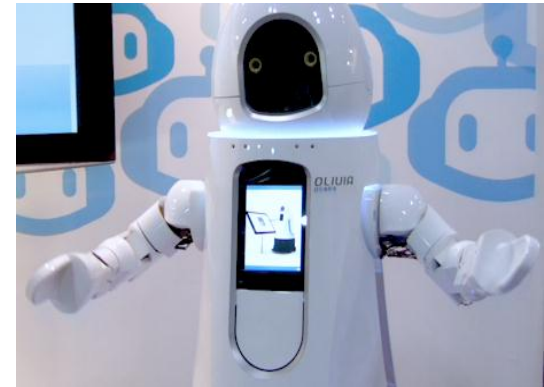
622 Patent Applications in the US

451 Patent Applications in Europe

Only 3 Patent Filings in the Philippines



Agency for Science, Technology and Research



THE PATENT WAR: THE PHILIPPINE ADVANTAGE

AndroidPIT
Fill up your mobile

AndroidPIT
Fill up your mobile

AndroidPIT
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AndroidPIT
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THE GREAT PATENT WAR

The Philippines' Advantage

Legal Battle



The patent war began when Samsung launched its Galaxy devices. Apple believes that "the copying is so pervasive, that they appear to be actual Apple products."



IS THERE A WINNER?

US UTILITY PATENTS

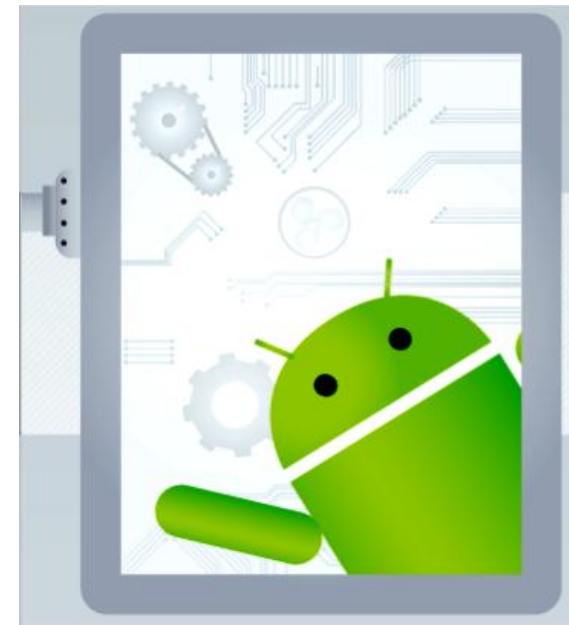
- US 7675941
- US 7447516
- US 7698711
- US 7577460
- US 7456893



US UTILITY PATENTS

- US 7844915
- US 7864163
- US 7469381

For Apple and Samsung patents shown above, there are no corresponding Philippine equivalent patents



US DESIGN

PATENTS

- US D618677
- US D604305
- US D593087
- US D504889

Samsung Smartphones
BEFORE iPhone



Apple's iPhone
(announced Jan. 2007)



Samsung Smartphones
AFTER iPhone



Samsung Touchscreen Tablet
BEFORE iPad



Apple's iPad 2
(announced March 2011)



Samsung Touchscreen Tablet
AFTER iPad 2



Way FORWARD



The endemic low patenting activity in the country might not be due to lack of inventive, innovative and creative talents but might be asymptomatic of lack of awareness and appreciation of the IP System.

Way FORWARD



Lack of awareness and appreciation of the benefits of the IP system can lead to lack of interest to secure IP protection.

Few researchers utilize the technological and scientific knowledge contained in patent documents as basis for investigating the state of the art.

There is still a need for IP education and promotion to really encourage the inventive and innovative sectors to effectively use the patent system.

Way FORWARD



There would be a need for a determination of the research and development priorities and direction of the country based on the needs of society, industries and the country in general.

There is a need for government to establish such agenda and provide the necessary funding and incentives

Way FORWARD



Addressing the need for fast, quality and streamlined procedures for patent applications would greatly encourage those who avail of such services

The country should have a firm determination that science and technology activities are critical to economic and national development as positively shown in the experiences of not only progressive countries in the west but also those in our part of the world

Future Plans

Patent Mapping/Analytics on the following areas:

- a) Agriculture**
- b) ICT**
- c) Food Processing**
- Continue with Public Private Partnerships**



THANK YOU!!



