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# Collective Marks Development and Registration in the Philippines

*Roundtable on Fostering South-South and Triangular  
Cooperation in the Context of WIPO Development  
Agenda  
14 October 2022*

**JESUS ANTONIO Z. ROS, LL.M.**  
**Director, Bureau of Trademarks, IPOPHL**

# OUTLINE OF PRESENTATION



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- *Introduction to Bikol Pili*
- *The Making of the Bikol Pili Collective Mark*
- *Ongoing Collective Mark Undertakings*
- *Issues and Challenges*
- *Benefits of the WIPO CDIP Program*
- *Way Ahead*

# INTRODUCTION TO BIKOL PILI

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- *The **Bikol Pili** has been chosen for Collective Mark registration due to its various potentials*
- *Origin-linked pili products have the potential to create added value through consumer recognition in the marketplace.*

# INTRODUCTION TO BIKOL PILI



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- ***Bikol Pili Collective Mark covers a total of 13 classes of goods varying from raw and processed pili food products to non-food products, such as garments, fashion accessories and wearables, cosmetics and beauty products and essential oils, among others.***

# INTRODUCTION TO BIKOL PILI



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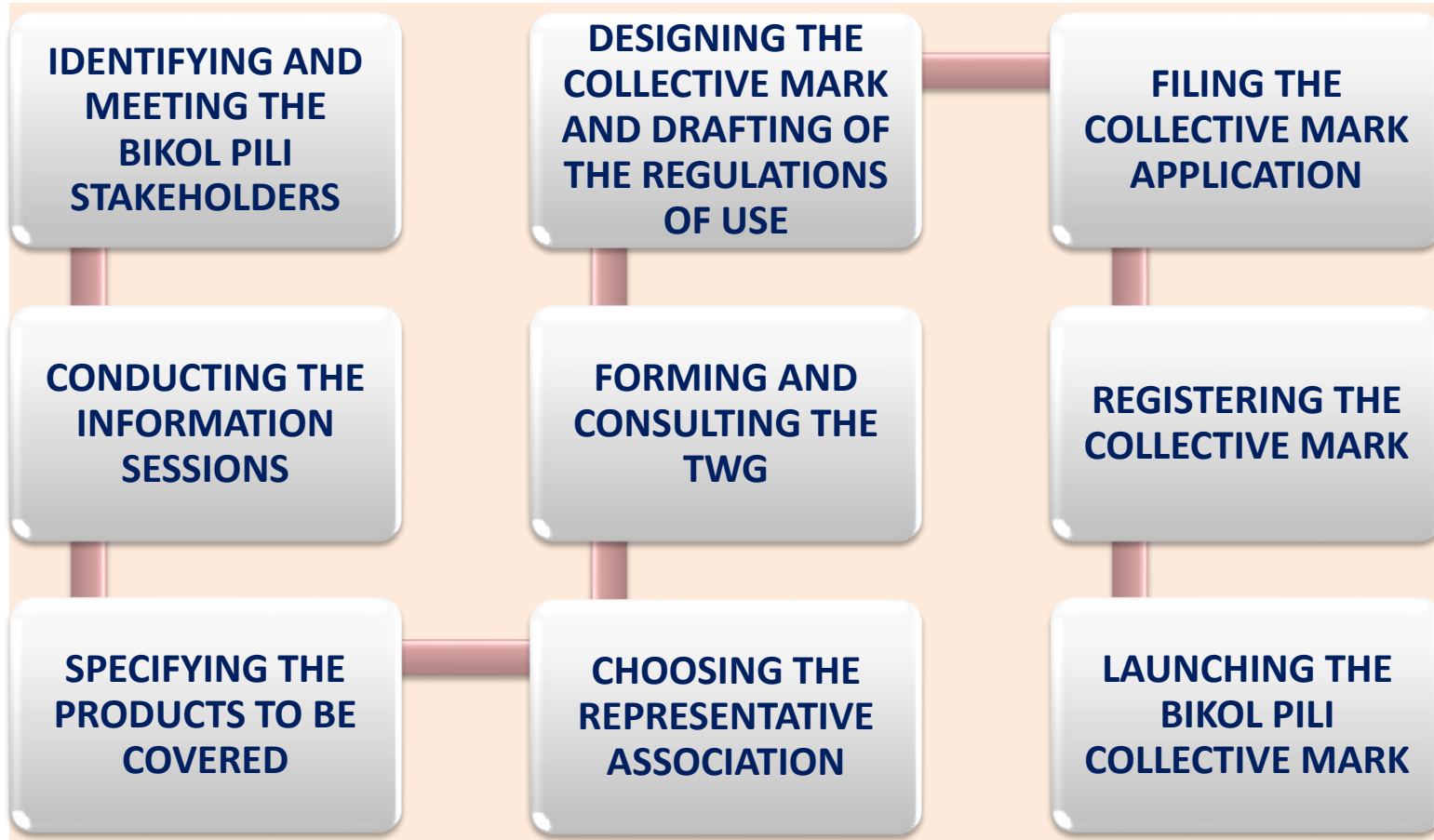


- *Bicol region's rich volcanic soil and generous rainfall are the variables necessary to grow the pili tree.*
- *It is pegged as the largest pili producer in the country and primary location of the pili nut trade*

# THE MAKING OF BIKOL PILI COLLECTIVE MARK



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# IDENTIFYING AND MEETING THE BIKOL PILI STAKEHOLDERS



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8 FLAVORS to complete your Bicol Experience!



**J. Emmanuel Pastries**



**C.O.P. Pili Sweets and Pastries**



**Tia Berning Pili Candies  
and Handicrafts**



**Llomar Foods Enterprises**



**Albay Pili Nut**

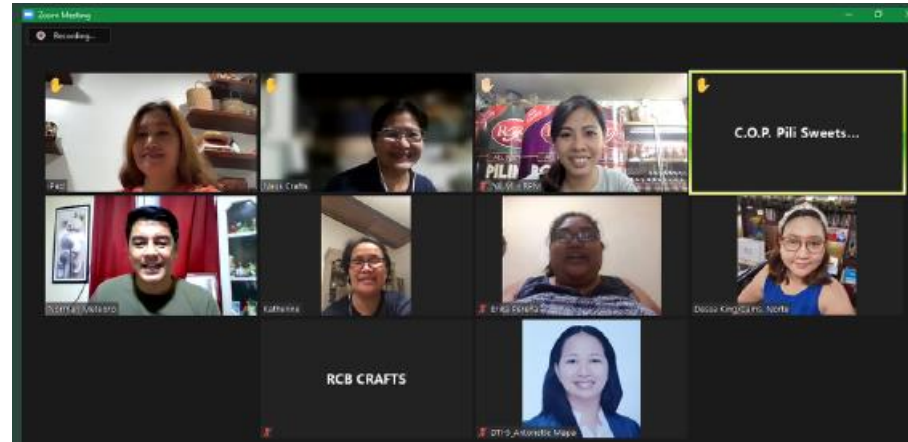
**SOME OF THE PILI STAKEHOLDERS UNDER OKB**



# CONDUCTING THE INFORMATION SESSIONS



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- *Series of information dissemination and cascading sessions were undertaken to introduce the concept of collective mark registration to the stakeholders*





# CHOOSING THE REPRESENTATIVE ASSOCIATION



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**“The Pride of Bikol”**

- *The Orgullo Kan Bikol (OKB) Association Inc. was chosen to represent the Bikol Pili stakeholders and to govern the use of the Bikol Pili Collective Mark*
- *More than 280 member-distributors/local MSMEs in the entire Bicol region from different sectors such as processed food, wearables and homestyles, gifts decors and housewares, fashion accessories, as well as furniture and fixtures*



# SPECIFYING THE PRODUCTS TO BE COVERED



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***Bikol Pili Collective Mark: Coverage of protection for raw and processed pili food products as well as non-food products***



**Sub-group 1  
Food (processed)**



**Sub-group 2  
Food  
(unprocessed and  
semi-processed)**



**Sub-group 3  
Wearables and  
Home Care**



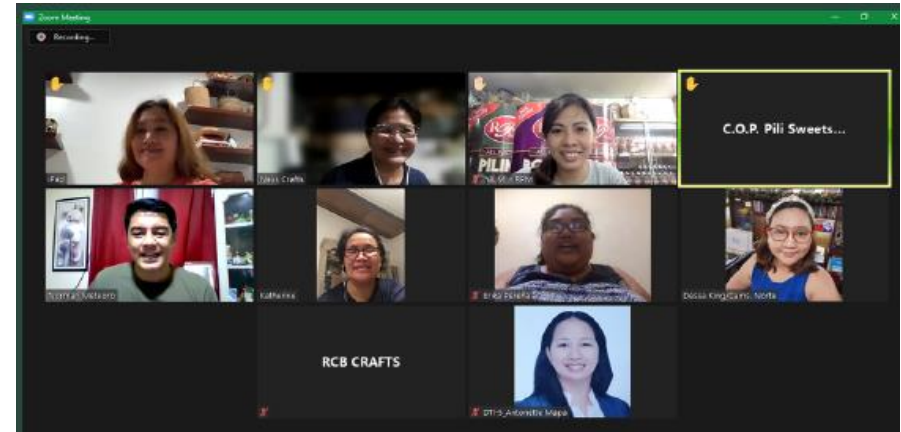
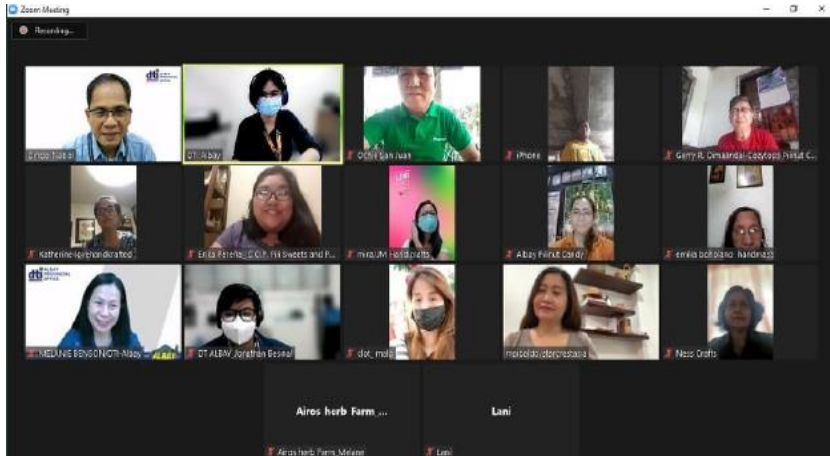
**Sub-group 4  
Cosmetics and  
Skin Care**



# FORMING AND CONSULTING THE TWG



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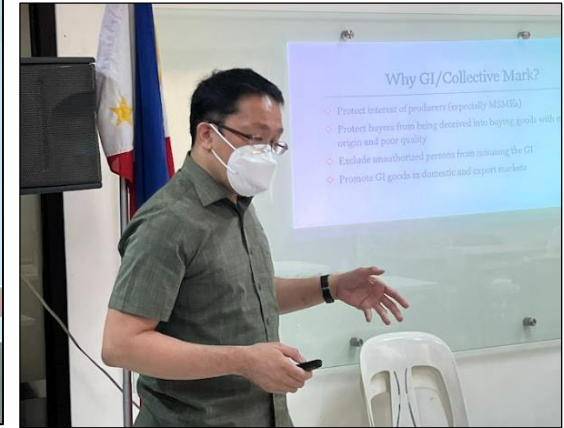
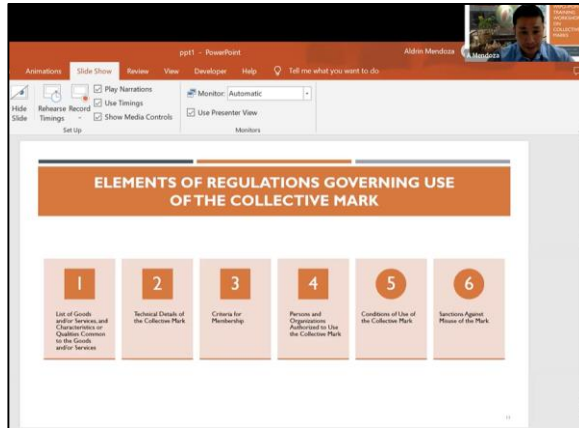
- *Workshops, meetings, and consultation sessions were conducted by the technical working group from the pili stakeholders and cognizant government agencies*



# DESIGNING THE COLLECTIVE MARK AND DRAFTING OF THE REGULATIONS OF USE



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- *The delegates from IPOPHL spearheaded the preparation and drafting of the regulations of use of the collective mark and design of the Bikol Pili logo*



# FILING OF THE COLLECTIVE MARK



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**Bikol Pili Collective Mark Application Form**

This application is valid for OKB Association Members ONLY. To apply for use of the Bikol Pili Collective Mark, please complete all questions.

**TYPE OF APPLICATION \***

Initial  Renewal **application type indicated**

**COMPANY NAME \***

**COMPANY ADDRESS \***

Street Address Line 1

Street Address Line 2

City

Postal / Zip Code

**OKB MEMBER NUMBER \*** **DTI/SEC REGISTRATION NUMBER \***

**OKB Member Number required**

**DATE ESTABLISHED \*** **TIN \***

**LIST OF PRODUCTS FOR BPCM APPLICATION**

|    | Brand Name | Product Name | Product Subgroup | Certificate/Product Registration No. (CFR No. for Food/Cosmetics and Wellness Products) |
|----|------------|--------------|------------------|---|
| 1  |            |              |                  |   |
| 2  |            |              |                  |   |
| 3  |            |              |                  |   |
| 4  |            |              |                  |   |
| 5  |            |              |                  |   |
| 6  |            |              |                  |   |
| 7  |            |              |                  |   |
| 8  |            |              |                  |   |
| 9  |            |              |                  |   |
| 10 |            |              |                  |   |
| 11 |            |              |                  |   |
| 12 |            |              |                  |   |
| 13 |            |              |                  |   |

**SOURCE OF RAW MATERIALS (PILI) (pick atleast one) \***

Albay  Camarines Norte  
 Camarines Sur  Catanduanes  
 Masbate  Sorsogon

**application for BPCM is per product**

**source of pili must be within Bicol Region**

- ***The Regulations Governing the Use of Collective Mark was finalized from January to February 2022 and thereafter the application for Bicol Pili collective mark was filed.***



# REGISTRATION OF THE COLLECTIVE MARK



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## Certificate of Registration

Registration No. : 4/2022/00506349  
Date of Registration : 25 April 2022  
Term : 10 years (until 25 April 2032)



**BIKOL PILI**

BIKOL PILI

Filing Date : 16 March 2022  
Registrant : Orgullo Kan Bikol Association Inc. [PH]  
Address : DTI Region 5, Regional Center Site, Rawis, Legazpi City,  
Albay, Philippines  
Class(es) - Goods/Services : 3; 4; 11; 14; 18; 20; 21; 24; 25; 29; 30; 31 and 35 : See  
Attachment  
Claim of Color(s) : None  
Disclaimer : The applicant disclaims the words "Bikol Pili".  
Transliteration / Translation : None  
Three-dimensional : No  
Claim of Priority : None  
Published for Opposition : IPO e-Gazette, published on 25/03/2022

**JESUS ANTONIO Z. ROS**  
Director  
Bureau of Trademarks

- *On 25 April 2022, the Bikol Pili Collective Mark was registered with the IPOPHL.*



# BIKOL PILI COLLECTIVE MARK LAUNCHING



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***14 June 2022: Unveiling Ceremony and Awarding of the Certificate of Registration of the Bikol Pili Collective Mark to the OKB Association, Inc.***



# ONGOING COLLECTIVE MARK UNDERTAKINGS

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*The identification and registration of collective marks is a continuous endeavor of the IPOPHL in partnership with WIPO.*

*Efforts being undertaken include:*

- ✓ *Development and production of information materials*
- ✓ *Drafting of Practical Guide for the Development and Registration of Collective Marks*
- ✓ *Training of IPOPHL officials*



# ISSUES AND CHALLENGES

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- *Representation and association (i.e., existing or newly formed)*
- *Forming an organization*
  - *Cost of organizing*
  - *Who shall take the lead? (e.g., LGU, DTI, stakeholders)*
  - *Who shall compose the association? (food and non-food products sectors?)*
- *Gathering the stakeholders (i.e., logistics)*
- *Unfamiliarity with the basic concepts of branding (Trademarks, Collective Marks, Geographical Indications) let alone their importance*

# ISSUES AND CHALLENGES

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- ***Drafting of the Regulations of Use of the Collective Mark***
  - *Lack of technical knowledge*
  - *Difficulty in agreeing to terms and conditions*
  - *Inclusions and exclusions issues (i.e., food vs. non-food; within or without/outside the region)*
- ***Registration***
  - *Cost of registration*
  - *Legal/Technical representation*
  - *International protection*
- ***Enforcement***
- ***Sustainability***
- ***Marketing/Exporting (market access)***

# BENEFITS OF THE WIPO DA PROJECT

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***To the Bikol Pili Nut Industry: The stakeholders not only acquired knowledge of the opportunities and benefits of collective marks, but now prides itself as being the holder of a certificate of registration for the Bikol Pili collective mark.***

***The Bikol Pili has received the recognition it deserves, distinguishing their pili products from those of other origins, signaling to consumers about the quality of their goods, and helping them realize their potential to make long-term economic and social changes in the community.***

# BENEFITS OF THE WIPO DA PROJECT

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***To the consumers: The buying public are guaranteed that the goods they buy bearing the collective mark truly originate from the Bicol Region and that they possess certain qualities and characteristics distinct to the pili nut from the region. Consumers are more confident in buying pili products with the Bikol Pili collective mark.***

# BENEFITS OF THE WIPO DA PROJECT

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***To IPOPHL: The project contributed to the strengthening of IPO Philippines' institutional capacity to support the identification, development and registration of collective marks. With the WIPO technical assistance, it allowed IPOPHL to continue to reach out to communities and promote the IP system as a tool for national development.***

*The next phase of the program can extend to sharing of best practices, assistance on expanding market access, sustainability, international registration through the Madrid Protocol, and enforcement, when necessary.*

*It is here where **South-South and Triangular Cooperation** becomes more relevant and beneficial.*

THANK  
YOU!

Rising.  
Shining.  
Beckoning.

