



Case Studies: Strategic Use of IP in an Enterprise or Industrial Sector

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7 – 10 MARCH 2011

knowledge and information “economy”

New market and business trends that SME's should look into.

- Factors of production:
- Previously: Land, Labor, Capital, Intangibles (Knowledge)
- New Trend : Computer, internet, capital, Knowledge
- Idea + Information = Property

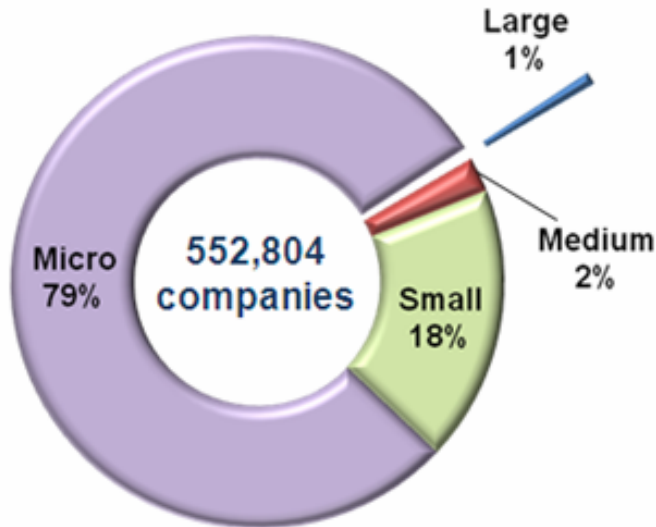
E-Market-oriented Business

- Overcome unfair Playing Field or unfair competition;
- National Legal Systems: Diversity (bilateral/regional/ international treaties or agreements)
- **Adding Value : Meeting or exceeding market needs or expectations**
- Consumers' needs, trend.
- Technology tools fully utilize

SMEs in Malaysia

Definition of SMEs:

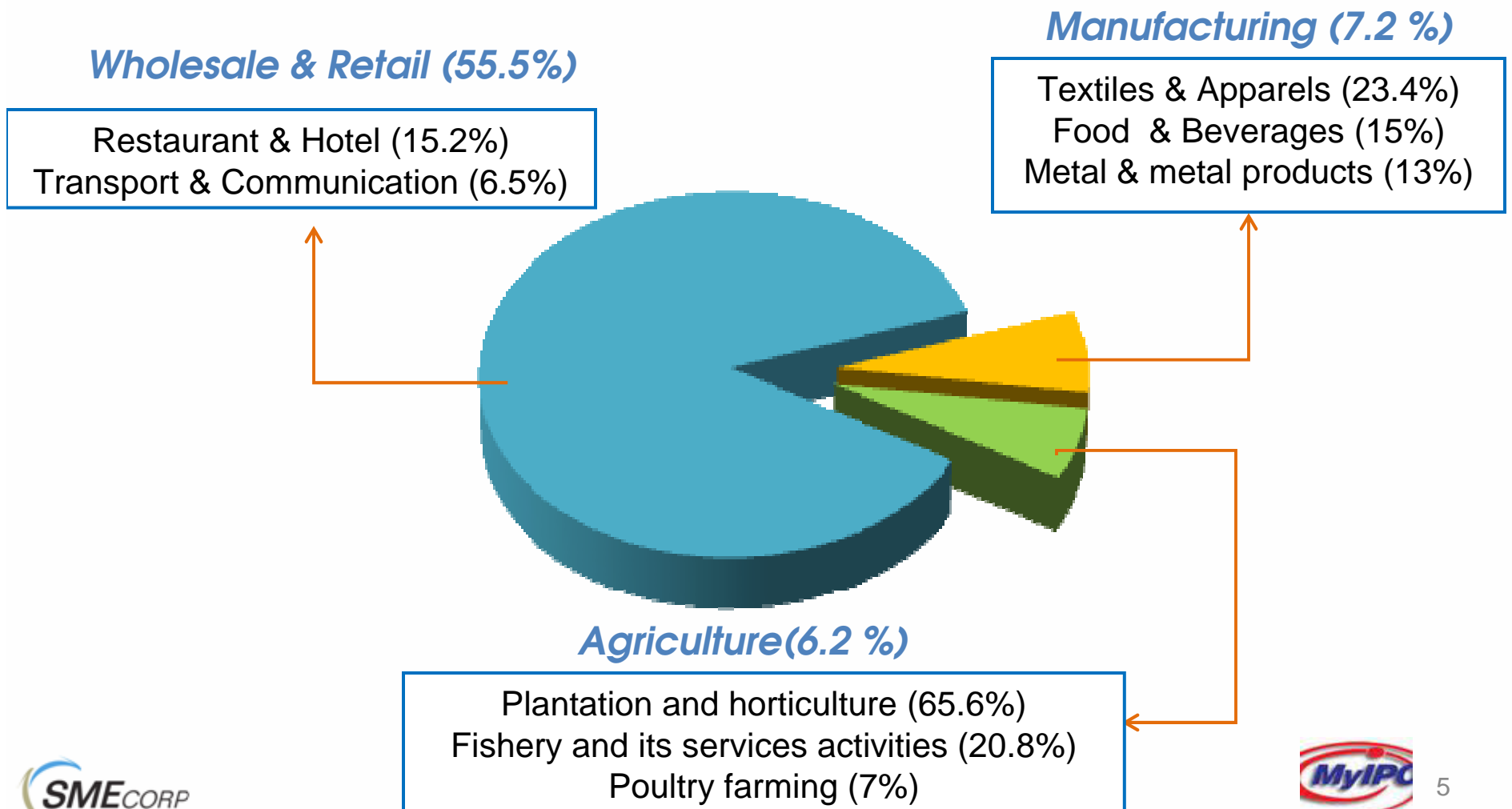
	Manufacturing & MRSs	Services, Agri. & ICT
Annual Sales	< RM25 mil	< RM5 mil
OR		
Full-time employees	<150	< 50



- SMEs account for a large proportion of businesses in Malaysia:
 - **99.2%** of establishments (548,267)
 - Majority are micro enterprises, with 5 workers and less

SMEs in Malaysia

Current: Majority of SMEs are in Services Sector



SMEs in Malaysia: Backbone of the Economy

Important domestic source of growth

Foundation & support in supply chain through forward & backward linkages

Balanced growth

Strengthen resilience of the nation's economy

Provide support to growth of new & existing areas

Promote private sector-led growth

Relevant IP Support instrument

Corporate Information

Background



Prior to 1983, intellectual property rights (IPR) in Malaysia was administered by Pejabat Cap Dagangan dan Jaminhak. This Office changed its name to Pejabat Cap Dagangan dan Paten in 1983 and was placed under the jurisdiction of the then Ministry of Trade and Industry.

On 27 October 1990, the Ministry was restructured and the Office was placed under the Ministry of Domestic Trade and Consumer Affairs and changed its name to Intellectual Property Division. The Division was tasked to administer Patents Act 1983, Trade Marks Act 1976, and Copyright Act 1987.

The Industrial Designs Act 1996 came into force in 1999, followed by the Layout-Designs of Integrated Circuits Act 2000. In 2001, the Geographical Indications Act 2000 came into force.

To respond to the development of intellectual property at domestic and global levels, the Division was corporatized on 3 March 2003 and known as the Intellectual Property Corporation of Malaysia (PHIM), with the enforcement of the Intellectual Property Corporation of Malaysia Act 2002.

The Corporation took an important first step of rebranding when the acronym PHIM became MyIPO on 3 March 2005 at the inaugural National Intellectual Property Day.

Objectives

- establishing a strong and effective administration;
- strengthening intellectual property laws;
- providing comprehensive and user-friendly information on intellectual property;
- promoting public awareness programmes on the importance of intellectual property; and
- providing advisory services on intellectual property.

OUR SERVICES

Patent

PCT Patent

Trade Mark

Industrial Design

Geographical Indications

IC Layout Designs

Copyright

Download Forms

IP Statistics

Public

Private

Government

MyIPO Staff

Relevant IP Support instrument

Hear this article



What can we offer ?

FINANCING

- FRANCHISE
- CONTRACT FINANCING
- GRANT/INCENTIVE

INVESTMENTS

- FRANCHISE
- EXPANSION (COMMERCIALIZATION)
- R&D

OTHERS

- INTELLECTUAL PROPERTY DEVELOPMENT
- ADVISORY(AWARENESS)
- TRAINING

What can we offer ?

MALAYSIA BUDGET 2011

OUTGOINGS AND EXPENSES ELIGIBLE FOR DOUBLE DEDUCTIONS:

- (1) EXPENDITURE INCURRED ON ADVERTISING MALAYSIAN
BRAND NAME GOODS WITHIN MALAYSIA**

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**QUALIFYING ADVERTISING EXPENDITURE IS EXPENDITURE
INCURRED WITHIN MALAYSIA FOR THE COST OF ADVERTISING
MALAYSIAN BRAND NAME GOODS THROUGH:**

What can we offer ?

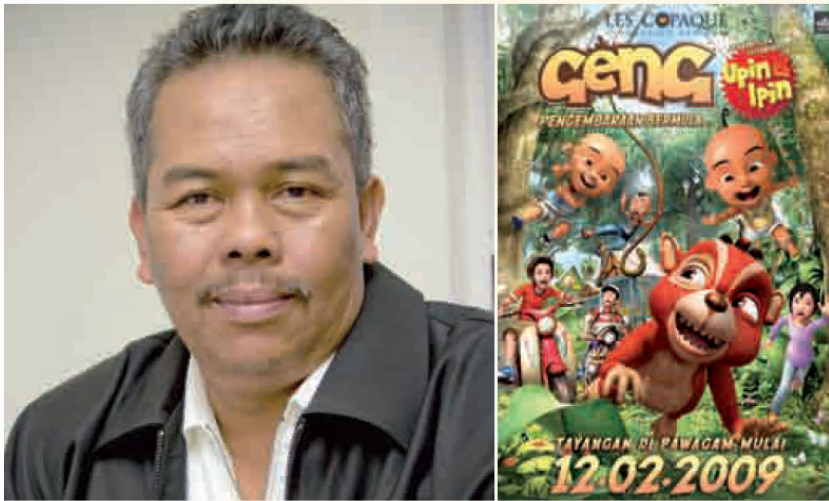
- (A) ADVERTISEMENTS ON THE INTERNET WHERE THE HOST WEBSITE IS LOCATED IN MALAYSIA;
- (B) ADVERTISEMENTS IN MAGAZINES AND NEWSPAPERS WHERE THE MAGAZINES AND NEWSPAPERS ARE PRINTED IN MALAYSIA;
- (C) ADVERTISEMENTS ON LOCAL LICENSED TELEVISION STATIONS;
- (D) ADVERTISEMENTS IN TRADE PUBLICATIONS WHERE THE TRADE PUBLICATIONS ARE PRINTED IN MALAYSIA

OUTGOINGS AND EXPENSES ELIGIBLE FOR DOUBLE DEDUCTIONS:

- 2. PROFESSIONAL FEES PAID TO MALAYSIAN RESIDENT COMPANIES FOR ADVERTISING OR PROMOTING MALAYSIAN BRAND NAME GOODS ON BEHALF OF THE COMPANY WHICH IS THE REGISTERED PROPRIETOR OF THE MALAYSIAN BRAND NAME

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*Les Copaque Production
Sdn. Bhd.*



Les Copaque Production Sdn. Bhd.

- **Les Copaque Production**
- **Sdn. Bhd.**
- Being a fledgling business and delving into a new field, one can understand the difficulties faced by Les' Copaque Production Sdn Bhd. The underlying risks are quite high as the market for animation is still fresh in Malaysia and has yet to be widely exploited by other entrepreneurs.
- Formed in December 2005, the company which produces 3D animation based on IP (Intellectual Property), found it challenging to get sponsors at the early stages. It also had limited capital and faced delayed returns, apart from high risks of losses in marketing the product



Les Copaque Production Sdn. Bhd.

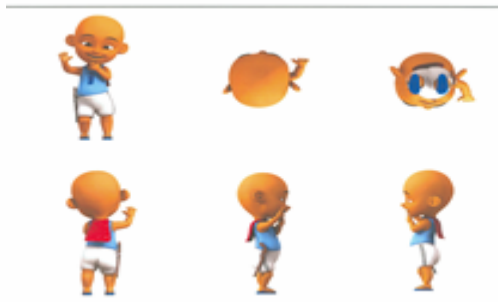
- Emphasis on extensive R & D in all aspects
 - including marketing strategy and production,
 - its focus on human capital and staff training,
 - the experience of its owner and the company's
 - emphasis on story- telling quality in ensuring
 - every animated story carried moral and
 - exemplary messages.
- Les' Copaque Production received substantial assistance and support from ministry and agencies such as MDeC in the aspect of marketing within and outside the country, financial assistance from MOSTI through the **e-Content fund** and **rendering infrastructure from MIMOS** for the movie "Geng: Pengembaraan Bermula" (which saved the cost for the purchase of render farm and the movie was completed ahead of schedule).



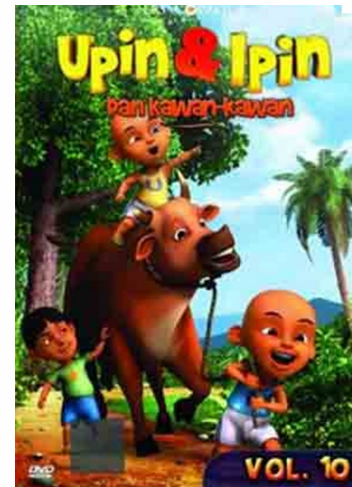
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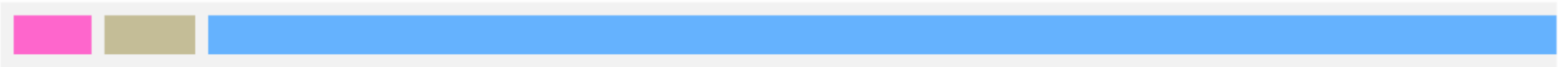


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THANK YOU