



INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

INTELLECTUAL PROPERTY TRAINING CENTER (IPTC)

CURRENT STATUS AND FUTURE REQUIREMENTS OF
NATIONAL IP EDUCATION AND TRAINING
PROGRAMS

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MyIPO CORPORATE PROFILE

Vision

To be one of the leading intellectual property organizations.

Mission

Providing strong legal infrastructure and effective administration regime to enhance greater creativity and exploitation of intellectual property.

Motto

Protecting Innovation – Advancing Competitiveness

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.

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MyIPO MILESTONES



MyIPO ORGANIZATION CHART



iptc

Intellectual Property Training Center

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iptc background

- Established in 1997 and officiated on 12 March 1998
- Joint project between the Ministry of Domestic trade and Consumers Affairs and the National Institute of Public Administration Malaysia (INTAN)
- Since 2000, IPTC has expended its focus and target groups in various level.
- Programs focus on of IP awareness which conducted as road shows, seminars, workshop and etc and attended not only by public and private sectors but also buy students from schools, universities and colleges.
- Nowadays, IPTC has extended its focus among enforcement, judiciary, agents and etc.
- IPTC also conducted program / seminar with collaboration of World Intellectual Property (WIPO), Japan International Cooperation Agency (JICA), Japan Patent Office (JPO), European Patent Office (EPO), and World Trade Organization (WTO)

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iptc roles

- Responsible for the development and management of public and information communication for IP;
- Organized awareness programmes and seminars to the society as in achieving MyIPO's goal in increasing the awareness of intellectual properties;
- To encourage employees and public at all levels to be trained for the achievement of mutually agreed-upon performance standards there are aligned to the organizations vision and mission.

iptc objectives

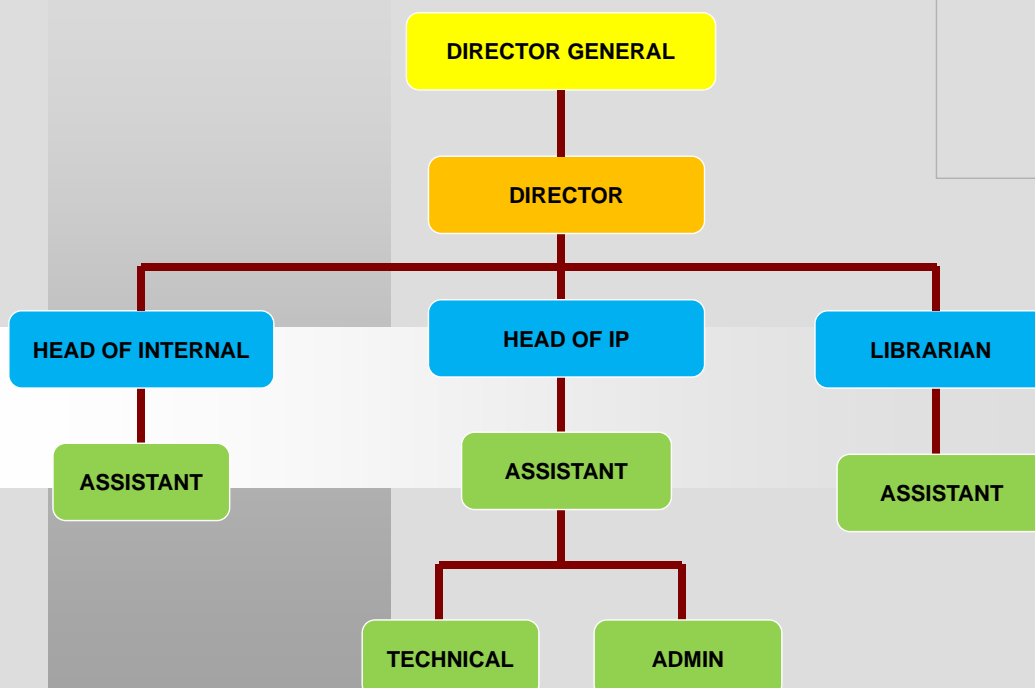
- To create IP awareness and training
- Enhancing employee motivation/morale through better career development prospects
- Producing quality and competent personnel
- To encourage more inventions
- To ensure IP owners are protected by registrations
- To instill public awareness on respecting IP
- To provide training courses, seminars and workshop
- More efficacious work performance and efficient workflow process

iptc objectives

- ❑ Fostering better internal and external communication through networking
- ❑ Keeping up-to-date with IP knowledge, new technologies and soft skills
- ❑ Prepare a well-structured training programmed
- ❑ Define a set of standard guidelines for training
- ❑ Provide opportunities for capacity building

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iptc organization chart



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iptc target audience



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iptc training facilities

TRAINING ROOMS

IPTC has 5 training rooms: Camelia, Lavender, Tulip, Cempaka and Kenanga for various functions ranging from training, meeting, courses, workshops, seminar and conferences and other functions.

Room	Seating Capacity
Camelia	60 participants
Lavender	50 participants
Tulip	50 participants
Cempaka	50 participants
Kenanga	38 participants

Each room is fully equipped with advanced audio visual equipment such as PA system, LCD projector, plasma TV and WiFi for internet connection. The arrangement of chairs and tables can be positioned according to the client's specific needs.

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iptc training facilities

IPTC BALLROOM

Spanning an area of more than 3626 square metres, IPTC Ballroom can accommodate up to 350 people is equipped with the latest audio visual teaching aids such as PA system, LCD projector, plasma TV and internet connection.

Rooms	Seating Capacity	Area (s.q)	Setup
IPTC Ballroom	200 participants	3626	Classroom
IPTC Ballroom	350 participants	3626	Theatre

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iptc training facilities

COMPUTER TRAINING LAB

This computer training lab known as Kenanga room provides a total of 38 computers with internet connection are provided for the use of participants.

MUSOLLAH

IPTC also accentuate on the comfort of performing prayers by providing a prayer's room or a musollah for the participants. This musollah can accommodate 50 people at a time.

INTELLECTUAL PROPERTY LIBRARY (IP LIBRARY)

Intellectual Property Library (IP Library) provided with a total of 5000 references books on intellectual property and general, newspapers, journals and magazines. The collection consists of both local and international publications. Our library also provided computer facilities with internet connection that would allow the participants to access information more effectively. **IP Library open to MyIPO staff and public.**

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iptc training facilities



IP Library



IP Awareness Programme Goals

RESEARCHERS

- ▣ To ensure researchers patent their inventions;
- ▣ To provide awareness on:
 - ▣ registration procedures;
 - ▣ registration qualifications;
 - ▣ criteria for granting of patents;
 - ▣ patent protection.

ENTREPRENEURS

- ▣ To ensure they protect their IP especially trade marks by registering
- ▣ Awareness on:
 - ▣ the importance of IP to their businesses;
 - ▣ their IP rights under the laws provided;
 - ▣ various types of IP that can

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IP AWARENESS PROGRAMME GOALS

ACADEMICIANS/STUDENTS

- ▣ Understand the importance of IP towards economic development;
- ▣ Creating inventions can be a viable career;
- ▣ IP can be an asset;
- ▣ To create a culture to respect IP.

PUBLIC

- ▣ Awareness on the importance of IP towards economic development, to the country and also to the people;
- ▣ IP as an asset;
- ▣ Respecting IP

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IP AWARENESS PROGRAMME GOALS

JOURNALIST

- Understand the importance of IP awareness especially copyright;
- Awareness of importance protecting their work;

ENFORCEMENT

- Introduce importance of IP and how they can relate to their field of work.
- To create a culture to respect IP.

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IP AWARENESS PROGRAMME GOALS

IP AGENT

- enhance their knowledge about IP
- maximize their skills as IP agent so that they can provide good service to others
- prepare them to be a good IP agent

STAFF

- enhance their knowledge and maximize their skills so that they can deliver their responsibility
- developing their ability and becoming an efficient staff
- apply all the knowledge and experience in intellectual properties development along with the advancement achieved by Malaysia itself.

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AWARENESS PROGRAMME

PROGRAMMES

Seminars/ workshops/ talks

Print media – newspaper,
magazine, etc

Electronic media – talks, TVC, etc

Quizzes, essay writing competitions

Posters/ Booklets/ Leaflets

IP Awards

Exhibitions

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AWARENESS PROGRAMME

NATIONAL PROGRAMMES

National IP Day 2010

The theme for last year is “**Intellectual Property – Driving Nation’s Competitiveness**”, in line with today’s global intellectual property landscape, where nation competitiveness is becoming increasingly dependent on intellectual property. To complement the government’s efforts towards empowering and inculcating innovation and creativity among the Small and Medium Enterprises (SMEs), an exhibition on intellectual property will be held at the sideline of the event.

National IP Awards

IP Expo/Exhibitions/Seminars/Workshop/Training

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COLLABORATION

- ▣ IPTC conducted programs with collaboration of other foreign and international organizations such as WIPO, EPO, JPO and JICA.
- ▣ Besides international organization, programs are also conducted with collaboration of local authorities such as Royal Malaysian Customs Department, Malaysian Biotechnology Corporation, Universities and etc.
- ▣ IPTC always invited to give talk in any seminar / program about Intellectual Property.

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iptc achievement 2010

Program done according to section :

a) Patent	: 16
b) Trademark	: 4
c) Copyright	: 4
d) Industrial Design	: 2
e) G.I/ IC Layout Design	: 1
f) Intellectual Property (General)	: 17
g) Internal course on IP for staff	: 25
TOTAL	: 69 programs

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iptc needs

- More international / regional workshop, seminar/program in Malaysia
- Assistant from WIPO, JPO and other IP office
 - o Speaker
 - o IP Experts
 - o Shared information
- Enhancement of training module
- Training of Trainers (TOT)

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Awareness programs





Thank You

for assistant, please contact

Mohd Irwan Mohamad Khalil

e-mel: irwan@myipo.gov.my

Phone: +603-2299 8586

+6012-3210 325