

# The Role of the IP Office in the 21 Century – Sharing by IPOS

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# Content

*Singapore's SME Landscape*

*IPOS' Role*

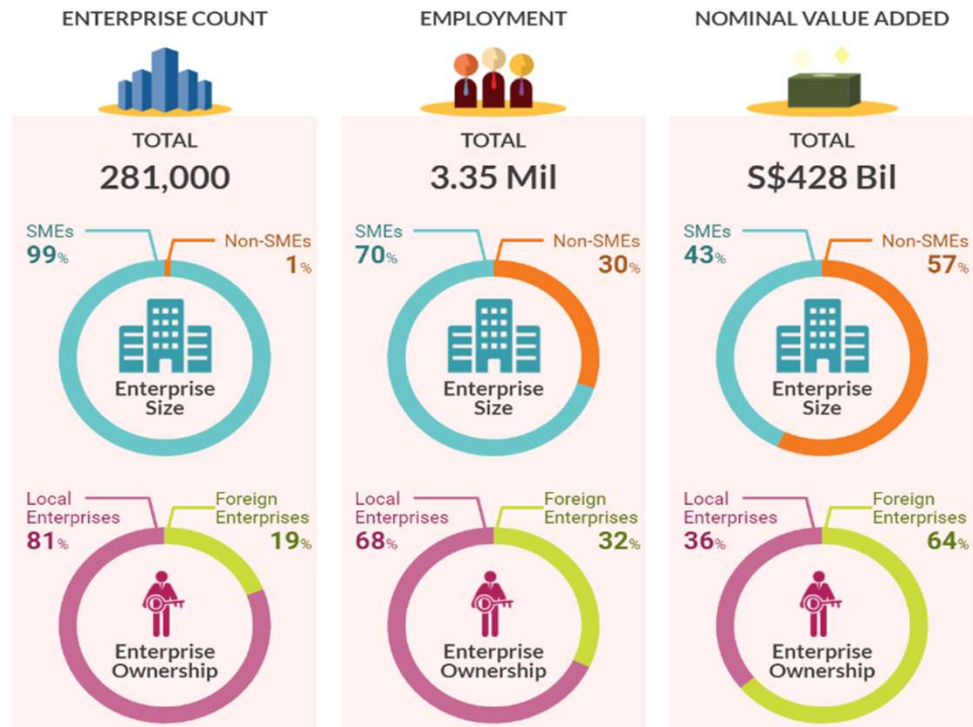
*Working with Different Agencies to help SMEs*

*Challenges*

# Singapore's SME Landscape



## Number, Employment and Value Added of Enterprises in 2020



Source: Department of Singapore Statistics

Source: Enterprise Singapore



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## *IPOS' Role*

## Continuous development in legislation and policy



### Progressive and Agile IP Law

- **Remain Internationally Connected:** Signatory to 15 WIPO treaties. Member of various PPHes in over 30 major markets.
- **IP Policy/Law Reviews:** AI & IP, Trade Secrets, Copyright



### Quality IP Register

- **Speed with quality** - Positive grant patent system, investments in Patent Examination capabilities.
- **Patents, Trade Marks:** Fast track scheme, SG IP Fast



### Responsive to Business Needs

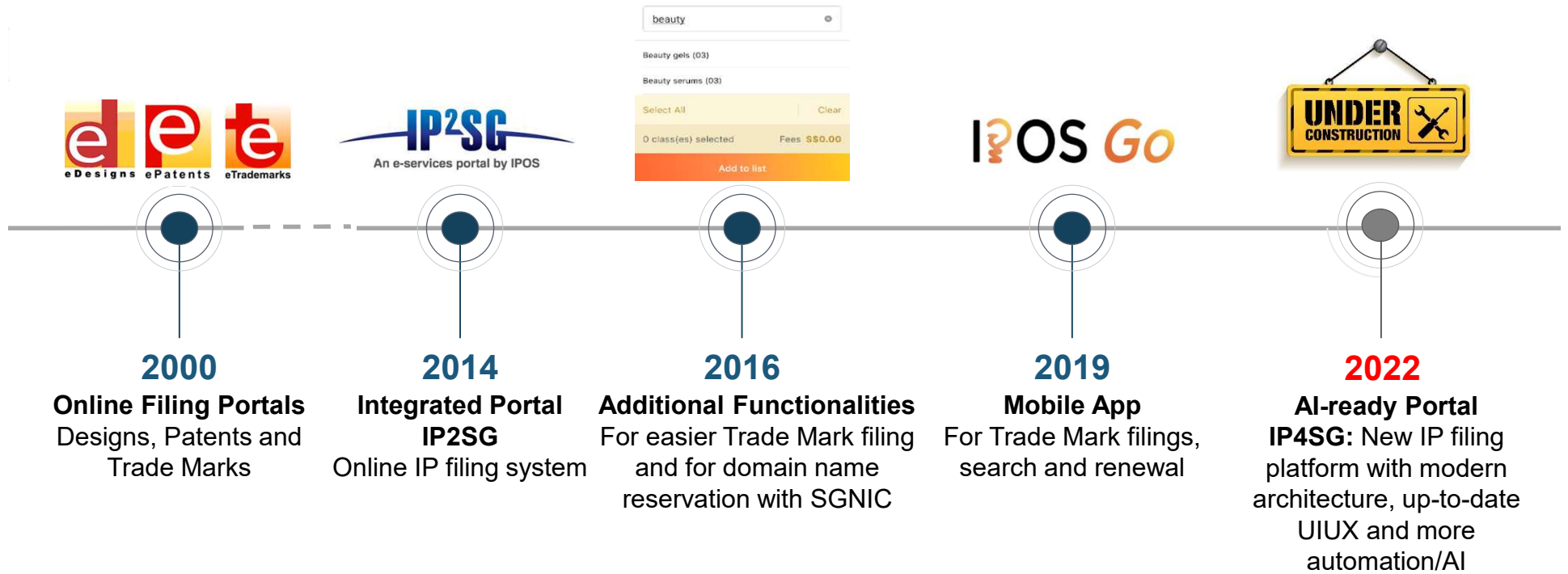
- **Trade Marks:** Allow multiple classes in one application and registration of non-conventional marks
- **Designs:** Designers own commissioned designs, regime for virtual designs
- **Geographical Indications:** Registry started operations



### Improve Enforceability

**Intellectual Property (Dispute Resolution):** Cost effective IP dispute resolution. Enhanced Mediation Promotion Scheme.

# Digitalisation for service delivery



Note: IPOS has implemented fully digital payment since Nov 2018.

# Working with other agencies to support Singapore's economic and enterprise growth

## Sharpening Innovation and R&D decisions through patent analytics

NATIONAL  
RESEARCH  
FOUNDATION



- Allow benchmarking at national and industry level
- Offer enterprise level innovation data
- Map relationships and identify possible areas for exploitation

## Accelerating use and commercialization of government-funded IP



- Help government agencies to develop internal capabilities to manage the creation and ownership of IP to realise value for Singapore's economy

## Providing IP and innovation-related skills training



- Sets standards for relevant to IP and innovation skills
- Develop community of IP experts
- Support transition into IP jobs as they pay 30% more

## Valuing and Financing enterprises of the Future Economy



- Work with partners, e.g., Singapore Accountancy Commission, to position Singapore as a world-leader in intangible asset valuation

# Promoting public awareness and effective use of IP



## 1 Cultivate and maintain quality partnerships

- Future Leaders in INnovation Transformation (FLINT) programme
- Partnership with SGX on the Intangible Disclosure Evaluation and Audit Scheme (IDEAS)
- Engagements with Trade Associations and Chambers
- Growing with Resilience through InTangibles (GRIT) initiative

## 2 Co-create and run programmes

- IP Legal and Business clinics
- IP Week @ SG – flagship annual event
- World IP Day Celebrations
- Workforce for IP Savvy Enterprises (WISE) programme

**20-27 AUG 2020**  
Guest-of-Honour  
Mr Edwin Tong, SC, Minister for Culture, Community and Youth, and Second Minister for Law

**Live Webinars**

- Series of live webinars in the afternoon –
  - how IP can boost innovation, strengthen the resilience and competitiveness of businesses in the COVID-19 economy and
  - the roles that IP offices can play in that transition.
- Special edition of the IP awards
  - Recognise efforts of Singaporean companies in their joint fight (with an IP angle) for humanity against COVID-19
  - Inter-agency efforts (EDB, ESG, A\*Star, MDH, MOM, Transformation Office and GovTech)
- Releasing past 2017-2019 GFIP sessions to round off 3 years of our "Issues to Assets" theme (limited period)
- Previews of selected popular sessions (earlier release)

**IPOS Innovation for Humanity Award**

**GFIP Replay**



# GRIT Initiative: An Example

**Growing with Resilience through InTangibles (GRIT)** is an inter-agency initiative to support businesses and communities to better manage and monetise their intangible assets and IP in the COVID-19 environment and beyond.

1

**Partnerships and education on IP issues**  
*Online resources, programmes & platforms*



2

**Support for enterprises and creators**  
*Government schemes & grants*

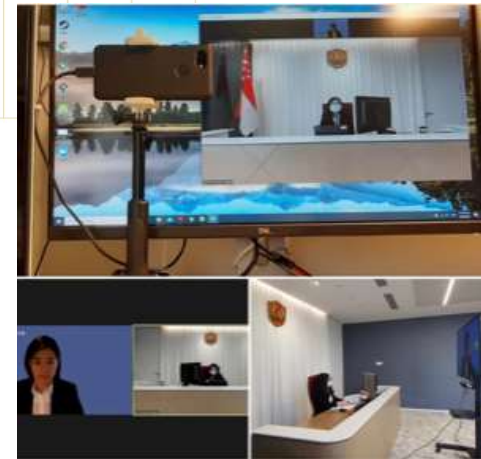
**Supporting Agencies:**



## Beyond GRIT, IPOS continually engages stakeholders to tailor our services to meet their needs

### Moving our full suite of services and outreach programmes online

- IP filings and renewals
- Customer service enquiries
- IP legal and business clinics
- Hearings and mediation
- Training (by IP Academy)
- Flagship event IP Week @ SG 2020



## Beyond GRIT, IPOS continually engages stakeholders to tailor our services to meet their needs

### Continual efforts to help businesses manage their IPs and improve their filing experiences, for example:

- **Workforce for IP Savvy Enterprises (WISE)** – joint initiative with Singapore Business Federation
- **Discover IA** – 6-week programme by IPOS.Int to enable enterprises to better understand their IAs and develop an action plan to use this to drive business growth
- **Intangible Disclosure Evaluation and Audit Scheme (IDEAS)** – joint initiative with SGX
- **IPOS Go app** – world’s first mobile app for trade mark registration – with new features to allow all-in-one-search, and renewal functions
- **SG IP Fast** – world’s fastest patent grant programme (6 months) - expanded to include trade marks and registered designs
- **Others - Young IP Mediators** – Promoting Alternate Dispute Resolution





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## *Working with Different Agencies to help SMEs*

## Working with Different Agencies to help SMEs

Innovation

Enforcement

Dispute Resolution



**Enterprise Singapore** – Government agency championing enterprise development. Work with committed companies to build capabilities, innovate and internationalise. Support the growth of Singapore a hub for global trading and start-ups.



**Agency for Science, Technology and Research (A\*STAR)** - Singapore's lead public sector R&D agency, collaborates with public and private sectors to benefit the economy and society.



**IPI Singapore** – Subsidiary of Enterprise Singapore, IPI accelerates the innovation process of enterprises through access to its global innovation ecosystem and advisory services.

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Innovation

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**SINGAPORE  
POLICE FORCE**  
SAFEGUARDING EVERY DAY

**Singapore Police Force – Intellectual Property Rights Branch (IPRB) –**  
Enforcement agency that works to combat IPR infringements within Singapore.



**SINGAPORE  
CUSTOMS**

**Singapore Customs –** Lead agency for trade facilitation and revenue enforcement, provides border enforcement of IP rights.



**INFOCOMM  
MEDIA  
DEVELOPMENT  
AUTHORITY**

**Infocomm Media Development Authority (IMDA) –** Develops and regulates the converging infocomm and media sectors. IMDA also promotes and regulates data protection in Singapore through the Personal Data Protection Commission.

## Working with Different Agencies to help SMEs

Innovation

Enforcement

Dispute Resolution

WIPO Arbitration and Mediation  
Centre (WIPO AMC)



Singapore International  
Arbitration Centre (SIAC)



Singapore International  
Mediation Centre (SIMC)



Singapore Mediation  
Centre (SMC)





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## *Challenges*



## Challenges

### Time and Resources

- Finite financial/time resources in taking active steps
- Greater priority in their survivability

### Low Priority

- Lack of awareness of IP relevance to their businesses

### Expectations

- Rising expectations from different segments of SMEs (Start-ups vs established SMEs)

THANK YOU