

Strategic Use of Intellectual Property in an Enterprise or Industrial Sector

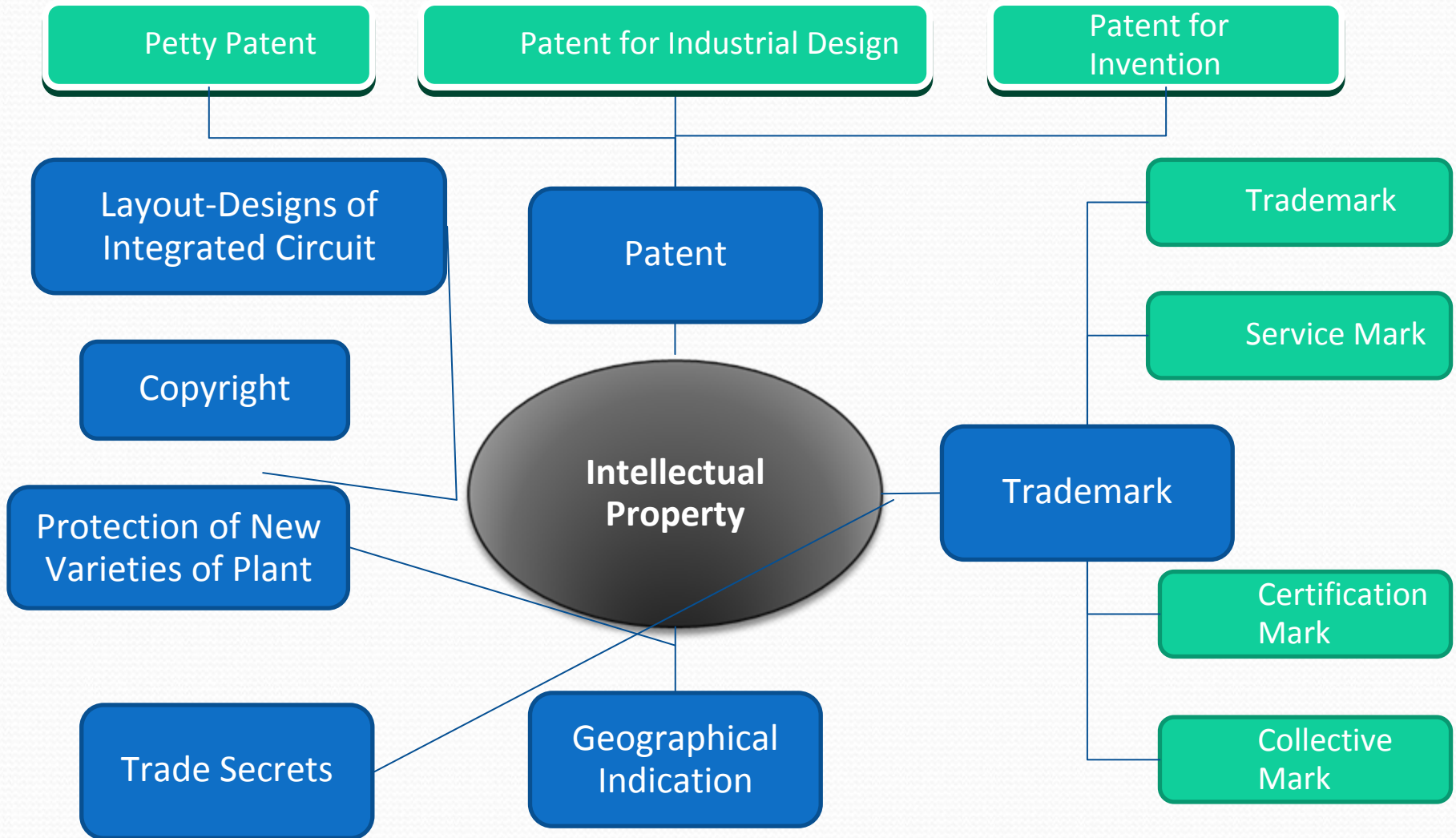
Colombo, Sri Lanka,
10 March, 2011

Thailand

Number and Proportion of SMEs in 2008

Size	No. of Enterprises	% in overall Enterprises	% in Total SMEs
SE	2,815,560	93.3	99.6
ME	12,073	0.4	0.4
LE	4,586	0.2	
N/A	4,158	0.1	
SMEs	2,827,633	99.7	
Total	2,836,377	100	

Intellectual Property in Thailand



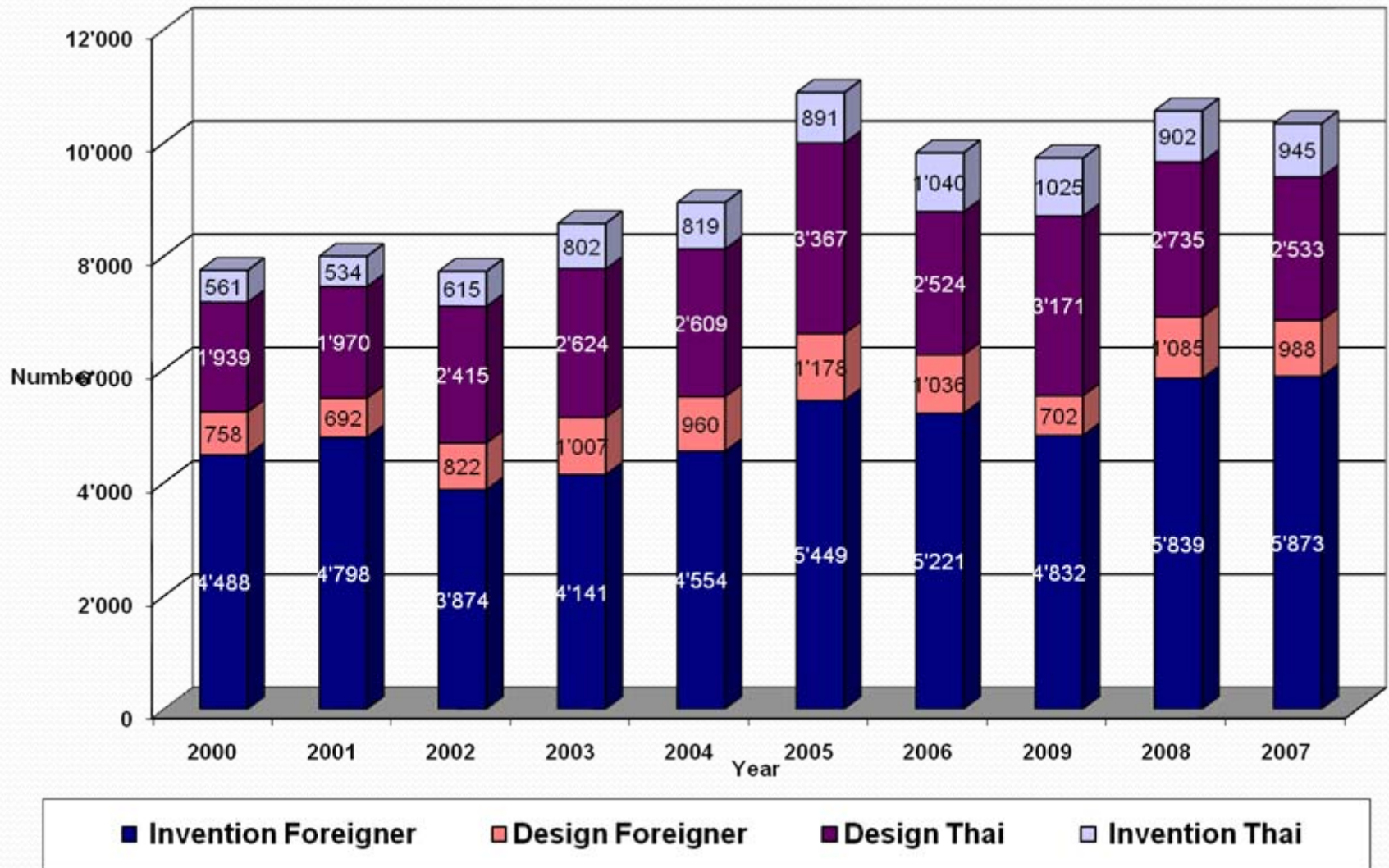
Thailand Concerned Legislation

- Patent Act of 1979 (last amended in 1999)
- Trademark Act of 1991 (last amended in 2000)
- Copyright Act of 1994
- Protection of Plants Varieties Act of 1999 (under Agriculture and Cooperatives Ministry)
- Layout Designs of Integrated circuits of 2000
- Trade Secrets Act of 2002
- Protection of Geographical Indication Act of 2003
- Production of Optical Discs Act of 2005

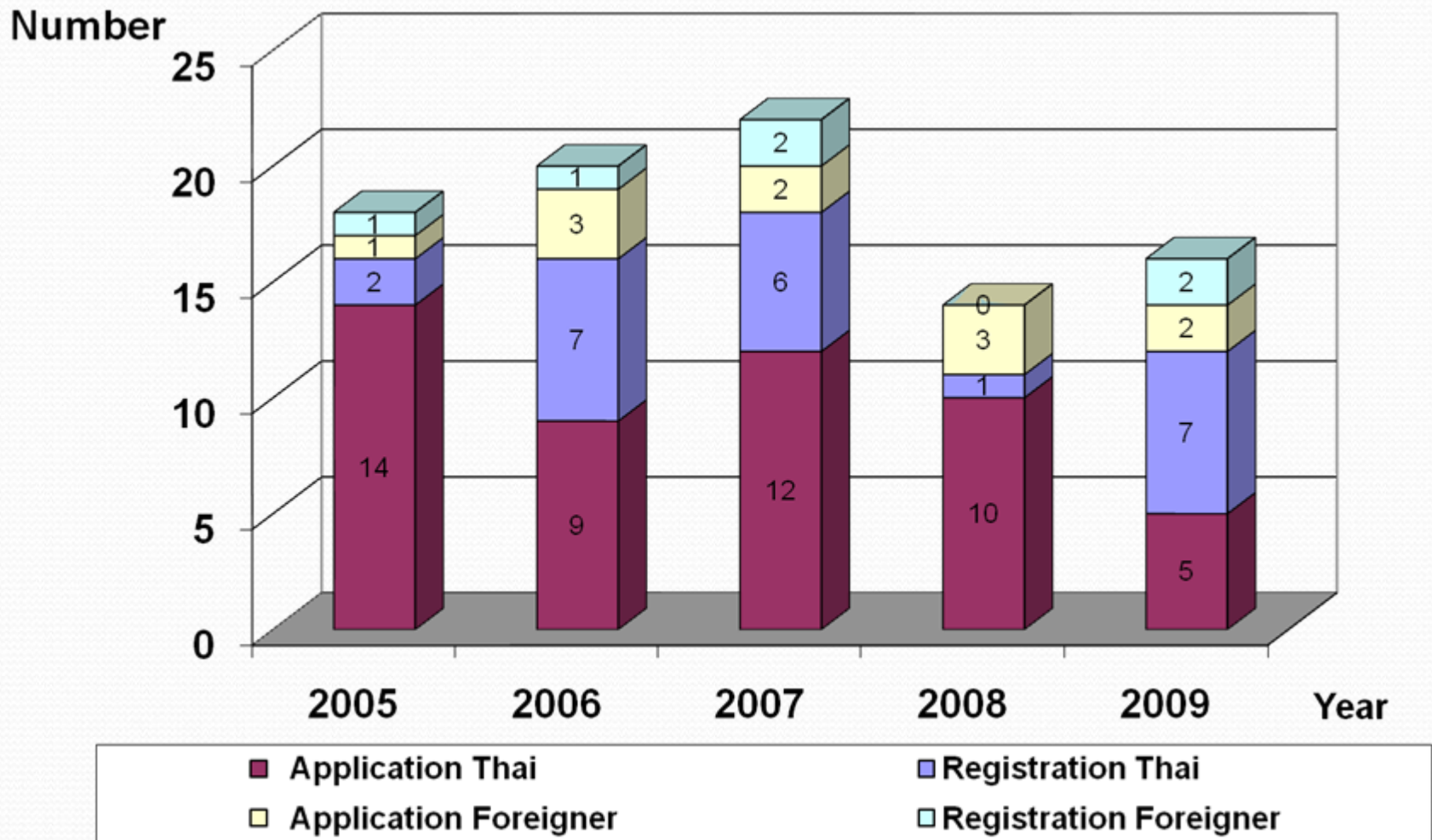
Thailand Current Situation

- Thailand is currently a member of the Berne Convention (1931) and TRIPS Agreement (1995)
- At an early working process to have the TK and Folklore Act
- Undertaking the process to become a member of Paris Convention and PCT
- Considering to join Madrid Protocol
- IP has been a critical issue at the FTA negotiation with Thailand's leading trade partners.

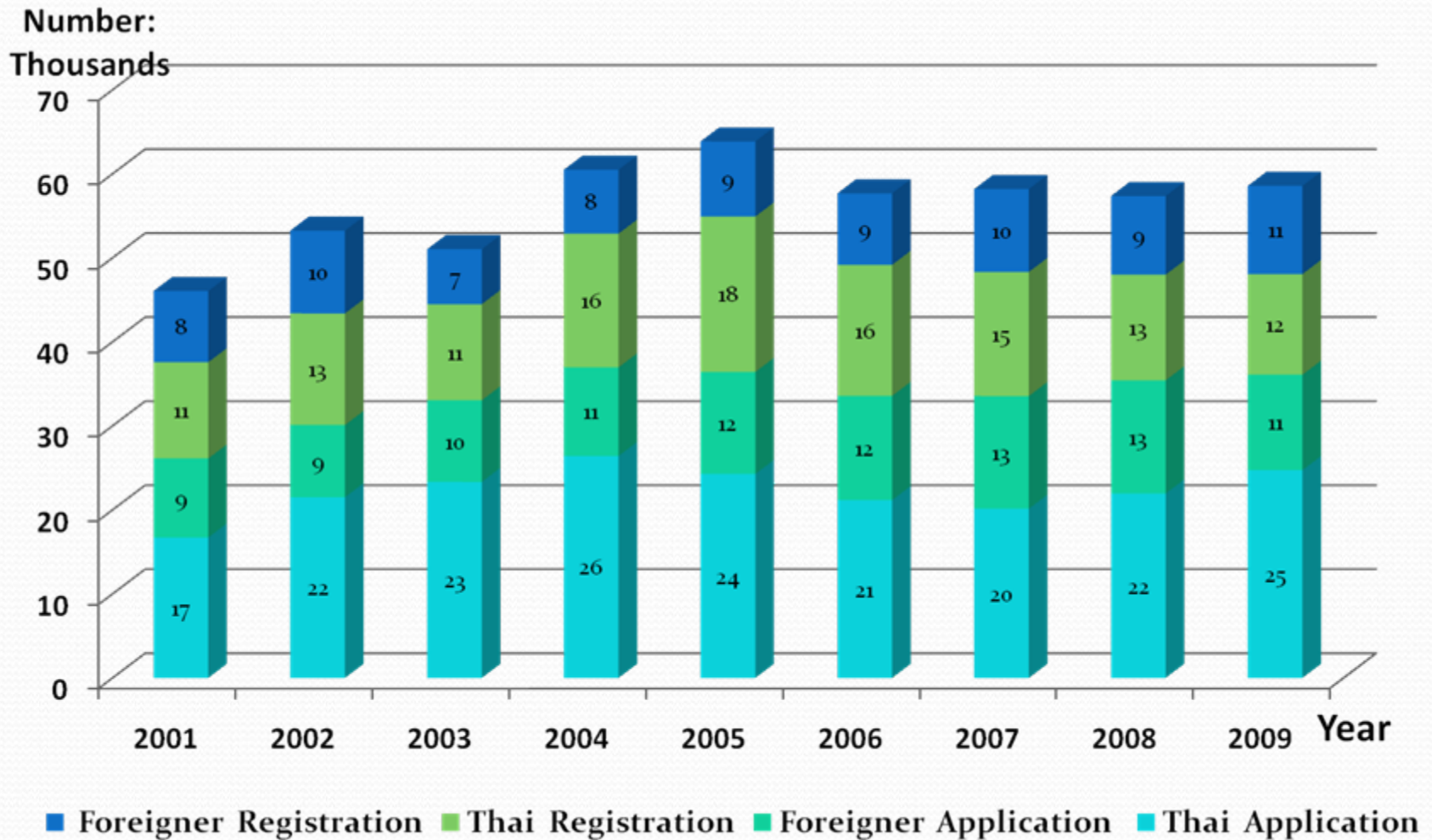
Statistics of the Patent Application



Statistics of Geographical Indication



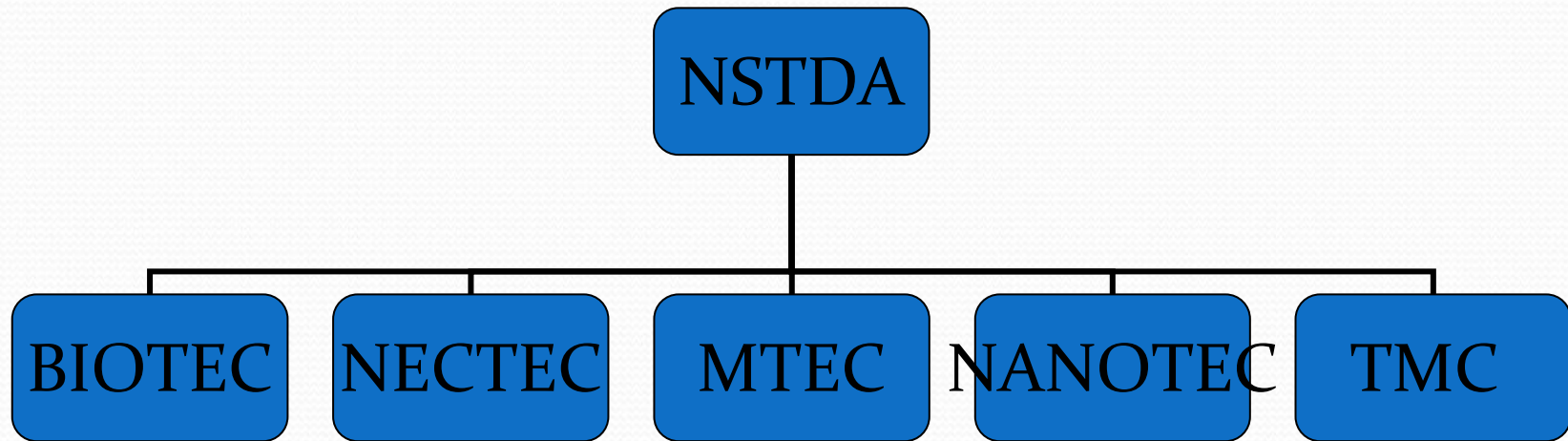
Statistics of Trademark



Exploitation of Intellectual Property

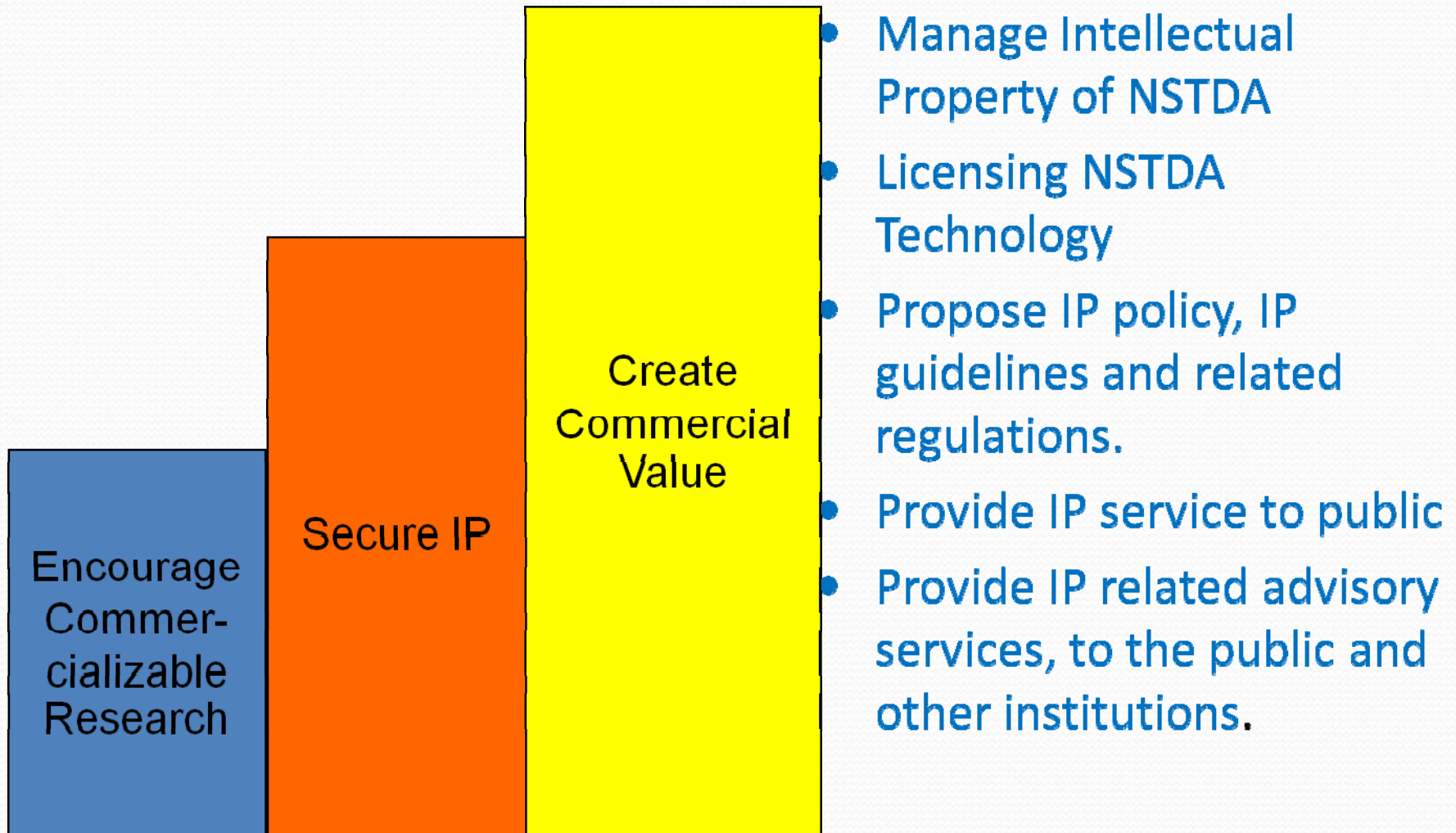
- Initiate new venture (to develop, manufacture and sell products)
- Buying an existing company with the required assets
- Establishing joint venture
- Licensing
- Forming a strategic alliance
- Selling the intellectual property rights to a third party

Introduction NSTDA'S Technology Licensing Office (TLO)

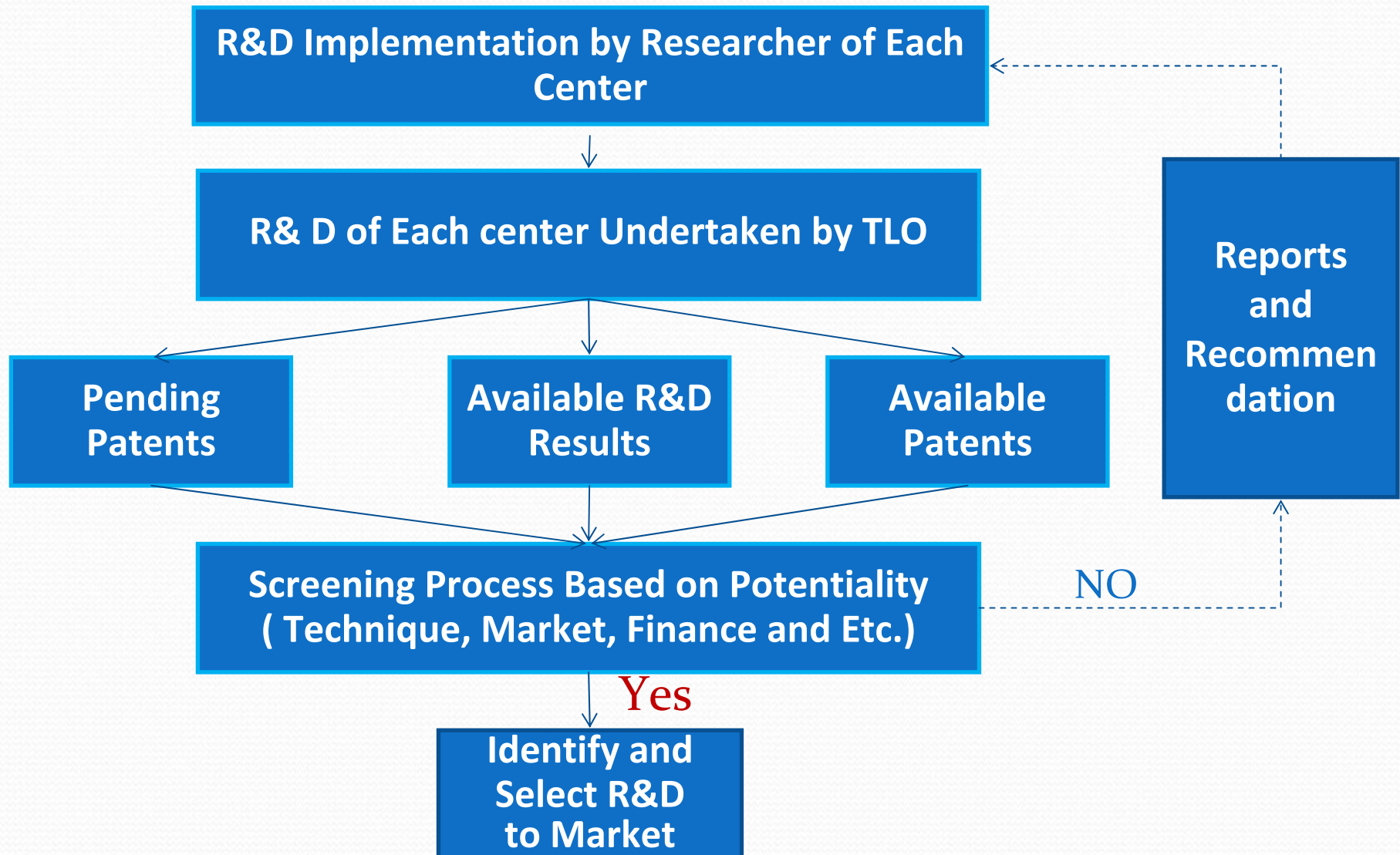


- The National Science and Technology Development Agency, NSTDA is a funding and research organization under Minister of Science and Technology.
- Established under the “Science and Technology Development Act of B.E.2534” (1991) on 1991.

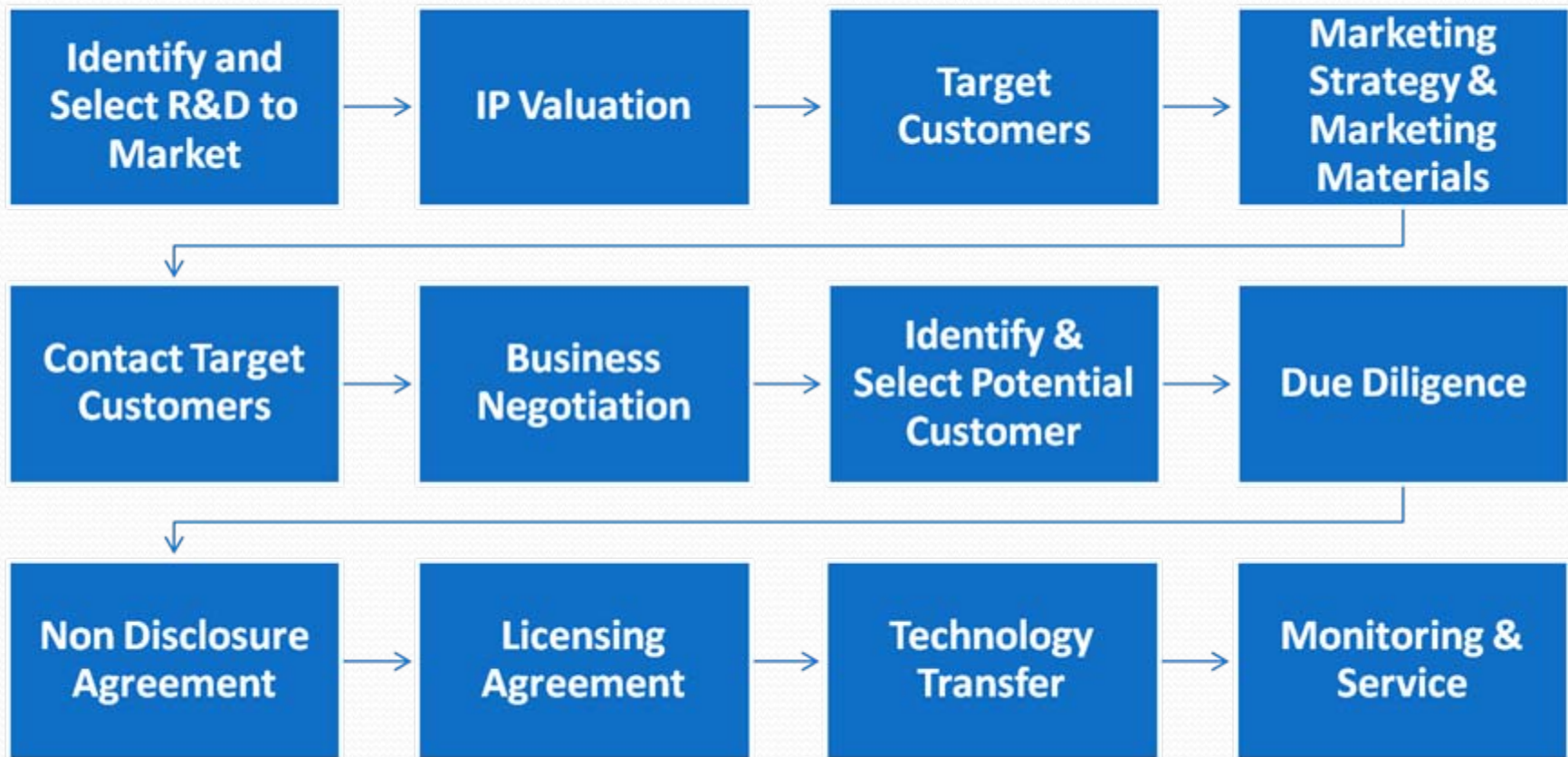
Role/Evolution of the TLO



Licensing Process for Science and Technology Based Intellectual Properties



Licensing Process for Science and Technology Based Intellectual Properties (Cont.)



Practices in traditional licensing (existing companies)

- Facilitating invention disclosures
- Technology assessment
- Market assessment
- Intellectual property assessment and management
- Commercialization assessment
- License negotiation and management

Practices in Start-up business development (create your licensee)

Previous slide Plus:

- Entrepreneurship expertise
- In-depth market analysis and product conceptualization
- Business plan development
- Pre-seed, seed, and venture capital funding
- Incubator facilities
- Identify/recruit entrepreneurial management talent
- Knowledge of tax and investment policies and laws

Thank you