

Celebrating World Intellectual Property Day 2018 through European Programs in Southeast Asia

12.5 million EUR for activities to promote and support intellectual property

Bangkok, 26 April 2018

Today we celebrate the World Intellectual Property (IP) Day, a time to promote the value and importance of IP for economy, innovation and creativity internationally.

World IP Day 2018 rounds up a month of extensive European focus on IP matters in the Southeast Asian region, following the launch of the Arise + IPR project in Bandar Seri Begawan, Brunei, on 30 March and of the [IP Key SEA project](#) in Bangkok, on 2 April. Both projects are directed by the European Commission and implemented by the EUIPO (European Union Intellectual Property Office), and focus on the promotion of IP and IPR (Intellectual Property Rights) in Southeast Asia.

A series of activities supported by the two projects took place in the Philippines during the current week (23-27 April), within the framework of the country's Intellectual Property Rights Month 2018, aimed at raising awareness on the importance of the protection and enforcement of IPR.

The IP Key SEA project supported activities including an exchange of best practice for mediators on 23-24 April, and a colloquium on IP for the judiciary organized jointly with the Philippine Judicial Academy (PHILJA) and the IP Office of the Philippines (IPOP HL) on 24-25 April. The colloquium for the judiciary aimed to gather local judges representing Special Commercial Courts handling IP cases to discuss issues and concerns affecting prosecution and disposition of IPR cases and pending IP cases, among other aspects. In addition, the meeting facilitated the sharing of best practice in handling IP cases.

The exchange of best practice for mediators allowed the EUIPO Board of Appeal mediators to meet their IPOP HL counterparts working on IP cases. This activity is expected to expand the range of avenues available to EU rights holders for IPR enforcement.

ARISE+ IPR events in the Philippines included the Regional Workshop on Online Infringement on 23-24 April, and the support of the 2nd ASEAN Network of IP Enforcement Experts (ANIEE) meeting on 25 April.

The Regional Workshop on Online Infringements, opened by EU Delegation Ambassador to the Philippines Franz Jessen, focused on the challenges of the IPR online environment, existing business models and measures, promoting cooperation and best practice exchanges, while presenting the enforcement tools developed by the EU Observatory.

The 2nd ANIEE Meeting, on 25 April, aimed at discussing the IPR enforcement initiatives contained in the ASEAN IPR Enforcement Action Plan 2016-2025. Arise + IPR also supported the ANIEE members' participation at the IP Convergence Event organised by IPOPHIL to celebrate World IP Day on 26 April.

BACKGROUND INFORMATION

The ARISE + IPR and IP Key SEA projects share to a great extent the same thematic and geographical scope, pursuing the general goal of improving IP protection in Southeast Asia. Nevertheless, they have very different objectives - as they support very diverse policy processes. **ARISE + IP supports the regional economic integration amongst Southeast Asian nations**, while **IP Key SEA supports economic integration between individual Southeast Asian nations and the EU**.

Arise + IPR targets the management, protection and enforcement of IP rights through a regional approach. With a focus on trademarks and geographical indicators, **the EUR 5.5 million, five-year project** will deliver capacity building programs to ASEAN IP offices and improved information technology platforms, among other benefits.

The IP Key SEA Project is a EUR 7 million, four-year European Commission-funded project, co-financed and implemented by the EUIPO. It aims to build on, and incorporate key lessons from past and present cooperation between the EU and Southeast Asia in the area of Intellectual Property. The project also aims to promote the IP Key SEA political agenda of approximation and convergence, through the provision of support and input to the EU's interests in the region, including in terms of IPR protection and enforcement under a cooperative agenda with Southeast Asian partner countries.

ABOUT THE EUIPO:

The European Union Intellectual Property Office (EUIPO) is an agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the Registered Community Design (RCD), both of which provide intellectual property protection in all 28 EU Member States, as well as carrying out cooperation activities with the national and regional intellectual property offices of the EU. Under the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global cooperation on IP between EU partners, third countries and multilateral organisations.

PRESS CONTACTS:

Ana-Maria Harda

Tel.: +34 666 432 447; e-mail: Anamaria.HARDA@euipo.europa.eu

and

IP Key SEA: IPKEY-SEA@euipo.europa.eu

Website: www.ipkey.eu

and

ARISE + IPR

Website: <http://arise.asean.org/>

Twitter account and YouTube Channel:

https://twitter.com/IPKey_EU

https://www.youtube.com/channel/UC8J_YCfAoHnqg5B0tiDPv-w



Funded by European Union

