

# Enabling Environment Approach to Providing Technical Assistance

**Raising the Quality and Capacity of Trademark Examination  
through Individualized Training and Learning Management**

 **ITLMS**

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# Regional Bureau for Asia and the Pacific



- Part of the Development Sector (working with the Substantive IP Sectors)
- One of 4 Regional Bureaus - Africa, Arab, Latin America, Asia and Pacific (plus LDC division)
- Operating in a member states driven process which seeks to place the **“development dimension”** at the core of the global IP system

# Regional Bureau for Asia and the Pacific

## WHO ARE WE

WE ARE THE HEART AND SOUL  
OF THE REGION  
IN THE ORGANIZATION.

We place the country's interest in the forefront of decision-making. With an eye to make intellectual property work for sustainable development, we help build consensus, lead coordinated actions and hopefully inspire change.

## Regional Bureau for Asia and the Pacific

The approach and work of the ASPAC Bureau have been developed within a **structured framework of delivery**.



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*“While this structured approach has been somewhat difficult to implement due to some resistance within Member States and WIPO itself as individuals and organizations came to terms with the change.*

*The value of the approach to*  
a) effective **planning**,  
b) effective **implementation** and  
c) effective **monitoring** cannot be overstated.”

*Evaluation Report 2018*

# WHAT WE DO

Everything we do is PROJECT-BASED, not merely one-off activities or events. It is demand-driven and aligned to clear POLICIES of the countries, designed with an ENDPPOINT in mind, so that in-country stakeholders will champion, sustain and own the results beyond the duration of WIPO's technical assistance. Necessarily, our IMPLEMENTATION STRATEGY includes the EMPOWERMENT of stakeholders not only in terms of providing knowledge and skills but also assistance in solidifying political support, establishing enabling structures and installing management systems so that the endeavor is INSTITUTIONALIZED by the country. For this reason, we support the establishment of HUBS FOR INTELLECTUAL PROPERTY EDUCATION and DEVELOPMENT by countries to accelerate innovation and encourage creativity.

We know that what we monitor gets done. What gets evaluated is improved. Thus, we see the value of working with countries to adopt PERFORMANCE MEASURES and RESULTS-BASED MANAGEMENT. It pushes everyone to think through every action in order to maximize benefits and reduce the risk of not achieving the desired OUTCOME. It motivates us to constantly explore NEW METHODOLOGIES to deliver technical assistance, besides seminars and workshops, and develop path-breaking multi-dimensional initiatives with different sectors of WIPO complementing each other's expertise and WORKING AS ONE.

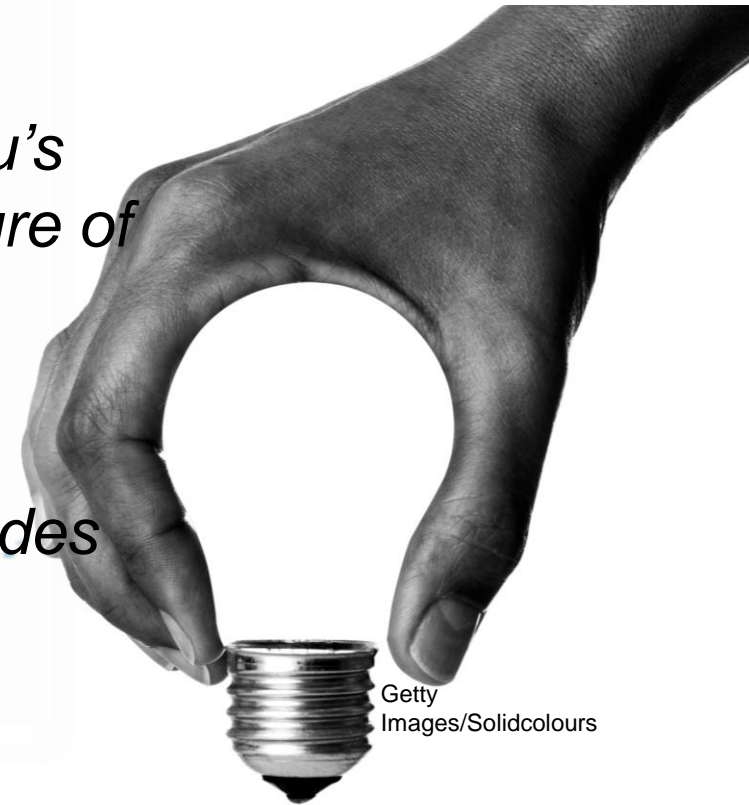
At the end of the day, we want to be judged by the extent that we have contributed to genuine and lasting CHANGE in the IP landscape at the national, institutional and community level of the countries we serve.

## Regional Bureau for Asia and the Pacific

*“The strongest demonstrated impact from the ASPAC Bureau’s approach is the defined structure of engagement, which gives objectivity to **longer term directions**, clarifies the more immediate **priorities** and provides a framework for definition of indicators of success and the **measurement of results**.”*

*The knowledge and skills are being built in a **strategic context**, and changes in practice then follow this strategic framework.”*

*Evaluation Report 2018*



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## Human Capacity Building

We provide human capacity building across the full spectrum of intellectual property (IP) rights: [patents](#), [trademarks](#), [industrial designs](#), [geographical indications](#) and [copyright](#).

### Inventors

#### *Searching patent information*

We run regular workshops to familiarize inventors with the tools and processes used to search patent-related information.

#### *Using patent information*

Our workshops help inventors understand and utilize patent information.

#### *Drafting and filing patent applications*

We run regular workshops to familiarize inventors with the processes and procedures involved with [drafting and filing a patent application](#).

### Creators

#### *Creative industries*

We organize workshops and seminars and publish industry-by-industry guides to show creative professionals how to get the most out of their IP assets.

#### *Collective management*

From helping IP rights holders to interact with collective management organizations (CMOs) to streamlining the work of the staff in CMOs or even setting up a CMO, our training in collective management covers a range of actors and cases.

#### *IP and the media*

We provide workshops that help media professionals get a better understanding of IP issues, as well as how IP rights relate to their own creative work.



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Have you had that feeling that despite participating in countless seminars (training), work at the office has not improved as it should?

# ■ ITLMS

...or at times, you feel that you already know the topic in the seminar, and you are bored because it is a repeat of a past training...

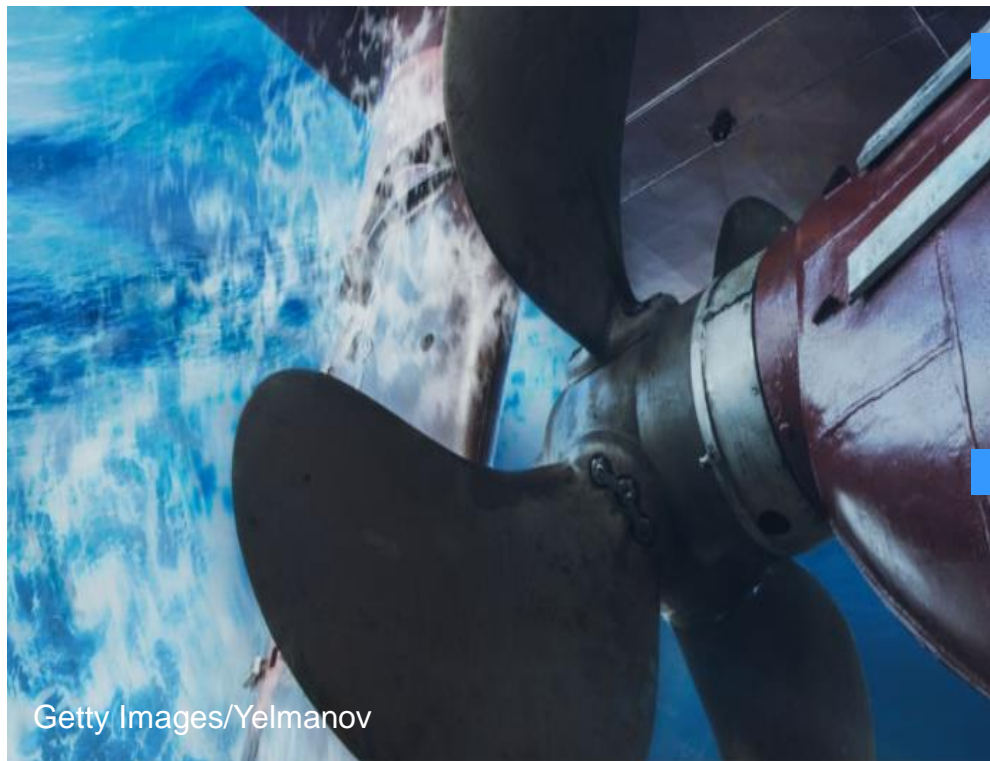
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You need to learn something  
(a new skill, a particular  
information or specific tool) but  
there is no such training for  
what you really want or need to  
make you more effective?

# ■ ITLMS A Continuous Learning Path

- Increasing the competencies of examiners through training at every stage of the career
  1. Initial training after recruitment (basic/minimum skill set)
  2. Systematic learning throughout the professional career
    - changes in work processes, legislation, regulations, case law, etc.
    - evolving examination methodologies, tools and resources
    - introduction of new technologies (AI...)
  
- Adopting a Learner's Perspective – at the individual level
  - identification of the full suite of competencies required of examiners
  - assessing the competency level of each examiner
  - tracking the capacity development to assure consistent training
  - may include assessment to validate competencies acquired

Embarking on a **Problem-Solution Approach** to find the root causes and disconnections in training in order to address the complexities of improving the IP registration system.



- Focusing on how to translate what ought to be done (vision) to a sequence of measurable “change actions”
- Thinking through on how and why change can come about as a result of all of the activities

It necessitates creating a **framework** to design and sequence activities logically and progressively for the purpose of integrating various interventions towards a single cumulative impact.



## IP skills-building

- take years to master
- need to be applied and practiced consistently
- learning for actual application, and not just for teaching others

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It requires planning in **multi-dimensions** and using different methodologies and tools in providing technical assistance – beyond seminars and conferences.



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## Exploring Possibilities of -

- On-the-Job Demonstration and Training
- Mentorship and coaching mechanisms
- Assessment and validations
- Competitions

# ■ **ITLMS** INDIVIDUALIZED TRAINING AND LEARNING MANAGEMENT SYSTEM

- **A competency framework that captures the job mission and work deliverables**
- **A training curriculum and plan based on the competency framework**
- Competency models derived from the work process from start to finish
- Defining and demonstrating the technical competency in terms of
  - **skills**
  - **knowledge**
  - **attitudes/behavior**
- Benchmarking competencies differentiated as to
  - **generic sets** (applicable to examiners of all jurisdictions)
  - **national specificities** (depending on national legislation)
- **Individual competency model** – competencies of each individual examiner for the successful performance of the job
- **Training/Learning curriculum and management plans** (clusters of training activities/courses to be attended)

# ITLMS INDIVIDUALIZED TRAINING AND LEARNING MANAGEMENT SYSTEM

[DOCUMENTATION](#)[DOWNLOADS](#)[DEMO](#)[TRACKER](#)[DEVELOPMENT](#)[TRANSLATION](#)[MOODLE.NET](#)

English - United States (en\_us)

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**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

WIPO PUBLIC

# ■ **ITLMS** INDIVIDUALIZED TRAINING AND LEARNING MANAGEMENT SYSTEM

- **Tracks participation** in training activities
- **Tracks learning progress** or success of learning through assessments
- **Tracks trainees' satisfaction** (through feedback)
- **Identifies training gaps** (training & learning plans)
- **Assigns suitable training activities** to fill training gaps in terms of competency needs of specific individuals
  - Finding suitable courses
  - Checking prerequisites for participation (required competencies)
- **Reports training progress and success of learning** of each examiner

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## FINDING PATHWAYS

The program should not be static and stringent, but is expected to evolve and adapt to the dynamic environs during implementation

Constantly searching and testing appropriate and innovative tools, interventions and methodologies to inspire, influence and effect the desired change and achieve the developmental goals

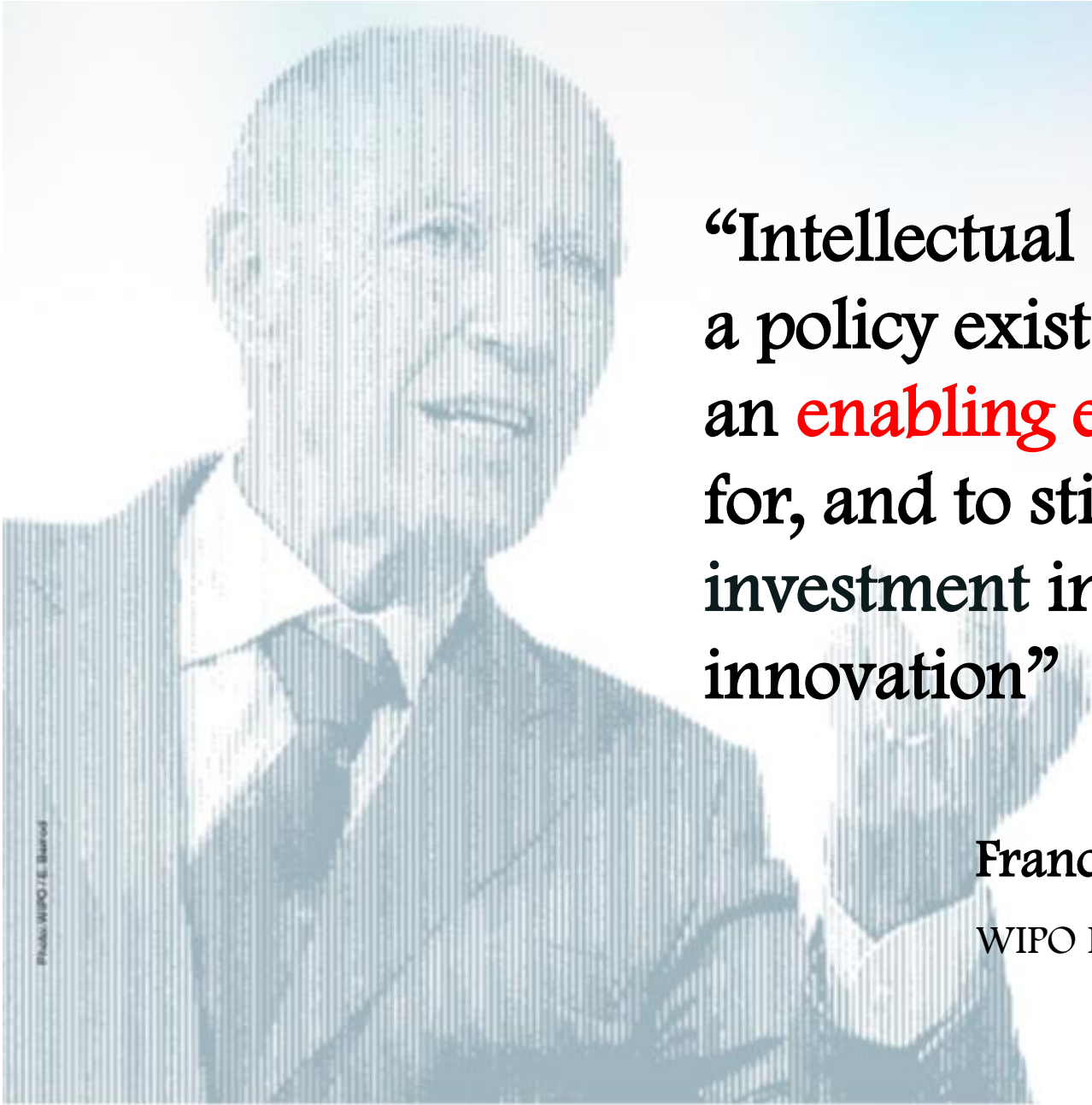
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It is a multi-year (5-10 years) endeavor and targeting the more fundamental and strategic changes..

## Addressing competence & structural issue

Asking experts to mentor for long periods to increase organizational capacities and ensure the use and retention of skills learned in training.

# ON A LONGER HORIZON



“Intellectual property as a policy exists to create an **enabling environment** for, and to stimulate investment in, innovation”

Francis Gurry

WIPO Director General



# Enabling Environment Approach

Having a **broader and more holistic view of assistance in order to take into consideration the context** beyond seminars and training activities, and recognize individual trainees involved, as well as dwell into realities at the organizational, social, political and societal level.

