



# THE IP KEY SOUTH-EAST ASIA PROJECT

**TIAGO GUERREIRO**  
IP Key SEA Conference on Trademarks  
15-16 October 2019  
Bangkok, Thailand

[www.ipkey.eu](http://www.ipkey.eu)



## KEY RESULTS OF THE PROJECT



**Objectives**

To support FTA negotiations and further cooperation among EU & SEA stakeholders

**Geographical Focus**

Engaged primarily at the national/ bilateral level

**IPRs Covered**

Covers all types of intellectual property rights

1

FTA negotiations supported effectively

2

IP Dialogues supported effectively

3

Implementation of FTAs supported effectively

4

Enhanced capacity of IP authorities

5

Assistance for registration practices and tools provided

6

Awareness raised on IP protection and enforcement

7

Information management system and document repository created



## IP Key SEA: Stakeholders & Partners

**Commission Services dealing with IP in SEA and EU Member States in SEA**

**European Patent Office (EPO), Community Plant Variety Office (CPVO)**

**EU Chambers of Commerce and Businesses in Southeast Asia**

**SEA SME IPR Helpdesk**

**South-East Asian National IP Offices**

**World Intellectual Property Organization (WIPO)**

**United States Patent and Trademarks Office (USPTO) and Japan Patent Office (JPO)**

**Other IP Key Projects : IP Key China and IP Key Latin America**

**Complementary to the ARISE+ IPR Project and South-East Asia IPR SME Help Desk**



## IP Key SEA: Activities

- **Studies, Policy analysis, Statistics, Legal evaluations**

Gathering knowledge



- **Conferences, Seminars, Round-tables Workshops, Peer-to-peer exchanges, Trainings, Study visits**

Learning & sharing



- **Technical support and advice (IT tools)**

Sharing Innovation



- **Publications, Press releases, Newsletters, Factsheets, etc.**

Sharing Information



## SCOPE OF IP KEY SEA ACTIVITIES

**TM &  
DESIGNS**

**PATENTS**

**COPYRIGHT**

**IT TOOLS**



**GEOGRAPHICAL  
INDICATIONS**

**PLANT  
VARIETIES**

**IPR  
ENFORCEMENT**

**CROSS-IP**



## **AWP 1 - 2018: Trademark-Related Activities**

**INDONESIA AND THAILAND**

**Roving Seminars for IP Officials on the Registration and Enforcement of Trademarks and Industrial Designs (with special focus on EUTM and Community Designs)**

**BRUNEI DARUSSALAM, INDONESIA, MALAYSIA,  
PHILIPPINES, THAILAND, VIET NAM**

**TMview and Designview and EUIPN Tools Integration &  
IT and Legal Support for E-Filing**

**INDONESIA, THAILAND, VIET NAM**

**Roving Seminars on European Union Trademarks (EUTM) and Community Designs for EU and SEA Local Companies**



## **AWP 2 - 2019: Trademark-Related Activities**

**BRUNEI DARUSSALAM, INDONESIA, MALAYSIA, PHILIPPINES,  
SINGAPORE, THAILAND, VIET NAM  
Conference on Trademarks**

**BRUNEI DARUSSALAM, CAMBODIA, INDONESIA, LAO PDR, MALAYSIA,  
MYANMAR PHILIPPINES, SINGAPORE, THAILAND, VIET NAM  
Workshop on the Extension of EU Practices  
in Trademarks and Industrial Designs to SEA**



## AWP 2 - 2019: Trademark-Related Activities

BRUNEI DARUSSALAM, INDONESIA, MALAYSIA, PHILIPPINES,  
SINGAPORE, THAILAND, VIET NAM  
EU Workshop and On-Site Training on IT Tools for IP Authorities

VIET NAM  
Support to the Drafting of the Trademark Examination Guidelines



## AWP 3-2020: STRATEGIC APPROACH





# THANK YOU



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<https://ipkey.eu/en/south-east-asia>

