



**INTELLECTUAL PROPERTY TRAINING AND  
PUBLIC AWARENESS IMPROVEMENT  
BY IP VIETNAM**

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# 1. Activities of IP Vietnam



## **IPRs REGISTRATION**

**Patents, Trademarks,  
Layout Designs of IC,  
Industrial designs, GI**

## **RECEIVING AND DESIGNATED OFFICE**

**PCT system  
Madrid system  
Hague system**

## **IP TRAINING**

**Providing trainings on  
various aspects of IP to  
relevant audience**

## **IP CONSULTATION**

**Providing consultations  
on IP protection,  
enforcement, etc..**

## **IP SUPPORTING**

**IP assets development  
and other services**

## **IP INFORMATION**

**IP knowledge, industrial  
property databases**

# 1. Activities of IP Vietnam



Activities for  
both the public  
and SMEs

## ***IP CONSULTATION***

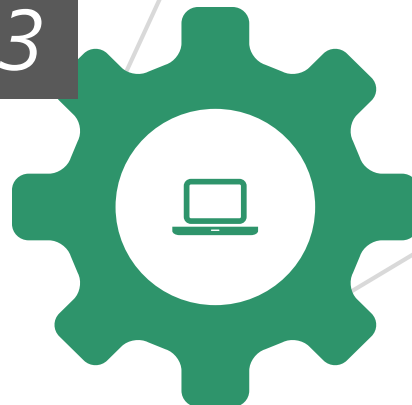
1

IP issue handling, Q&A

## ***IP TRAINING***

Raising awareness and  
related skills, i.e.  
patent search...

3



2

## ***IP SUPPORTING PROGRAMS***

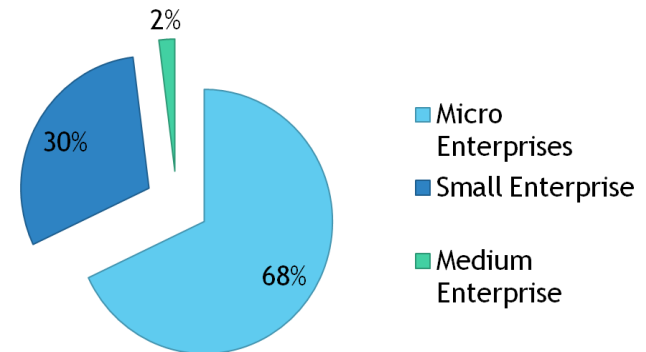
- National Program of IP assets Development (3 periods: 2006 – 2010; 2010 – 2015; 2016-2020)
- IP Strategy by 2030

## 2. IP consultation and training activities

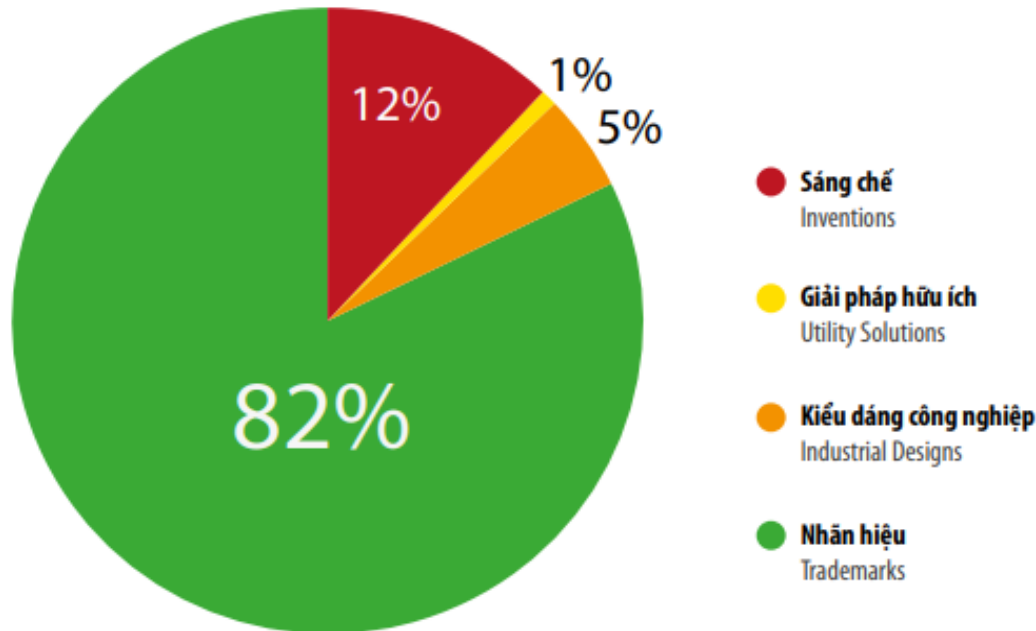


SMEs in Vietnam:

- Approximately **97%** of the total number of businesses operating in Viet Nam
- 77%** of the total employment
- Contributing to **45%** of total GDP
- 720.000** active SMEs (2019)



## 2. IP consultation and training activities



Tỷ lệ các loại đơn đăng ký SHCN nộp trực tiếp năm 2019  
Direct applications broken down by subject matters in 2019

- Mainly interested in trademark
- Most of SMEs do not master technologies
- Most of SMEs do not consider IP as a priority in business strategy/plan

**SMEs and IP**

## 2. IP consultation and training activities

### National Programme of IP assets Development – Main activities

*Stakeholder groups, including SMEs*



- 01 To raise the **awareness** of organizations and individuals on IP
- 02 To provide **professional trainings** on IP for individuals, research institutes, universities and enterprises
- 03 To support the **exploitation and commercialization** of inventions/utility solutions in Vietnam
- 04 To support the protection, management and development of IPRs for **specific local products, craft villages**
- 05 To support building and implementing **the model** of management and development of IP assets.
- 06 To support for registration of IPR protection in the country and abroad for **national products**.

## 2. IP consultation and training activities



### National Programme of IP assets Development – Results (2 period: 10 years)

- Approximately 5,000 programs broadcasted on TV channels on various IP categories with increasingly diversified contents and performances
- Tens of thousands of people trained on IP
- Directly supporting S&T organizations, enterprises on IPRs protection, management and enforcement:
  - + Building and implementing the model of management and development IP assets in some groups and associations (ex: National Textile and Garment Group; Leather, Footwear and Handbag Association...)
  - + Registration and management of approximately 100 collective trademarks, certification trademarks and geographical indications.
  - + Registration of IPRs abroad (currently supporting the registration of 03 GIs in Japan, starting to support the registration of some Vietnamese inventions ...)



## 2. IP consultation and training activities



### **Annual activities:**

- **Training courses and dissemination programs according to the annual working plan:** in 2019, nearly 70 training courses and seminars with more than 5000 participants were organised.
- **IP Competitions**
- **IP materials:** printed and uploaded on IP Viet Nam's website
- **Consulting activities:** hotline, fairs, exhibitions ...

## 2. IP consultation and training activities



### Training courses:



#### **Professional courses :**

6-months/course

Intensive training of IP, professional knowledge for IP practitioners and IP consultants, IP managers in enterprises.



#### **Short-term courses:**

. 1-5 days/course,

Developing IP curricula for: administration and enforcement staffs, businessmen, scientists, association...



#### **Basic courses:**

. 2-5 days/course

Providing basic knowledge of IP for students before graduation.



#### **Distance learning:**

under construction









Some local products supported in IP registration and management



Meeting in "07\_Explanation of Amendment(24th Sep.)"

Request control

Meeting in "07\_Explanation of Amendment(24th Sep.)" - PowerPoint

File Home Insert Design Layout Transitions Animations Slide Show Review View Help

Slide Show

Slide Show navigation pane

Slide 17: Today's assignment

**Today's assignment**

- Prepare for the level check test tomorrow.
- Please read "Case 5 present application," "Case 5 document 1," and "Case 5 document 2".
- Preparation sheets 1 and 2 will help you constituting the logic of reasons for refusal.
- Please download the Answer sheets 1 and 2. (The answer sheets will be uploaded soon.)

JP001

Slide 17/17

Participants: T, LN, M, hoalq84, tranbunghung, Thu Ha Nguyen, Nguyen Hao, JP001

11:46 AM 9/24/2020

## 2. IP consultation and training activities



### IP Strategy by 2030

- Issued in August 2019
- The Strategy identifies the objectives, tasks, and solutions to develop IP system in Vietnam: IP training should be paid attention for building an IP culture in the society
- **Strategy implementation – the first year:**
  - + Propagating and disseminating the strategy's contents and implementation plans
  - + Supporting localities to develop implementation plans in accordance with their situation
  - + IP training, public awareness and consultation activities

# 3. Challenges and opportunities

## Challenges



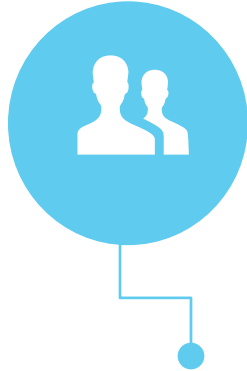
- The development of technologies and IP systems
- The demand for IP training and consultation is increasing in quantity and diversifying in categories, but...
  - + Lack of resources: experts & trainers, materials, facilities...
  - + Lack of IP awareness of the society
    - ✓ SMEs are very small, low technology level
    - ✓ SMEs do not consider IP as a priority
    - ✓ ...

# 3. Challenges and opportunities

## Opportunities



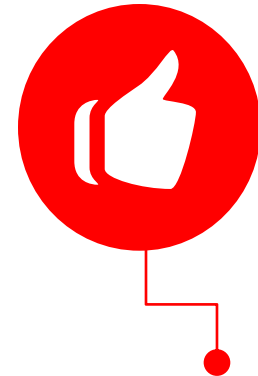
The concern of  
the Government:  
“IP Strategy by  
2030”



International  
cooperation:  
opportunities for  
learning and sharing  
experiences on IP  
teaching



SMEs have  
many channels  
to access IP  
knowledge



Public  
awareness  
about IP is  
improving.



# Future plans:



- Expand the content, scope of training, dissemination and consultation activities, focus on new issues to meet the needs of society:
- + Disseminating knowledge about newly-acceded international treaties, new-generation FTAs (Hague Agreement, EVFTA, CPTPP ...)
- + In-depth support: analyzing and evaluating the impacts of IP issues in each field
- Increasing number and quality of lecturers
- Strengthening international cooperation
- Developing and implementing IP training and consulting programs and working plans

Thank you!

