

IPOS' Role in Driving Economic Growth in the COVID-19 Era

IP Key SEA EU Business Forum Virtual Conference Series

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IPOS' work has been guided by the IP Hub Masterplan 2013

Outcome 1: A hub for IP transactions and management

Strategy 1: Develop a vibrant IP marketplace.

Strategy 2: Facilitate IP transactions.

**Global IP
Hub in Asia**

Outcome 2: A hub for quality IP filings

Strategy 3: Provide stronger reasons to file IP in Singapore.

Outcome 3: A hub for IP dispute resolution

Strategy 4: Promote and strengthen IP dispute resolution capabilities.

**Enabler 1:
Skilled manpower**

Strategy 5: Build a globally competitive IP workforce networked to the region.

**Enabler 2:
A conducive and progressive environment**

Strategy 6: Enhance the tax environment.

Strategy 7: Promote thought leadership and build international perception.

The CFE has been instrumental to IPOS' work in the past few years

Update IP Hub Master Plan to support innovation and entrepreneurship

- Updated IP Hub Master Plan to build Singapore's competencies in managing and exploiting IP for enterprise growth

Strengthen our national capabilities to commercialise IP from institutes of higher learning and other research performers

- IP analytics and technology foresighting to guide national R&D strategies



The Committee on the Future Economy (CFE)

Grow community of IP and commercialisation experts

- Built IP management capabilities for public agencies and enterprises
- Instituted Community of Practice on IP management

Develop a standardised IP protocol

- Revised National IP Protocol (FCM) to provide a standardized and business-friendly approach for commercialization of publicly funded IP

Review Singapore's copyright regime

- Released Copyright Review Report in Jan 2019 to keep pace with technological changes in support of creativity and innovation

IP Hub Masterplan 2013 outcomes and Update to IP Hub Masterplan in 2017

Stocktake of IP Hub Masterplan 2013

Outcome 1: A hub for IP transactions and management

- Piloted an IP Financing Scheme

Outcome 2: A hub for quality IP filings

- Put in place a positive patent grant system
- Successfully became ASEAN's 1st International Search Authority/International Patent Examination Authority

Outcome 3: A hub for IP dispute resolution

- Concluded IP Dispute Resolution Review
- IP arbitrators in SIAC; WIPO AMC

Enabler 1: Skilled manpower

- From IP Competency Framework to National SkillsFuture Framework
- Accreditation for IP Tech Consultants and IP Management Consultants
- Masters in IP and Innovation Management

Enabler 2: A conducive and progressive environment

- IP Week @ SG

2017's update sharpened the focus on **Expertise, Regime, Marketplace**



Expertise

- IP commercialisation
- Technology forecasting and patent analytics
- Provide international advice on IP protection



Regime

- More IP dispute resolution solutions
- New financing models for IP assets
- IA reporting
- National IP Protocol



Marketplace

- IP and business strategy tools for IP commercialization for SMEs
- Access to IP market information

Structuring ourselves to serve better



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- Government agency under Ministry of Law
- Statutory board for IP laws and infrastructure
- Registry for trade marks, patents and design

A Joint Vision

A Singapore where innovative enterprises use intellectual property (IP) and intangible assets (IA) to grow.



- Wholly owned subsidiary of IPOS
- Expertise and enterprise engagement arm of IPOS
- Over 100 IP experts under one roof



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SUPPORTING BUSINESSES

IPOS' immediate response to COVID-19

- Declared Excluded Days.
- Provision of extension of time for deadlines.
- Continuation of enquiry and consultancy channels - all e-appointments are conducted via telephone calls and/or email, and all IP clinics are conducted via tele-conferencing.
- Provision of online hearings.
- Delivery of online training courses.

Intellectual Property Essentials for Businesses Online Course

The Intellectual Property (IP) Essentials for Businesses programme is an online course that highlights the importance of IP and intangible assets (IA) as strategic business assets for enterprises.

Designed for current and aspiring entrepreneurs and business owners, you will learn to identify the IP and IA that create value for and drive your business. Real-world case studies bring relevance to the theory, while interactive activities ensures engagement and learning.



Greater Push Towards Digitalisation to simplify/expedite registration processes

Simplifying processes for business owners – Integrated online filing platform **IP2SG**, world's first mobile trademark registration app **IPOS-Go**

[Update 25 Aug: expanded to allow renewals for TM, patent and designs)

expanded



She simply needs to upload her logo

Accelerated Filing Schemes—
SG IP Fast Track

new

[Update 25 Aug: expanded to cover TM and Design applications related to qualifying patents)



Scope for Whole-of-Government to help communities and businesses to navigate IP issues in the digital space, particularly in light of COVID-19

LinkedIn note by Minister Indranee Rajah, published on 20 Aug 2020



As communities and businesses transform and go digital, many will find themselves navigating unfamiliar IP issues. These include:

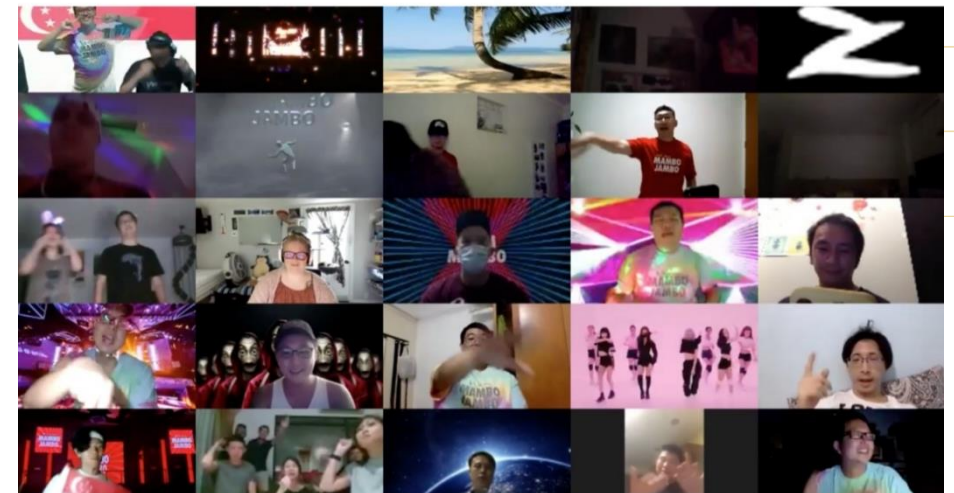
- Obtaining copyright permissions when making existing content available digitally or creating new digital content.
- Building your brand to become a powerful tool to generate a strong online following and presence.
- Looking at the fine print (i.e., terms and conditions) to know your rights (and what rights you may be giving away) when publishing content online.



Indranee Rajah S.C. • Following

Minister in the Prime Minister's Office, Second...

1w • 🌐



Resilience with IP

Indranee Rajah S.C. on LinkedIn • 3 min read

COVID-19 has accelerated digital adoption. You wouldn't think that Andrew Lloyd Webber's musicals, Zouk, and...

GRIT Initiative – An Industry Specific Approach

Growing with Resilience through InTangibles (GRIT) is an inter-agency initiative to support businesses and communities to better manage and monetise their intangible assets and IP in the COVID-19 environment and beyond.

1

Partnerships and education on IP issues
Online resources, programmes & platforms



2

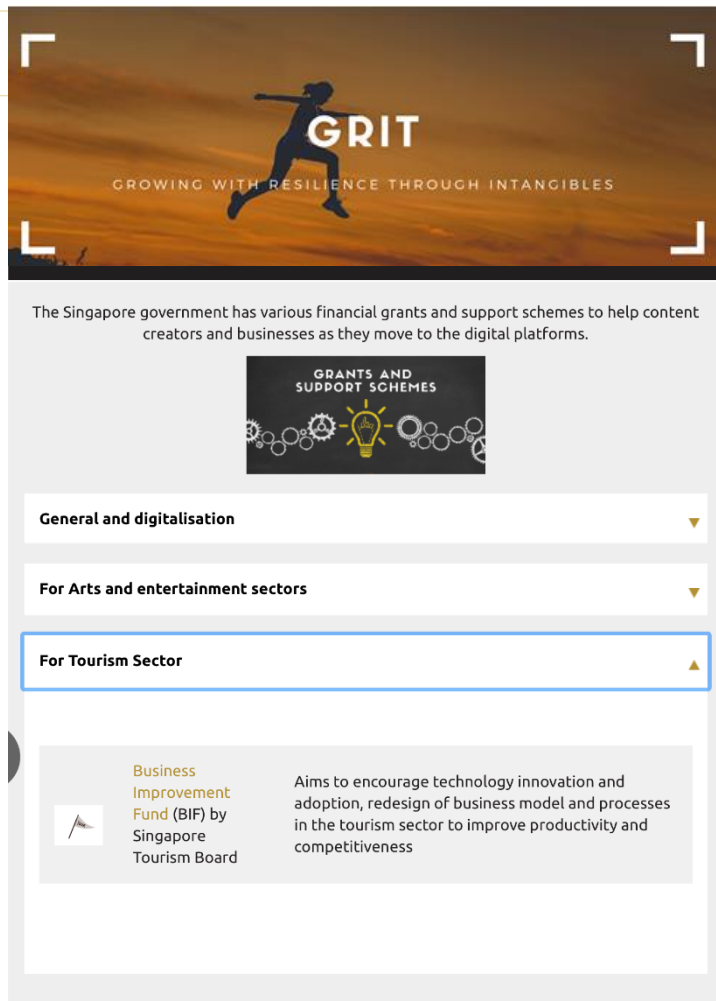
Support for enterprises and creators
Government schemes & grants

Supporting Agencies:



Improving access to Government schemes and grants

Centralised resource page for businesses and communities to find out more about WOG schemes and grants that can support their IA/IP needs



- Business Improvement Fund



- Enterprise Development Grant
- Market Readiness Assistance Grant



- SMEs Go Digital
- ProducersLab
- WritersLab
- New Talent Feature Grant
- Capabilities Partnership Programme



- Presentation and Participation Grant
- Market and Audience Development Grant
- Creation Grant
- Production Grant



- Enterprise Innovation and Capability Development Grant

Partnerships and education to raise awareness on IP issues

Webinars curated for specific sectors



WEBINAR

**Growing with Resilience through InTangibles (GRIT) Series:
IP in the Arts and Entertainment Sectors**

**25 August 2020
2.30pm - 3.45pm (SGT)**

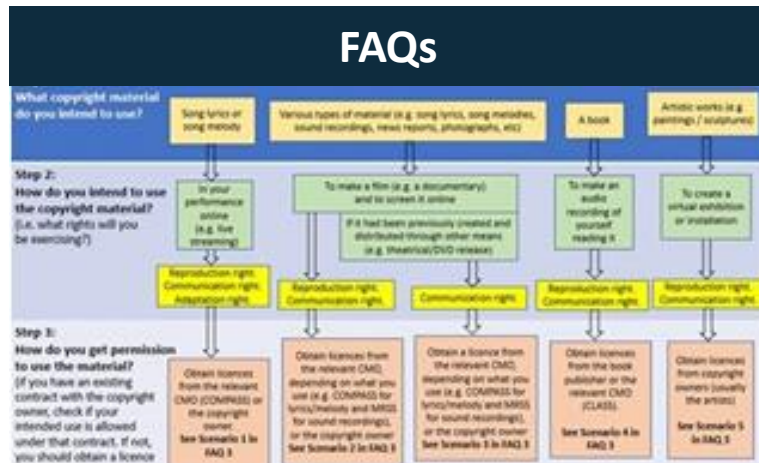
IP business & legal clinics



Infopacks



FAQs



Business guides



Helping business owners to manage their IPs – *tools and resources*

Free reference materials

IP Business Guides



Technology scan reports



Thought leadership articles



A Plain-English Guide to Filing a Trade Mark Application in Singapore

If you are non-lawyer, professional trade mark applications can be a bit of a headache. This guide is intended to be a short, simple and practical walkthrough of the things you may need to think out when registering your trade mark in Singapore. Why bother? In short, registering a trade mark gives you a clear, unambiguous right to use that trade mark, and to prevent others from using it without your consent. It also allows you to sue for an offence.

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A Cure for Covid-19 – Patent Pending?

The year 2020 COVID-19 pandemic has sparked a race in the biomedical industry to find effective COVID-19 treatments. Repurposed drugs which previously existed for how the body uses the COVID-19 treatment is the current strategy of choice as it is a proven, significant reduction in development time and costs. While companies striving to reap the rewards of a cure still respect to great growth opportunities to meet the needs and demands of new consumers and markets, they also face



Rethink Your Business And Reimagine Your Future

For the last few years, it has been a common refrain that the world of change has been experiencing. There is no more travelling like Covid-19 and it has changed the rules of change and then there is 'digital'. When we are being forced to change, change that will make our lives and lives of others for all. How fast can we get to the next level? It is not the change that we have

Helping business owners to secure financial support



Enterprise Development Grant (EDG) by Enterprise Singapore

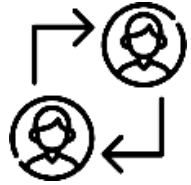
Supports projects that help Singapore companies transform and upgrade through developing core capabilities, pursuing innovation and productivity, and gaining market access.



Market Readiness Assistance (MRA) Grant by Enterprise Singapore

Support small and medium enterprises (SMEs) to take their first steps overseas, or to expand into new overseas markets.

Helping business owners to manage their IPs – *advisory and dispute resolution*



IP Clinics (45 min)

- Business: Pro Bono advice on IP strategies and options
- Legal: Reimbursable advice (1st session only) on IP infringement and other legal IP matters



Discover Intangible Assets by IPOS International

IA Advisory programme designed to help enterprises leverage their intangible assets (IA) and IP to maximise growth opportunities, manage risks and costs, and identify strategic partnerships to achieve business goals. This programme will take an estimated six weeks to complete.

Managing IP Disputes through Alternate Dispute Resolution



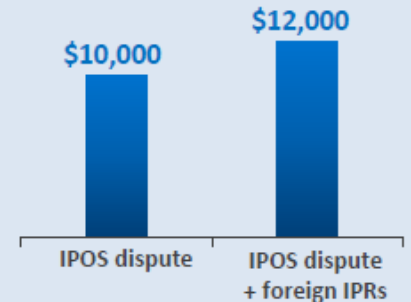
Enhanced Mediation Promotion Scheme (EMPS)

Funding for mediation undertaken by parties in dispute before IPOS, regardless of the mediation outcome

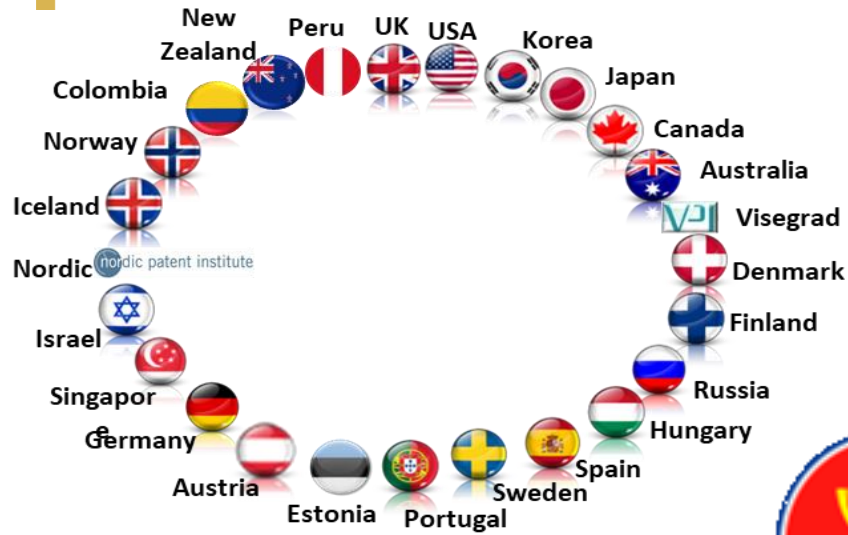
Up to **\$10,000** per mediation case for:

- ✓ Mediation service provider's fees
- ✓ Mediator's fees
- ✓ Mediation-related lawyer / agent fees and disbursements (up to 50%)

Up to **\$12,000** per mediation case if the mediation also covers foreign intellectual property rights



Helping Businesses Expand via Patent Acceleration Networks



Patent Prosecution Highway (PPH)

Global (25 countries)
Bilateral (China, EPO, Mexico, Brazil)



Patent Recognition

Cambodia
(Laos and Brunei)



Recognised Patent International Searching & Examining Authority

Mexico, Viet Nam, Indonesia, USA, Japan, Cambodia, Thailand, Brunei, Uganda, Korea, Laos (11 countries)

ASEAN Patent Examination Cooperation (ASPEC)

Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Viet Nam

For key emerging technologies
(**ASPEC-AIM**)

using PCT reports from ASEAN ISA and IPEA to expedite applications (**PCT-ASPEC**)





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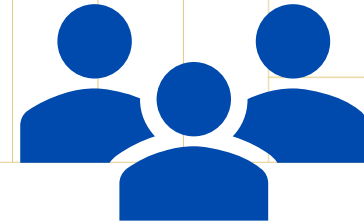
IMPORTANCE OF AN INTEGRATED APPROACH

Cooperation with other Singapore agencies

Whole-of-Government Approach

Singapore adopts a whole-of-government, integrated approach in implementing its IP regime.

Different agencies such as the Intellectual Property Office of Singapore, the Singapore Customs and the Intellectual Property Rights Branch of the Singapore Police Force cooperate closely to create a comprehensive IP rights creation, protection, exploitation and enforcement framework in Singapore.





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NEAR AND LONGER TERM ROLE OF IPOS

Looking Ahead – The Near Term

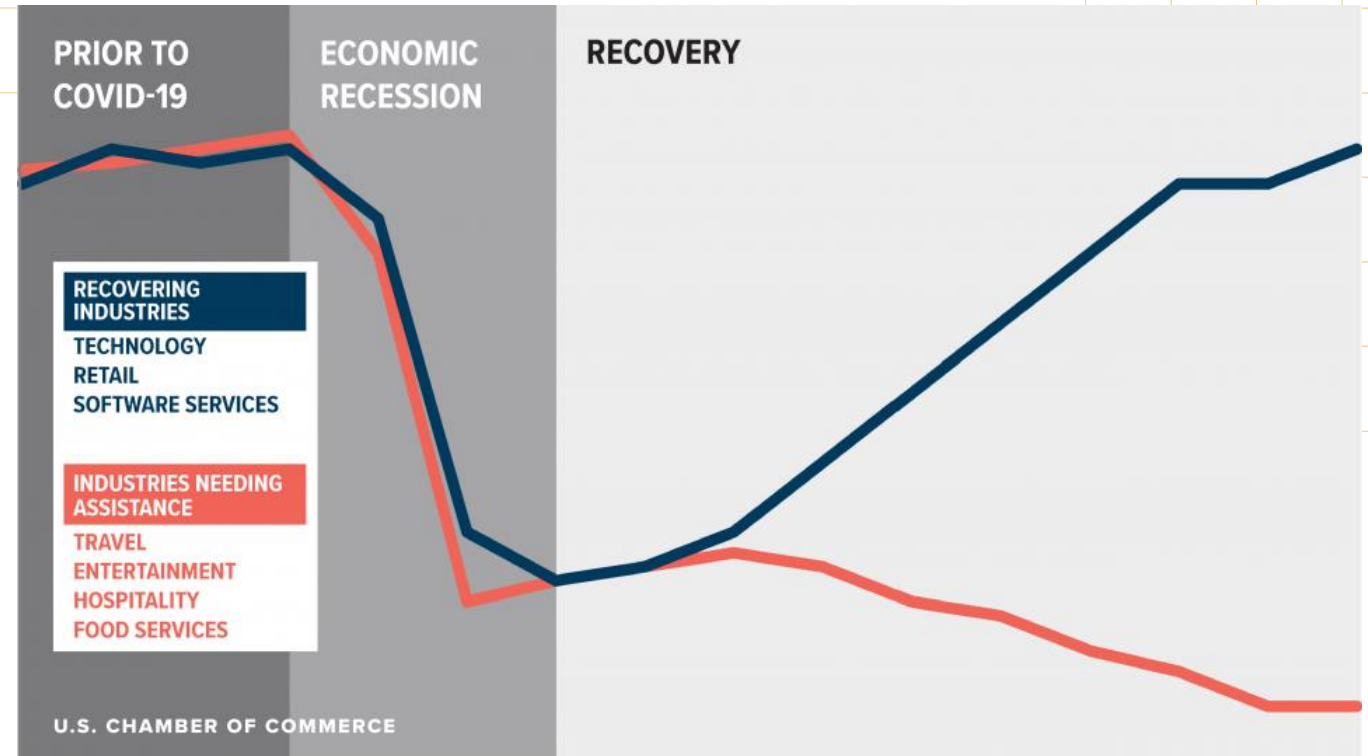
- **Likely K-shaped Recovery**

- Helping those who are struggling to pivot
- Helping those who are doing well to grow



- **Technology Bifurcation – Implications on IP?**

- Staying Open
- A case for a strong patent regime
 - Quality S&E remains key
 - Strong understanding of prior art from major technology centres
- Alternate dispute resolution



Looking Ahead – Building on our Foundations

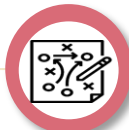
2 key pillars



**Top-ranked IP
Regime**



**International hub
for intangible
assets and IP**



ASEAN

Position Singapore as a gateway into ASEAN, overcoming current territorial limitations that IPs have



Enable innovative enterprises to use IP and IA for business growth

Work across agencies to customize the type of support that our innovative enterprises need



Credible, Trusted IP Valuation

Create IP/IA valuation standards that are credible and interoperable, serve as catalyst for Singapore to develop an IP marketplace



IP dispute resolution hub

Position Singapore as the venue of choice for IP dispute resolution



IP job creation, skills and talent

Long term ambition to develop competency framework for IP/IA-related skills, to position Singapore as the standard setter in Asia

5 strategic thrusts



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THANK YOU