



PERBADANAN
HARTA
INTELEK
MALAYSIA

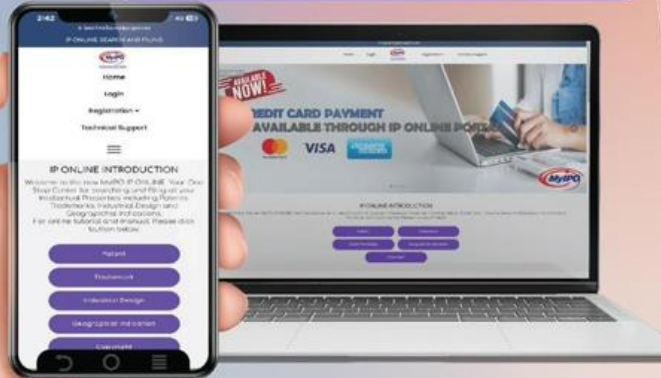


Tool Facilitating Trademark Protection & Management in Malaysia

DAFTAR

SECARA ATAS TALIAN
DENGAN LEBIH MUDAH

Layari : <https://iponline2u.myipo.gov.my>

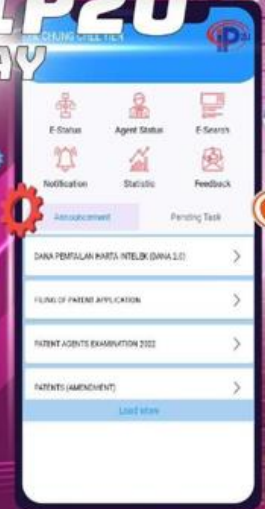


 www.myipo.gov.my

LINDUNGI HARTA INTELEK ANDA!

MUAT TURUN APLIKASI IP2U DI GOOGLE PLAY

- ✓ Status Pemfailan Harta Intelek
- ✓ Maklumat Pemfailan Harta Intelek
- ✓ Notifikasi Tamat Tempoh Pendaftaran
- ✓ Carian Harta Intelek
- ✓ Paparan Status Ejen
- ✓ Notifikasi Tamat Tempoh Ejen
- ✓ Notifikasi Tamat Tempoh Task



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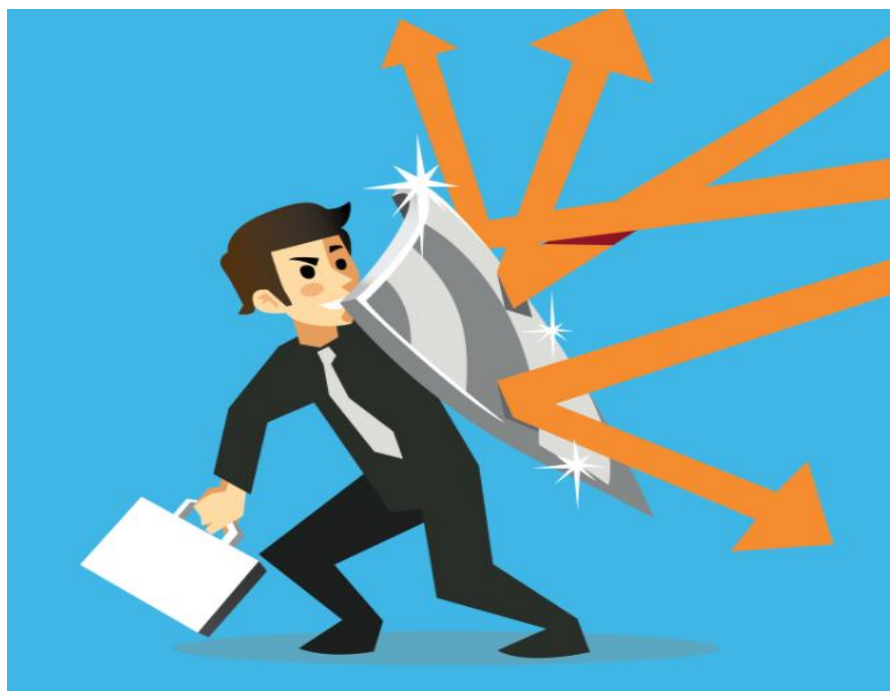
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STRATEGY TO PROTECT INTELLECTUAL PROPERTY





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Strategy 1: Good contract & training to employee & third party.





Strategy 2 : Verification of Ownership



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Identify intellectual property in your business

High value and generate direct income

Identify the specific importance of intellectual property in your business

Business driver

Useful but of low value / less important



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Strategy 3: Market Monitoring Control



Do domain checks and social media accounts





“PUBLIC AWARENESS”

**Awareness Campaign, Public Sampling, Social Media,
Advertising, Education.**



Supply & Distribution chain
Mentor dan Monitor offline and
online.

“Brand” or “IP Watch Dog”.

“PUBLIC AWARENESS”



COUNTERFEIT TRADEMARK ENFORCEMENT



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**SOMETIMES THE BEST
DEFENSE IS BY GOING
OFFENSIVE**



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Dior Malaysia

491 likes • 494 followers

"Women, with their intuitive instinct, understood that I dreamed not only of making them more beautiful"

Message Like ...

Posts About Videos More

Details

- Page · Beauty, cosmetic & personal care
- Ground Floor, Sura Klcc, Lot G23B & Lc-Go1, Jalan P. Ramlee, 50088 Kuala...
- Always open



Dior

18M likes • 19M followers

"Women, with their intuitive instinct, understood that I dreamed not only of making them more beautiful, but happier too." Christian Dior.

View Shop Message

Like ...

Posts About Videos More

Details

- Page · Company
- twitter.com/dior



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Suria KLCC Malaysia

159 likes • 173 followers

Malaysia's iconic experiential shopping destination, located right below Petronas Twin Towers.

Message Like ...

Posts About Videos More ▾

Details

Page · Recreation centre

Chat with us
Open Messenger
03-2393 9393

Message

Suria KLCC
20 Dec 2023 · 🌐

We are aware of the existence of few Facebook pages that goes by the name Suria KLCC Malaysia, **Suria KLCC Mall**, *Suria KLCC Mall* which have been created by an unauthorized third party with the intention of impersonating or presenting themselves as Suria KLCC Mall.

These unauthorized pages aim to attract potential customers for direct purchases, despite the fact that Suria KLCC does not engage in the retail sale of goods; rather, such transactions are conducted by our retail partners within the mall.

We strongly alert our shoppers that the Facebook pages are not affiliated, associated, permitted, or endorsed by Suria KLCC in any manner. We strongly recommend relying only on information provided through our official social media or online platforms, and exercise caution against falling victim to scams propagated by unauthorized third-party pages.

It is crucial to emphasize that we take this matter seriously and are exploring all available options to address this issue. We thank our concerned shoppers in sharing with us these pages as well and appreciate your understanding as well as support towards Suria KLCC.

Posts About Videos More ▾





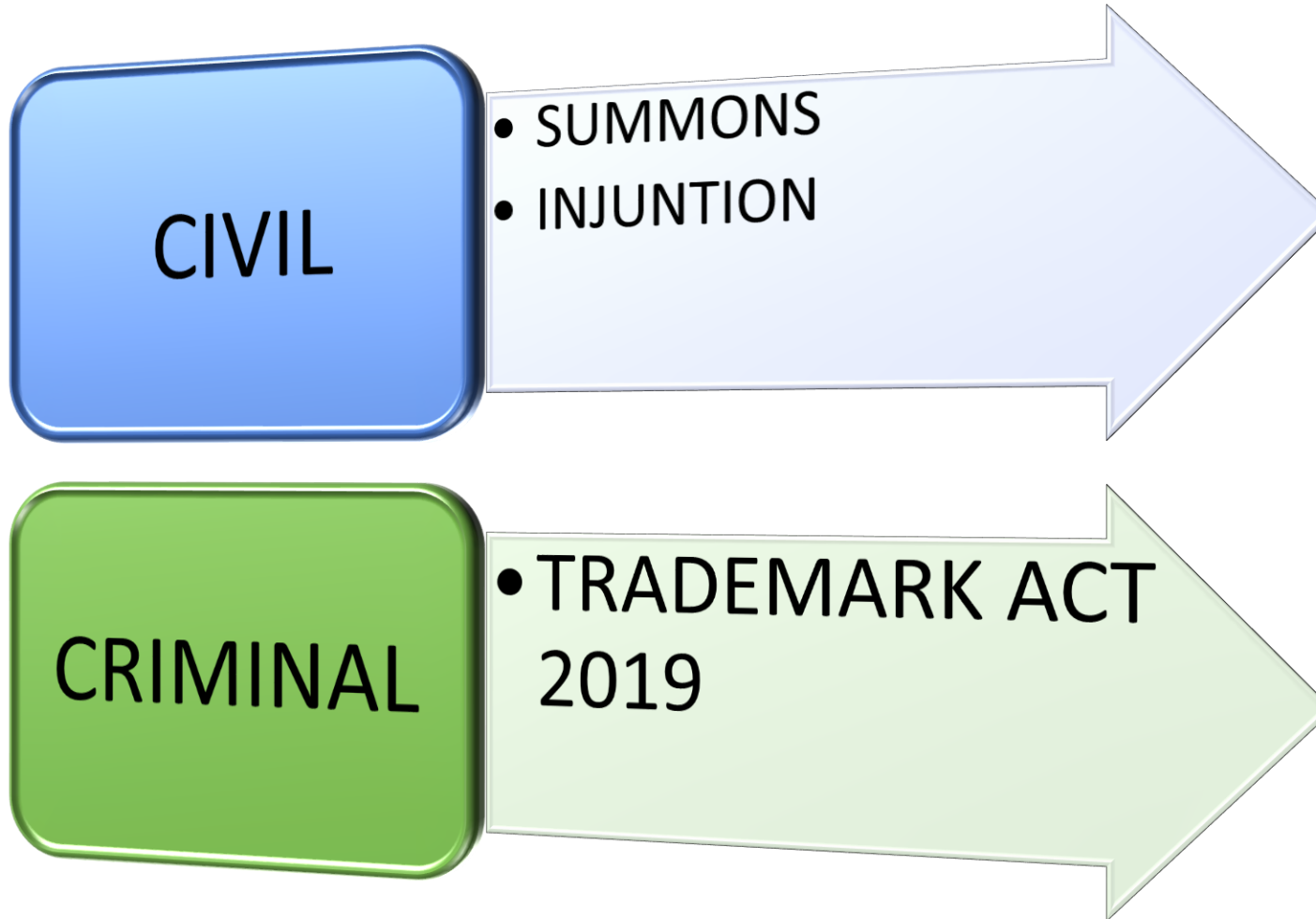
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ENFORCEMENT





COMMON OFFENSE THE TRADEMARK ACT 2019

SEKSYEN 99 – COUNTERFITING A TRADEMARK

SECTION 100 – FALSELY APPLYING OF REGISTERED TRADEMARKS

SECTION 101 – MAKING OR POSSESSING AN ARTICLE FOR COMITTING OFFENCE

SECTION 102 – IMPORTING OR SELLING, ETC., GOODS WITH FALSELY APPLIED TRADEMARKS

SECTION 112 – COMPLAINTS TO THE ASSISTANT CONTROLLER (NEED REGISTRAR VERIFICATION)



UNDANG-UNDANG
MALAYSIA

Akta 815

AKTA CAP DAGANGAN 2019

PENALTY UNDER TRADEMARK ACT 2019

A close-up photograph of a wooden gavel with a brass band, resting on a stack of old, leather-bound books. The lighting is dramatic, highlighting the texture of the wood and the pages of the books.

COMPANY

- Fine \leq RM 15,000 for each item used
- The second offense is fined \leq RM30,000 for each item used w

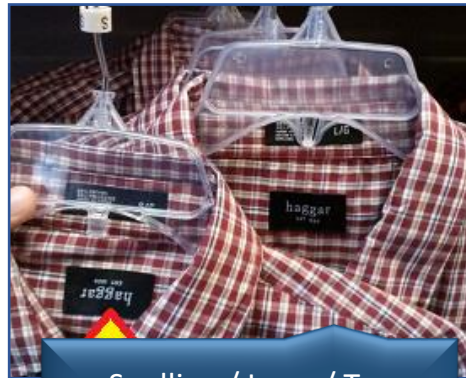
INDIVIDUAL

- Fine \leq RM 10,000 for each item used or \leq 3 years in prison
- The second offense is fined \leq RM20,000 for each item used or \leq 5 years in prison

CHARACTERISTICS OF COUNTERFEIT GOODS



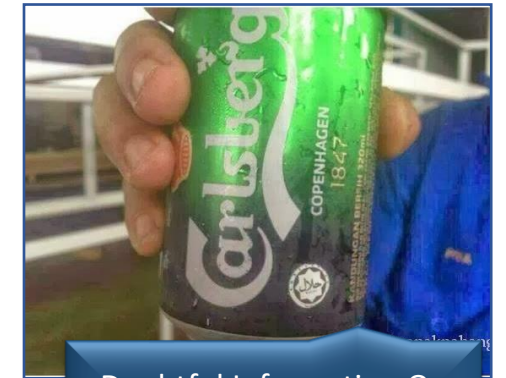
Poor quality of work



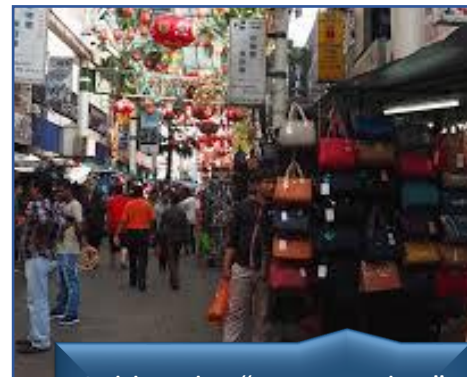
Spelling / Logo / Tag
Defects



Low quality & Unattractive
Packaging



Doubtful Information On
The Label



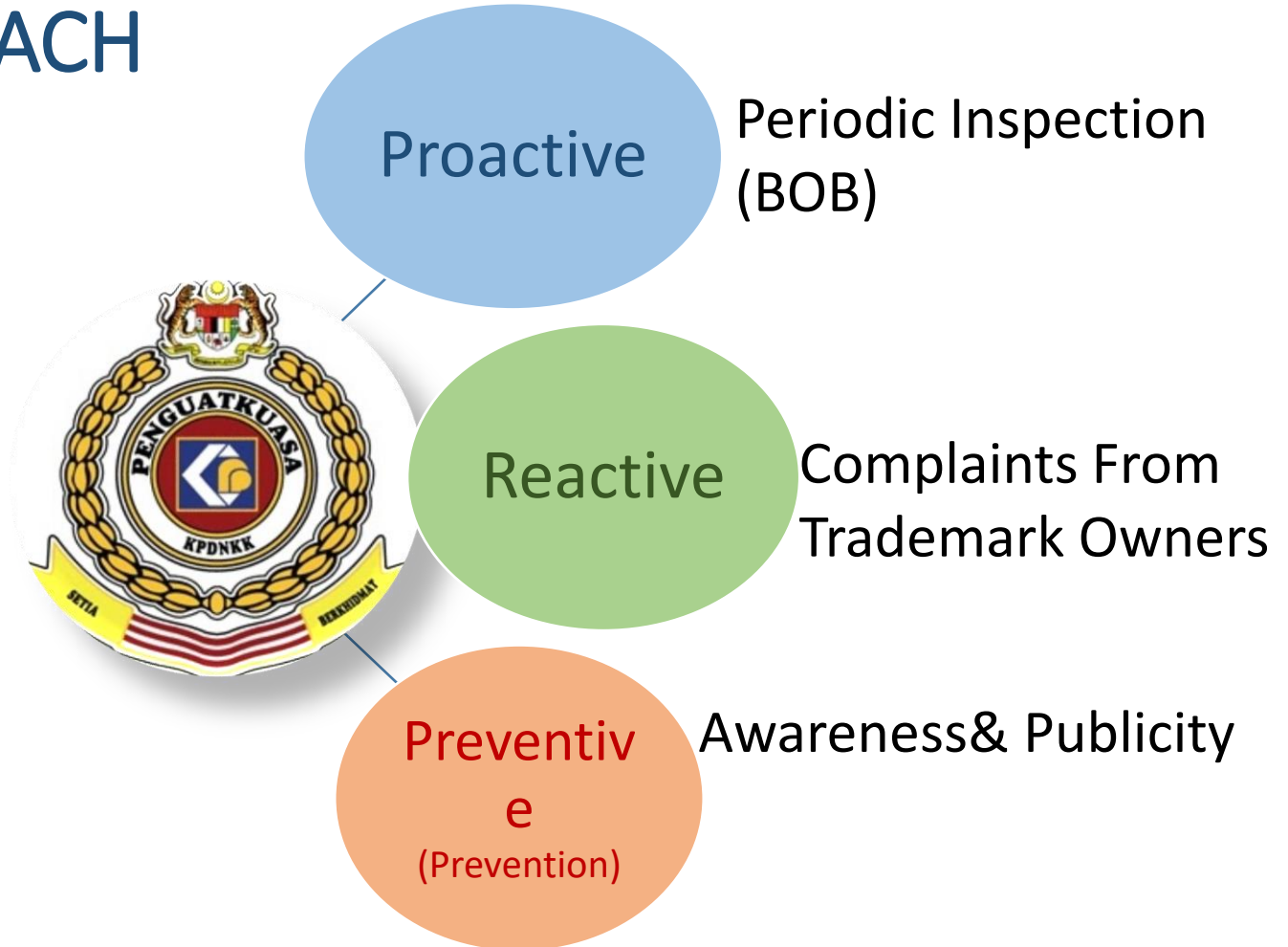
Sold In the "open market"
without control element



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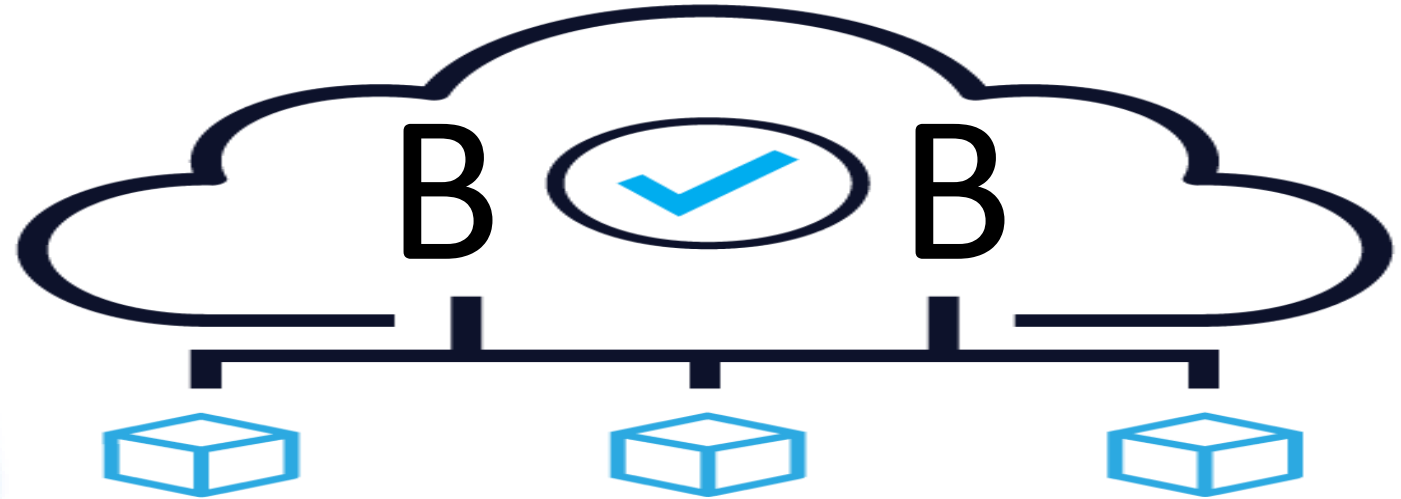


ENFORCEMENT APPROACH



BASKET OF BRANDS (BOB)

A group of Registered Trademark Owners who are committed to helping resolve the investigation of Trademark infringement cases taken by KPDN.



Launched on July 15, 2011

Registered trademark information database
The trademark owner/representative agrees to cooperate in solving the case investigation.

Current data :
78 company
663 (Brands)





TYPES OF COMPLAINT CHANNELS



Walk-in
Complainant,
Appears in Person

Media Reports / Viral
Issues / Public
Complaints Related to
Trademark Infringement

Receipt By Letter / E-
complaint System /
Email / Facsimile,
WhatsApp

Acceptance
of
Complaints

```
graph TD; A[Walk-in Complainant, Appears in Person] --- C((Acceptance of Complaints)); B[Receipt By Letter / E-complaint System / Email / Facsimile, WhatsApp] --- C; D[Media Reports / Viral Issues / Public Complaints Related to Trademark Infringement] --- C;
```




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TYPES OF COMPLAINT CHANNELS



**HOTLINE
GO DIGITAL**

KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

SALURAN PERTANYAAN & ADUAN

WHATSAPP
019-848 8000
019-279 4317

APLIKASI EZ ADU KPDN
Available on the App Store | GET IT ON Google Play

TALIAN HOTLINE KPDN
1-800-886-800

**PUSAT ARAHAN PENGUATKUASAAN
(ENFORCEMENT COMMAND CENTRE)**
03 8882 6088 / 6245

PORTAL E-ADUAN.KPDN
<http://eaduan.kpdn.gov.my>

EMEL
e-aduan@kpdn.gov.my

Waktu Operasi
ISNIN - JUMAAT
9.00 PAGI - 5.00 PETANG

Kemas Kini: 31 MAC 2023
f t d @ KPDN



terima kasih

 RyzulOsman

 [linkedin.com/ryzulosman](https://www.linkedin.com/ryzulosman)

#MyIPO
#IntellectualProperty
#Trademark
#RyzulOsman
#WeHelp



Intellectual Property Academy
Intellectual Property Corporation of Malaysia (MyIPO)
Level 11, Menara MyIPO
Lot 12 Persiaran barat
46200 Petaling Jaya Selangor, Malaysia



www.myipo.gov.my



ipmalaysia@myipo.gov.my



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[@mvipo](https://twitter.com/mvipo)

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#IntellectualProperty



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