



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

IPOPHL ON THE SPOTLIGHT TRADEMARK PROTECTION DEVELOPMENTS AND CHALLENGES

JESUS ANTONIO Z. ROS
Director IV, Bureau of Trademarks



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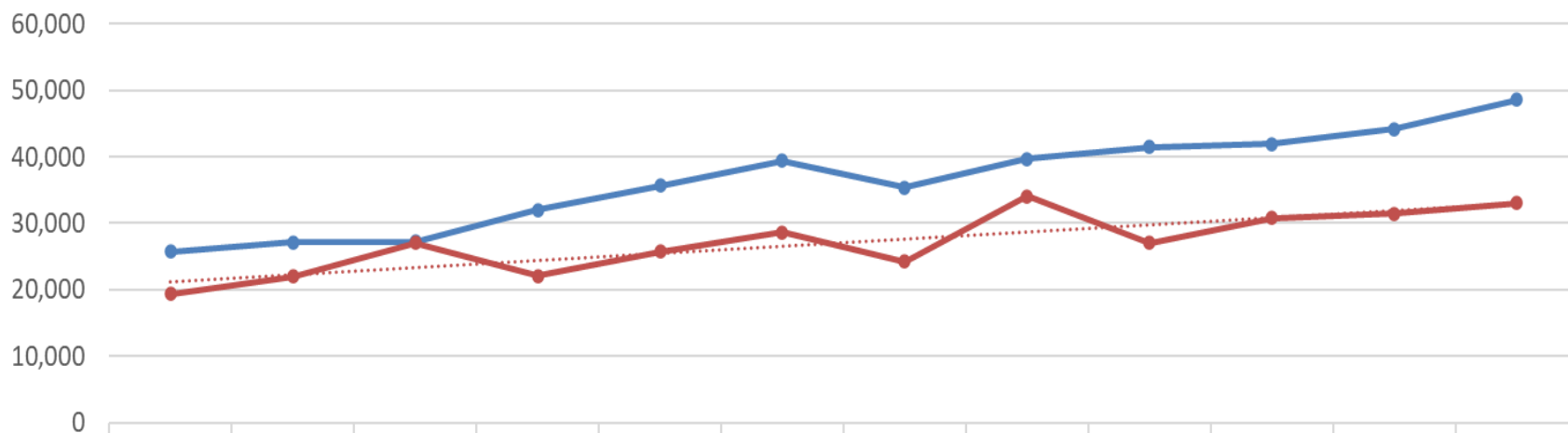
Trademark Status Report

FILINGS VS. REGISTRATIONS (2014 -2025)



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PH trademark filings and registration (National and Madrid)

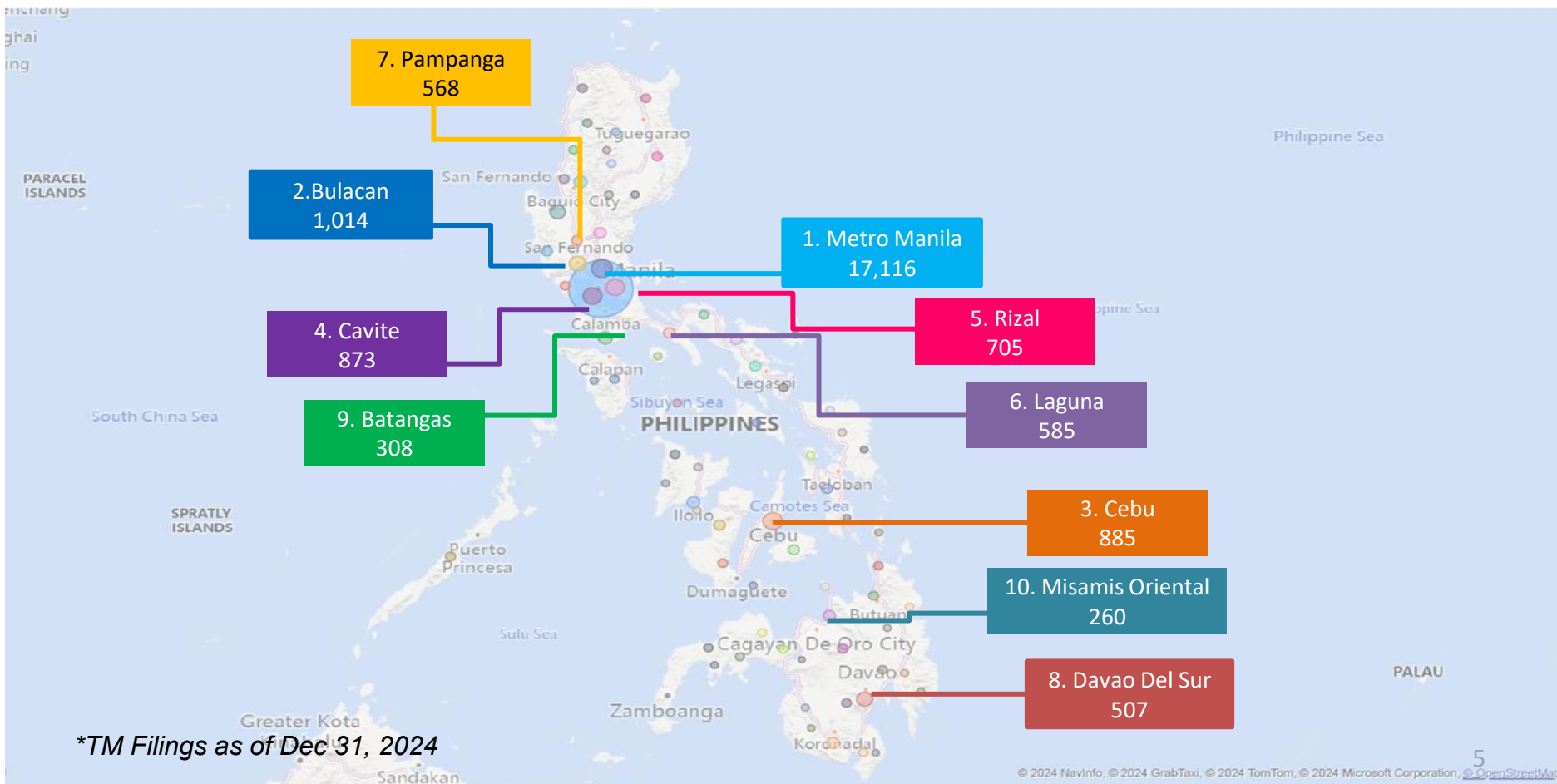


	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025 (Projected vs Target)
— Filings	25,690	27,112	27,186	31,960	35,678	39,406	35,415	39,658	41,453	41,970	44,179	48,597
— Registrations	19,363	22,021	27,053	22,037	25,721	28,611	24,275	34,070	27,078	30,765	31,429	33,000

MAINSTREAMING TRADEMARK PROTECTION



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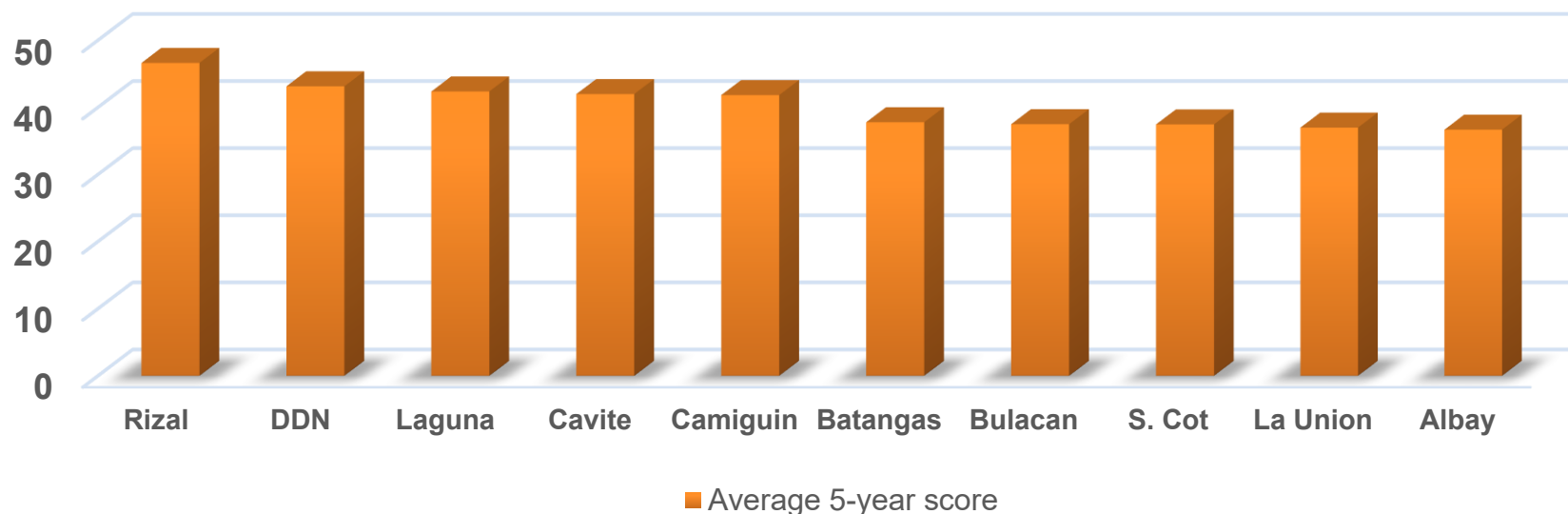


MAINSTREAMING TRADEMARK PROTECTION



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CMCI TOP 10 PROVINCES (2019-2024)

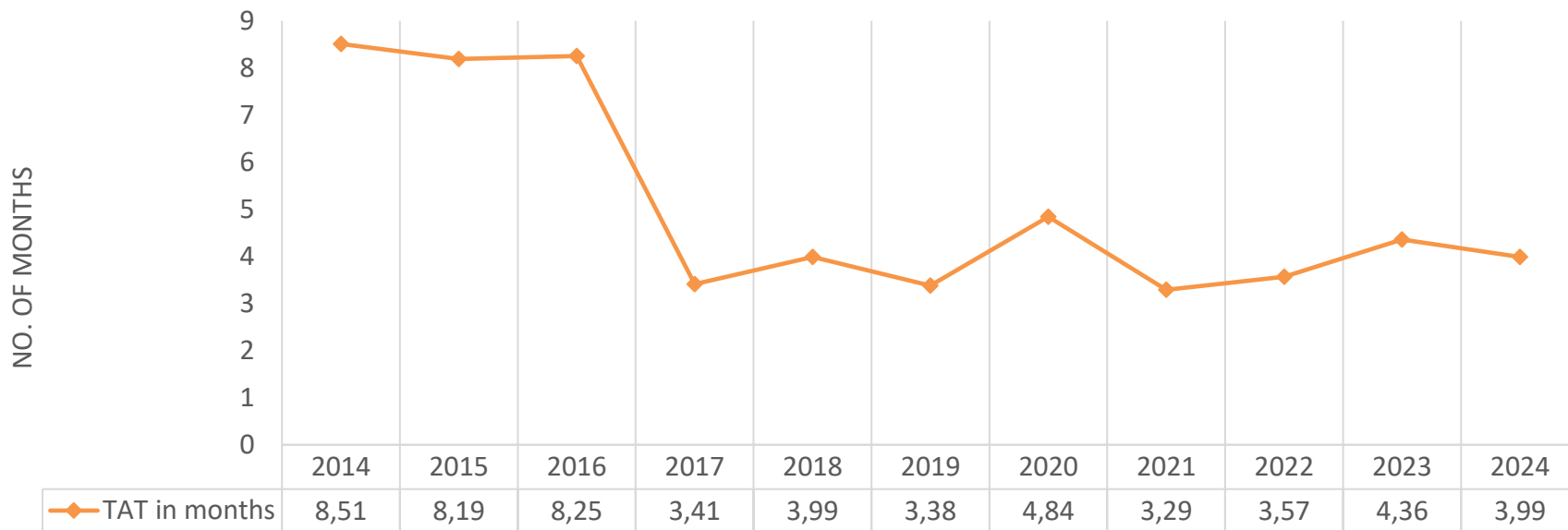


The rankings of cities and municipalities are based on the sum of their scores on 5 Pillars: Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and Innovation.

AVERAGE TURNAROUND TIME IN MONTHS



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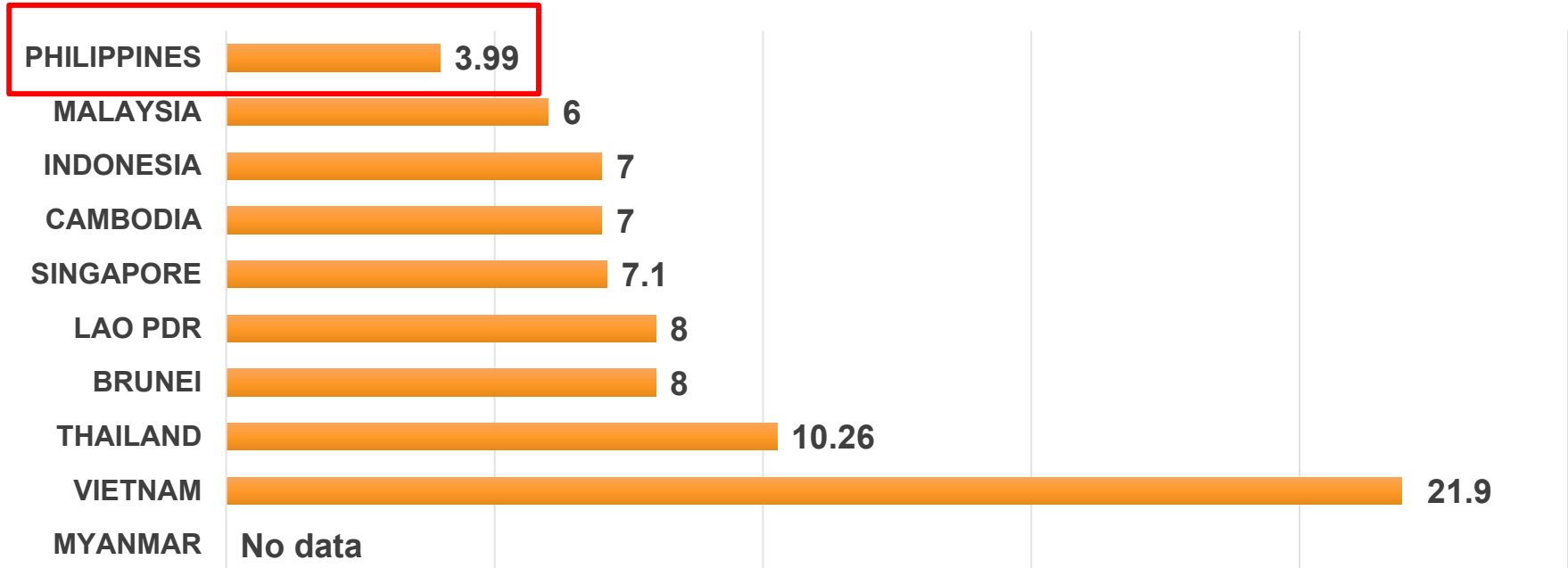
10-year trend of average filing-to-registration TAT for national and Madrid applications (without objections and oppositions)

AVERAGE TM REGISTRATION PROCESSING TIME IN ASEAN



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Average Filing-to-Registration TAT in ASEAN in 2024 (without objections or oppositions)



■ Avg. TAT (Months) of AMS in 2024

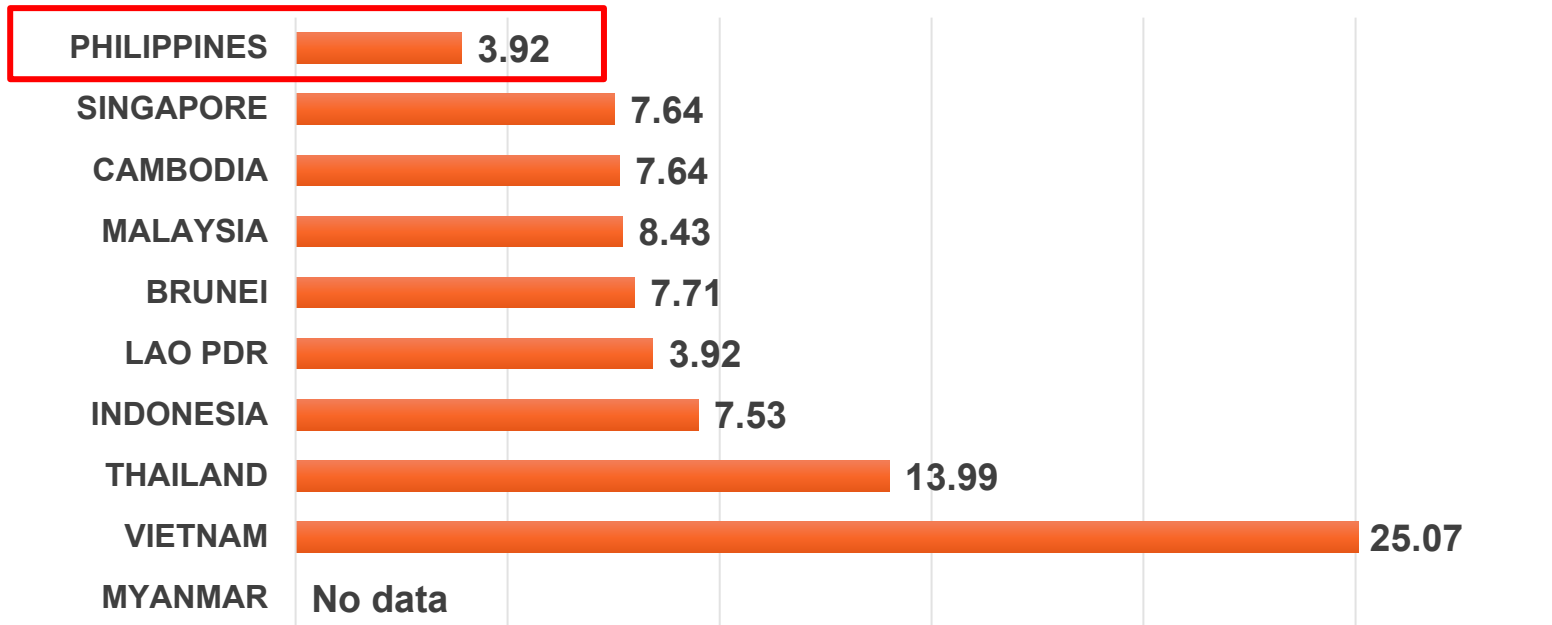
• Based on the 17th ASEAN TM Task Force submissions last February 2025. No data available for Myanmar.

AVERAGE TM REGISTRATION PROCESSING TIME IN ASEAN



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Average Filing-to-Registration TAT in ASEAN Member-States (2018–2024) (without objections or oppositions)



■ Avg. TAT (Months) of AMS – Last 7 Years

• Based on the 17th ASEAN TM Task Force submissions last February 2025. No data available for Myanmar.

COMMON GROUNDS FOR REFUSAL



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- ***Around 67% of the objections in 2024 filings was based on absolute grounds (e.g., generic, descriptive) and other formality requirements (e.g., submission of other documents and disclaimers).***
- ***Around 33% of the objections was based on relative grounds, particularly, confusingly similar marks.***

HOW DOES IPOPHL KEEP UP WITH THE ISSUES AND CHALLENGES RELATING TO TRADEMARK PROTECTION?



**INTELLECTUAL PROPERTY
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Advancing Digitalization and Automation

Amending the 2017 Trademark Regulations

Establishing the Register of Well-Known Marks

Implementing Initiatives to Curtail Bad Faith Filings

Streamlining the Examination Process

Elevating the Quality of Examination

**Laymanizing Office Actions and Conducting
Tutorials**

Professionalizing TM Practice

DIGITALIZATION AND AUTOMATION

Roadmap 2025-2030: Quality Protection & Global Integration

IPAS with AI-assisted classification, search, examination and appeals

2025 (BASELINE)	2026	2027	2028	2029	2030
IPAS 3.6 fully deployed	AI solutions procured and workflow design finalized	AI-assisted classification of goods and services, and figurative elements deployed	AI- assisted TM search deployed	AI-assisted TM examination deployed	AI-assisted appeal procedure deployed

DIGITALIZATION AND AUTOMATION



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- *eTMFile with e-Payment capability*
- *FMS*
- *IPAS*
- *eCORR (office actions, notices, certificates)*
- *eDOCFile*
- *eGazette TM*
- *Madrid Online Filing*
- *GBD*
- *Online Search and Classification Tools (MGS)*
- *ASEAN IP Register*

TM REGULATIONS OF 2023



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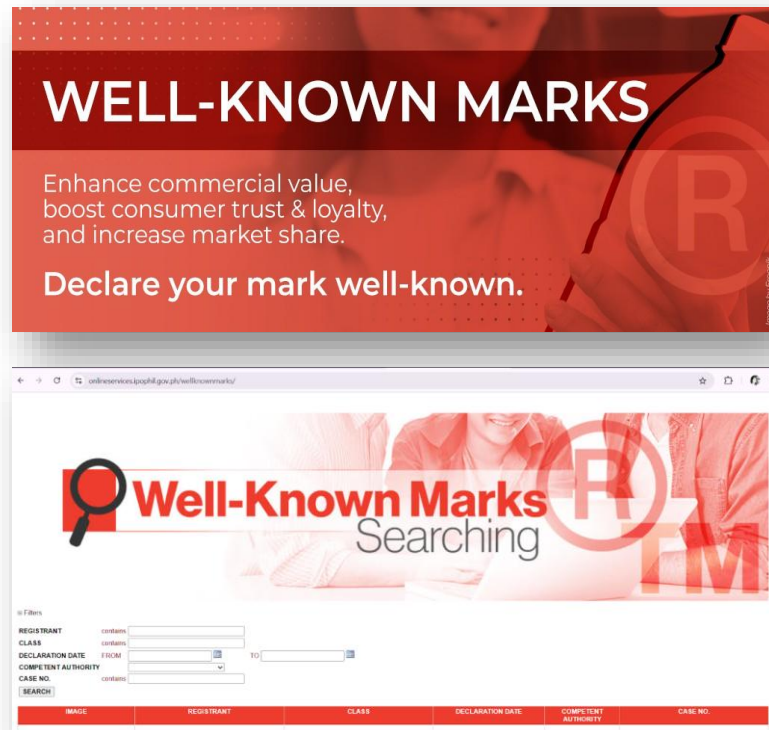
- *Amendments to the wordings for clarity*
- *Formal adoption of the online filing systems*
- *Mode of filing/transmission and reckoning dates*
- *One-time payment of basic fee (inclusive of filing and first publication fees; issuance and second publication fees for renewals)*
- *Clarifying acceptable proofs of use*
- *Inclusion of visual non-traditional marks (e.g., motion marks, 3D and holograms)*
- *Use of prescribed forms*

REGISTER OF WELL-KNOWN MARKS



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- Establish a formal **Register of Well-Known Marks** in the Philippines to institutionalize special protection for marks recognized as well known
- Provide a **transparent, ex-parte procedure** for declaring a mark as well known
- Define **clear criteria and documentation requirements** for well-known status
- Strengthen **legal protection against dilution, unauthorized use, unfair competition**



IPOPHL Memorandum Circular No. 2025-009 took effect on 28 April 2025

SALIENT FEATURES OF THE REGULATIONS



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- **Ex-Parte Declaration of Well-Known Status**
Enables the Director of Trademarks to declare a mark well-known through an ex-parte process — in addition to the adversarial procedures (e.g., opposition, infringement cases).
- **Clear Filing and Evidence Requirements**
Application must be notarized and supported by documents proving compliance with Rule 5 (4 mandatory criteria), along with a sworn statement regarding any pending related cases.
- **Third-Party Observation Mechanism**
The declaration may be contested via third-party observations, to be reviewed by a Consultative Committee (IPRS V and AD of BOT, and adjudication officer from BLA).
- **10-Year Protection, with Renewal**
Well-known status is valid for 10 years, renewable for additional 10-year periods upon proof of continuous use and submission of required evidence.
- **Prima Facie Evidence and Inclusion in the Register**
Declaration of WK marks are prima facie evidence of well-known status and are listed in the Well-Known Marks Register

REGISTER OF WELL-KNOWN MARKS



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IPOPHL launches new rules to give well-known marks enhanced protection



IPOPHL welcomes Jollibee as first registered well-known mark in the Philippines under the new regulations.

INITIATIVES TO CURTAIL BAD FAITH FILINGS



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- ***Emphasizing “Bad Faith” as a Ground for Refusal and as a Ground for Opposition and Cancellation***
- ***Requirement to submit Affidavit of Ownership and/or Sworn Statement of Good Faith Filing at the discretion of the examiner in case of doubt***
- ***Training in collaboration with international partners such as WIPO, EUIPO, USPTO, JPO***
- ***Partnerships with e-commerce platforms and big brands or multinational companies***
- ***Public access to trademark search tools***
- ***Push for legislative amendments (proposed IP Code amendments)***

STREAMLINING EXAMINATION PROCESS



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- ***Workload management (JET, HyJET, BEST)***
- ***Publication of trademarks for opposition (3 to 4 times a week)***
- ***Pushing of certificates for the Director's signature immediately after three (3) working days from the last day of the 30-day publication when there is no opposition. Director signs within three (3) days from tagging.***



TRADEMARK

Protect your brand.

Register your trademark.

STREAMLINING EXAMINATION PROCESS



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- ***“TM in TM” – Trademark applications without objection or opposition are registered within two months from filing date.***
 - ✓ ***2,828 were registered in two months in 2024.***
 - ✓ ***7,054 were already registered in two months as of September 15, 2025.***



Highlight Human Capital

Capacity-building Initiatives

- *Empowered human resources will deliver quality customer service*
- *Competency Based Framework*
- *More trainings and workshops*
- *ITLMS-TM (WIPO Collaboration)*



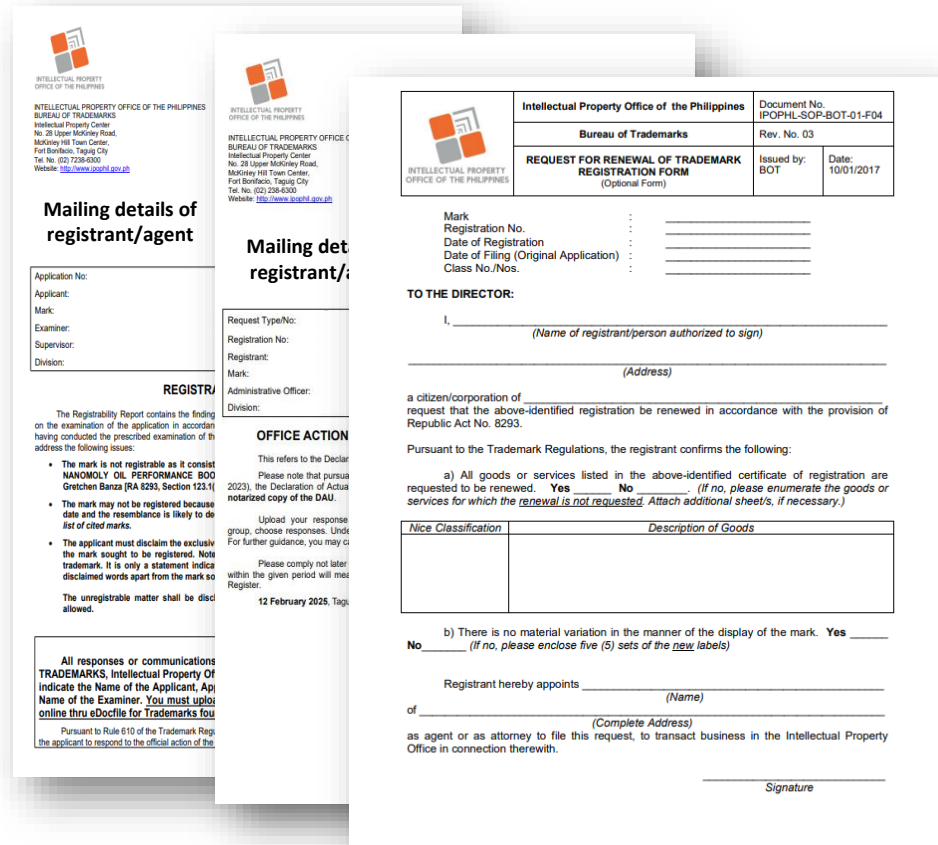
Elevate the quality of examination

Improving Customer Service

- ***Enhanced QMS for examination and non-examination-related functions***
- ***More dynamic and proactive QAT***
- ***Actively monitor Work Process Improvement***
- ***Conduct regular ISO Audit***
- ***PGS Island of Good Governance***

LAYMANIZING OFFICE ACTIONS; PRESCRIBED FORMS

- **Examination:** Genericness, descriptiveness, confusing similarity, etc.
- **Post-Examination and Post-Registration:** Declaration of Actual Use, recordal, amendment, and related matters.
- **Ready forms/templates** for requests, other relevant filings/submissions (Revival, Renewal, Assignment, etc.)



INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES
BUREAU OF TRADEMARKS
Intellectual Property Center
No. 28 Upper McKinley Road,
McKinley Hill Town Center,
Fort Bonifacio, Taguig City
Tel. No. (02) 728-6300
Website: <http://www.ipophil.gov.ph>

Mailing details of registrant/agent

Application No:
Applicant:
Mark:
Examiner:
Supervisor:
Division:

REGISTRAR

The Registrability Report contains the finding on the examination of the application in accordance with the prescribed examination of the address the following issues:

- The mark is not registrable as it consists of **NANOMOLY OIL PERFORMANCE BOG Gretchen Banza** [RA 8293, Section 123.1].
- The mark may not be registered because date and the resemblance is likely to do list of cited marks.
- The applicant must disclaim the exclusive mark sought to be registered. Note trademark. It is only a statement indicating disclaimed words apart from the mark so

Please comply not later within the given period will miss Register.

The unregistrable matter shall be disallowed.

All responses or communications **TRADEMARKS**, Intellectual Property Of indicate the Name of the Applicant, App Name of the Examiner. You must upload online thru eDocfile for Trademarks four

Pursuant to Rule 610 of the Trademark Regulations, the applicant to respond to the official action of the

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Mailing details of registrant/agent

Request Type/No:
Registration No:
Registrant:
Mark:
Administrative Officer:
Division:

OFFICE ACTION

This refers to the Declaration of Actual Use (DAU) of the mark. Please note that pursuant to the Trademark Regulations, the Declaration of Actual Use (DAU) is a required document for the registration of a mark.

Upload your response group, choose responses. Under For further guidance, you may go to the website of the Intellectual Property Office of the Philippines.

Please comply not later within the given period will miss Register.

12 February 2025, Taguig

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REQUEST FOR RENEWAL OF TRADEMARK REGISTRATION FORM
(Optional Form)

Document No: IPOPHL-SOP-BOT-01-F04
Rev. No. 03
Issued by: BOT
Date: 10/01/2017

Mark:
Registration No.:
Date of Registration:
Date of Filing (Original Application):
Class No./Nos.:

TO THE DIRECTOR:

I, _____
(Name of registrant/person authorized to sign)

(Address)

a citizen/corporation of _____
request that the above-identified registration be renewed in accordance with the provision of Republic Act No. 8293.

Pursuant to the Trademark Regulations, the registrant confirms the following:

a) All goods or services listed in the above-identified certificate of registration are requested to be renewed. **Yes** **No** (If no, please enumerate the goods or services for which the renewal is not requested. Attach additional sheet/s, if necessary.)

Nice Classification	Description of Goods

b) There is no material variation in the manner of the display of the mark. **Yes** **No** (If no, please enclose five (5) sets of the new labels)

Registrant hereby appoints _____
(Name)
of _____
(Complete Address)
as agent or as attorney to file this request, to transact business in the Intellectual Property Office in connection therewith.

Signature



Adapt to Changing Times

- ***Propose amendments to the IP Code***
- ***Accept non-visually perceptible marks and other non-traditional marks; series marks***
- ***Prevent bad faith registration***
- ***Promote the registration of collective marks, certification marks and geographical indications***
- ***Integrate AI into the systems***



Professionalize TM Practice

- ***Train competent TM Representatives, Agents, and Attorneys***
- ***Recognize trained TM Professionals***
- ***Ensure business owners especially MSMEs are competently represented.***
- ***Lawyers are neither regulated nor prohibited from practicing before IPOPHL***



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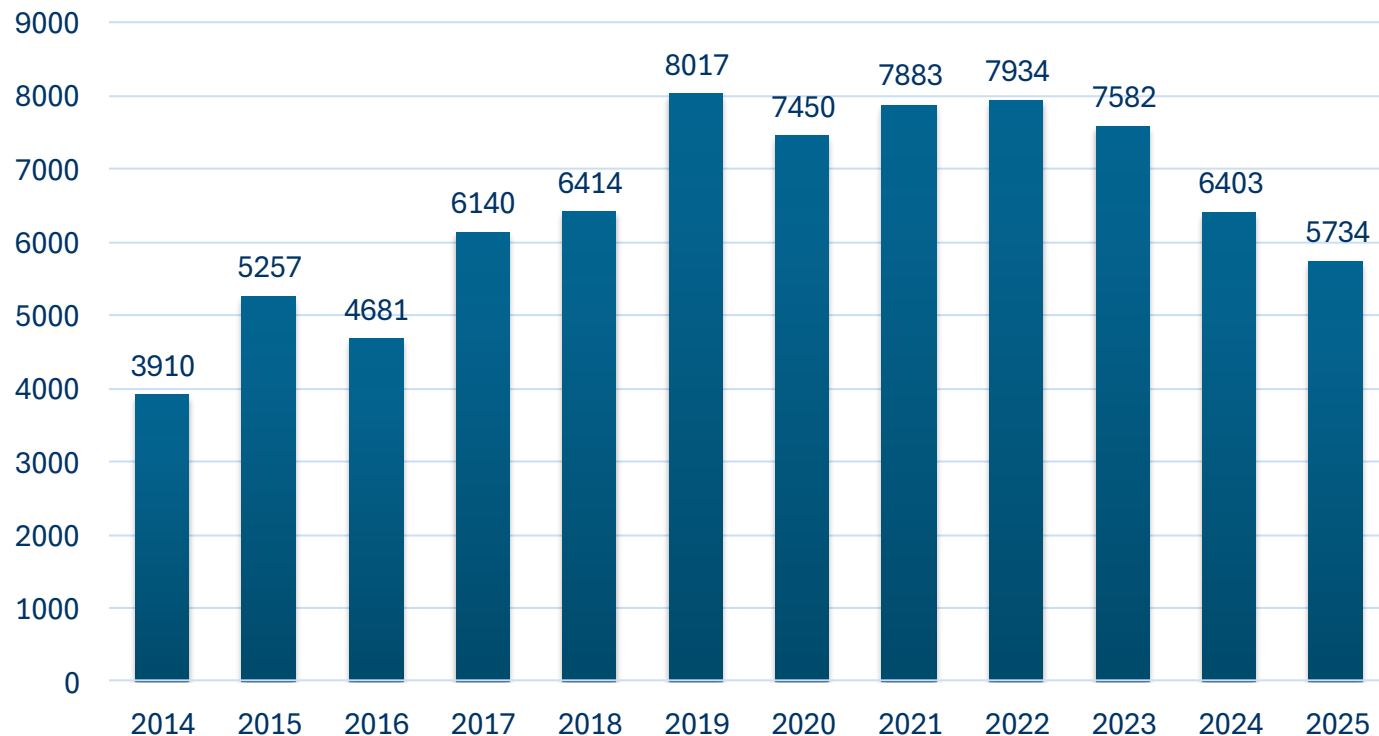
Madrid Protocol

PH AS DESIGNATED COUNTRY



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PH as DESIGNATED CONTRACTING PARTY



*The total filings
as of September
15, 2025 is*

77,405.

*We can infer
from the figures
that Madrid
accession has
brought in
new businesses
in the
Philippines.*

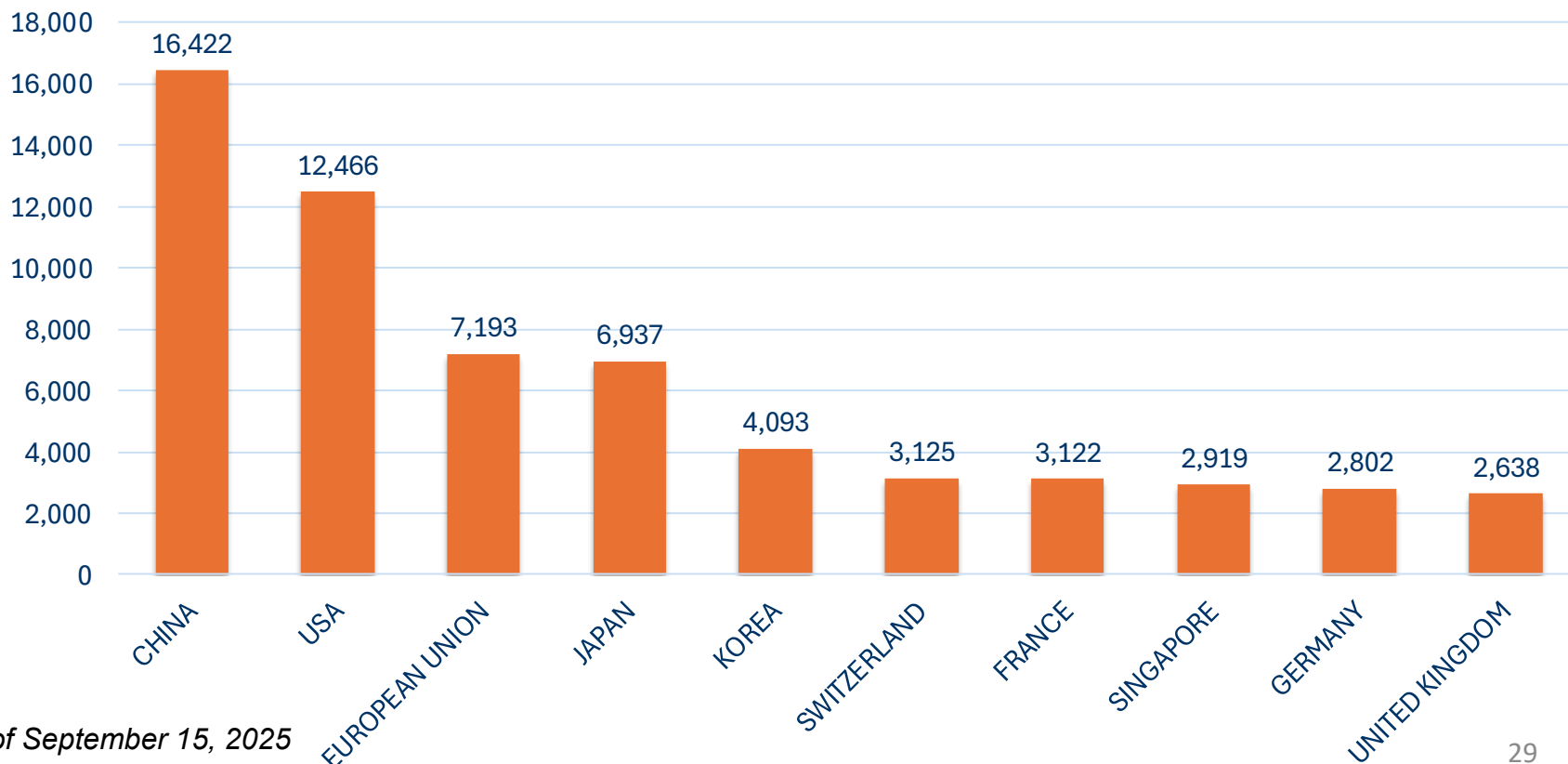
**as of September 15, 2025*

PH AS DESIGNATED COUNTRY



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TOP 10 COUNTRIES DESIGNATING PH



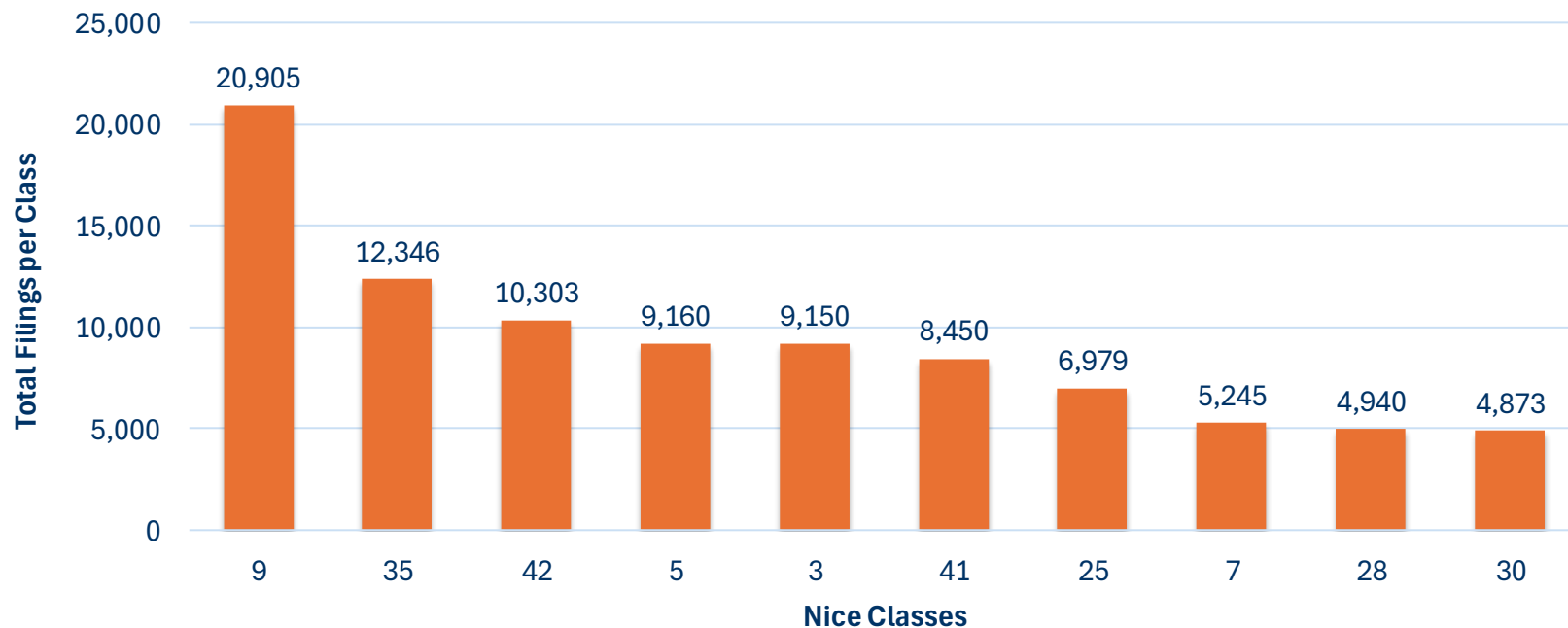
**as of September 15, 2025*

PH AS DESIGNATED COUNTRY



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TOP 10 CLASSES (PH as DCP)



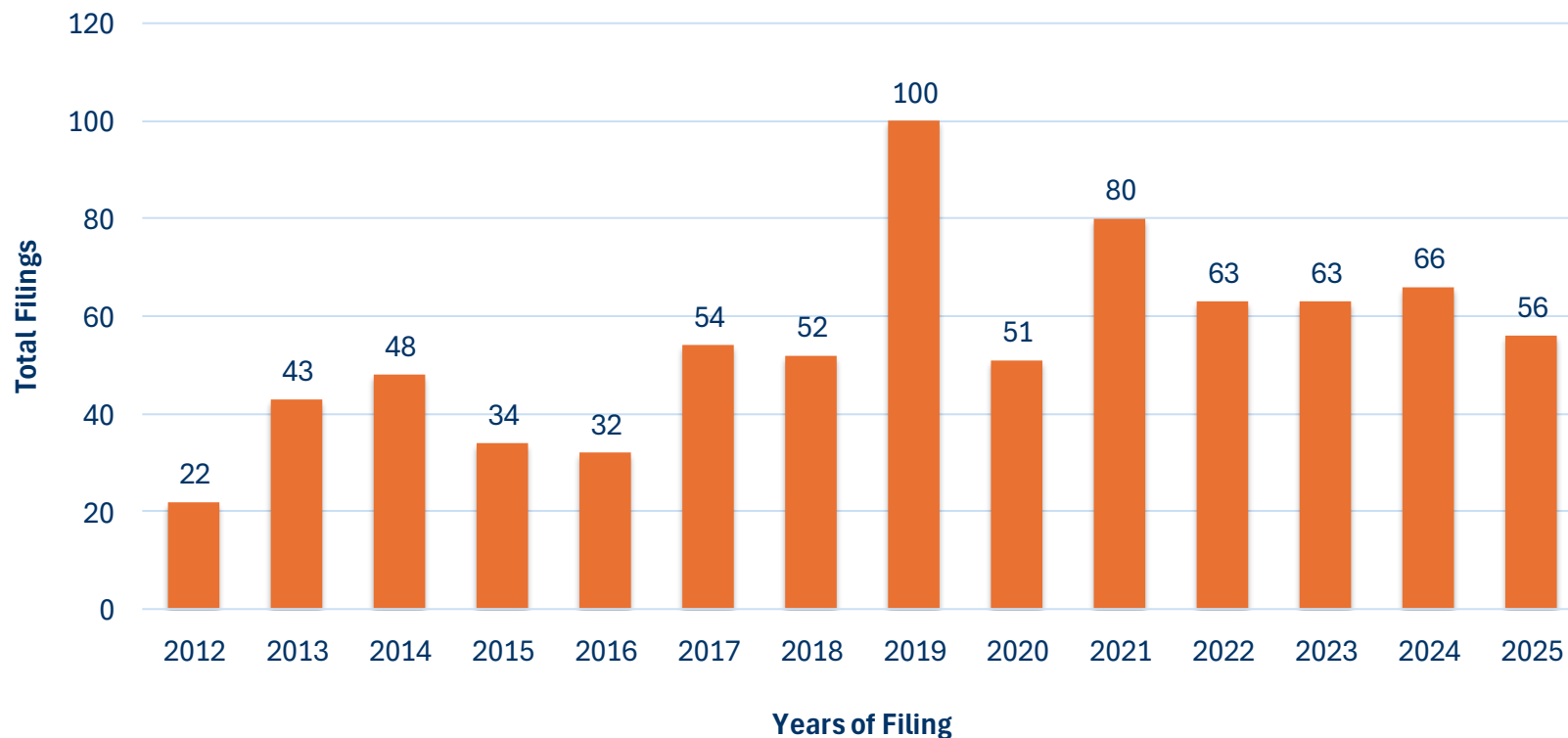
**as of September 15, 2025*

OUTBOUND APPLICATIONS



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TOTAL IAs = 764

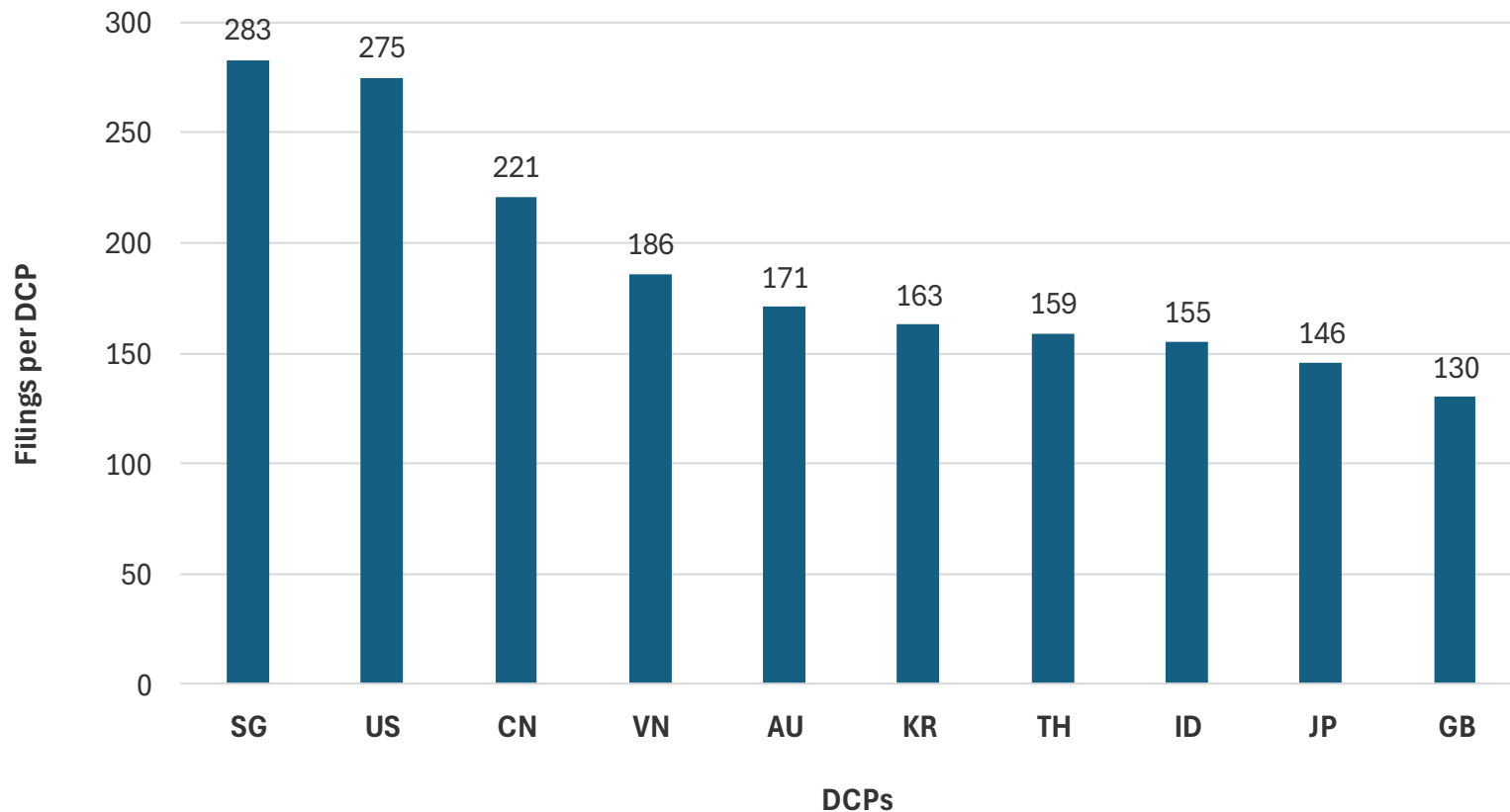


**as of September 15, 2025*

TOP 10 DCPs of OUTBOUND IAs



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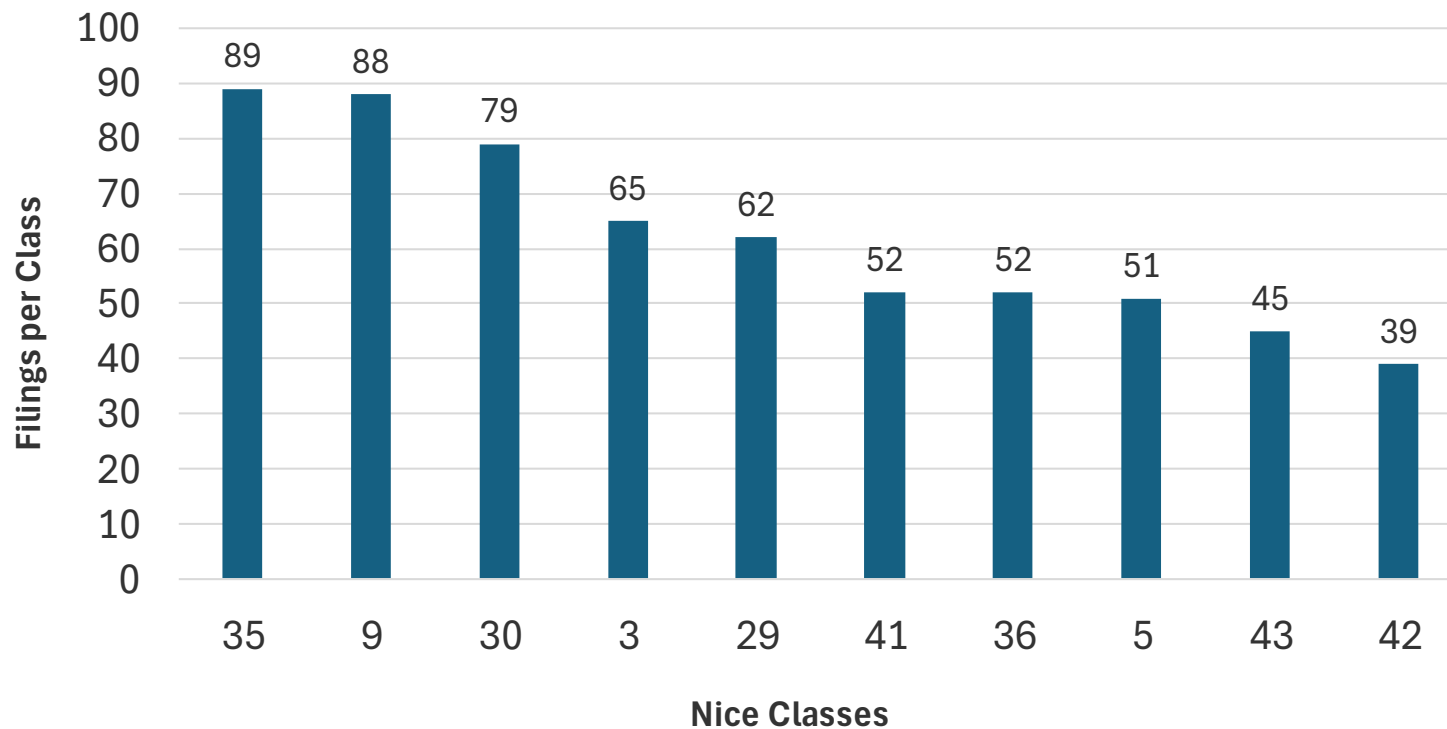


**as of September 15, 2025*

TOP 10 CLASSES OF OUTBOUND IAs



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**as of September 15, 2025*

Juan for the World

This is an incentive program of IPOPHL for MSMEs.

01

Register Filipino trademarks owned by MSMEs under the Madrid Protocol with the assistance of IPOPHL in partnership with the Department of Trade and Industry and a private organization or industry association.

02

Aims to impress upon the MSME local trademark owners the importance and benefits of registering their marks abroad.

03

In cooperation with other public and private partners, this project aims to provide the trademark owners with the necessary technical and financial assistance with respect to branding and registration as well as in expanding its market reach abroad.

04

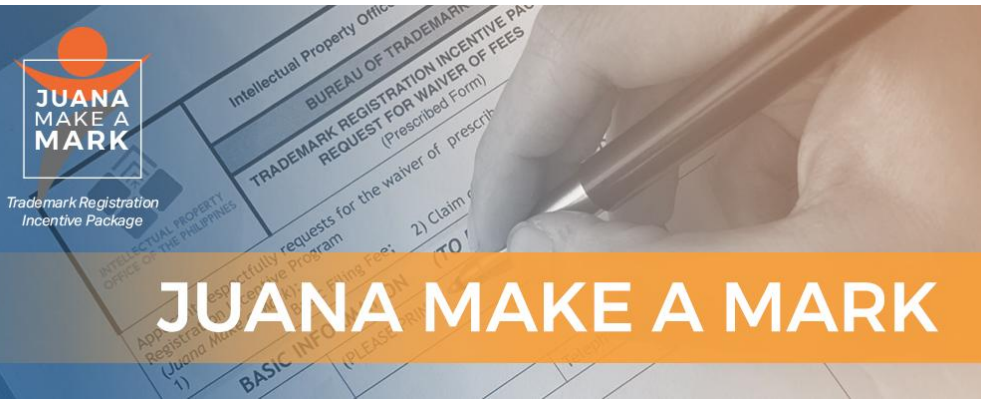
From the macroeconomic perspective, this public-private partnership endeavors to contribute to the nation's inclusive growth by empowering MSMEs through international trademark registration.

JUANA MAKE A MARK



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- *This incentive program reduces the cost of trademark registration for **women entrepreneurs**.*
- *Waiver of **filing** and **first publication** fees*
- *More than **7,500 MSMEs** already benefited*





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THANK YOU!

“Be On Time!”

“Be On Top!”