



TUP-ITSO

Quarterly Newsletter



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IPOPHL conducts IP and Commercialization Seminar

As part of the continuous capability enhancement program for the personnel of the host institutions of the Innovation and Support Offices (ITSO), the Intellectual Property Office of the Philippines conducted a seminar-workshop on Intellectual Property and Commercialization at the IPO Multi-purpose Hall, January 24-25, 2013.

Topics presented in the seminar-workshop were Forms of Intellectual Property, IP Strategies, Technology Assessment, Technology Pitching, Patent Infringement and Patent Valuation and Due Diligence.

The resource speakers who delivered the lectures were Mr. Gianfranco Matteucci, Partner, Biotechnology Group, Mr. Matthew English, Partner, Engineering Group, and Mr. Desmond Tan,

Associate, Engineering Group. The said resource speakers all came from Marks & Clerk Singapore LLP.

The said seminar-workshop aimed to orient the ITSOs to turn the results from research and development into profitable revenue streams, the generation of intellectual property must coincide with the business' core values and objectives rather than merely protect each new conceptual technology, limited funds must be allocated strategically. It is therefore critical to evaluate both the new technology and the potential markets to commercialize only those innovations that will yield the most beneficial result.

Participants of the said seminar-workshop were the ITSO personnel in the Luzon network.

May Ann G. Robledo



Mr. Desmond Tan facilitating the workshop session while Mr. Matthew English is taking notes on the board.

ITSO CONDUCTS TRAINING ON PATENT INFORMATION SEARCH

A two-day training on Patent Information Search was conducted by Dr. Nena A. Garino (Director), Prof. May Ann G. Robledo and Engr. Norway J. Pangan (Technical Experts) of the Innovation and Technology Support Office (ITSO), on January 31 to February 1, 2013 at the Computer Laboratory of Integrated Research and Training Center (IRTC). Twenty-eight (28) faculty members and staff from the different colleges of the University, IRTC and the Office of the University Research and Development Services (URDS) participated in the training. They were selected from those who attended the earlier seminar on Intellectual Property Rights Awareness conducted university-wide by ITSO.

Lectures on Patent Searching, Types of Patents

Searches and Databases Familiarization were presented during the morning of the first day in preparation of the workshop that followed in the afternoon and was continued on until the morning of day two of the training. During the workshop, the participants were provided with plenty of opportunities to practice individually as they were given a variety of patent search exercises to work on at their pace as they were provided with individual work stations. The training ended with the presentation of outputs from each group.

The training was a definite success as indicated by the exemplary attendance rate. The participants, were very active during the training. They have shown eagerness in working on the exercises, were more focused and dedicated as they completed the task with quality as shown in their presentation of outputs.

The same training is being planned in the like of the earlier university-wide IPR Awareness Seminar. However, its conduct has to be initiated this time by the college or the unit.

Ma. Dolores T. Tabanera

Patent Search Seminar/Workshop activities—Day 1 and 2





The participants of the Training on Patent Information Search pose with the ITSO personnel after the two-day event.

COE holds IP Seminar for ME students

The College of Engineering conducted an IP rights seminar for Mechanical Engineering students at the Audio-Visual Room of the College of Industrial Technology on March 4, 2013.

The objective of the said seminar is to orient the students in preparation for their project study. The seminar began with the invocation of Miss Rinalei Reyes and followed by the opening remarks of Engr. Antiro M. Ca-ay, Head of the Mechanical Engineering Department, College of Engineering. The introduction of the Intellectual Property Rights was presented by Dr. Nena A. Garino, Manager of the Innovation and Technology Support Office (ITSO).

The second part of the seminar proper was the presentation of the Intellectual Property Rights by Prof. May Ann G. Robledo, Technical Expert of ITSO. The open forum followed afterwards. A total of 90 students attended the said seminar.

The seminar ended with the closing remarks of Ma. Janet R. Orjalo, PSME TUPSU President.

Relinda C. Viens



Engr. Antiro M. Ca-ay, ME Department Head (top) while giving his opening remarks. Dr. Nena A. Garino (center) and Prof. May Ann G. Robledo (bottom) during the lecture proper of the seminar.

Moving Forward

The fifth strategic goal of the Intellectual Property Office Philippines (IPOP HL) focuses on increasing the level of appreciation of, respect for, and utilization of IP in the country. This strategic goal should also be mirrored in our university, where a lot of IP assets can be generated.

The conduct of various IP-related seminars to different colleges and campuses, both for faculty and students, is just an indicator that the TUP community is indeed moving forward in terms of IP awareness. However, it does end on awareness alone. The TUP community should also partake in this endeavour to increase the IP assets of the university, be it in patent information utilization before conducting a research, or even through trademark, industrial design and copyright applications. We have an ample of IP assets that must be protected; hence, cooperation is highly sought. Understanding fully the benefits that can be reaped out of intellectual property can lead us to full acceptance and utilization afterwards.

Being the premier state university in technology education, this institution can continue to generate new knowledge through various researches that should be protected first before publishing or disclosing them to the public. Gone are the days where the name of the game is *publish or perish* concept, now, it is “*protect first before publishing.*” Patentability requires novelty, inventiveness and commercial applicability. Owning something requires evidence of ownership, and this is what intellectual property is all about.

Henceforth, the search for the distinct technology that TUP will really be identified with is on, and this is a challenge posed to faculty members cum researchers to develop this niche. Anyway, intellectual property data, particularly, various patent information, can now be easily accessed online, only waiting for users who want to explore the maps and trends of technology researches. This information shall surely guide them in birthing new inventions and innovations.

The TUP community must not simply watch and then criticize, but advocate, participate and produce outputs to become a model state university in IP.

May Ann G. Robledo

IP ZONE.....

IP Frequently Asked Questions

What is the advantage of the Industrial Design protection?

Answer:

When an Industrial Design is protected, the owner (the person or entity) that registered the design, is assured of an exclusive right against unauthorized copying or imitation of the design by third parties. This helps to ensure a fair return on investment. An effective system of protection also benefits consumers and the public at large, by promoting fair competition and honest trade practices, encouraging creativity, and promoting more aesthetically attractive products.

How does Industrial Design protection help economic development?

Answer:

Protecting Industrial Designs helps economic development by encouraging creativity in the industrial and manufacturing sectors, as well as in

traditional arts and crafts. They contribute to the expansion of commercial activities and the export of national products. Industrial designs can be relatively simple and inexpensive to develop and protect. They are reasonably accessible to small and medium-sized enterprises as well as to individual artists and craftsmen, in both industrialized and developing countries.



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