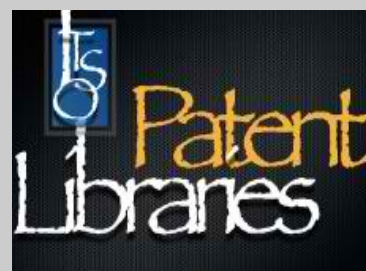




TUP-ITSO

Quarterly Newsletter



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Robledo designated as new TLO/ITSO Director

Technical Expert and MET faculty member, Prof. May Ann G. Robledo was designated as the new Director of the Technology Licensing Office/Innovation and Technology Support Office of the University, effective first semester school year 2013-14. The designation was in view of the approved request of Dr. Nena A. Garino, former Director of TUP-ITSO to return to full-time teaching after finishing her two-year term of service.

By virtue of the TUP Order No. 55 of 2013, the new Director, Prof. May Ann G. Robledo was tasked to perform the following functions:

1. Oversee and supervise the disclosure of works created and inventions conceived or first reduced to practice by University personnel, students or partners;
2. Cause the preparation and execution of agreements, affidavits, applications, complaints and other documents relating to works and inventions necessary to facilitate the acquisition of University's Intellectual Property Rights;
3. Coordinate closely with the IPO and other cooperating agencies on IP matters involving the University, and consult with the legal office of the University or any of its constituent universities with respect to requests for the filing of cases to protect the University's intellectual property rights;
4. Monitor the progress of royalty payments, and certify disagreements that may arise from royalty distribution or sharing in accordance

- with the provisions of established guidelines;
5. Undertake proactive measures and activities such as the conduct of fora, workshops, and symposia to familiarize personnel with IP guidelines and developments as well as to continually solicit feedback from the immediate community and partner institutions/sectors;
6. Conduct marketing, production, distribution, filing patent application, evaluation of disclosures and related tasks;
7. Submit periodic report to the management;
8. Perform other duties as may be assigned by superiors.

Relinda C. Viens

TUP files Patent App

The Technological University of the Philippines, through the Innovation and Technology Support Office, filed its second patent application under the Intellectual Property Office of the Philippines (IPO PHL)'s Juan's Thousand Inventions Package or the Patent Protection Incentive Program (PIIP), June 21, 2013.

The patent application is the invention of Jeelene B. Asiong, Shanice A. Facto and Janine O. Nidua, Bachelor of Technology students of the College of Industrial Technology. The title of their invention is "Alternative Natural Dye from Philippine Teak Leaves," with Application Number 1-2013-00182.

Under the PIIP, patent application's filing fees, fees for excess claims, formality examination, substantive examination, publication and annuities from the 5th to 15th year were waived.

May Ann G. Robledo

TUP-ITSO Operations Manual Drafted

The first draft of the TUP-Innovation and Technology Support Office Operations Manual was completed and submitted by Dr. Nena A. Garino, May 28, 2013.

The operations manual consists of four (4) major parts namely; Introduction, Organizational Management, Policies and Procedures and Appendices, and is subject for editing and approval from the Board of Regents.

An ad-hoc committee to review the said TUP-ITSO Operations Manual was formed as stipulated in the Office Order No. 627 s. 2013 released last June 4.

Dr. Nilo S. Salas, Engr. Nenet C. Graza, Prof. Mona J. Purganan, Mr. Karl Kristjan B. Moro and Mr. Jonathan M. Monsad composed the said ad-hoc review committee.

May Ann G. Robledo

TUP-ITSO Transfers to New Office

The Innovation and Technology Support Office (ITSO) transferred to its new office at the ground floor of the College of Science-College of Liberal Arts Building of the Technological University of the Philippines.

The new office is now utilized as the official working station of TUP Innovation and Technology Support Office (ITSO), in compliance with the Memorandum of Agreement (MOA) with the Intellectual Property Office (IPO) to provide an office space to expedite the operational work flow of the TUP Licensing Office.

The Operation of TUP-ITSO shall be managed and supervised by the new Director of Technology Licensing Office, Prof. May Ann G. Robledo. The new Director was designated after the request of Dr. Nena A. Garino to return to full-time teaching job.

Relinda C. Viens

PAEPI attains for publication status

The Philippine Association of Extension Implementors Inc. (PAEPI), the second trademark (TM) application from the Technological University of the Philippines, through the TUP-Innovation and Technology Support Office, has been allowed and its publication in the IPO PHL Official Gazette pursuant to Sec 133.2 of Republic Act No. 8293 has been approved, May 9, 2013.

The trademark was filed last October 24, 2012 with application number 4/2012/00013066 through Prof. Valentino J. Angeles, Director of University Extension Services (UES). The TM application claimed for Class No. 41 (Education; providing of training; entertainment; sporting and cultural activities) under the Nice Classification.

The attainment of the approval for publication status was after filing the response to the registrability report issued by IPO last February 2013.

The assigned examiner for the said TM application is Ms. Nimfa L. Peruda.

May Ann G. Robledo



The PAEPI Logo

INVESTING IN TECHNOLOGY DEVELOPMENT BY FRANCHISING PATENT INFORMATION SERVICES IN THE PHILIPPINES

Atty. Andrew Michael Ong
Former Deputy Director General, IPO PHL

There is a new optimism these days that the Philippines will finally shed off its image as the “sick man of Asia” because its economy is growing faster than most countries in the world¹, and it has just been given its first-ever investment grade rating which is expected to cause an upward trend of foreign investments to the country considering the slow and unstable recovery of advanced economies.² Analysts agree that the growth momentum is firmly supported by a robust domestic consumption and significant improvements in the manufacturing and services sectors, which is driven by Pres. Aquino’s governance reforms and anti-corruption measures. Thus, it may well be the golden opportunity for the country to play catch-up, narrowing the gap with its high-income neighbors and, perhaps, emerge eventually as a tiger economy. However, for this to happen, longer-lasting growth drivers need to be in place, together with sound macroeconomic fundamentals. More importantly, government must start investing in infrastructures, especially those required for innovation and technology development so that the country can compete in an increasingly knowledge-based economy. To become competitive, Philippine businesses can’t remain as technology consumers. As recognized by many development scholars, economic catch-up always requires technological catch-up. Without the latter, the economic lifeline of a country will be vulnerable.³ Hence, Philippines must try to leapfrog its technology R&D capabilities, and the way to do it is by leveraging on global science, technology and engineering knowhow and work on producing differentiated products and services in the market.

At its present development stage, what the Philippines needs is a pro-innovation development-oriented patent system. The mere existence of a patent registry will not contribute much to national development, and the act of passively granting patents and bestowing the 20-year exclusive rights will not empower industries to be competitive.⁴ The versatile and multiple facets of patents must be tapped to foster technological development and stimulate technology diffusion.⁵ While patents provide a legal framework to grant exclusive rights to inventors to incentivize investments in R&D, patent is also a rich source of disclosed technological information accumulated through time from all over the world, which is useful for other researchers. And, because patents have made useful knowledge a tradable property right, technology transactions to facilitate collaborations and all kinds of agreements to do joint researches or exploitation of technology can be carried out with more ease and less risks of misappropriation.⁶ By way of patents and technology licensing, private and public partnerships in the Philippines should be able to collaborate with external sources and leading knowledge and technology centers outside the country to access, learn and absorb global technology for use in industries. Korea, Taiwan and Israel have done it in the past. There is no reason that the Philippines can’t do the same because it has a functioning patent system. As G.S. Altshuller, a Soviet engineer and inventor, once said *“if you want to know how chess is played well, study the games played by the grandmasters. If you want to know how to solve problems creatively, study the patent database.”* Hence, the national patent system should include mechanisms to access technological information and transfer technology for it to contribute to national development.

¹National Statistics Coordination Board (NSCB) announced that the Philippine’s GDP grew by 6.6% in 2012. It is one of the fastest growing economies in the world according to the World Bank and United Nations Economic and Social Survey of Asia and the Pacific (UNESCAP). In 2010, the Philippines achieved a 7.7% growth. At present, Philippines outpaces the economic growth of countries in Asia and is second only to China. The growth forecast for 2013 & 2014 is 7 to 9%.

²Fitch Ratings and Standard & Poor’s raised Philippines’ rating on long-term foreign-currency-denominated debt to BBB- in the first quarter of 2013. An investment grade given by two of three international credit rating firms is a seal of good housekeeping for global funds to start investing in the country.

³Intellectual Property Rights, Development, and Catch-Up. Ed. Hiroyuki Odagiri, Akira Goto, Atsushi Sunami, and Richard Nelson. Oxford University Press 2010)

⁴Nuno Pires de Carvalho, *The TRIPS Regime of Patent Rights*. (Kluwer Law International 2005) 52

⁵The objective of protecting and enforcing IP as declared in Article 7 of the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) is to “contribute to the promotion of technological innovation and to the transfer and dissemination of technology.”

⁶Report on the International Patent System submitted by the Secretariat of the Standing Committee on the Law of Patents, World Intellectual Property Organization (WIPO). April 15, 2008. SCP/12/3

Search and Find

May Ann G. Robledo

In an effort to reduce, if not totally eliminate the duplication of research undertakings in every institution, patent search becomes a very useful tool in formulating research topics.

According to the website of the Intellectual Property Office Philippines, patent search is the process by which patented and non-patented information are located and examined to determine relevance and similarity to a given patent or proposed invention. Patent information is very vital in avoiding duplication of efforts in Research and Development Activities. It also helps identify the products the industry players are developing and planning to market thus, understanding the business trends and technological models.

In TUP, where students and faculty members spell out researches as important institutional outputs, patent search is essential. To claim that one's project is new is not simply based on patent

searching using Google, Yahoo or other popular search engines. It requires access to various patent databases, both commercial and free, to really check the novelty of the invention. Patent search also requires intensive readings, comparison of existing inventions to the proposed invention and most importantly, a ton of patience in evaluating such.

Thus, it is encouraged that we embrace the patent searching activity as an important component before proceeding to any research work and it is only through the acceptance of the TUP community to this practice that we will be able to produce patentable outputs that will help increase the IP assets of the University. This is the very reason why the new office is now open for students, faculty members, researchers and other interested clientele strictly for patent searching activities. Through this, the TUP community shall be utilizing patent information in various research undertakings.

The search is on.

IP ZONE..... IP Frequently Asked Questions

How many years of term is the registration of an industrial design?

Answer:

The term of an industrial design registration is five (5) years from the filing date of the application. The registration may be renewed for not more than two (2) consecutive periods of five(5) years each, by paying the renewal fee.

What are the requirements for filing an Industrial Design Application?

Answer:

The following are the requirements on filing an Industrial Design Application:

1. Request for Registration (Request Form)
2. Description and Claims
3. Drawings, if any
4. Payment of Fees (Filing fee, fees for excess claims, etc.)

	Small Entity (Asset: P 100 M or less)	Big Entity (Asset: More than P 100 M)
Industrial Design	P 1,500.00	P 3,000 max. of 5 claims
Per Embodiment	P 750.00	P 1,500.00



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