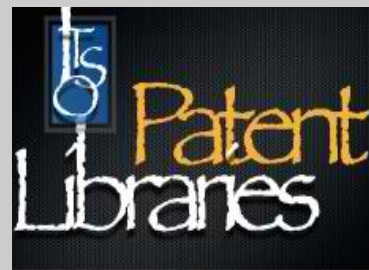




TUP-ITSO

Quarterly Newsletter



VOLUME 3 No. 3

ISSN 2243-9145

July - Sept. 2013

TUP obtains 2nd reg. TM

The Technological University of the Philippines, through the Innovation and Technology Support Office (ITSO), obtained its second registered trademark, the Philippine Association of Extension Program Implementors, Inc. (PAEPI), August 1, 2013.

The PAEPI seal, with registration number 4-2012-013066, which was filed October 24, 2012, was published in the IPO PHL gazette for trademarks last July 1, 2013 for the one-month opposition. Since there was no opposition filed, the registered status was obtained and the certificate of registration was issued.

Prof. Valentino Angeles, Director, University Extension Services (UES) filed for this trademark.

May Ann G. Robledo



The PAEPI Logo

Robledo attends Copyright Forum



One of the Korean speakers while delivering his lecture during the forum

Prof. May Ann G. Robledo, Director of the Technology Licensing Office / Manager, Innovation and Technology Support Office (ITSO) attended the 2013 Korea-Philippines Copyright Forum at the Dusit Thani Hotel, Makati City, August 29.

Ms. Carmen G. Peralta, Director, Documentation and Information and Technology Transfer Bureau of the Intellectual Property Office Philippines (IPO PHL) delivered the opening speech while the welcome speech was delivered by Dae Hyun Kim, Ministry of Culture, Science and Technology (MCST), Director of Copyright Policy Division. Seongun Hwang, Director, Korea Copyright Commission (KCC) and Prof. Young-Gil Park, Professor Emeritus, Dongguk University, delivered the congratulatory speech and the keynote speech, respectively.

The seminar was divided into three (3) major topics. Topic 1 covered the Introduction of Current Status and Policy on Collective

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BSIT CLASS PARTICIPATES IN IP AWARENESS SEMINAR

The Bachelor of Science in Information Technology students attended a seminar on Intellectual Property (IP) Awareness at the DOST Scholars' Center, CLA Building, August 30, 2013.

Prof. Roselie F. Galiga, College Secretary, CLA, specifically requested the seminar for her second year students as one of the lessons in Technical Writing in English 3 subject.

Prof. May Ann G. Robledo, ITSO manager, lectured on the different types of intellectual property rights, particularly emphasizing on copyrights. After the lecture proper, the lecturer gave practice exercises to evaluate the students. This was followed by the open forum. The seminar ended with the awarding of the certificate of appreciation to the lecturer.



Meanwhile, the same IP awareness lecture was also conducted to the 4th year students of Bachelor of Science in Information Technology on September 2, 2013 at the Student Teaching Hall of the College of Industrial Education.

The IP seminar was conducted in preparation for the initial phase of the students' thesis in their Information Technology (ITSP) 1 subject. Prof. Maria Carmela F. Francisco, Head of the Mathematics Department, requested the seminar to help the students develop more valuable and copyrightable projects.

BSIT 4B and 4C students attended the said seminar. The lecture proper started with the opening prayer of Prof. Minabelle D. Villafuerte, followed by the National Anthem. Then, the lecture proper started.

The open forum commenced after the lecture proper. Prof. Francisco awarded the lecturer with a certificate of appreciation witnessed by Prof. Minabelle D. Villafuerte.

Relinda C. Viens

ITSO opens patent library

The Technological University of the Philippines - Innovation and Technology Support Office / Technology Licensing Office (TUP-ITSO / TLO) opened the office as a patent library for patent searching activities.

Most users who have accessed the patent library are undergraduate students who are on the process of developing their research topics as a requirement in their thesis.

Currently, the office has four (4) desktop computers with internet connection, where they can access free patent databases around the world such as Espacenet, USPTO, CIPO, Patentscope, PhilPat, etc. TUP also subscribes to one (1) seat of a commercial

database, the Thomson Innovation, but access to it requires one "log in" at a time only.

Patent searching can help avoid duplication of efforts in Research and Development Activities thus making the research outputs novel, as one of the requirements for patentability.

May Ann G. Robledo

TUP joins ITSO training on Patent Drafting

The Intellectual Property Office of the Philippines conducted a four-day ITSO Training on Patent Drafting 1, July 23-26, 2013 at Adamson University.

The said training was participated in *Continue on p. 3*

Robledo attends... from p.1

Management Organizations (CMO) in Korea and Philippines while Topic 2 was on the Operation of CMOs under the Digital Environment. The last topic, on the other hand, focused on the Study of Successful Partnership between the CMOs and their Consumers.

The speakers on Topic 1 were Kyu Young Park, MCST, Assistant Director of Copyright Policy Division and Atty. Louie C. Calvario, Project Head, Copyright, IPO PHL. The two discussed the Introduction of Current Status and Policy on CMO in Korea and Philippines.

Jong Cheol Choi from Korea Music Copyright Association (KOMCA) discussed the “Changes or Adjustments in the Operation of Korean Music under the Digital Environment.” Meanwhile, Mr. Alvin J. Buenaventura, Executive Director, Filipinas Copyright Licensing Society (FILCOLS) delivered the topic, “Management of Digital Rights in the Text

and Image Sphere.”

The third topic was composed of three separate lectures on “Right Advancement and Win-win Policies Through Improving a Relationship Between Copyright CMOs and the Users,” “The Proposal of Win-win Plan between the CMOs and Copyright Consumers in the Philippines,” and “The Proposal of Win-win Plan between the CMOs and Broadcasting Industry in the Philippines.” These lectures were discussed by Ki bok Kim, President of Korea Broadcasting Performer Association (KBPA), Atty. Thursday Alciso, General Manager, Filipino Society of Composers, Authors and Publishers (FILSCAP), and Atty. Marivic Benedicto, Philippine Association of the Record Industry (PARI), respectively.

The forum ended with the question and answer portion, dinner and networking. The KCC and IPO PHL jointly organized the said forum.

Relinda C. Viens

TUP joins ITSO training on... from p.2

by ITSO Personnel from different schools including TUP, which was represented by Ms. Relinda Viens and Ms. Maribelle R. Jualayba of the College of Industrial Technology, Prof. Maria Dolores Tabanera and Ms. Wellanie M. Molino of the College of Science.

Prior to this training, the participants must have attended the seminar on the Fundamentals of Intellectual Property and the Patent Information Search to have an idea on patents and how to search for existing patents before drafting patent applications. Some of the topics discussed were patentable subject matter, novelty, inventive step, industrial applicability and the patent process. Workshops were also done to apply the topics that were discussed and to practice the participants in drafting patents. Most of them had a hard time during the workshop especially with the special terminologies or jargons used. But after this training, the participants were happy to gain additional knowledge and skill.

A follow-up seminar, Training on Patent Drafting 2, which is the continuation of this seminar is scheduled in October this year.

Maribelle R. Jualayba



The attendees of the Training on Patent Drafting 1

TUP files 2 apps

The Technological University of the Philippines, through the Innovation and Technology Support Office (ITSO), filed two more applications, one on July 8 and the other on August 23 in the same year, 2013

The third patent application is the invention of Engr. Ariel A. Dela Cruz, Head of the Civil Engineering Technology Department of the College of Industrial Technology (CIT) entitled, “Waste Shredded Luffa Fiber and Waste Mixed Plastic as Composite Materials in Particle Board, with Application Number 1-2013-000214. To date, this is the third patent application of the university under the Intellectual Property Office of the Philippines’ (IPO PHL) Patent Protection Incentive Package (PIIP).

Another filing is a Utility Model Application of Mr. Ryan C. Relayo, Faculty Member of the Technical Arts Department of the College of Industrial Education (CIE). His invention is entitled, “Universal Serial Bus (USB) Musical Percussion Instrument Interface,” with Application Number 2-2013-22268. This, however, is the second utility model application of the university.

A Patent entitles the owner for twenty years of exclusive ownership while a utility model offers shorter protection, which is good only for seven (7) years. Both patents and utility models are non-renewable after the expiry of the registration.

May Ann G. Robledo

Increasing TUP's Copyright Portfolio

May Ann G. Robledo

Increasing the Intellectual Property Assets of the university requires collaborative efforts from the entire TUP community and among the different IP rights, copyright is much easier to acquire compared to utility models, patents and industrial designs. Thus, we should take advantage of it. With a small amount of application fee, the protection of IP works of the university can be attained.

Copyright is the legal protection extended to the owner of the rights in an original work. The depository can be at the National Library of the Philippines, Supreme Court, or the Intellectual Property Office of the Philippines.

The College of Engineering, College of Industrial Technology and College of Science, for instance, can secure their copyright registrations through the developed computer programs or software applications, or even the operations manual of invented prototypes and the like.

The College of Architecture and Fine Arts, on the other hand, can register their various works of drawing, painting, designs, etc., while the College of Industrial Education and the College of Liberal Arts can register books, modules, and other literary,

scholarly and artistic works.

Hence, each college is encouraged to register the copyrightable works of their faculty and students as an indicator that TUP is really gearing towards a higher intellectual property awareness.

According to the IPO PHL's Director General, Atty. Ricardo R. Blancaflor, patents and utility models make our life easier but it is through copyright that makes our lives more meaningful and enjoyable. Say for instance in the case of the United States, particularly because of Hollywood, due to copyright, the US has been reaping royalty fees from their various copyright ownership. On the other hand, in Korea, copyright has also become a very important asset due to the popularity of the K-Pop and the Koreanovela. Hence, the Philippines can also look at this vantage point and follow suit with these success stories.

Truly, copyright exists at the moment of creation but a legal document is still needed to guarantee one's ownership. Therefore, as a university, it is high time now that we elevate the copyright portfolio of the university, which in the long run, shall benefit us all.

IP ZONE..... IP Frequently Asked Questions

Trademark

What is Trademark?

Answer:

A trademark is a tool used that differentiates goods and services from each other. It is a very important marketing tool that makes the public identify goods and services. A trademark can be one word, a group of words, sign, symbol, logo, or a combination of any of these. Generally, a trademark refers to both trademark and service mark, although a service mark is used to identify those marks used for services only.

Trademark is a very effective tool that makes the public remember the quality of goods and services. Once a trademark becomes known, the public will keep on patronizing its products and services.

If utilized properly, a trademark can become the most valuable business asset of an enterprise. In addition to making goods and services distinctive, the owner of a mark may earn revenues from the use of the mark by licensing its use by another or through franchising agreements.



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