TUP wins 2nd Runner-up in Nat’l IP Awards

The Technological University of the Philippines hooked the 2nd runner-up spot in the Philippine Chamber of Commerce and Industry (PCCI) Alfred M. Yao (AMY) National Intellectual Property (IP) Awards 2013 with the utility model entry of Mr. Ryan C. Relayo, faculty member of the College of Industrial Education (CIE), October 24, Manila Hotel.

The invention of Mr. Relayo is a Utility Model Application of TUP filed last August 23, 2013 entitled, “Universal Serial Bus (USB) Musical Percussion Instrument Interface.” Mr. Relayo won a trophy made by National Artist Eduardo Castrillo and PhP 50,000.00 cash prize, where half of the cash prize went to TUP.

The grand prize and the first runner-up were awarded to University of the Philippines-Diliman’s “Clay Microencapsulation of Gamma-irradiated Aeromonas hydrophila for Fish Oral Vaccine Development” and University of Sto. Tomas’ “LAMP primers for White Spot Syndrome Virus,” respectively.

TUP-ITSO also submitted three other entries from the College of Industrial Technology (CIT) that have passed the pre-screening evaluation and were awarded certificates as Finalists during the 39th Philippine Business Conference and Expo held also at the Manila Hotel on October 23. They were Ms. Jeelene B. Asiong (Alternative Natural Dye from Philippine Teak Leaves), Engr. Ariel A. Dela Cruz (Waste Shredded Luffa Fiber and Waste Mixed Plastic as Composite Materials in Particle Board) and, Dr. Bilomar N. Floresca (Refrigerant Recovery Machine).

The Board of Judges in the said competition were Mr. Jesus Varela, Chairman for IP, PCCI; Atty. Lolibeth Medrano, Assistant Director, Bureau of Patents, Intellectual Property Office Philippines (IPOPHL); Engr. Ronaldo Liveta, Commission on Higher Education (CHED) and; Engr. Lydia Tansinsin, Department of Science and Technology (DOST).

The AMY Awards is implemented in collaboration with IPOPHL and DOST.

May Ann G. Robledo

Mr. Relayo receives the trophy on stage at the Fiesta Pavilion of Manila Hotel, together with Amb. Yao (first from left), DOTC Secretary Abaya (second from right), IPOPHL Deputy Director General Allan Gepty (third from right), and other PCCI Officials

TUP obtains 2 copyright registrations

The Technological University of the Philippines, through the Innovation and Technology Support Office, has obtained two copyright registrations, October 8, 2013.

Cont. on p.2
ITSO files response to formality exam

TUP-ITSO has filed the response to the formality examination report of the Utility Model (UM) of Mr. Norman B. Manguerra entitled, “Hanger Space Keeper,” with Application No. 2-2012-000470, November 5, 2013.

The said response to the formality examination report was filed to the Intellectual Property Office of the Philippines (IPO PHL) after receiving the letter dated September 13. The formality examination is the second stage of the patent or utility model application where the patent examiner sends a report to the applicant to classify and examine the completeness of the formal requirements, in which the applicant is given two months to file the response.

The said UM application was filed last August 17, 2012, this is the first application filed through ITSO.

May Ann G. Robledo

TUP obtains 2 copyright…from p. 1

The copyrighted works belong to Mr. Julius G. Garcia and Mr. Rafael P. Ignacio, faculty members from the College of Industrial Technology (CIT) and College of Architecture and Fine Arts (CAFA), respectively.

The title of the work of Mr. Garcia is “Wireless Internet Helpdesk” with Registration No. N2013-136, the work belongs to class N for computer programs. On the other hand, Mr. Ignacio’s “Interdisciplinary Multimedia Arts” claimed for Class A (Books, pamphlets, articles and other writings) and was accorded with Registration No. A2013-1915.

May Ann G. Robledo

ITSO conducts IPR awareness seminar for CAFA

With the conduct of the seminar on Intellectual Property Rights: Challenges and Opportunities for the faculty and staff of the College of Architecture and Fine Arts, the first of the IPO Series of Seminars finally came full circle.

Cont. on p. 7

Robledo attends TNA training

Prof. May Ann G. Robledo, Director, Technology Licensing Office / Innovation and Technology Support Office (TLO/ITSO) attended the training on Technology Needs Assessment (TNA) at the Kimberly Hotel, Malate, Manila, October 17-18, 2013.

The two-day training was composed of the various lectures of the sole lecturer, Dr. Ma. Cecile B. Zamora, Officer-in-Charge, Technology Assessment and Monitoring, Department of Science and Technology-Technology Application and Promotion Institute (DOST-TAPI). They include TNA’s major components of TNA, steps, core business function and the preparation of DOST assessment forms and TNA report.

The different case studies were assigned to each group of participants. Presentations of the outputs per group were conducted on the latter part of the second day of the training.

The participants who attended the said training came from the different agencies under DOST, state colleges and universities, private universities and other research institutions.

Relinda C. Viens

Dr. Zamora of DOST-TAPI while lecturing on the TNA training

Prof. Robledo and the other members of the group during the workshop proper
TUP-ITSO hooks Anak ni Juan Award

The Technological University of the Philippines – Innovation and Technology Support Office (TUP-ITSO) was endowed with the Anak ni Juan Award during the Echo Seminar on IP Commercialization and the 2nd ITSO Annual Planning at the Multi-Purpose Hall, 20th Floor, Bro. Andrew Gonzalez Building, De La Salle University, Manila, November 25-27, 2013.

The Anak ni Juan Award is given to an ITSO which has filed the biggest number of patents and PCT applications under the Intellectual Property of the Philippines’ (IPOPHL) Patent Protection Incentive Package (PPIP), also known as the “Juan’s Thousand Inventions,” signifying the community’s creativity and innovativeness, the aggressiveness to protect their creations and the intense desire to contribute to the economic and technological development of the country. Atty. Ricardo R. Blancaflor, IPOPHL’s Director General and Ms. Carmen G. Peralta, Director, Documentation, Information and Technology Transfer Bureau (DITTB), awarded the certificate to TUP.

Other recipients of the Anak ni Juan Award were Bicol University, University of San Carlos and Design Center of the Philippines.

The first day of the event was the echo-seminar on IP Management and Technology Licensing in University of California Davis; Patent Analytics / Best Practices in Syngenta, Switzerland and; IP Valuation, Licensing Strategy, Capitalization, Innovation and Enterprise, Technology Commercialization and Entrepreneurship, and Business Partnering in Singapore, delivered by Atty. Christopher E. Cruz, University Legal Counsel / Director, DLSU, Intellectual Property Office / Manager, DLSU-ITSO; Ms. Winelma M. Garcia, Intellectual Property Rights Specialist (IPRS) II and Ms. Brianne Nicole A. Sanchez, IPRS I, DITTB, IPOPHL and Mr. Ace C. Acosta, Technology Transfer Office, University Research Associate, Office of the Vice Chancellor for Research and Development, UP Diliman; Mr. Nestor B. Nisperos, ITSO Technical Staff, DLSU and; Mr. Michael Jorge N. Peralta, Executive Assistant for Intellectual Property Research / ITSO Manager, UST-ITSO, respectively.

The second day, on the other hand, was the Franchisor’s Report on the ITSO status and USAID Science, Technology and Research Innovation for Development (STRIDE) by Ms. Ma. Amelou E. Lim, IPRS V, DITTB and Dr. David Hall, Chief of Party, USAID STRIDE, respectively. The oath taking of Patent Agent Qualifying Examination (PAQE) passers of ITSO Batch 2011 then followed afterwards.

The remaining part of the three-day event was allotted to the ITSO planning workshop where host institutions were grouped into eleven (11) teams. The team leader presented the issues and concerns, interventions made and recommendations on their respective institutions.

Ideaspace Foundation, a non-profit organization supported by Manuel V. Pangilinan’s group of companies, through its Executive Director, Ms. Dianne Eustaquio, also informed the ITSOs of their activities particularly in helping budding technology entrepreneurs develop ground breaking innovations and transform these into successful businesses.

IPOPHL’s Deputy Director General Atty. Allan B. Gepty delivered the closing remarks. A total of 58 ITSO host institutions around the Philippines participated in this three-day event.
INVESTING IN TECHNOLOGY DEVELOPMENT BY FRANCHISING
PATENT INFORMATION SERVICES IN THE PHILIPPINES

(continued from Volume 3, No. 2)

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

Unfortunately, Philippine businesses have yet to appreciate the value of patents in raising their competitiveness and transforming the industry from low-cost differentiators to market innovators. There are also very few Filipino inventions registered in the patent system. Statistics show a consistent low resident filing of invention patents since the enactment of the patent laws. Resident filings only account for 3-5% of the total patent filings each year since 1984 (see table). Sadly, even technology professionals and top business executives across sectors have the faintest idea on what are contained in patent documents. Patents are still widely regarded as cryptic and esoteric instruments that no one understands and uses. Consequently, the patent system has never been part of the national consciousness nor has it been considered in crafting national development policies and economic goals. If at all discussed in a public forum, patents are seen more as a menace to business and an obstruction to public good. During the public debate prior to passing the Cheaper Medicines Law (Republic Act No. 9502), the ill effects and abuses of patent rights were constantly in the headlines.

In the 2012 Global Innovation Index, the Philippines ranked 12th among 141 economies in terms of R&D financed by business entities and 26th in terms of R&D actually performed by the businesses. It is the second highest in South East Asia. There is also a significant number of foreign patents filed in the Philippines. It ranked 43rd in inbound PCT filing of foreign technology. Clearly, there is a huge potential for patents to be utilized by the industry to boost their R&D and create a climate for innovation in the country. Thus, when the Intellectual Property Office of the Philippines (IPOPHL) rearticulated its vision in 2010, the overwhelming need to demystify, democratize and development-orient IP, now known as the “3D-IP,” came out as the foremost priority of the office. This is consistent with IPOPHL’s mission as the government entity that “works towards economic, technological and socio-cultural development (of the Philippines) by communicating, enabling and ensuring the effective use of the IP system in all levels of society for the creation, protection, utilization and enforcement of IP.”

Immediately, the new vision captured the imagination of everyone involved in IP work, but it also sparked new interests in IP from those who never thought IP would be relevant, much less desirable and useful, in their line of business, work and careers. The challenge was to rouse their interest with appropriate IP competencies that they can use to add value to their business, work and career. In the patent front, the knowledge and skill to search and use patent information was an ideal place to start.

It used to be that patent information was difficult to find because of the territorial nature of patent laws and the fragmentation of patent databases administered by different patent offices. However, with the increasing inter-operability of IT platforms and

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1 In a study conducted by the International Intellectual Property Institute (IIP), it was found that the Philippines lacks the infrastructure and expertise to turn science and technology research into patented, commercialized inventions through more effective technology transfer mechanisms. http://ipi.org/2010/08/innovation-opportunities-philippines-2.
2 Preliminary Report on the National IP Strategy in 2006 prepared by the Intellectual Property Office of the Philippines (IPOPHL) notes that the National Economic Development Authority (NEDA) and the National Statistics Office (NSO) were unfamiliar with intellectual property and has not included it in any aspect of their work.
3 Republic Act No. 9502 amended the Intellectual Property Code to exclude from patentable subject matter “the mere discovery of a new form or new property of a known substance which does not result in the enhancement of the known efficacy of that substance, or the mere discovery of any new property or new use for a known substance, or the mere use of a known process unless such known process results in a new product that employs at least one new reactant.”
4 The Global Innovation Index 2012 is a collaboration between INSEAD and WIPO. It ranks 97% of the countries all over the world based on 84 indicators to capture the various dimensions of innovation. http://www.globalinnovationindex.org/gii/index.html A demystified IP system implies that everyone knows how to use the IP system in their work, business and careers, characterized by being a) pragmatic, logical and predictable; b) people have a know how and “show how” that can find application in everyday life and c) people without fear nor awe of the IP system.
5 A democratized IP system requires that IP becomes a concern of everyone, becomes multi-disciplinary and not the exclusive domain of lawyers and employees of the IP Office. The tenets of open policy and transparency, public and private partnership, stakeholders’ involvement, continuing dialogues and being borderless best describe this system. A development-oriented system implies that IP is used as a tool for development - beyond registration work. This approach is regarded as having policy-driven actions, balanced treatment between patent information and protection, client oriented or user friendly, custom-tailored to target specific sectors.
the ease of uploading and transmitting digitized information through the Internet, the barriers to the flow of information are breaking down. Similarly, patent information is becoming more accessible through the Internet with search engines that integrate and connect different patent databases. As a result, the use of the patent information is becoming more popular among researchers, R&D professionals and innovators in the developed countries. Information from patents is now used to inform and educate beyond national borders and across organizations. Although, those espousing open innovation and crowd sourcing are in the forefront, private companies have also used it for intelligence gathering and market analysis. This is because technology landscapes and maps can be drawn from patent information to show the relative density of research in specific technology spaces. Patent information is undoubtedly a knowledge stockroom of the world’s science and technology information which Philippine industries can tap into for its learning needs.

The year 2010 was an opportune time to launch the patent information service sector in the country because the 3D-IP vision of IPOPHL was the perfect trajectory to draw in the needed resources and attract institutional partners that would be willing to carry huge endeavors in this initiative. The World Intellectual Property Organization (WIPO) has just introduced its Technology & Innovation Support Services to Asia, and immediately the Philippines requested to avail of said services to help it conceptualize and design the framework for the initiative. At the same time, the International Intellectual Property Institute (IIP) agreed to conduct a study to ascertain the patentability of university researches in the Philippines and recommend solutions on how to extract value there from by using the patent system. This not only served as a baseline study for the initiative, but it provided further justification and evidence on the importance of patents and patent information. The study also brought in experts from the US Patent and Trademark Office (USPTO) and Public Interest Intellectual Property Advisors (PIIPA) who helped assessed the situation in different universities. Additionally, experts commissioned by the European Patent Office (EPO) provided specialized assistance in capacity building. On the demand side, the initiative was timely because the Philippine version of the US Bayh Dole Act – The Philippine Technology Transfer Act (Republic Act No. 10055), was taking effect. And its implementation was paving the way for research institutions to take a renewed interest in patents. The law called on “all research and development institutes and/or institutions (RDI) that perform government-funded research and development (R&D) to take on technology transfer as their strategic mission and to effectively translate results of government-funded R&D into useful products.” As a result, the Department of Science and Technology, together with all its regional offices, which are charged with the mandate of implementing the law, were keenly interested in promoting patents and patent information. Hence, the Innovation & Technology Support Offices (ITSO) Project, which was also known as the “Patent Libraries” Initiative, was born amidst the heightened awareness on patents and patent information.

The concept of ITSO was to establish a network of patent information service centers inside universities all over the country to push scientific and technology information found in patent databases to local industries and to assist faculty and student researchers to use patent information in their researches to support IP creation.

¹² “In the context of global knowledge management, executive managers realized the role of patent information and the knowledge included therein in enabling internal innovators to obtain inputs from external rich sources of knowledge, as the world became interconnected.” Yo Takagi and Andrew Czajkowski. World Patent Information – Building patent information infrastructure and capacity in LDCs and developing countries. SciVerse Science Direct. www.elsevier.com/locate/worpatin

¹³ “Technology and Innovation Support Centers (TISCs) provide innovators in developing countries with access to locally based, high quality technology information and related services, helping them to exploit their innovative potential and to create, protect, and manage their intellectual property rights.” http://www.wipo.int/tisc/en/

¹⁴ Republic Act No.10055 entitled “An Act Providing the Framework and Support System for the Ownership, Management, Use and Commercialization of the Intellectual Property Generated from Research and Development Funded by Government and for Other Purposes” aims to promote and facilitate the transfer, dissemination and effective use, management and commercialization of technology and knowledge resulting from R&D funded by government.
The Intellectual Property Office of the Philippines (IPOPHL) conducted the “ITSO Training on Patent Drafting 2” on October 17-18, 2013. The training was held at Building 1, Seminar Rooms A&B, Ground Floor, of Technological Institute of the Philippines (TIP) Quezon City.

Prior to this training, IPOPHL conducted the Patent Drafting 1 at Adamson University July 23-26, 2013. The training was participated in by ITSO personnel/representatives from different schools including the TUP-ITSO. Representatives from the TUP-ITSO were Ms. Relinda C. Viens, ITSO admin staff, Ms. Maribelle R. Jualayba from College of Industrial Technology, Dr. Maria Dolores T. Tabanera and Ms. Wellanie M. Molino, both from College of Science.

On the opening day of the training, Dr. Elizabeth Quirino-Lahoz, Vice Chairman of the Board of Trustees and the third President of the Technological Institute of the Philippines gave her warm welcome to all the participating ITSOs. Dr. Bartolome T. Tanguilig III, TIP Assistant Vice President – Academic Affairs and Ms. Carmen G. Peralta, Director, Documentation, Information and Technology Transfer Bureau (IPOPHL) gave their welcome remarks.

During the training proper, Atty. Bayani B. Loste and Dr. Benjamin Chan gave a review on Spotting the Invention and Claims Drafting Tips and Pointers. The pair discussed on Spotting the Invention for Paper A and on how to formulate independent claims. After the discussion, individual workshop on claim drafting I and II was given to the participants.

Meanwhile, on Day 2, Atty. Bayani B. Loste discussed on Claims Amendments, Novelty and Inventive Step. After the discussion, an individual workshop on how to amend for paper B was given. The lecturers then collected the paper B documents drafted by the participants. Dr. Chan examined the participants’ outputs assisted by Atty. Bayani B. Loste.

The said training aimed to provide knowledge on drafting of specifications and response to examiner’s action through actual exercises.

The aim of the workshop was to improve patent drafting skills and learn techniques to solve difficult problems through inventions and innovations.

This four-day workshop was divided into two parallel sessions: Mechanical and Non-Chemical Group. Mechanical group was facilitated by Atty. Bayani B. Loste and Dr. Benjamin Chan while Chemical group was spearheaded by Engr. Arlene Prudenciado, Engr. Angelito Caezr Arceo and Atty. Sheilah P. Tomarong-Cañabano.

Moreover, participants were given course materials, sample problems and model answers related to patent drafting.

Attendees of the four-day seminar had completed the Patent Drafting I and II conducted by the Intellectual Property Office of the Philippines.

Ms. Relinda C. Viens, TUP-ITSO Administrative Staff and Mr. Jerry G. Ligaya, Faculty member and TUP-ITSO Patent Searcher, attended the said seminar.

ITSO conducts IPR ….from p. 2

Prof. Rafael P. Ignacio, CAFA faculty representative to ITSO was in-charge of the activity. ITSO Director, May Ann G. Robledo and technical expert, Engr. Norway J. Pangan, served as the resource persons. The seminar was held from 1-5 pm last October 4, 2013 at the CAFA Auditorium. In attendance were 25 personnel from the Graphics, Architecture and Fine Arts Department of the College under the leadership of the College Dean, Arch. Roberto D. Panganoron.

OIC President Dr. Olympio V. Caparas delivered the inspirational message and VPRE Dr. Nilo S. Salas gave the closing remarks. The seminar participants actively engaged the resource persons during the open forum, an indication of their interest on IP concerns. ITSO will be looking forward for your continuing participation in the upcoming IP seminars.

**Wellanie M. Molino**

**Jerry G. Ligaya**

**Ma. Dolores T. Tabanera**
Of Awards and Recognitions

May Ann G. Robledo

The Technological University of the Philippines won second runner up in the Philippine Chamber of Commerce and Industry (PCCI) Ambassador Alfredo M. Yao (AMY) Intellectual Property Awards 2013, which indeed has brought honour to the university. This is an indicator that the Intellectual Property Awareness among the TUP stakeholders has now awakened from its deep slumber.

This recent national award where TUP was recognized through Mr. Ryan C. Relayo’s Universal Serial Bus (USB) Musical Percussion Instrument Interface showcased not just TUPians’ ingenuity but respect for intellectual property as well. This utility model application received monetary reward for both the university and the inventor from PCCI, an agency that is the country’s single voice of business. PCCI, then, has an enormous role in the probable commercialization of protected technologies.

TUP was also bequeathed with the “Anak ni Juan” award for having an ITSO which has filed the biggest number of patents and PCT applications under the IPO PHL’s Patent Protection Incentive Package known as “Juan’s Thousand Inventions,” signifying the community’s creativity and innovativeness, the aggressiveness to protect their creations, and the intense desire to contribute to the economic and technological development of the country.

With these two awards that TUP reaped in the last quarter of 2013, this denotes that we are truly moving forward after two years since its establishment and in that, we are at par with other ITSOs around the Philippines. Nevertheless, we should never be lenient; instead the community should continue to embrace the IP system and the transformation it can bring to our research endeavours. Awards and recognitions are just motivators, but after these awards are challenges that we must surpass in increasing the university’s IP assets. The ITSO, as its name implies, is just a support office for the IP protection needs of TUP, but raising this asset requires the full cooperation and assistance of each one of us.

Hence, the rule of the game now is 3P, protect, publish and profit, then, awards and recognitions follow.

How can you protect your Mark?

Answer:
In the Philippines, a trademark can be protected through registration. Registration gives the trademark owner the exclusive right to use the mark and to prevent others from using the same or similar marks on identical or related goods and services.

The right to a trademark is granted to the one who first files a trademark application with the IP Philippines. Before applying for trademark registration, it would help if you conduct a search in the trademarks database to determine if there are identical or similar marks that would prevent the registration of your mark. This is to prevent future conflicts with marks database to determine if there are identical or similar marks that would prevent the registration of your mark. This is to prevent future conflicts with marks that are already registered or with earlier filing dates.

The trademark protection granted by IP Philippines protects your mark only in the Philippines. If you want your mark protected outside the country, you will need to file applications in the countries where you want your mark registered.