ITSO files 7 copyright apps

ITSO filed seven (7) new copyright applications from the works of various faculty and students from the different colleges of TUP in March 2014.

From the College of Industrial Education (CIE) was the copyright application of Dr. Helen D. Caparas and Mr. Rolando C. Suerte Jr. entitled, “Dried Squash as Feed Extender for Broilers.” This application claimed for Class O. Another application from CIE was the software of Mr. Ryan C. Relayo for his utility model application entitled, “Universal Serial Bus Musical Percussion Instrument Interface.” The said application was named as “Beat Boxx” and claimed for Class N. The CIE copyright applications were filed on March 4 and 17, 2014.

From the College of Industrial Technology (CIT) was the copyright application of Ms. Annalyn N. Gebe and her co-music renderer, Mr. Jowett S. Garcia. Their work was entitled, “Dakilang Papuri at Pasasalamat,” a worship song that claimed for Class F and was filed on March 17, 2014.

From the College of Architecture and Fine Arts (CAFA) was the copyright application of Arch. Roberto D. Panganoron entitled, “The Typology of the Redevelopment of the Technological University of the Philippines.” The application claimed for Class G and was also filed on March 17, 2014.

From the College of Architecture and Fine Arts (CAFA) were three different applications filed on March 25, 2014. The first was the work of CLA College Secretary, Prof. Roselie Galiga and former CLA Dean, Dr. Martina Mendoza. Their work was entitled, “Updating the Master in Management Program.” The application claimed for Class A. The second and third applications were the powerpoint games developed by BSME 2A enrolled under the Philosophy class of Prof. Galiga. They were entitled, “Whack-A-Philosopher” and “Philosophy Trivia Quiz,” both claimed for Class O.

PSME-SU invites ITSO Manager for IP awareness

The Philippine Society of Mechanical Engineers, Technological University of the Philippines Student Unit (PSME-TUPSU) conducted an Academic Enhancement Seminar about Intellectual Property Rights (IPR) awareness held on March 7, 2014 at the new College of Engineering Building.

TUP files first ID App

The Technological University of the Philippines, through the Innovation and Technology Support Office (TUP-ITSO), filed its first Industrial Design (ID) Application at the Intellectual Property Office of the Philippines on March 18, 2014.

The first ID application was from the design of Arch. Elpidio T. Balais Jr., faculty member of the College of Architecture and Fine Arts (CAFA) entitled, “Odourless Drainage Cover,” with Application Number 3-2014-000254.

Industrial design is the ornamental or aesthetic aspect of an article and is primarily of an aesthetic nature and any technical features of the article to which it is applied are not protected.
Each ITSO will be equipped to render affordable patent information services upon demand of the local business community, and it shall serve as a gateway for other university-industry collaborations that promote technological innovation. The ITSO may also offer short courses on IP for the faculty and help design course materials for teaching IP in the university. For colleges and universities without a technology transfer offices (TTO), the ITSO may also extend their functions using their competence in patent drafting, patent prosecution and technology commercialization. When functioning at its full capacity, ITSO should be able to support IP creation, enable IP protection and facilitate IP commercialization. The design of ITSO was partly inspired by the network of “Patlibs” in Europe and the Patent Trademark Depository Libraries (PTDL) of the United States which were instrumental in collectively propagating the use of patent information in areas beyond the reach of the patent office, hence the name, “Patent Libraries” was used interchangeably with ITSO. Since universities and colleges are scattered all over the country and have an abundance of knowledge professionals, they were the logical choice to host ITSO. The challenge, however, is how to get their long-term commitment to fund and support their ITSO. Recruiting faculty members who are willing to be trained and work for the ITSO also proved to be difficult. Unlike the practice in other countries, researchers in the Philippine generally do not use patent literature. Lacking the skill required to conduct a meaningful searches through millions of patent documents coupled by the difficulty of reading and understanding patentees, researchers in the country normally exclude patents in their review of literature. And, with a “publish or perish” mentality, researchers more often than not, rush to publish their works without exploring the option of securing patent protection for their inventions. Consequently, like their counterparts in the industry, the academic community is also oblivious of patents and its impact on their research work. Thus, setting up the ITSO inside the universities and colleges posed a bigger challenge of changing the “publish or perish” culture in the academe.

After almost a year of road shows presenting the ITSO Project to the academic community and meeting different university presidents and their boards, an initial batch of 29 institutions signed an initial 2-year agreement to set up an ITSO in their respective campuses. The agreement set forth the obligation of the host institutions to provide an office space with equipment and fixtures, employ two technical staff and a manager, and finance the operations of ITSO. At the end of the two-year agreement, universities commit to sign a franchise contract with IPOPHL in order to operate a standardized system across all ITSO in the country.

to be continued...
PSME-SU invites ITSO...from p.1
The seminar aimed at educating the incoming 5th year students about Intellectual Property Rights, and provide the students ideas for their Project Study and to prepare them for the future application of IPR in Mechanical Engineering field.

Prof. May Ann G. Robledo, Director of the Innovation and Technology Support Office was invited as resource speaker. A total of sixty four (64) Engineering students attended the said event. The seminar ended with the awarding of the certificate of appreciation to the resource speaker by the PSME-SU officer.

Relinda C. Viens

CLA, CIT obtain copyright registrations
The College of Liberal Arts and the College of Industrial Technology obtained copyright registrations with the Certificate of Copyright Registration and Deposit released on January 6 and 10, 2014, respectively.

CLA’s copyright was registered on December 6, 2013 with Registration No. B2013-200 entitled, “College of Liberal Arts’ Showcase of Sophisticated Ideas in a Compendium (CLASSIC).”


Processing of copyright registrations and deposits is being handled by the National Library of the Philippines in T.M. Kalaw, Manila.

May Ann G. Robledo

ITSO files response to formality exams
TUP-ITSO filed responses for the two formality examinations of the patent applications of Ms. Jeelene B. Asiong and Engr. Ariel A. Dela Cruz, March 18, 2014.

Ms. Asiong and Engr. Dela Cruz’ inventions entitled, “Alternative Natural Dye from Philippine Teak Leaves” and “Waste Shredded Luffa Fiber and Waste Mixed Plastic as Composite Materials in Particle Board” were filed on June 21 and July 8, 2013, respectively.

The said responses to the formality examination reports were filed to the Intellectual Property Office of the Philippines (IPO PHL) after receiving the letter mailed to TUP-ITSO on January 27 and March 4, 2014. 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.

May Ann G. Robledo

BSFT, BSHRM and NFT students attend IP Awareness and Patent Search and Information Strategies
The Food and Apparel Technology (FAT) Department of the College of Industrial Technology (CIT) requested a seminar-workshop on IP rights and Patent Search and Information Strategies to the Innovation and Technology Support Office on different schedule for the whole month of January, 2014.

BSFT, BSHRM, and NFT students attended the said activity that was held at the office of TLO/ITSO, Ground Floor, College of Liberal Arts/College of Science building. The seminar-workshop was aimed to broaden the knowledge and responsiveness of the participating students about patent searching and to avoid duplication of their thesis.

Prof. May Ann G. Robledo, Director, Innovation and Technology Support Office, was the speaker while Ms. Relinda C. Viens, Administrative Staff, served as the facilitator. After the IP awareness, the students were given a patent search workshop. The students were very much cooperative in the workshop by showing their interest in patent searching activities.

The BSFT, BSHRM and NFT was under the advisory of Ms. Bernadeth Gilbor, Prof. Felicidad Agustin and Ms. Veronica Dela Rosa, faculty members from CIT-FAT Department. A total of one hundred fifty two (152) students participated in the said seminar-workshop.

Relinda C. Viens

TUP files first...from p.1
When an industrial design is protected, the owner, the person or entity that has registered the design, is assured of an exclusive right against unauthorized copying or imitation of the design by third parties.

May Ann G. Robledo
The extension of the Intellectual Property Office of the Philippines (IPO PHL)’s Juan’s Thousand Inventions or the Patent Protection Incentive Package from December 2012 until December 2015 has opened up another avenue for the members of the ITSO network to avail of this opportunity in terms of patent filings.

Through this PPIP, IPO PHL shall waive the filing fees and fees for excess claims, formality examination fees, substantive examination fees and publication fees. There shall also be no annuity payment up to the 15th year.

This extension on free patent filings also means that this is an extended opportunity for Higher Education Institutions (HEIs) to continuously search for their patentable technologies, apply them for patenting and later on, gear towards commercialization for the university to generate income. It is now undeniable that corporatization of state colleges and universities (SUCs) are already in place, as indicated in Republic Act 8292, otherwise known as the Higher Education Modernization Act of 1997, which empowers SUCs in the Philippines to engage in corporate activities in order to generate revenues.

Protected and commercialized technologies can be an answer to this corporatization.

Thus, this is the chance for the TUP community to avail of this extension so that our IP assets shall continuously increase. Research outputs that are produced in the university every year and have been applied for patenting are clear indicators of their quality. Hence, this extension can be considered both as a challenge and an opportunity on the research endeavours of the university.

This is a challenge posed to the faculty members and students who are engaged in research to produce outputs that are really patentable in nature, a true challenge that shall direct the researchers now to access patent information and make use of it in their undertakings. On the other hand, this extension also becomes an opportunity because once we produce patentable research outputs, the government, through IPO PHL, will lend strong support by making the patent system more accessible to the academe, and not just for business enterprises.

Shall we accept this challenge and opportunity, or simply neglect it? It is our call.

**IP ZONE.....**

**IP Frequently Asked Questions**

**Trademark**

*What Mark may be registered?*

**Answer:**

Your mark should be able to distinguish your goods or services from those of others. Your mark should also meet the requirements for registrability of marks under Sec. 123.1 of the Intellectual Property Code.

*Your mark will not be registered if it is:*

1. Descriptive
2. Misleading
3. Generic and Customary to trade
4. Contrary to Public Order or Morality
5. Consists of Names, Portraits of person, Maps, Flags and other Political Symbols.
6. Shape not distinctive and if color is not defined by a given form
7. Marks that may cause confusion
8. Identical with, or confusingly similar to Well-known-Marks

**Descriptive**

These are marks that describe the characteristics of the goods or services. Examples are “DURABLE” for shoes (describes the quality), “A LITER” for cooking oil (quantity), and so is “KITCHEN” for cooking utensils (intended purpose).