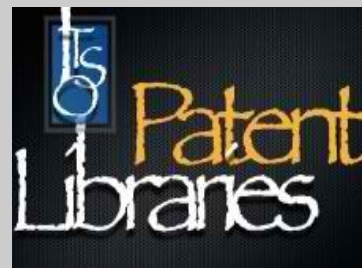




# TUP-TLO

## Quarterly Newsletter



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### TUP-V invites TLO-ITSO personnel



*Ms. Robledo and Ms. Jualayba while discussing the patent drafting workshop to the faculty members of TUP-V*

Technological University of the Philippines Visayas Campus invited Prof. May Ann G. Robledo, Director, TLO-ITSO and Ms. Maribelle R. Jualayba, Technical Expert, in a Patent Drafting Seminar-Workshop and Research Colloquium held at this campus on December 12, 2014.

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### Jualayba, Viens attend ID and TM Seminar

Ms. Maribelle R. Jualayba and Ms. Relinda C. Viens of the Technology Licensing Office / Innovation and Technology Support Office of TUP-Manila attended the National Seminar on Industrial Design and Trademarks held at Intellectual Property Office of the Philippines (IPOPIL), McKinley Hill Town Center, Taguig City, October 16, 2014.

The topics discussed focused on trademark and industrial design. During the morning session, Atty. Jesus Antonio Ros, IP Rights Specialist V, Bureau of Trademarks, IPOPIL, presented the "Overview of the Trademark System in the Philippines." Mr. Ignacio de Medrano Caballero, Project Leader of EU-ASEAN Project on the Protection of Intellectual Property Rights (ECAP III), then discussed the "Trademark Protection in the European Union: Community Trademark System." Then Ms. Corazon Marcial, IP Expert of ECAP III, talked about the "International Route of Trademark Protection: Madrid Protocol." In the afternoon Engr. Amelita Amon, IP Rights Specialist V, Bureau of Patents, IPOPIL, talked about the "Overview of Industrial Design Protection in the Philippines." Then, Mr. Caballero presented the "Industrial Design Protection in the European Union: Community Design System." Finally, Mr. Denis Croze, Director, WIPO Singapore Office discussed the "International Route of Design Protection: Hague Agreement."

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## **TUP obtains 7 Copyright Registrations**

The Technological University of the Philippines, through the Innovation and Technology Support Office (ITSO), obtained seven copyright registrations, November 17, 2014.

The registered copyrights were the works of Dr. Cristina Celarta, a faculty member from the College of Industrial Education entitled, “Correlates of Motivation and Interest of BTTE Student Teachers to their Course,” and “Learning Styles of BSIE / BTTE Students in CIE-TUP Manila.” Dr. Andres Z.Taguam and Dr. GremildaGloso were the co-authors of Dr. Celarta in the first copyright. The works claimed for Class O with registration number 02014-1795 and 02014-1796, respectively.

The other five registered copyright were the works of Arch. Roberto Panganoron, a faculty from the College of Architecture and Fine Arts, filed on November 18, 2014 entitled “Covered Walkway,” “Covered Court,” “CAFA Amphitheater,” “Renovation of Guest House” and “Renovation of Centennial Stage.” All works claimed for Class I.

*Maribelle R. Jualayba*

### ***TUP-V invites (continued from page 1)***

The one-day affair started with an opening prayer and the singing of the national anthem followed by the welcome remarks of TUP-V’s Assistant Director for Research and Extension, Engr. Nelson V. Franco. Ms. Ma. Rodelyn S. Tibon, TUP-V ITSO Manager then introduced the resource speakers.

Prof. Robledo discussed the steps in patent drafting while Ms. Jualayba facilitated the drafting workshop.

The afternoon session, on the other hand, was allotted for the research colloquium where research policies were discussed by TUP-V’s Research Coordinator, Engr. Ace Zander Antonio.

The participants of the said event were faculty members from the different departments of TUP-V.

*May Ann G. Robledo*

## **IPOPHL conducts ITSO Training on Patent Drafting I**

After the series of seminars and trainings on Intellectual Property such as the Foundation on Intellectual Property Rights, the different treaties, different patent search tools, the Intellectual Property Office of the Philippines (IPOPHL) conducted training on Patent Drafting 1 held at the Technological Institute of the Philippines in Quezon City, October 21-24, 2014.

On the first day of the training, Dr. Benjamin Chan, the ITSO Manager of Ateneo De Manila University discussed the different parts and information seen on patent documents, patentable subject matter of the product or process to be patented. The next topic was all about the novelty and inventive step which was discussed by Dr. Jonathan Salvacion, ITSO Manager of Mapua Institute of Technology. The next speaker was Atty. Abaraham Acosta who discussed industrial applicability, unity of invention and the patent process. On the other hand, the different types of claims were taught by Mr. Caesar Arceo, the Supervising Science Research Specialist of DOST-TAPI. He reiterated that the claims in an invention/innovation cover the overall protection of the product or process.

On October 22, the second day of the training, the attendees were divided into two groups, the Mechanical and the Chemical Group. Dr. Salvacion and Mr. Arceo handled the Chemical Group while Dr. Chan and Atty. Acosta were in-charge to the Mechanical group. The first activity on the second day of the training was a lecture in drafting a good set of claims. After the lecture, the first exercise was to formulate an independent claim without regard to prior art.

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### ***Jualayba, Viens (continued from page 1)***

The seminar was attended by representatives from different companies, law firms, government offices and the academe were TUP is the only one in this sector. The said seminar was made possible through the IPOPHIL and the Office for Harmonization in the Internal Market (OHIM).

*Maribelle R. Jualayba*

### ***IPO-Phil conducts (continued from page 2)***

On October 23, the 3<sup>rd</sup> day of the training, series of exercises were given to the attendees. These are writing a dependent claim, writing a description, writing a complete set of claims and description. The last day of the training was also allotted to the last exercise which was writing a complete set of claims, spotting the invention and formulating the independent claim.

The training aimed to provide knowledge on the procedures to be followed in the various areas of substantive examination of patent applications in accordance with the IP Code and the Implementing Rules and Regulations (IRR) and to introduce patent drafting through actual examples and exercises. Mr. Jerry G. Ligaya, faculty member of TUP Manila and Ms. Jane E. Morgado, faculty member of TUP Taguig, were the representatives of the university in the training.

*Jerry G. Ligaya*

### **TAPI organizes IP training series**

The Department of Science and Technology – Technology Application and Promotion Institute (DOST-TAPI), in cooperation with the De La Salle University Innovation and Technology Office (DITO), organized the second and third part of the training series on Advanced Intellectual Property held at the Heritage Hotel, September 30 to October 1 and October 15 to 16, 2014.

The second module focused on the “Business Development: Exploitation of IP” with Mr. Federico Gonzalez and Mr. Nestor B. Nisperos Jr. as focal speakers. Activities included were discussions on business model, business plan basics and team exercises. On the latter part of October 1, Dr. Gonzalo C. Serafica shared his successful industry experience before the participants.

On the other hand, the last module, “Negotiating Technology Licensing Agreements,” was held on October 15 to 16. Atty. Christopher E. Cruz discussed the fundamental principles and key terms in technology licensing agreements while Dr. Nilo T. Bugtai focused his lecture on negotiating guidelines. The afternoon session of the last day was allotted for the technology pitching of each group.

*May Ann G. Robledo*

### **ITSO files response to formality exam**

TUP-ITSO has filed the response to the formality examination report of the Patent Application of Ms. Jonalyn B. Perong from TUP-Taguig entitled “Energy-Generating Concrete Tile and Method of Preparation Thereof,” with Application No. 1-2014-000246 December 17, 2014.

The said response to the formality examination report was filed to the Intellectual Property Office of the Philippines (IPO PHL). This 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 patent application was filed last August 29, 2014 under the Patent Protection Incentive Package (PIIP) of IPO PHL. This invention was also selected as one of the ten finalists in the Philippine Chamber of Commerce and Industry (PCCI) Alfredo M. Yao National Intellectual Property Awards 2014.

*May Ann G. Robledo*

### **CIT organizes IP awareness and Patent Search Seminar Series**

To respond in the challenges in the area of research, the College of Industrial Technology (CIT) organized an Intellectual Property Awareness and Patent Searching Seminar, November 26 to December 5, 2014. The seminar-workshop was held at the TUP-ITSO with Prof. May Ann G. Robledo, Director, and Ms. Maribelle R. Jualayba, Technical Expert, as the resource speakers.

Attendees of the said seminar-workshop were CIT students, particularly from Civil Engineering Technology, Electronics Engineering Technology, Computer Engineering Technology, Electronics and Communications Engineering Technology and Bachelor of Science in Hotel and Restaurant Management.

*Maribelle R. Jualayba*

# PRAISE and IP

May Ann G. Robledo

The salary that every employee receives from his work is typically his bread and butter. He is working, setting the target, beating the deadline then at the end of each year; he will be gauged whether he has fallen short of his goals or has successfully realized his targets. The agency may then analyze why such things happened so later, they can strategize on how to improve the performance of each employee.

Motivating employees can be categorized into two, positive and negative. The positive type of motivation entails rewards while negative motivation involves fear and threat. Obviously, everyone wants the first type. This is the reason how various incentive schemes floated in the surface, the Performance-Based Bonus and the Program on Awards and Incentives for Service Excellence or PRAISE.

Department of Finance, for instance, in its Department Order #008.2014 dated January 27, 2014, it shall provide incentives to deserving employees and interventions to motivate employees and/or groups who have contributed ideas, suggestions, inventions, discoveries, superior

accomplishments and other personal efforts.

PRAISE Civil Service Commission (CSC) – approved program established under CSC Memorandum No. 01 s. 2001. This program also has a touch of intellectual property (IP) on it. In the academe and other RDIs where research is really an important component, IP has already found its value. The acronym IDEAS means Inventions, Discoveries, Economic measures, Accomplishments and Suggestions where inventions are linked to IP through the two types of IP rights, patent and copyright. This implies that IP should really be appreciated because of the due rewards that it may offer, may be not this time, but in the future. IP then can be equated to PRAISE.

Only hypocrites will say that they are not looking forward for monetary rewards to compensate all the hard work especially the deserving ones, however, this must not mean that the quality of work will be compromised if this is not given. Anyway, we are liable to no one else but God who deserves our praise.

## IP ZONE..... IP Frequently Asked Questions

### Trademark

Your mark will not be registered if it is:

#### MARKS THAT MAY CAUSE CONFUSION

Your mark cannot be registered if it is identical with or similar to a registered mark or a mark with earlier filing date for goods and services that are exactly the same or for goods and services that are related. Consumers should not confuse your mark with the marks of others.

#### Identical with, or confusingly similar to WELL-KNOWN MARKS

Marks that are identical with or similar to marks that are known internationally and in the Philippines will be refused registration.

What are the requirements to apply for registration?

1. A duly filled out trademark application form
2. Drawing of the mark
3. Payment of fees



**TUP-TLO**  
Quarterly Newsletter



### Editorial Board

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|-------------------------|--|
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Note: You can send your inquiries, comments, & suggestions to [tup\\_tlo\\_itso@yahoo.com](mailto:tup_tlo_itso@yahoo.com)