



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

IPOPHL DIGITAL TRANSFORMATION JOURNEY

**Challenges and Solutions,
Change Management**

JESUS ANTONIO Z. ROS, LL.M.

08 May 2023

OUTLINE



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

- **Pre-Automation**
- **TEAMS Phase**
- **IPAS Phase**
- **Business Process Streamlining**
- **Further Optimization (Next Steps)**

FILING TO REGISTRATION



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

YEAR	TAT (months)	FILINGS
2004	57.68	12,143
2005	47.70	12,732
2006	38.11	14,495
2007	18.99	15,073
2008	10.77	15,856
2009	10.80	15,203
2010	9.94	16,830
2011	8.12	18,612
2012	6.83	20,058
2013	8.25	22,664
2014	8.51	25,684
2015	8.19	27,115
2016	8.25	27,175
2017	3.41	31,839
2018	3.99	35,754
2019	3.38	39,319
2020	4.84	35,425
2021	3.29	39,648
2022	3.57	41,235

PRE-AUTOMATION



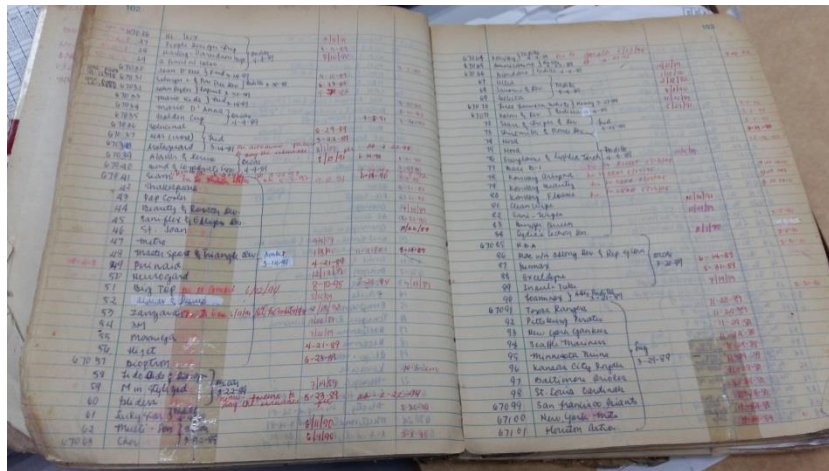
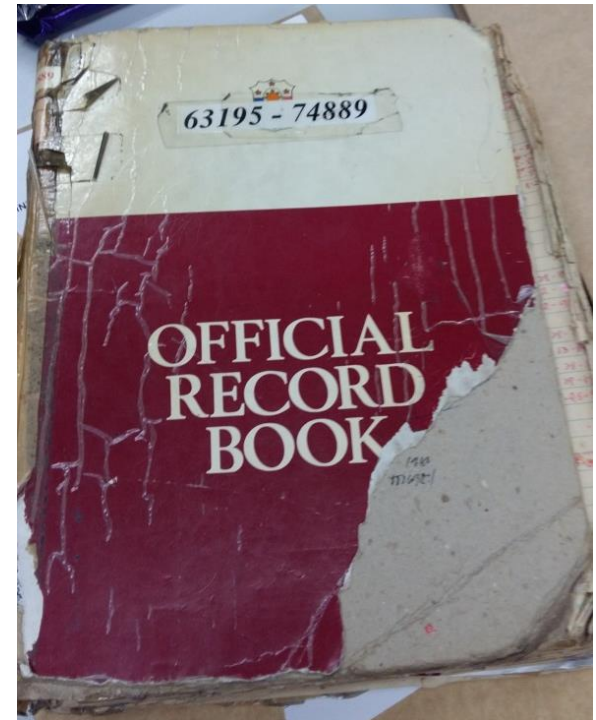
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PRE-AUTOMATION



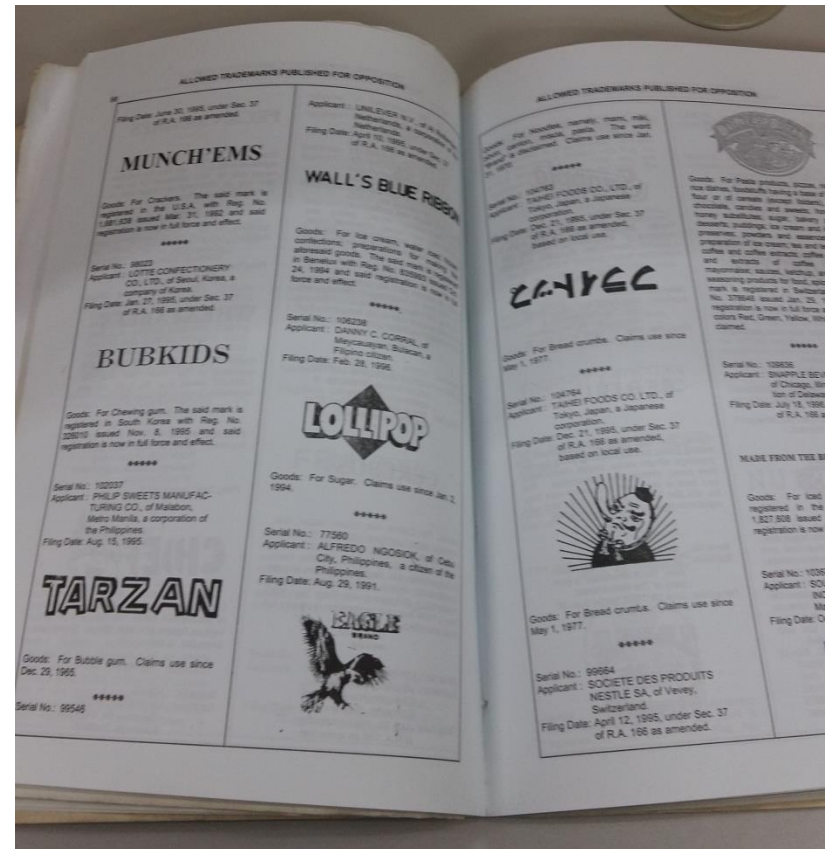
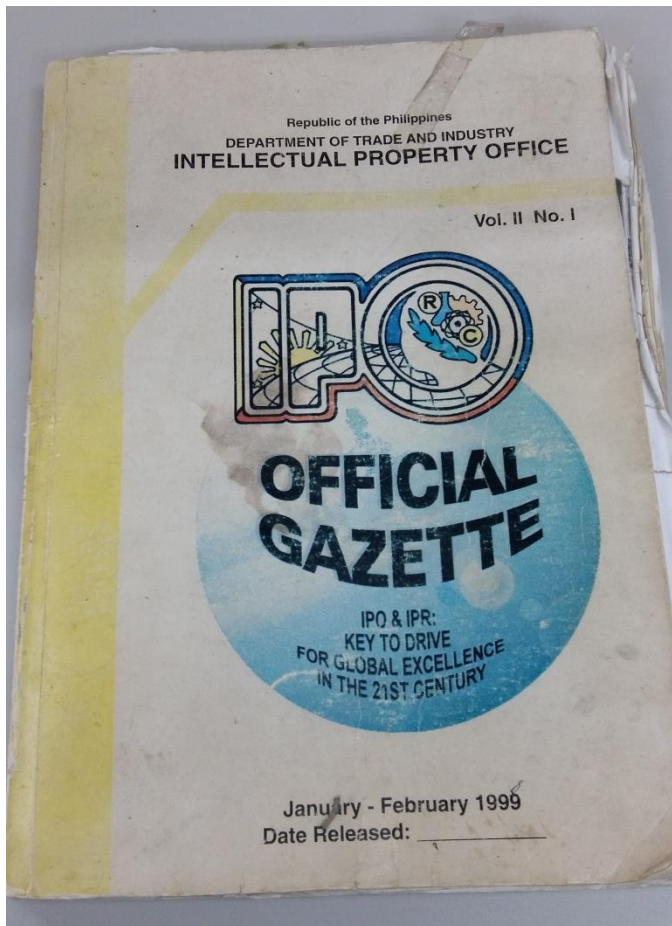
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PRE-AUTOMATION



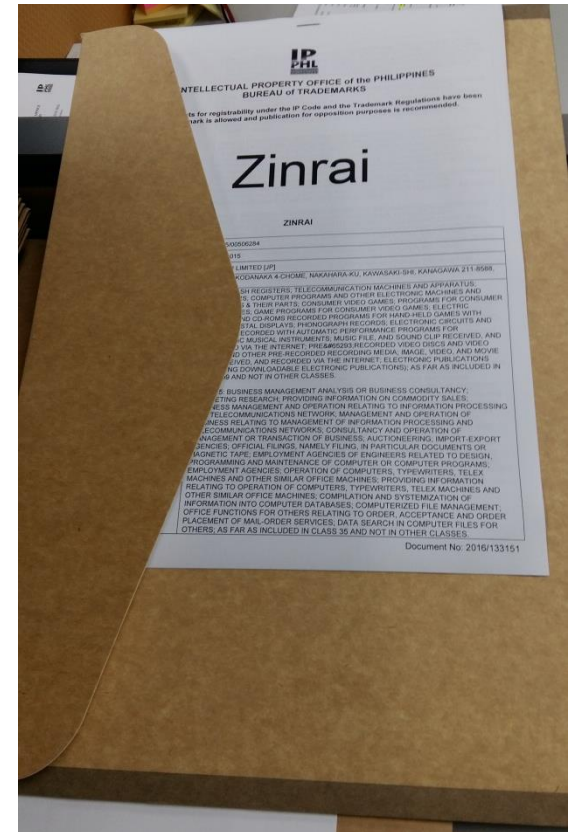
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PRE-AUTOMATION



INTELLECTUAL PROPERTY
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CHALLENGES



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES


- **Lack of manpower**
- **Increasing number of applications**
- **Complex registration process**
- **Long processing time**
- **Self-sustainability**
- **Accession to Madrid Protocol**

AUTOMATION PHASE




INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Trademark Electronic Application Management System

 INTELLECTUAL PROPERTY OFFICE

Login


Password




Bureau of Trademarks System

Trademark Electronic Application Management System

Trademark Electronic Application Management System

 INTELLECTUAL PROPERTY OFFICE

- Receiving of Forwarded Application*
- Receiving of Forwarded Response/Communications*
- Assignment of Workloads*
- Forwarding of Applications*
- Forwarding of Outgoing Communications*
- Search Completed*
- Examiner's Action Items*
- Counter-Check Applications*
- Divisional Reports/Action Letter*
- Bibliographic Data*
- Reports Generation*
- Progress Query*
- DAU Search*
- Vienna Class*
- Update/Reverse the Status*
- Close*



BOT Main Menu

Trademark Electronic Application Management System

TEAMS



INTELLECTUAL PROPERTY
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Allowed examiners to do online search for confusingly similar marks; replaced card catalogue



TEAMS



INTELLECTUAL PROPERTY
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Workflow automation from filing to printing of certificates



IP
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Certificate of Registration

Registration No. 4,281,928/01
Date of Registration: May 11, 2016
Period: 10 years with 10 May 11, 2026



TRADE MARK DEVICE

THE MARKS/IN-CUPCAKE WITH WHITE KING AND CHERRY ON TOP, CUPCAKE
BY STYLIZED FONT IS BELOW THE FIGURE.

Applicant No.	4,281,928/01
Filing Date	June 24, 2015
Registered	4,281,928/01/01
Registered Address	ROOM 104, TRULY DOOR, WORLDWIDE BUSINESS CENTRE, 42-47 SHAN NEE STREET, FOYEH SHI TAI, HONG KONG
Class(es)	18
Goods/Service(s)	TRAVELLING BAGS, HANDBAGS, SHOPPING BAGS, BRIEFCASES, CUPCAKES, BUTT CASES, PEY CASES, LEAF WRAPPING AND POINTY BAGGERS.
Class of Goods	BROWN AND RED
Appearance	NONE
Class of Priority	NONE
Transmission or Transmission	NONE
Name of Applicant	ARNOLD T. BELLEKAZA
Published for Opposition	878 4-281928, ISSUED 01 JUN 16, 2016

LEMP & ASSOCIATES
Sole Agent
77813324

TEAMS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Used templates and forms for official actions, for example

- citation of marks**
- absolute grounds**
- disclaimers**

TEAMS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Capable of generating online publication

INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

e-Gazette Trademarks

TRADEMARKS PUBLISHED FOR OPPOSITION
Release Date : 9/24/2012

[E-Gazette Home](#) [Table of Contents](#)

Please use/click "trademark search" to view the bibliographic data of a particular Application/Serrial No.

#	Application Number	Date Filed	Trademark	Applicant	Nice Class
1	42010006896	6/25/2010	EFFECTIOSE	PIERRE FABRE DERMO-COSMETIQUE	01
2	42012000375	1/10/2012 3:47:00 PM	RA & DEVICE	EDWARD OLIVER A JOSE	01
3	42012002755	3/6/2012 3:54:00 PM	ATLAS USP UREA SUPERPHOSPHATE (20-10-0) AND DEVICE (LABEL MARK)	ATLAS FERTILIZER CORPORATION	01
4	42012002756	3/6/2012 3:54:00 PM	ATLAS HI-YIELD GRO (17-7-17) AND DEVICE (LABEL MARK)	ATLAS FERTILIZER CORPORATION	01
5	42012002787	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 14-14-14 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
6	42012002788	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 16-20-0 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
7	42012002789	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 14-10-14 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
8	42012002790	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 16-16-0 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
9	42012002791	3/6/2012 3:54:00 PM	FUJIYAMA PLANTERS 15-0-20 AND LABEL DESIGN	ATLAS FERTILIZER CORPORATION	01
10	42012003631	3/22/2012 2:31:00 PM	PLIOLITE	OMINOVA SOLUTIONS INC.	01
11	42012004442	4/12/2012 3:38:00 PM	PRIME EC FOLIAR PLANT FOOD	RICHFUND IMPORT & EXPORT CO., LTD.	01
12	42012004443	4/12/2012 3:38:00 PM	PLANTMATE WITH 25 BENEFICIAL MICROORGANISMS	RICHFUND IMPORT & EXPORT CO., LTD.	01
13	42012006413	5/30/2012 8:25:00 AM	AQUA STOP AND DEVICE	DERRICK A TAN	01
14	42012006847	6/6/2012 3:22:00 PM	CEPHEID	CEPHEID	01
15	42012007243	6/15/2012 6:09:00 PM	HYJET	EXXON MOBIL CORPORATION	01
16	42012007613	6/25/2012 5:17:00 PM	FISCHER	fischerwerke GmbH & Co. KG.	01
17	42012007614	6/25/2012 5:19:00 PM	FISCHER (WORD AND DEVICE)	FISCHERWERKE GMBH & CO. KG.	01

Windows taskbar: ENG 3:06 PM, INTL 9/6/2016

TM ONLINE



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Allowed the filing of electronic TM applications

IP PHL

Trademarks Online Filing System

- > [TM Regulations](#)
- > [IP Code](#)
- > [Terms & Conditions](#)
- > [Disclaimer](#)
- > [FAQs](#)
- > [BPI Payment Procedures](#)
- > [TMOnline Payments](#)

Applicant Basic Information
Type
<input checked="" type="radio"/> Natural (Individual Applicant)
<input type="radio"/> Juridical (Company, Corporation or Partnership Applicant)
Citizenship or Place of Incorporation
<input checked="" type="radio"/> Philippines
<input type="radio"/> Other Country

AUTOMATION



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OFFICE OF THE PHILIPPINES

**Automation greatly reduced turn
around time from 58 months in
2004 to 7.0 months in 2012.**

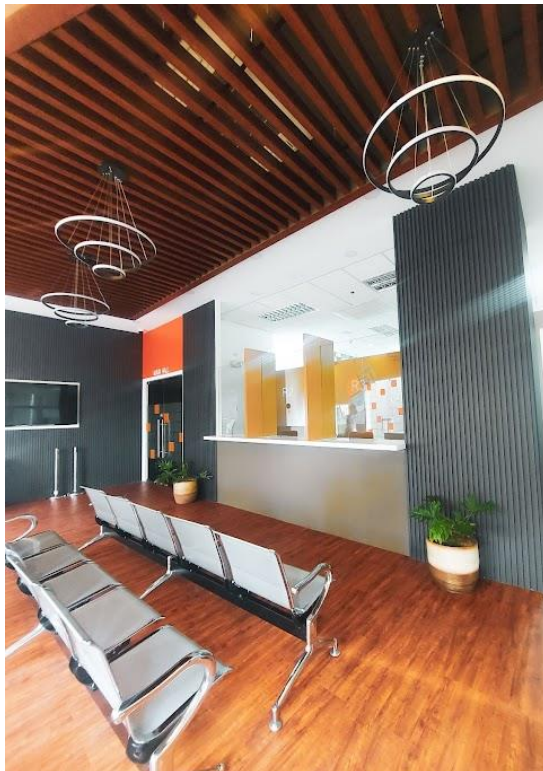


UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

An end-to-end business process solution



UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

An end-to-end business process solution

REPUBLIC OF THE PHILIPPINES
INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES
Apply to Register a Trademark Online

English (en)

Apply for a trademark online

Fee 0

1 Trademark 2 Goods and Services 3 Priorities 4 Your Details 5 Confirm and Sign

Import Application XML
Export Application as XML
Reset Application Form
Print

Language

Language of the application: English.

Language +
English

Type of mark

Which of the following types best describes the mark you want to apply for?

A Word mark
A word mark is represented using words, letters, numbers or any other characters that can be

Figurative mark
A figurative mark is represented using pictures, graphics or images; a figurative mark does not

Certificate of Registration

Registration No. : 4/2022/00526039
Date of Registration : 4 February 2023
Term : 10 years (until 4 February 2033)

Fenzo

FENZO

Filing Date	: 12 October 2022
Registrant	: SETIAWAW TOBACCO IMPORT & EXPORT SDN. BHD. [MY]
Address	: No. 88A Jalan Harimau Tarum, Taman Century, 80250 Johor Bahru, Johor, Malaysia
Class(es) - Goods/Services	: 34 : See Attachment
Claim of Color(s)	: Gold, Black
Disclaimer	: None
Transliteration / Translation	: None
Three-dimensional	: No
Claim of Priority	: None
Published for Opposition	: IPO e-Gazette, published on 04/01/2023

JESUS ANTONIO Z. ROS
Director
Bureau of Trademarks

Document No: 202340927

UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Uses more templates in office

Close

Edit option list

66 items found, displaying 1 to 15.

◀ 1, 2, 3, 4, 5 ▶▶

Selected	Option	Name		
	00-01	00-01 All GS	Select	Unselect
	00-02	00-02 Some GS	Select	Unselect
	01	01-** Req OK but should submit	Select	Unselect
	01-01	01-01- SPA	Select	Unselect
	01-02	01-02- CC Home App	Select	Unselect
	01-03	01-03- CC Home Reg	Select	Unselect
	01-04	01-04- specific description	Select	Unselect
	01-05	01-05- reproduction of mark	Select	Unselect
	01-06	01-06- translation/translit.	Select	Unselect
	01-07	01-07- mark does not tally	Select	Unselect
	02	02-** Mark may not be registered	Select	Unselect
	02-01	02-01- immoral, deceptive	Select	Unselect
	02-02	02-02- flag, coat of arms	Select	Unselect
	02-03	02-03- insignia, coat of arms	Select	Unselect
	02-04	02-04- name of a person	Select	Unselect

Help Configuration

UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Easier to track status of applications

IPAS - Industrial Property Administration System **Domain 2** User: [redacted]

[Back](#) | [Search](#) | [More criteria](#) | [New mark](#) | [Clear criteria](#) | [Logout](#)

Enter trademark selection criteria

File series

File Number

Registration Nbr

Mark Name Contains Word1

Mark Name Contains Word2

Mark Name Contains Word3

Mark Full Name

Nice Class Edition

List Of Nice Classes

List Of National Classes

Include Reclassified Classes

Novelty Date To

[Help](#) [Configuration](#)

WIPO IPAS Version: 3.1.1d-H20191016 (20191016); DB Version: 020539

IPAS - Industrial Property Administration System **Domain 1** User: [redacted]

[Back](#) | [Search](#) | [More criteria](#) | [New mark](#) | [Clear criteria](#) | [Logout](#)

View trademark

Record 1 / 1

(219) Application Nbr 4/2020/00516826
Status Registered
Last action Certificate of registration
Published on journal 08/07/2021 00:00:00
(400) Publication 13/04/2021 Journal: 21-04-2a
Application type Trademark (national)
Sign type Name only
(541) Mark name AVELINA'S KITCHEN
Mark Translation None
Series Description None
(526) Disclaimer KITCHEN

(512) Nice class(es)

Ed	Nbr	Status	Description
11	35	Registered	Retail services
11	39	Registered	Food delivery
11	43	Registered	Restaurant services; Cafe services

(730) Owner(s)

Name	Id nbr	Street	City	State	ZIP	Country	Ownership notes
Pelayo, Rodrigo		920 G. Aramela Ave. Talayan Village	Quezon City	Metro Manila	1104	PH	

Reception date 03/11/2020 00:00:00
(220) Filing date 03/11/2020 08:51:00
(111) Registration Nbr 4/2020/516826
Approval date 21/05/2021
Registration date 14/05/2021
(141) Expiration date 14/05/2031

UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Easier to monitor examiner

IPAS - Industrial Property Administration System **Domain 1** User: [redacted]

[Back](#) | [Edit process groups](#) | [Logout](#)

Select user and status to view details

9 items found, displaying all items.

Process type	Status	User	Quantity	Avg days old	Min days old	Max days old
Trademarks	Archived (suspended indefinitely)	VINSANT DENVER R. CANICULA	5	1197	290	1652
Trademarks	Awaiting response to a renewal action	VINSANT DENVER R. CANICULA	3	58	58	58
Trademarks	Awaiting response to examination action	VINSANT DENVER R. CANICULA	9	118	2	443
Trademarks	Awaiting response to subsequent action	VINSANT DENVER R. CANICULA	46	47	6	134
Trademarks	Awaiting submission of CC of home registration	VINSANT DENVER R. CANICULA	49	303	41	545
Trademarks	Awaiting submission of revival	VINSANT DENVER R. CANICULA	16	35	8	87
Trademarks	In examination	VINSANT DENVER R. CANICULA	17	0	0	0
Trademarks	To check application subtype: National or Madrid (Confirmation of Total Provisional Refusal)	VINSANT DENVER R. CANICULA	1	8	8	8
User docs	Awaiting due date to file appellant's reply	VINSANT DENVER R. CANICULA	1	56	56	56

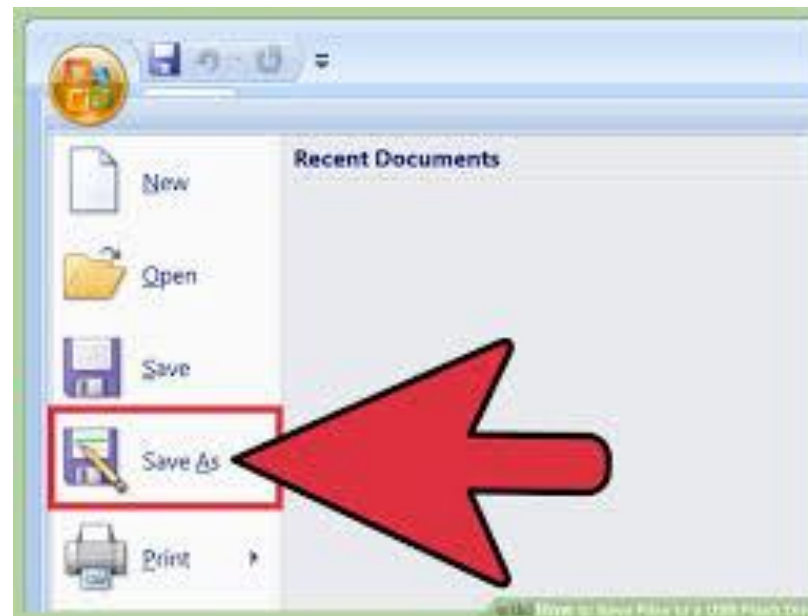
[Help](#) [Configuration](#)

UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Capable of saving official actions and documents

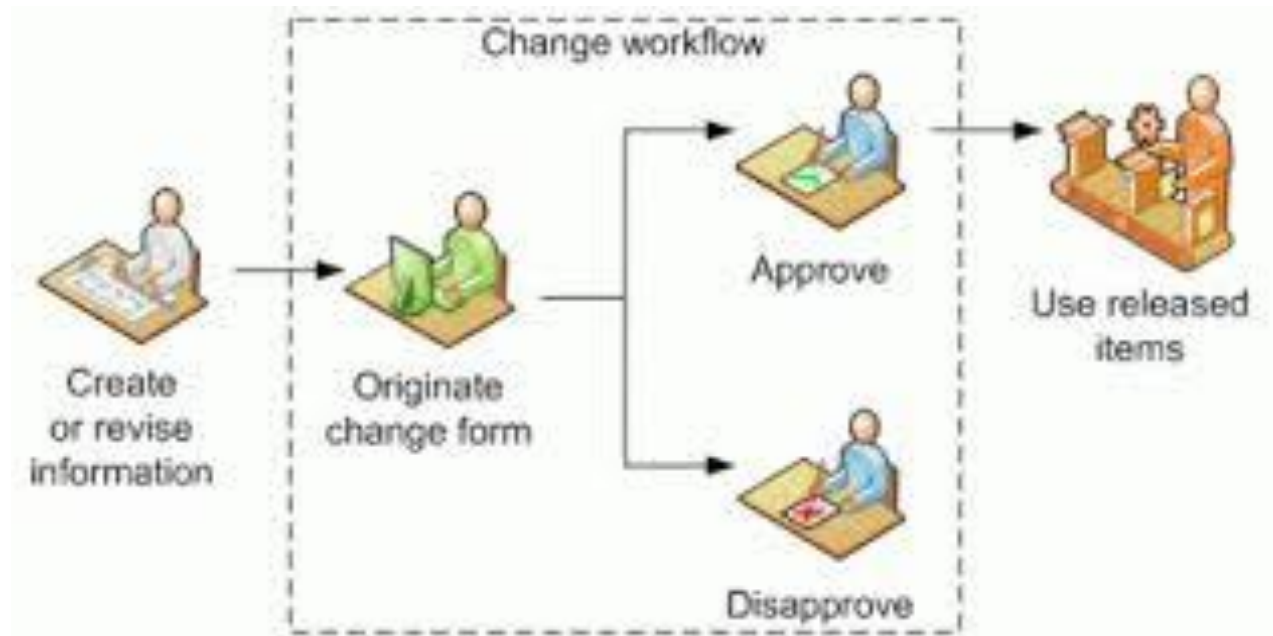


UPGRADE TO IPAS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

**Easier to reconfigure the system
to accommodate workflow
changes**



WORKFLOW OPTIMIZATION



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Allowed requests for priority examination on certain grounds like previously abandoned or cancelled marks (March 2001)



WORKFLOW OPTIMIZATION

**Online publication of trademarks
allowed for opposition in
eGazette Trademarks
(December 2004). Beginning
April 2023, GI publication was
added.**

WORKFLOW OPTIMIZATION













INTELLECTUAL PROPERTY
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e-Gazette Trademarks

IPO e-GAZETTE PUBLICATIONS FOR TRADEMARKS

-  **Date Published:** 5/3/2023
-  **Date Published:** 5/2/2023
-  **Date Published:** 4/28/2023
-  **Date Published:** 4/26/2023
-  **Date Published:** 4/24/2023
-  **Date Published:** 4/19/2023
-  **Date Published:** 4/17/2023
-  **Date Published:** 4/14/2023
-  **Date Published:** 4/13/2023
-  **Date Published:** 4/12/2023

[Next](#)

IPO e-Gazette Rules

- **Office Order 140:** Streamlining of Trademark Registration.
- **Office Order 141:** Amendment of TM Regulations on Publication in the IPO e-Gazette and Rule 414 on TM Applications Filed Online.
- **Office Order 142:** Internal Implementing Guidelines for Office Order No. 140, Streamlining of Trademark Registration
- **BOT Office Order 13-04:** Final Abandonment of Inactive Records in the Trademarks Database

- You can contact the Documentation, Information and Technology Transfer Bureau (DITTB) at Tel. No. (02) 238-6300 loc. 5404 to 5406, E-mail at dittb@ipophil.gov.ph or mail@ipophil.gov.ph to avail of IP-related general information services.
- You may send your suggestions/comments that are intended to improve the IPO Website by E-mail to the misedpb@ipophil.gov.ph



WORKFLOW OPTIMIZATION

Registrability Reports issued not more than four months from assignment to reduce backlog (December 2004). Since 2019, first action pendency was down to a little over a month and down to less than a month in early 2023.



WORKFLOW OPTIMIZATION

**Mandatory referral to mediation
process of opposition and
cancellation cases
(December 2004)**



WORKFLOW

OPTIMIZATION

Encoding of bibliographic data entries and file wrapping assigned to BOT personnel (November 2005).

Beginning September 2020, online filing became mandatory which removed scanning and manual data entry.



WORKFLOW OPTIMIZATION

Provisional allowance is deemed waived upon failure to submit the home registration within the prescribed period.

(May 2006)



WORKFLOW OPTIMIZATION

**Removed date of first use
requirement in the
Declaration of Actual Use
(April 2013)**



WORKFLOW OPTIMIZATION

Shortened the period to submit home registration to one and a half years resulting to the immediate allowance of mark and deferment of publication (October 2013). In February 2023, the two-year period was reinstated upon request of stakeholders.



WORKFLOW OPTIMIZATION

**Established the examiner
workload monitoring system
thru color-coding
(September 2015) using the data
generated from the IPAS**

WORKFLOW OPTIMIZATION



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Sending email alerts to examiners to remind them of tasks that must be acted upon before due date (October 2015). Daily monitoring of IPAS workload has become the habit.



WORKFLOW OPTIMIZATION

**Delegation to supervisors the
issuance of orders of priority
examination, revival and
suspension
(December 2015)**

WORKFLOW OPTIMIZATION



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Integration of Fee Management System module in the IPAS





WORKFLOW OPTIMIZATION

Integration of BLA and ODG workflows into IPAS



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Automatic assignment of applications by batch to examiners through the IPAS



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Electronic communications of official actions (eCORR)



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Accelerated online filing of responses and documents (eDOCfile)



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Accelerated automatic uploading of documents in IPAS



SOLUTIONS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Online payment of post-filing transactions



SOLUTIONS



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OFFICE OF THE PHILIPPINES

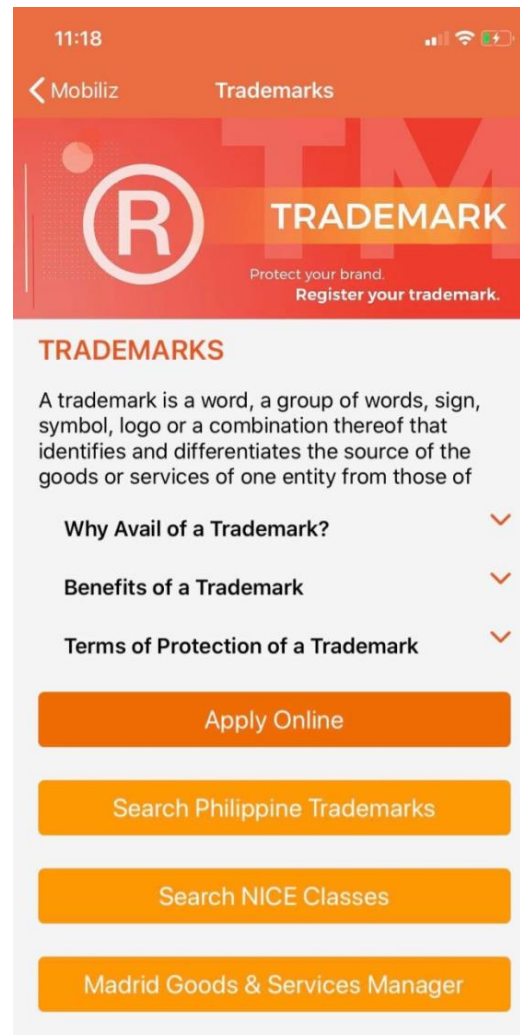
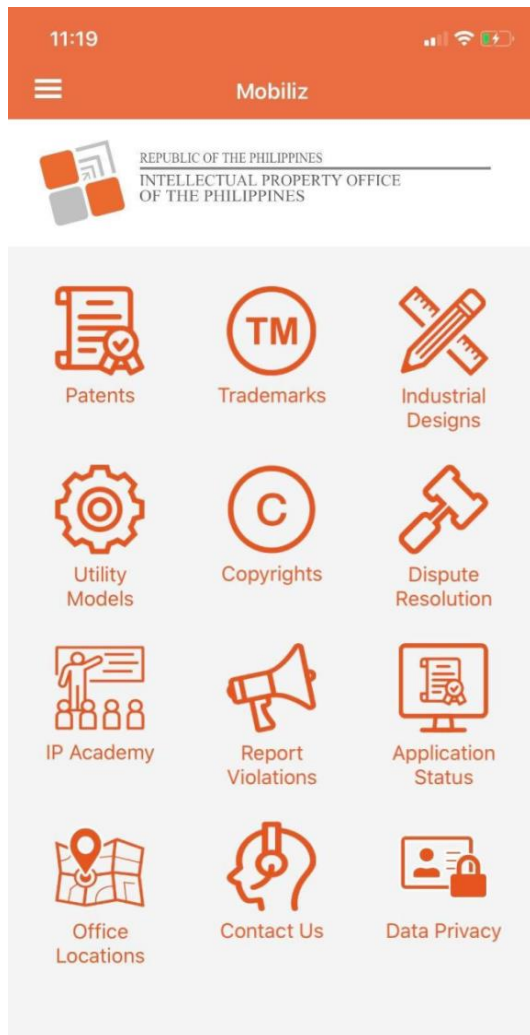
MOBILIZ

A mobile application (app) available on Google Play and the App Store that facilitates all IPOPHL services, from filing to registration and raising reports or complaints against infringers. Users can also get updates on the status of their application and disputes and view schedules on IP learning courses.

IPOPHL MOBILIZ



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES



UPDATES



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Advanced payment of publication fee upon filing



UPDATES



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Work-from-home
(increased productivity and efficiency;
decreased costs; improved work-life
balance)



UPDATES



INTELLECTUAL PROPERTY
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Paperless examination



UPDATES



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Digital Certificates



Certificate of Registration

Registration No. : 4/2020/00516826
Date of Registration : 14 May 2021
Term : 10 years (until 14 May 2031)

AVELINA'S KITCHEN

AVELINA'S KITCHEN

Filing Date : 3 November 2020
Registrant : Pelayo, Rodrigo [PH]
Address : 926 G. Araneta Ave. Talayan Village, Quezon City, 1104, Metro Manila, Philippines
Class(es) - Goods/Services : Class 35: Retail services
Class 39: Food delivery
Class 43: Restaurant services; Cafe services
Claim of Color(s) : None
Disclaimer : Kitchen
Transliteration / Translation : None
Three-dimensional : No
Claim of Priority : None
Published for Opposition : IPO e-Gazette, published on 13/04/2021


JESUS ANTONIO Z. ROS
Director
Bureau of Trademarks

Digitally Signed by IPO Philippines
10/06/2021

Document No: 2021/139762




Certificate of Registration

Registration No. : 4/2022/00501435
Date of Registration : 23 May 2022
Term : 10 years (until 23 May 2032)



MEGA

Filing Date : 21 January 2022
Registrant : Megatrade International, Inc. [US]
Address : 7500 NW 25th Street, Unit 2, Miami, Florida 33122, United States of America
Class(es) - Goods/Services : Class 21: Vacuum Flasks in class 21
Claim of Color(s) : None
Disclaimer : None
Transliteration / Translation : None
Three-dimensional : No
Claim of Priority : None
Published for Opposition : IPO e-Gazette, published on 22/04/2022


JESUS ANTONIO Z. ROS
Director
Bureau of Trademarks

Digitally Signed by IPO Philippines
07/06/2022

Document No: 2022/122018

NEXT STEPS



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

**Customized DASHBOARD for
applicants, registrants and
agents to access their trademark
portfoli**



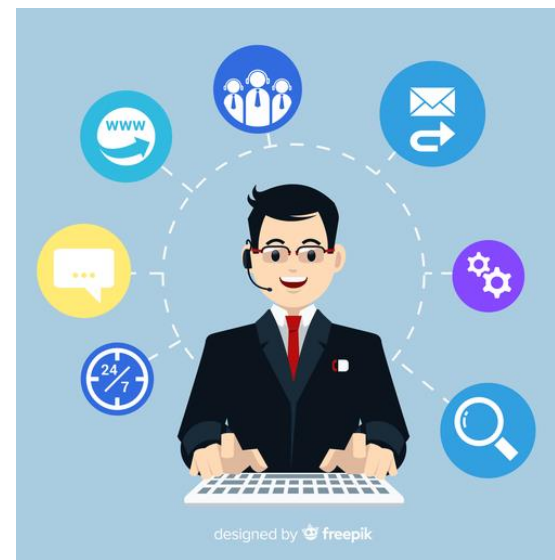
CHANGE MANAGEMENT



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

BRIGHT GOALS

Transform IPOPHL into a fully digitalized agency.



CHANGE MANAGEMENT



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

- **Customer-dedicated**
- **Time-conscious**
- **Forward-looking**
- **DATA-driven**
- **IT-oriented**
- **AI-focused**



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THANK YOU!

IPOPHL... Rising. Shining. Beckoning.