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Beckoning.

# Filing and Productivity Statistics Business Challenges

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# IPAS in the Bureau of Trademarks

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- In 2012, the IPOPHIL began the implementation of an **efficiency-enhancing system** that automated the end-to-end processing of IP applications from filing to registration, including publications, generation of certificates, and post-registration processes.
  - The system was known as **Industrial Property Administration System (IPAS)** instituted in partnership with World Intellectual Property Organization (WIPO).

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- **The implementation of IPAS at the Bureau of Trademarks has not only replaced the old system but has improved, accelerated and made the entire trademark processing more efficient.**

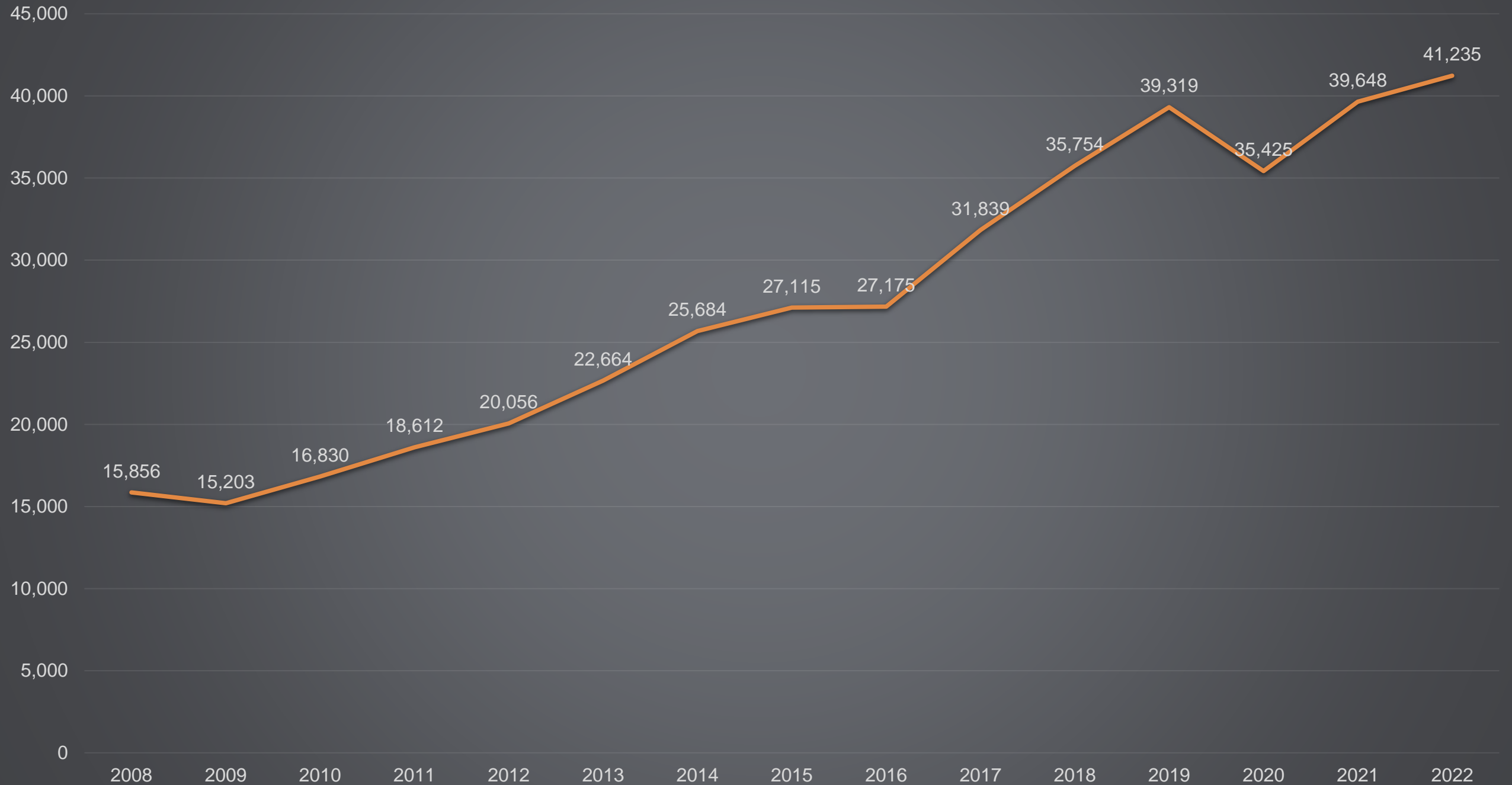


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# Filing and Productivity Statistics

# Trademark Filings



# Trademark Registrations



# TAT from filing to registration







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# Challenges

# Manual Filing to Online Filing System

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- **During the pre-pandemic period, IPOPHL implemented a dual mode of filing system. The applicant can file manually over-the-counter at the office or file via online.**
- **In September 2020, the IPOPHL implemented a Mandatory online filing system for Trademark applications and filing of responses and other requests.**

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**eTMFile**  
for Trademark Applications

**eDocFile**  
for Trademarks

**eCorr**

# Data Migration

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- **Overhauling a system is a serious task that requires various steps to ensure that the new system will work properly.**
- **Database cleanup is one of the key elements in ensuring successful data migration.**
  - Uniformity in data entries specifically in the bibliographic data of TM applications/registrations.
  - Updating of Trademark status.
  - Processing of pending TM applications and other requests.

# Business Workflow (Trademark workflow process)

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- **IPAS being a workflow-based system requires an orderly and clear set of business workflow in order to maximize its capability in end-to-end processing of TM registration.**
  - Revisit, study, and update the entire TM workflow.
  - Training on IPAS Designer.

# End-user familiarization and training

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- **One of the challenging tasks whenever there is a rollout of a new system is to educate and train the end-users.**
- **No matter how good and efficient a software is, if the end-users don't know how to use and navigate it, the whole system will be useless or its functionalities will not be maximized.**
- **In order to have an effective and efficient end-user training, the IPOPHL conducted the following:**

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- **Group the personnel according to their responsibilities matched with the IPAS workflow.**
  - **Established and prioritized the training of “MULTIPLIERS”.**
  - **Issuance of Memo Bulletins and Manuals for different system actions.**
  - **Annual IPAS retooling sessions for BOT personnel.**

# Intersystem communication and interoperability

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- **Aside from IPAS, IPOPHL's system is composed of different set of modules. These systems must communicate properly in order to capture data and information vital to the processing of TM applications.**
- **IPOPHL being a member of the Madrid Protocol exchanges and receives data from the International Bureau (IB). The exchange of data must be seamless and compatible with the existing system of the office.**



# System update and workflow revision

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- **An amendment to the Rules and Regulations as well as updating of work processes may need a corresponding system update and workflow revision.**
- **However, carrying out a change in the system is not that easy and requires proper planning and sometimes a review of the source codes to reconfigure the system.**

# System downtime

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- **No system is perfect as all automated systems has its own limitations. One of the most frequent occurrences is system downtime.**
- **System downtime is brought by different issues, namely:**
  - ISP issues
  - System maintenance
  - Usage spikes
  - Network issue

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- **System downtime are minimized if not resolved by the following remedies.**

- Backup ISP
- Proper scheduling of system maintenance
- Creation of “Load Balancer”
- Prompt fix of network issues by our MIS

# Thank You!



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