



*Current Development*  
**THAILAND IP AWARENESS**

BY PORSCHE JARUMON

**HEAD OF IP KNOWLEDGE UNIT**

**HEAD OF IP ADVISORY CENTER (IPAC)**

**DEPARTMENT OF INTELLECTUAL PROPERTY OF THAILAND**

[www.ipthailand.go.th](http://www.ipthailand.go.th)



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Department of Intellectual Property of Thailand

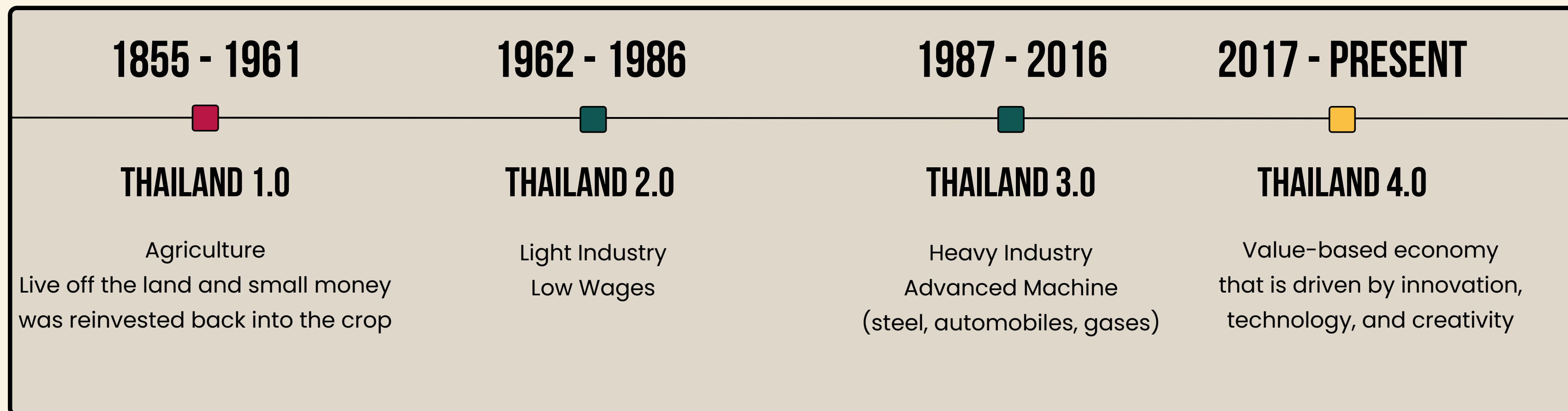
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**BACKGROUND**

**RECENT DEVELOPMENT**

**WAY FORWARD**

# BACKGROUND



## DIP NEW'S VISION

**IP  
CREATON**

**IP  
COMMERCIALIZATION**

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**IP  
PROTECTION**

**IP  
ENFORCEMENT**



4 main  
responsibility pillars  
of the DIP

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*Our*  
**RECENT DEVELOPMENT**

The DIP has been creating IP awareness among Thai people especially researchers, creators, and entrepreneurs through various activities and channels as follows

# IPAC

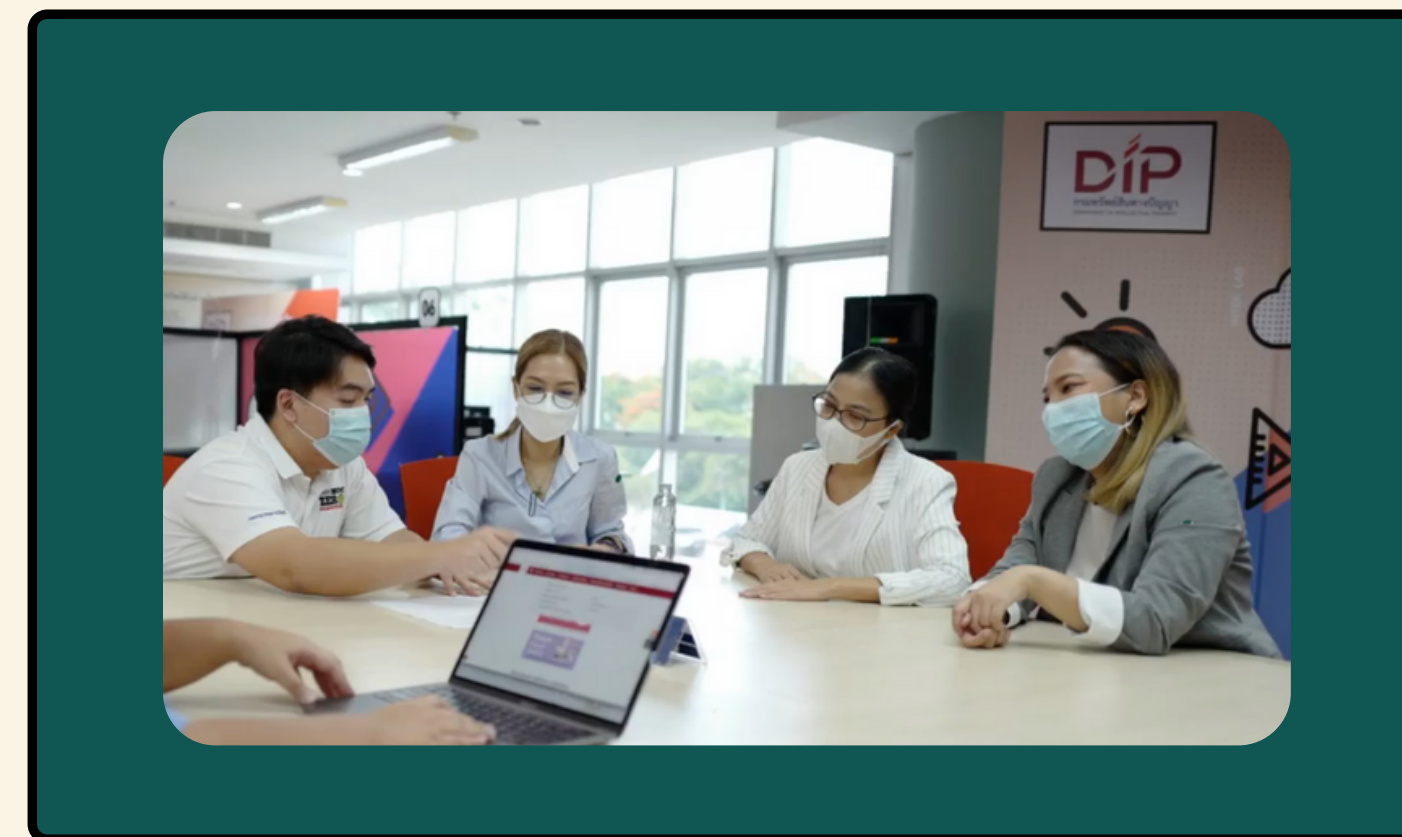
*IP Advisory Center*

One stop service on all IP issues

- IP rules and regulations
- Effective Protections (National/International)
- Knowledge Management
- Thai IP networks
- Social media approach



# TISC THAILAND



[www.ipthailand.go.th](http://www.ipthailand.go.th)

- DIP signed an MOU to establish TISC
- Build capacity relating to IP knowledge, IP management and patent search
- The IPAC as an IP hub for researchers and entrepreneurs in its area



# TV SHOWS "THE PITCHING" (SEASON 3)

3M

Views

20+

Entrepreneurs

136M THB

IP Value Increased

[www.ipthailand.go.th](http://www.ipthailand.go.th)



IP information is not easy to explain  
DIP works together with "Woody World"  
(Leading Thai entertainment agency)  
to create new way for IP communication



# IP SEMINARS

- The seminars include wide range of IP-related topics
- From university students to researchers from R&D institutions



• **ONLINE** • **OFFLINE**







*Way*  
**FORWARD**

Advance Thailand to high value economy  
by Intellectual Property

# INTELLECTUAL PROPERTY



**IP AWARENESS**



**IP ECOSYSTEM**



**IP COMMERCIALIZATION**



*Let's make IP*  
**SIMPLE TO UNDERSTAND**