
TRADEMARK EXAMINATION TOOLS AND BEST PRACTICES

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INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Rising.
Shining.
Beckoning.

OUTLINE

- Streamlining of Examination Process
- Tools
- Best Practices

STREAMLINING OF EXAMINATION PROCESS

TRADEMARK REGULATIONS OF 2023

Replacing the revised trademark regulations of 2017, the new rules under Memorandum Circular (MC) 2023-001 prepared by the Bureau of Trademarks (BOT) took effect on **14 February 2023**.

- Formally implements fully automated transactions

eTMFile
for Trademark Applications

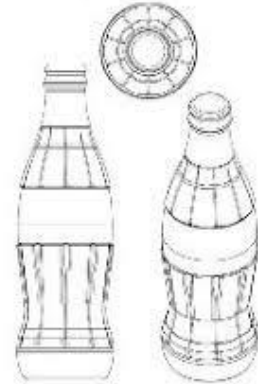
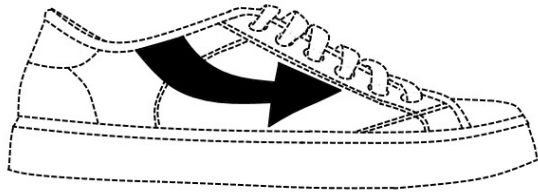
eDocFile
for Trademarks

eCorr

- Amendment to the fee structure
 - ✓ The publication fee is paid together with the filing fee

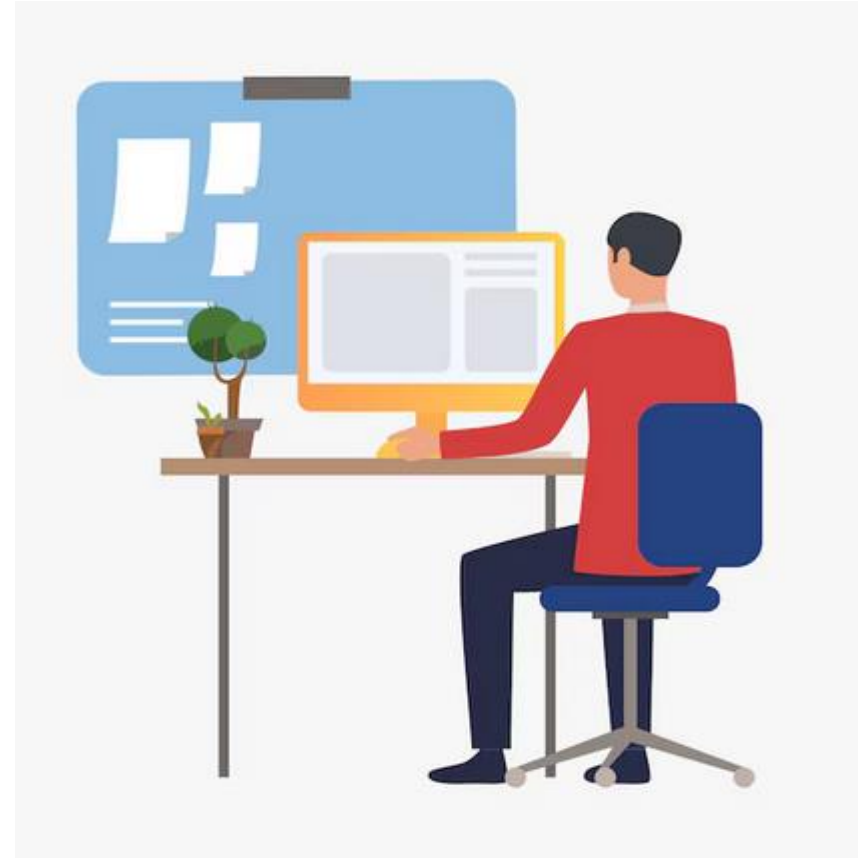


- Institutionalizes the protection of non-traditional visual marks



BEST EXAMINATION PRACTICE

BRINGING **E**XAMINATION and **S**EARCH **T**OGETHER



TOOLS

IPAS – 3.1.1 D

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

IPAS - Industrial Property Administration System

User : VDRCANICULA

Trademarks | Patents | User documents | Reception and notification | My pending work | My productivity | Workflow | Other | Logout

CONTINUOUS WORKFLOW AND SYSTEM OPTIMIZATION

- Employing Load Balancer for IPAS users
- Updating of office action templates
- Revisit, study, and update of IPAS workflow
- Integration of other relevant systems

Google Docs for Search Report

Using Google Docs to create search reports, with the document link embedded in the IPAS system for easy access and review by supervisors and other examiners.



Google Docs

(540) Mark image



Colour description None

(526) Disclaimer None

Vienna classes

Category	Division	Section	Description
2	1	23	[8-2018.05.30] *Men stylized
27	5	8	[8-2018.05.30] *Letters linked to or containing a figurative element(note)Letters representing a human being or a part of the human body, an animal or a part of an animal's body, a plant, a heavenly body, a natural phenomenon or an object are classif...

(512) Nice class(es)

Ed	Nbr	Status	Description
11	10	Pending	Medical apparatus and instruments; assistive devices for medical use; standing aids for nursing care; sitting aids for nursing care; walking aids for medical purposes; lifts for nursing care.

(730) Owner(s)

Name	Id nbr	Street	City	State	ZIP	Country	Ownership notes
FUJI CORPORATION		19, Chausuyama, Yamamachi, Chiryu-shi Aichi 472-8686				JP	

Reception date 21/03/2024 00:00:00

(220) Filing date 21/03/2024 15:50:00

(740) Representative

Name	Id nbr	Street	City	State	ZIP	Country
CRIS LAW OFFICE		Unit 1502, One Global Place, 5th Avenue Corner 25th Street, Bonifacio Global City	Taguig	Metro Manila	1634	PH

Notes <https://docs.google.com/document/d/1BRqNCf0fShFnse5Bu916d9MZjnkD5SD7sqH-jnewaDY/edit>



Trademark Database



Examination Tools

- WIPO Vienna Classification Publication
- Vienna Classification Assistant
- Madrid Goods and Services Manager
- ASEAN TM Class
- EUIPO Harmonized Database
- USPTO ID Manual

Supplemental Tools

Google



Yandex



Supplemental Tools



World Health
Organization

**Guidance on the Use of
International Nonproprietary Names
(INNs) for Pharmaceutical Substances**



 **CDAsiaOnline**

The logo for CDAsiaOnline, consisting of a stylized icon of curved black and red lines on the left, followed by the text "CDAsiaOnline" in a serif font, where "CDAsia" is black and "Online" is red.

BEST PRACTICES

QUALITY ASSURANCE TEAM

- Composed of Division Chiefs and led by the Assistant Director.
- Conducts quarterly meetings to review and evaluate the trademark examinations performed by different examiners.
- Performs random checks of trademark applications based on a standardized checklist of criteria.
- Provides recommendations and may issue memoranda or bulletins as necessary.



ISSUANCE OF MEMORANDUM BULLETIN

- Formal channel to disseminate updates, clarifications, or changes in regulations or processes.
- Ensures uniformity in interpretation and application of policies, procedures, and guidelines.
- Provides quick access to relevant information, streamlining workflows and reducing time spent seeking clarification.

MEMORANDUM

To : **All Examiners**

From : **JESUS ANTONIO Z. ROS**
Director IV, Bureau of Trademarks

Cc : **GINALYN M. SACMAR-BADIOLA**
Assistant Director, Bureau of Trademarks

Date : **19 April 2024**

Subject : **Processes Needing Improvement Based on the Results of
the First Quarter Quality Assurance Team Meeting**

x-----x

To further improve the quality of office actions issued by the Bureau, all examiners are required to adhere to the following examination standards:

1. Conduct of trademark search and proper documentation of search results

a. The search results must include the following, as applicable:

- Phonetic Search
- Manual Search
- Logo Search/Image Search, as applicable
- Internet Search
- INN Search for goods in Class 5
- GI Search using GI View or eAmbrosia if the goods include agricultural products and/or wines and spirits
- Plant Variety Search on the DA website for goods in Class 31 (fruits, vegetables, trees, plants, seeds and other agricultural produce)
- Other searches as deemed appropriate by the examiner

b. The following guidelines for the documentation of search results must be observed:

1. Use one (1) Google Document per application;
2. Use headings indicating the type of search done (phonetic, manual, internet) with the search screenshots under such heading;
3. In case marks that are identical or similar with the subject mark forms part of the search but were not cited by the examiner for confusing similarity or double registration, the reason for such decision (e.g., no 3rd DAU) must be indicated; and
4. The Google Document must be shared to "Intellectual Property Office" with restriction "viewer" and the link must be included in IPAS for reference of the supervisor during the review and approval of the office action or recommendation for allowance and by other examiners when conducting their trademark search.

Please see attachments for reference.

2. Transliteration and/or translation of the mark

The transliteration and/or translation of the mark are part of the application requirements as provided for under the IP Code and the Trademark Regulations. Both the transliteration (representing the foreign characters in the Latin alphabet) and translation (providing the meaning of the foreign characters or words) must be required by the examiner and communicated through an office action if the same were not given at the time of application.

The examiner may suggest the transliteration and/or translation if information has been gathered during trademark search and inform the applicant that if no response is received, the transliteration and/or translation gathered will be entered into the records of the application.

For strict compliance.

INDIVIDUALIZED TRAINING AND LEARNING MANAGEMENT SYSTEM (ITLMS)

- Tailors the learning experience to address each examiner's specific knowledge gaps and strengths.
- Allows examiners to learn at their own pace, minimizing downtime while ensuring mastery of essential skills.
- Keeps examiners updated on changes in trademark laws, policies, or international agreements.
- Tracking of individual progress, identifying areas for continuous improvement.




> If you wish to learn more about Moodle and learning management systems, you can enroll yourself in Moodle Academy for the 1-hour Introduction to Moodle. Note that you have to have to create a new account or use your Gmail or Microsoft account to access this course.

Your Learning Pathways



BOP

Use Moodle to learn or update your patent examination skills.



BOT

Develop your trademark examination skills with Moodle courses.



BCRR

[Learn More.](#)



DITTB

[Learn More.](#)



Personal Development

Develop your skills in areas that inspire you to improve yourself.



BUREAU OF TRADEMARKS' IPAS TEAM

•Workflow and Systems Review

Conducts thorough evaluations of existing workflows or systems to identify areas that require updates or improvements.

•Collaboration with MIS IPAS Team

Coordinates with the IPAS team of the Management Information System (MIS) Division to implement necessary changes and updates effectively.

•Training and Retooling

Organizes and conducts tutorial and retooling sessions to train examiners and other stakeholders on system updates or procedural changes.

ELECTRONIC TOOLS TUTORIAL FOR STAKEHOLDERS

25 NOVEMBER 2024, 9:00AM • IPOPHL MULTI-PURPOSE HALL

9:00 AM

Opening Remarks

BOT Director Jesus Antonio Z. Ros

9:05 AM

eTM File

eDoc File

eCorrespondence

Global Brands Database

Kathleen Joyce A. Ramos & Valerie Laura V. Marquina

10:15 AM

ASEAN IP Register

Vinsant Denver R. Canicula

11:35 AM

Q&A

1:00 PM

Madrid Monitor

Madrid Goods and Services Manager

Contact Madrid

Marilou R. Varron & Vinsant Denver R. Canicula

2:30 PM

Madrid eFiling System

Peter Baker, WIPO

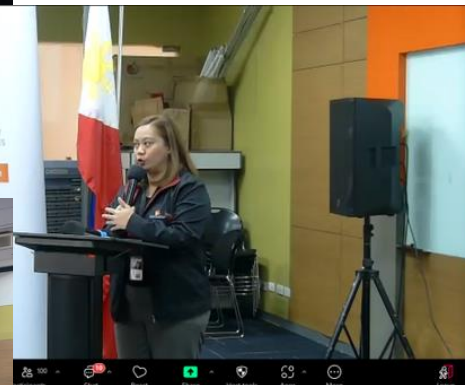
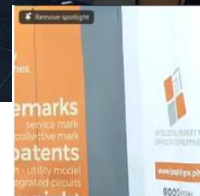
3:30 PM

Q&A

3:55 PM

Closing Remarks

BOT Asst. Director Ginalyn Sacmar-Badiola



BUREAU OF TRADEMARKS DIGITAL LIBRARY

Please fill out the feedback form to help improve this website. Thank you!

FEEDBACK



BOT Digital Library

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IP Code and TM Rules

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Geographical Indications

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Bureau of Trademarks

DIGITAL LIBRARY

Sun, December 8, 2024, 1:19:43 pm PST

Quick Links: [IPAS \(network error fix\)](#) | [GBD](#) | [MGS](#) | [TMclass \(NCL Headings\)](#) | [MM](#) | [TMNG](#) | [TM Fees](#) | [Gen Fees](#) | [WFH TIME IN / TIME OUT](#)

[MIS Help Desk Support](#) | [eHRMIS](#) | [BOT Calendar](#) | [Google Mail](#) | [ITLMS powered by Moodle](#)

[BOT Downtime Monitoring Sheet](#) | [BOT Help Desk Ticketing](#) | [BOT Help Desk Ticketing Pending Tracker](#)



What's new?

- Added Demo on how to search by COORDINATE CLASSES is UPDT

Did you know?

- TO FIND SOMETHING QUICKLY USE THE

Examination Tips

- Adding an agent? Save time using this [List](#)

MARAMING SALAMAT!

**Rising.
Shining.
Beckoning.**

