



INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES

# IMPROVING IP OFFICE PERFORMANCE: KEY LESSONS AND BEST PRACTICES

**JESUS ANTONIO Z. ROS, LL.M.**

**09 December 2024**

# OUTLINE

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INTELLECTUAL PROPERTY  
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- **Lessons**
- **Actions/Solutions**
- **Challenges**
- **Best Practices**
- **Next Steps**



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**A GOAL** without  
**a PLAN** is just  
**a DREAM!**



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**A PLAN without  
ACTION is just  
a WISH!**



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**A PLAN** backed by  
**ACTION** makes  
your dream a  
**REALITY!**

# ACTIONS

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- **Drew up our Vision, Mission, and Strategies**
- **We were the architects of our own house**
- **And we made it **B.R.I.G.H.T.**!**



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**Building a**  
**COMPETENT WORKFORCE**  
**can get you there,**  
**but with the**  
**help of I.T., you can**  
**get there FASTER!**

# ACTIONS

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- **We started automation and digitalization in the early 2000's.**
- **It was a long and arduous, even expensive journey.**
- **But the results are **priceless!****



# FILING TO REGISTRATION



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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
2023	4.36	41,934

# PRE-AUTOMATION



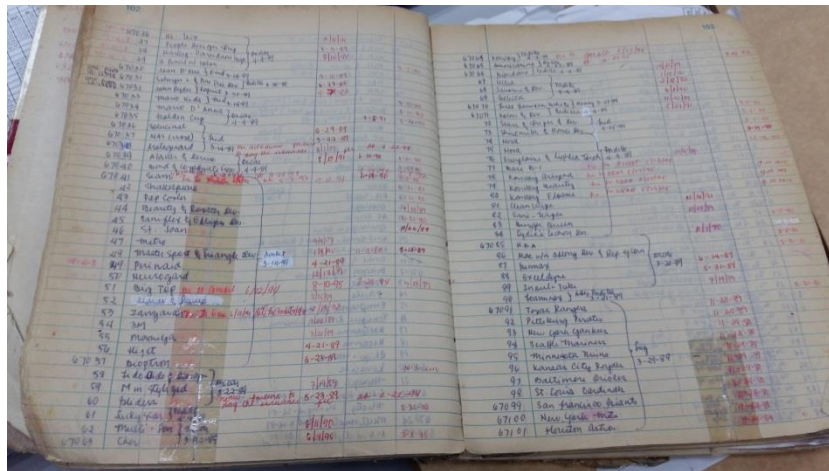
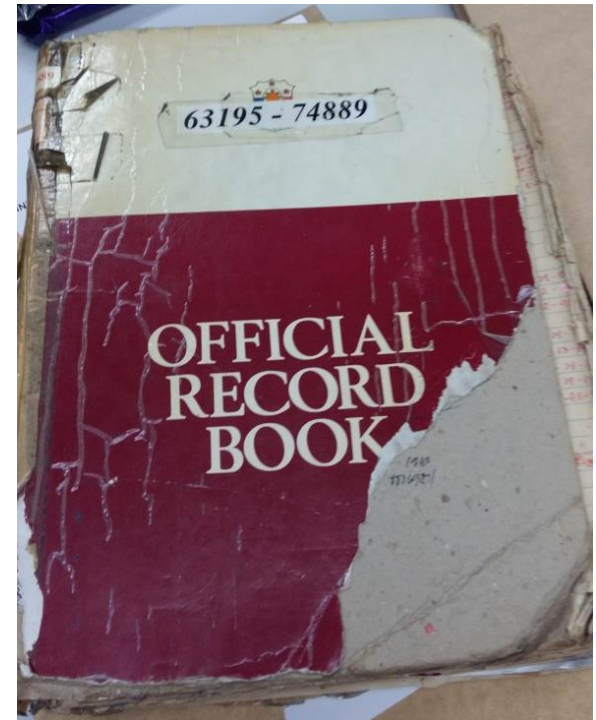
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# PRE-AUTOMATION



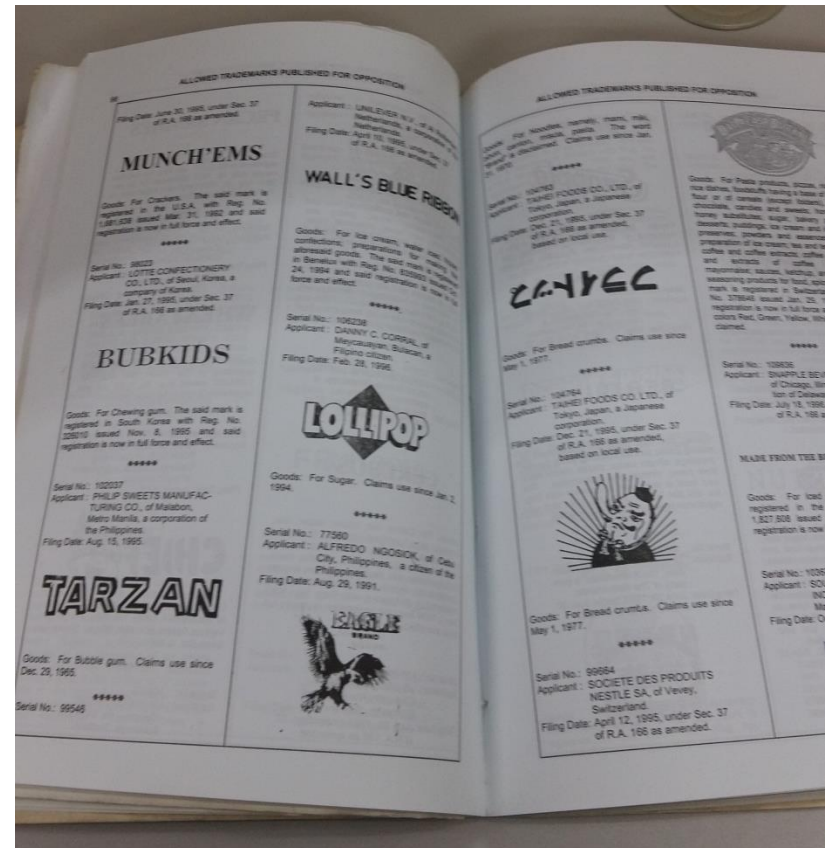
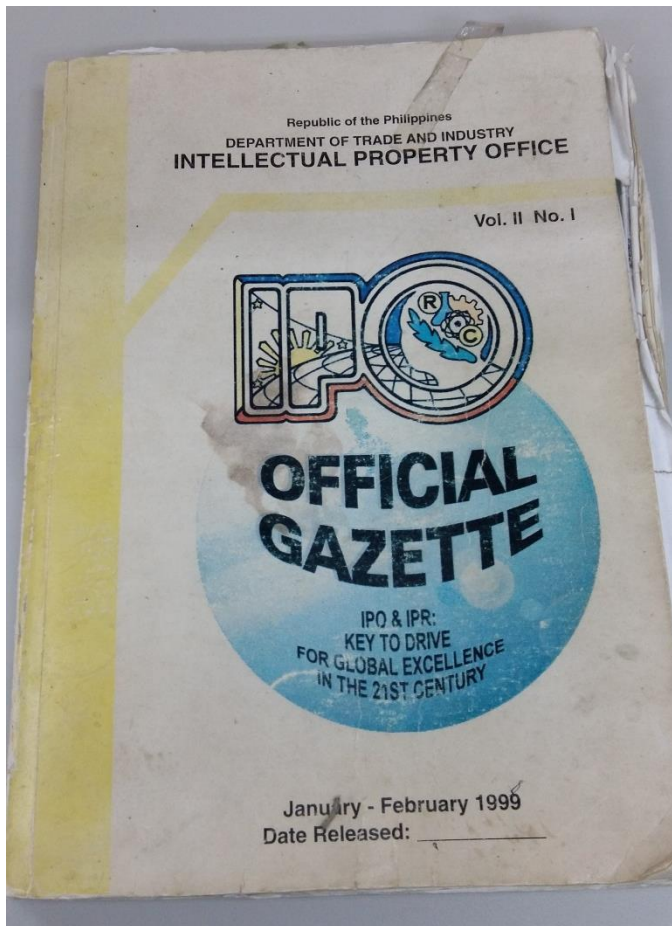
INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES



# PRE-AUTOMATION



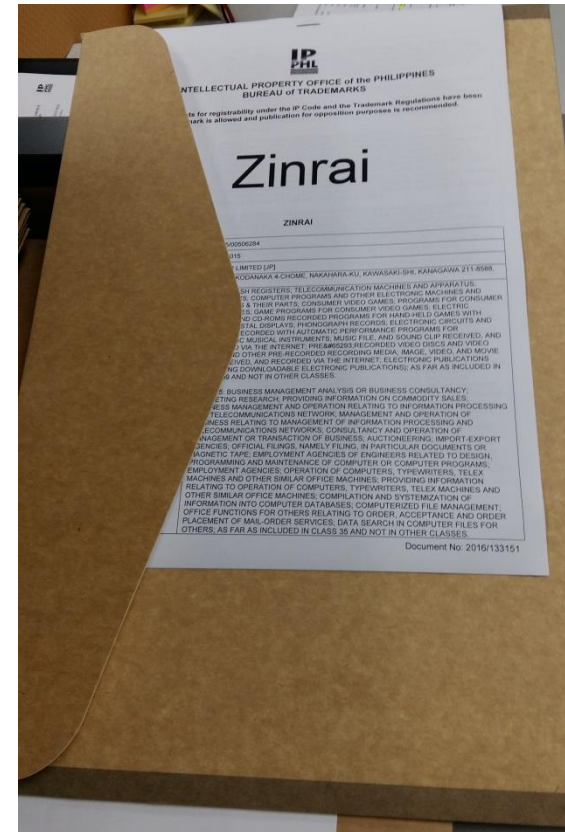
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# PRE-AUTOMATION



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# AUTOMATION PHASE




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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

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



# TEAMS



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## Workflow automation from filing to printing of certificates



  
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**Certificate of Registration**

Registration No. 4,281,928/01  
Date of Registration: May 11, 2010  
Term: 10 years until May 11, 2020

  
*Cupcake*

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, 2009
Registered	REGISTERED LIMITED
Registered Address	ROOM 104, TRULFOUR WORLDWIDE BUSINESS CENTRE, 42-47 SHAN NG STREET, FOON SHAN TRL, HONG KONG
Class(es)	18
Goods/Service(s)	TRAVELLING BAGS, HANDBAGS, SHOPPING BAGS, BIDDLES, CUPCAKES, BUTTLE, PEY CANES, LEAF WEAVING AND FOUNTAIN BOLLERS.
Class of Good	BROWN AND RED
Language	NONE
Class of Priority	NONE
Translation of Trademark	NONE
Name of Applicant	ARNOLD T. BELLEKADA
Published for Opposition	878 4-281928, ISSUED 01 JUN 18, 2010

  
Stamp: 17.813725



# TEAMS

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**Used templates and forms for official actions, for example**

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

# TEAMS



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## Capable of generating online publication

**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

# TM ONLINE



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## Allowed the filing of electronic TM applications

**IP PHL**

*Trademarks Online Filing System*

- > [TM Regulations](#)
- > [IP Code](#)
- > [Terms & Conditions](#)
- > [Disclaimer](#)
- > [FAQ's](#)
- > [BPI Payment Procedures](#)
- > [TMOOnline 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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**Automation greatly reduced  
turnaround time from 58 months in  
2004 to 7.0 months in 2012, and the  
fastest at 3.29 months in 2021.**

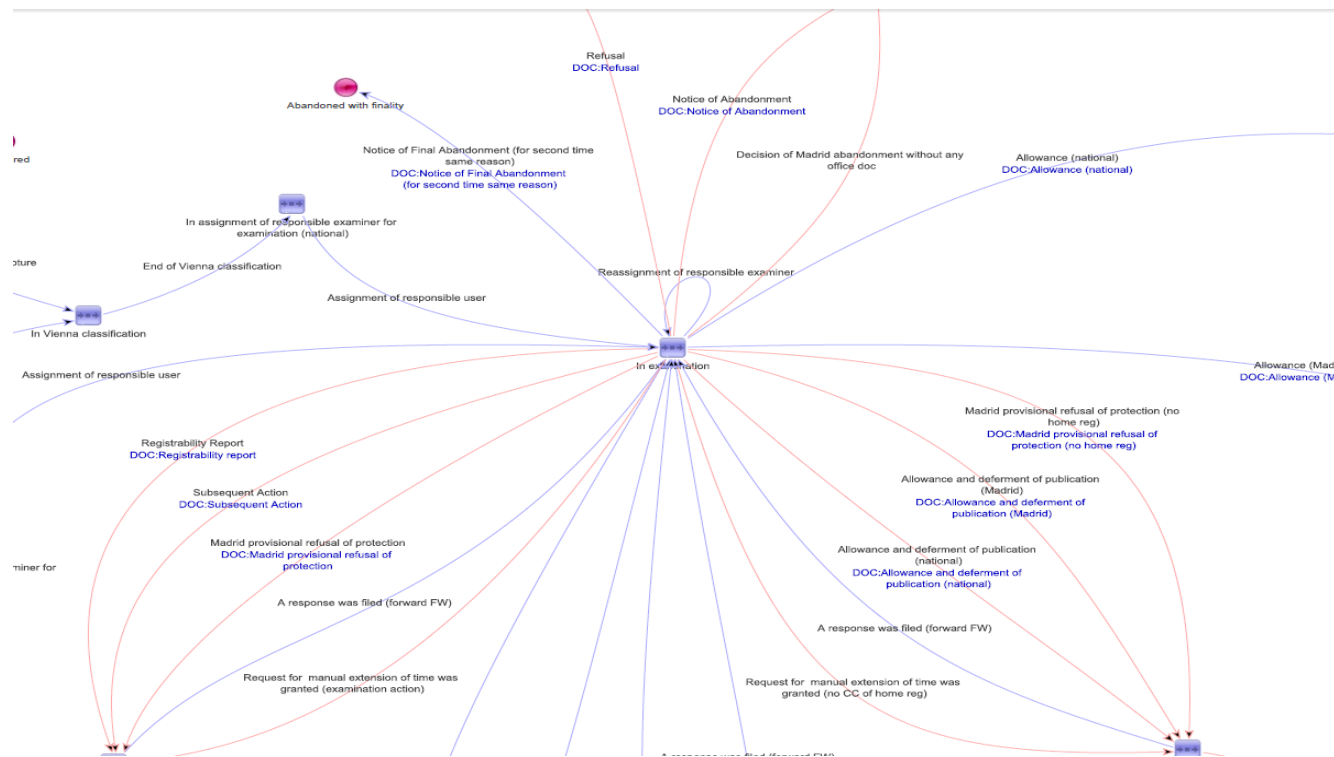


# UPGRADE TO IPAS



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## Covers more work processes in the system than TEAMS; workflow-based

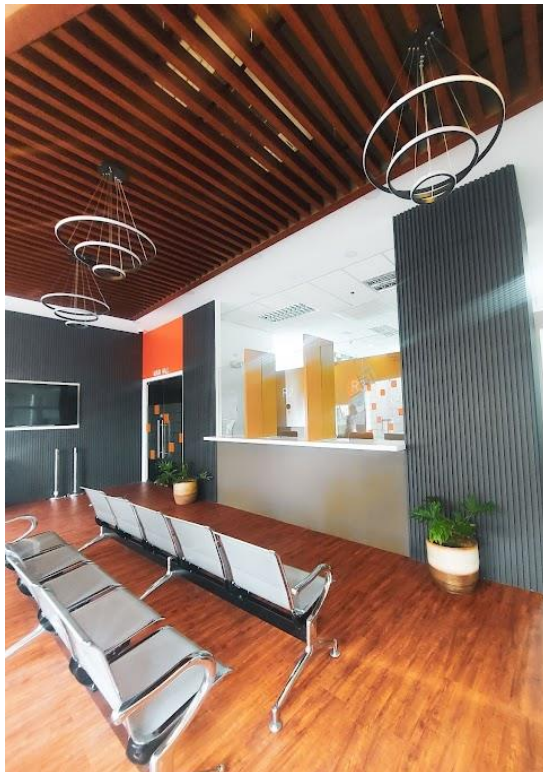


# UPGRADE TO IPAS



INTELLECTUAL PROPERTY  
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## An end-to-end business process solution



# UPGRADE TO IPAS



INTELLECTUAL PROPERTY  
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## 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	IPD e-Gazette, published on 04/01/2023

JESUS ANTONIO Z. ROS  
Director  
Bureau of Trademarks

Document No: 202340927

# UPGRADE TO IPAS



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## Uses more templates in office actions

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



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## 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](#) | [Home](#) | [Edit](#) | [Workflow](#) | [Similarities](#) | [Duplicate](#) | [New mark](#) | [Changes log](#) | [Validate](#) | [Folder PDF](#) | [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



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## Easier to monitor examiner workload

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

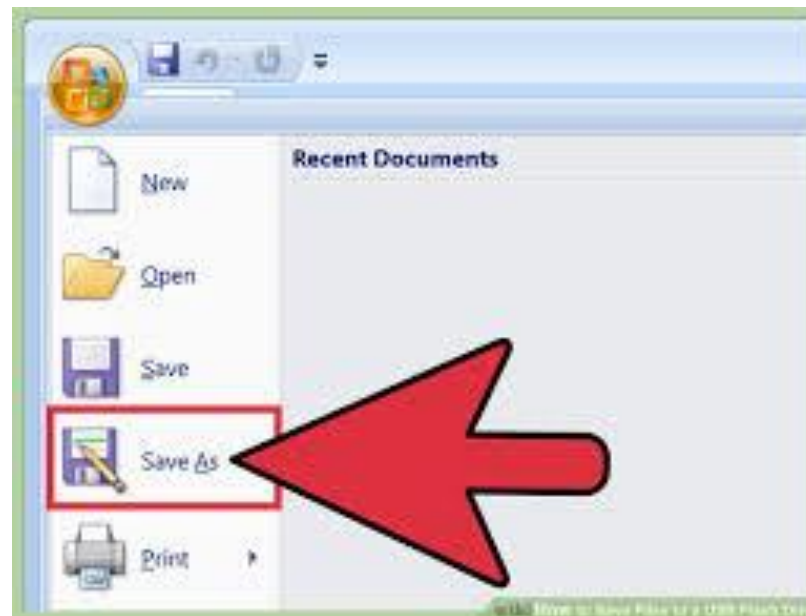
[Help](#) [Configuration](#)

# UPGRADE TO IPAS



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**Capable of saving official actions and documents**

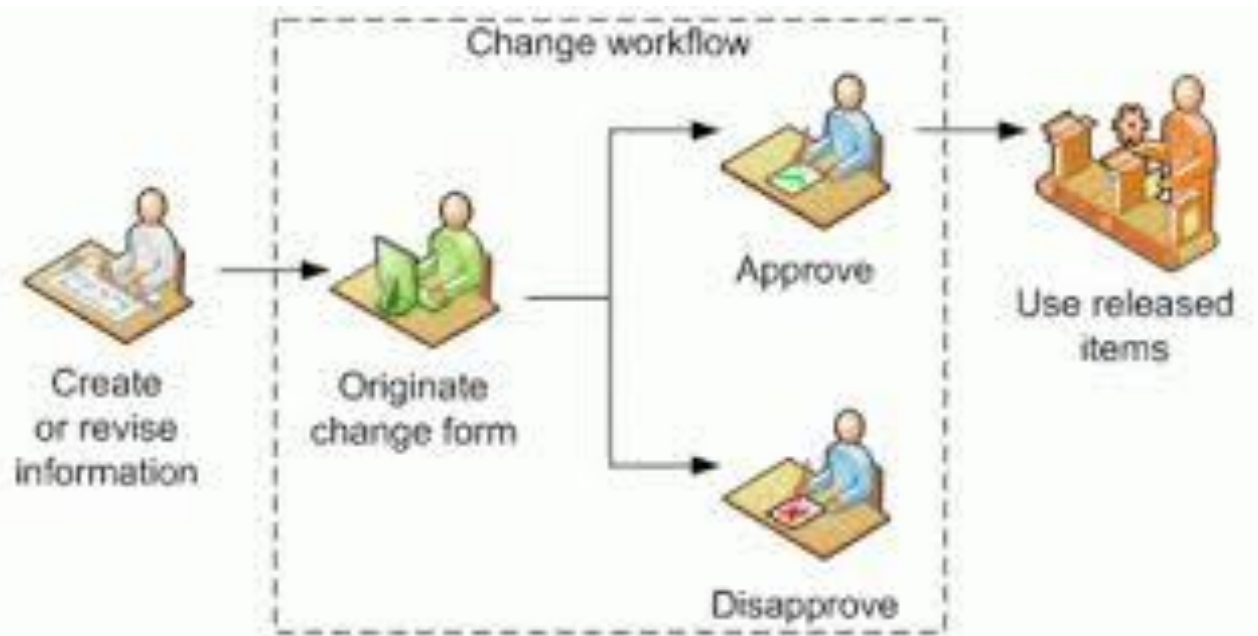


# UPGRADE TO IPAS



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





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**It is good to have GOALS,  
PLANS and STRATEGIES.  
It is better to have ACTIONS  
to implement them.  
But it is best to constantly  
MONITOR them!**

# ACTIONS

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- **We established the Office for Strategy Management.**
- **They facilitate our planning sessions.**
- **They monitor the implementation of our plans and strategies.**
- **They keep us on track!**
- **BOT – Be On Track!**

# CHALLENGES

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

# ACTION: WORKFLOW OPTIMIZATION

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



# ACTION: WORKFLOW OPTIMIZATION

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INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES

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

# ACTION: WORKFLOW OPTIMIZATION













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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](mailto:dittb@ipophil.gov.ph) or [mail@ipophil.gov.ph](mailto: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](mailto:misedpb@ipophil.gov.ph)

# ACTION: WORKFLOW OPTIMIZATION

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**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.**



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

# ACTION: WORKFLOW OPTIMIZATION

---



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**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.**

# ACTION: WORKFLOW OPTIMIZATION

---



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**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

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## Integration of Fee Management System module in the IPAS



# WORKFLOW OPTIMIZATION

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## Integration of BLA and ODG workflows into IPAS





# ACTION: WORKLOAD MONITORING

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

# ACTION: WORKLOAD MONITORING

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

# SOLUTIONS

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## Automatic assignment of applications by batch to examiners through the IPAS



# SOLUTIONS

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## Electronic communications of official actions (eCORR)



# SOLUTIONS

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## Accelerated online filing of responses and documents (eDOCfile)



# SOLUTIONS

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INTELLECTUAL PROPERTY  
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## Accelerated automatic uploading of documents in IPAS



# SOLUTIONS

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## Online payment of post-filing transactions



# SOLUTIONS

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## MOBILIZ

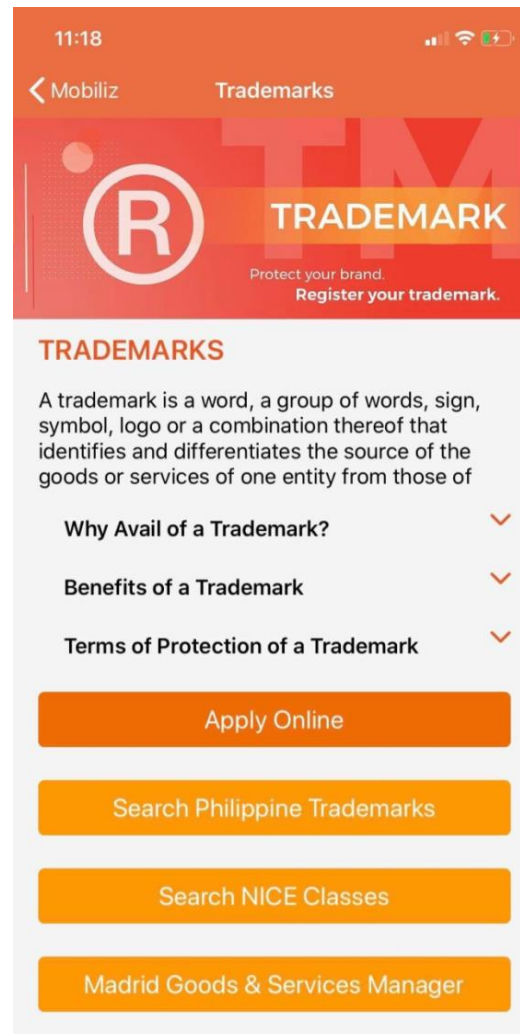
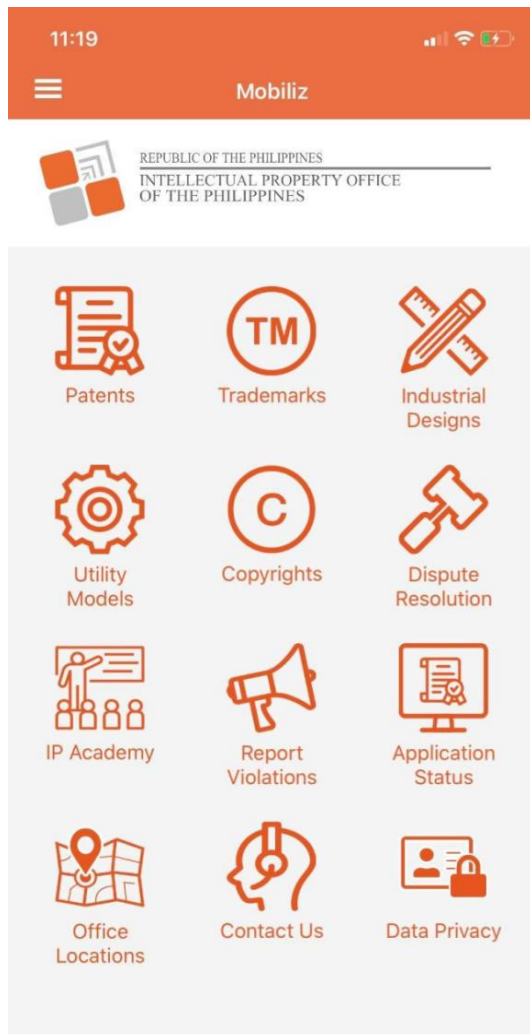
**A mobile application (app) available on Google Play and the App Store that facilitates all IPOPHL services, from filing to registration and raising reports or complaints against infringers. Users can also get updates on the status of their application and disputes and view schedules on IP learning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



# IPOPHL MOBILIZ



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# BEST PRACTICES

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**Advanced payment of publication  
and issuance fees upon filing of new  
applications and requests for renewal  
(TM Regulations of 2023, as amended)**



# BEST PRACTICES



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## Alternative Work Arrangement (increased productivity and efficiency; decreased costs; improved work-life balance)



# BEST PRACTICES

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## Paperless examination Thanks to WIPO IPAS!



# BEST PRACTICES

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## Paperless Communication

**e-Corr** (short for “electronic correspondence”) is a system that facilitates sending and downloading of office actions or documents issued by IPOPHL using a secured site in the internet. (outgoing)

**eDocfile** is a 24/7 electronic filing system for responses, subsequent requests and renewals other than the online filing of the trademark application. (incoming)

# eDOCfile TM



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← → ↻ 📄 onlineservices.ipophil.gov.ph/edocFileTrademarks/ ☆ 🔍 🗄️ 🌐



## eDocFile | Trademarks Documents Online Filing

- 1 Request(s)
- 2 Attachment(s)
- 3 Confirmation

### Request

REQUEST FILE TYPE: Trademarks

REQUEST GROUP: -- ALL --

REQUEST TYPE:

- Allowance and publ'n (1st)
- Appellant's Brief
- Appellant's Reply

REQUEST FOR APPLICATION: - enter Application No. or Title -

🔍 Enter Details

### Request Details

NEXT

# BEST PRACTICES



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## Electronic 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

# BEST PRACTICES

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## Trademark and Patent Agents/Attorneys Training and Recognition

**(to professionalize IP practice; increase the competence of IP practitioners; ably represent clients; facilitate registration process)**



# BEST PRACTICES

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OFFICE OF THE PHILIPPINES

## **Trainings and Tutorials for Stakeholders and Examiners**

**(eTOOLS tutorial; training-workshop on  
Declarations of Actual Use and Proofs of Use;  
Retooling of field specialists and customer  
service representatives; continuing training on  
substantive examination of marks for  
examiners)**

# BEST PRACTICES

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## **“TM in TM” on Trademarks in Two Months**

**(As of today, there were 2,550 trademark applications filed in 2024 including Madrid international registrations that were registered and granted protection in two months out of the 41,781 total filings).**



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**It is good to  
keep on  
DREAMING!**



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**But always back it  
up with plans,  
strategies, actions  
and monitoring!**

# NEXT STEPS

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**Upgrading to  
AI-assisted  
classification,  
search and  
examination  
systems**

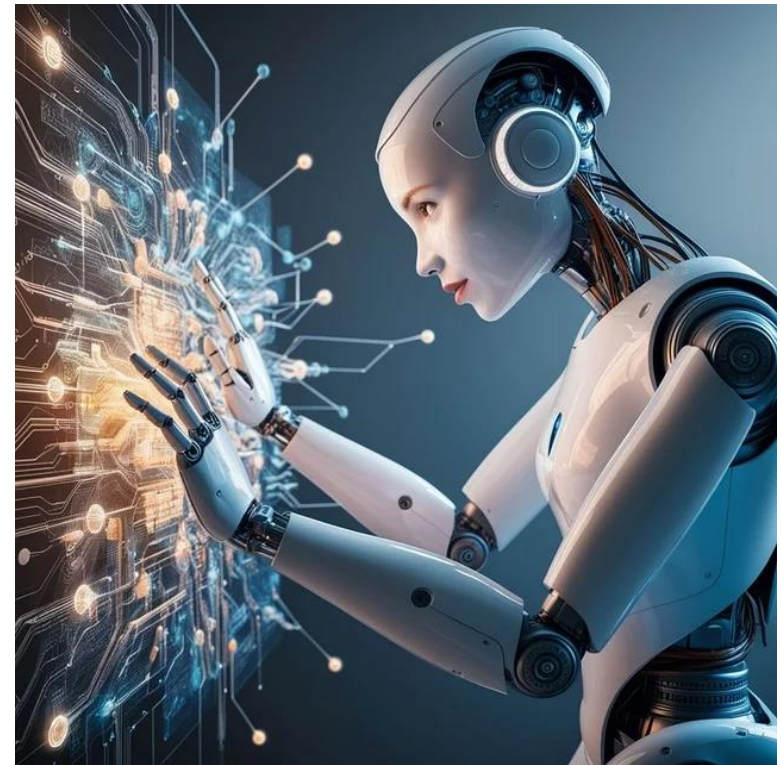


Image taken from Pixabay

# NEXT STEPS

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



# NEXT STEPS



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## Make available more electronic forms and templates





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# CHANGE MANAGEMENT plays a pivotal role



# CHANGE MANAGEMENT

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- **Customer-dedicated (BOT - Be One Team!)**
- **Time-conscious (BOT - Be On Time!)**
- **DATA-driven (BOT - Be On Track!)**
- **Forward-looking**
- **IT-oriented**
- **AI-open**



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# THANK YOU!

**Rising. Shining. Beckoning.**