

# ***ASEAN IP Register National Workshop***

## ***Data-Driven IP Strategy: Using IP Data to Build an Informed IP Strategy***

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# Introduction to WIPO Singapore

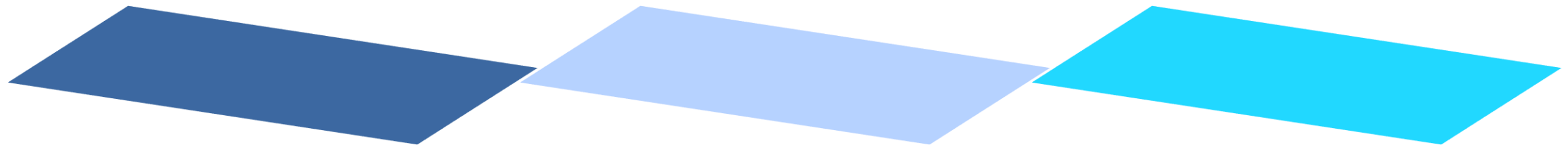
The WIPO Singapore Office (WSO) serves the ASEAN region by raising awareness of the importance of IP in business success, and promoting its use as a driver of economic growth, and social and cultural development.

The Office collaborates with various stakeholders -- including SME associations, chambers of commerce, IP groups and Offices, women and youth communities -- in the organization of promotional activities, training and capacity building projects under the digital economy.

MOU between  
ASEAN and WIPO

WIPO - Government  
of Singapore MOU

WIPO Singapore  
Office's Engagement  
in ASEAN



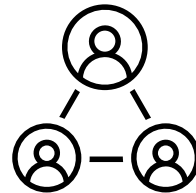
# WSO Regional Engagement: Multi-stakeholder Approach

*Supporting Business Enterprises, Women, Youth and Other Communities*

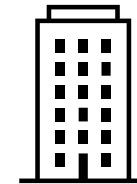


## Private sector entities in ASEAN

(ASEAN-Business Advisory Council (ASEAN-BAC), ASEAN Women Entrepreneurs Network (AWEN), ASEAN Young Entrepreneurs Council (AYEC), national CCIs, & SMEs).



## IP Associations



## IP Offices and various agencies in the IP ecosystems in ASEAN



## Local communities and youth groups

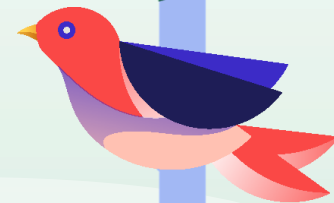
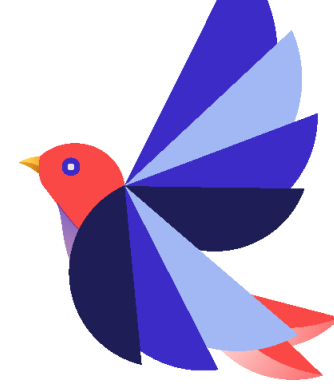
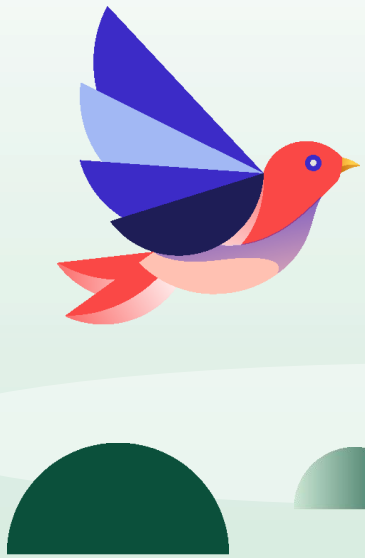


## Universities

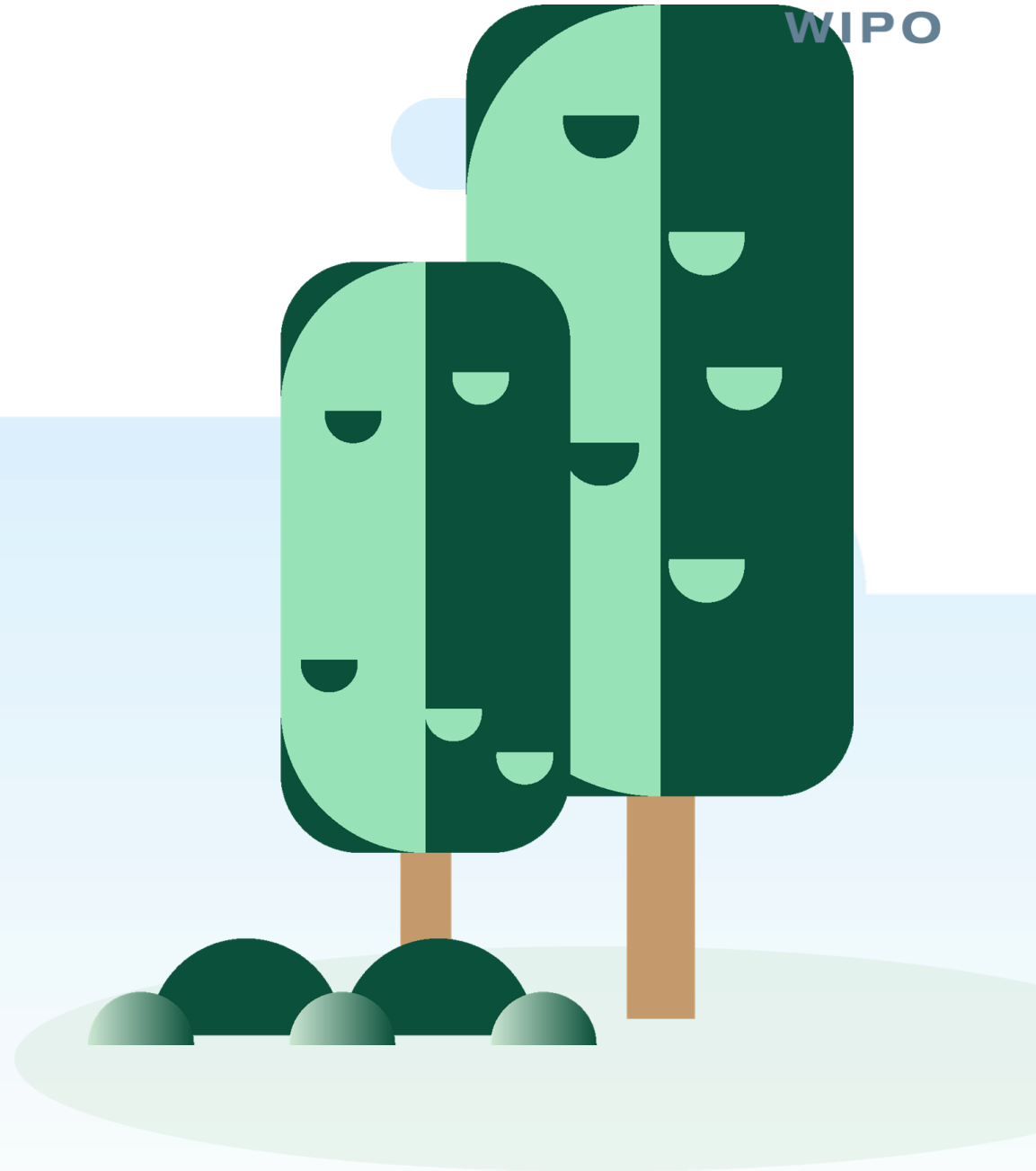


# Intellectual Property

The Fundamental Pillar  
for Businesses



Why does IP  
matter to your businesses?



### Secure competitive advantage

IP provides market exclusivity giving you the sole right to use, sell, or license your creations.

### Mitigate relevant risks

IP protection helps mitigate potential financial losses due to infringement claims.

### Generate revenue streams

IP can attract customers, investors, and partners.

### Build brand reputation

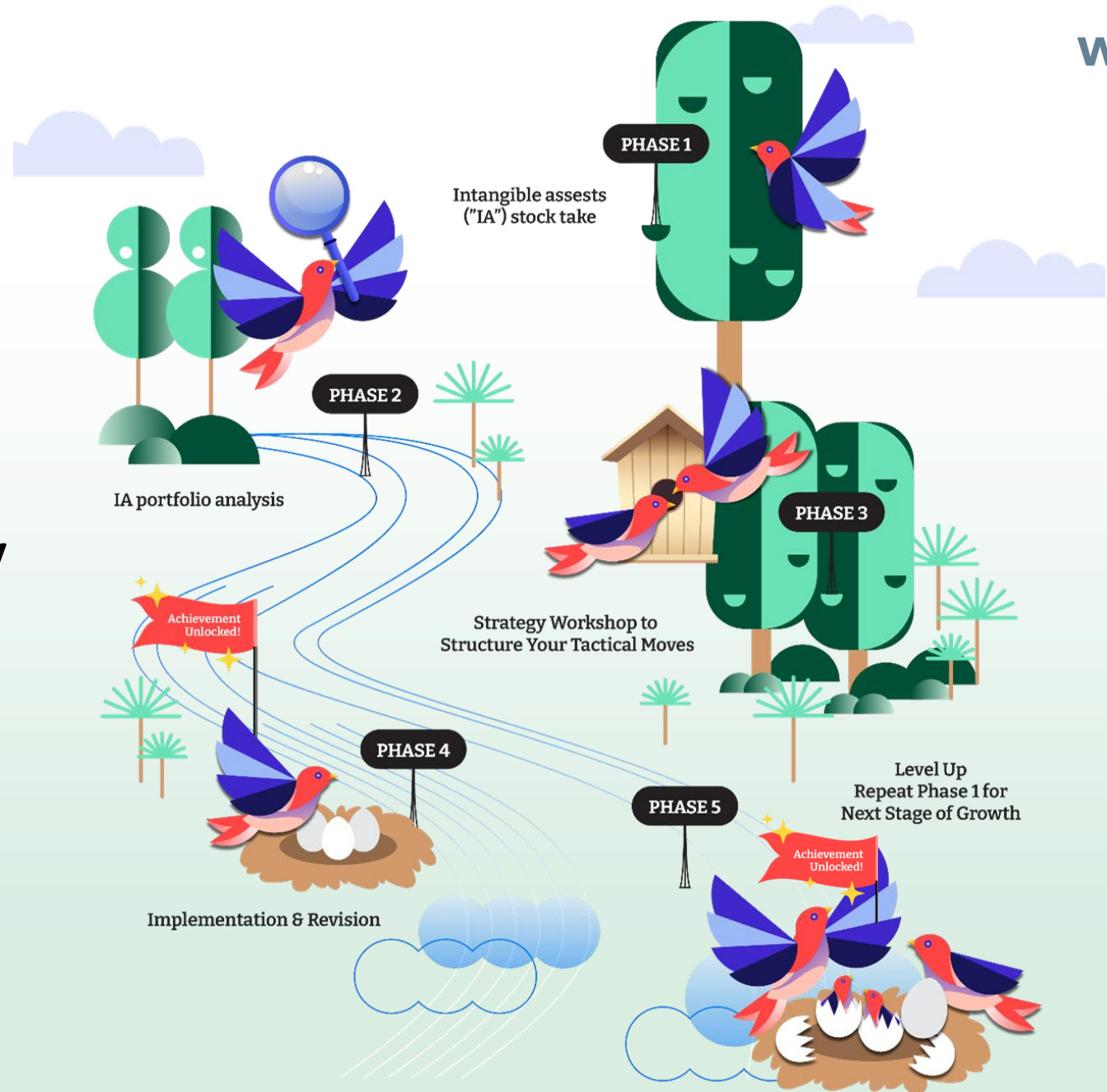
Create trust and consumer loyalty to set your business apart from competitors.

### Serve as a source of competitive intelligence

IP can give insights into the activity of your competitors.



# Your Journey with Intellectual Property

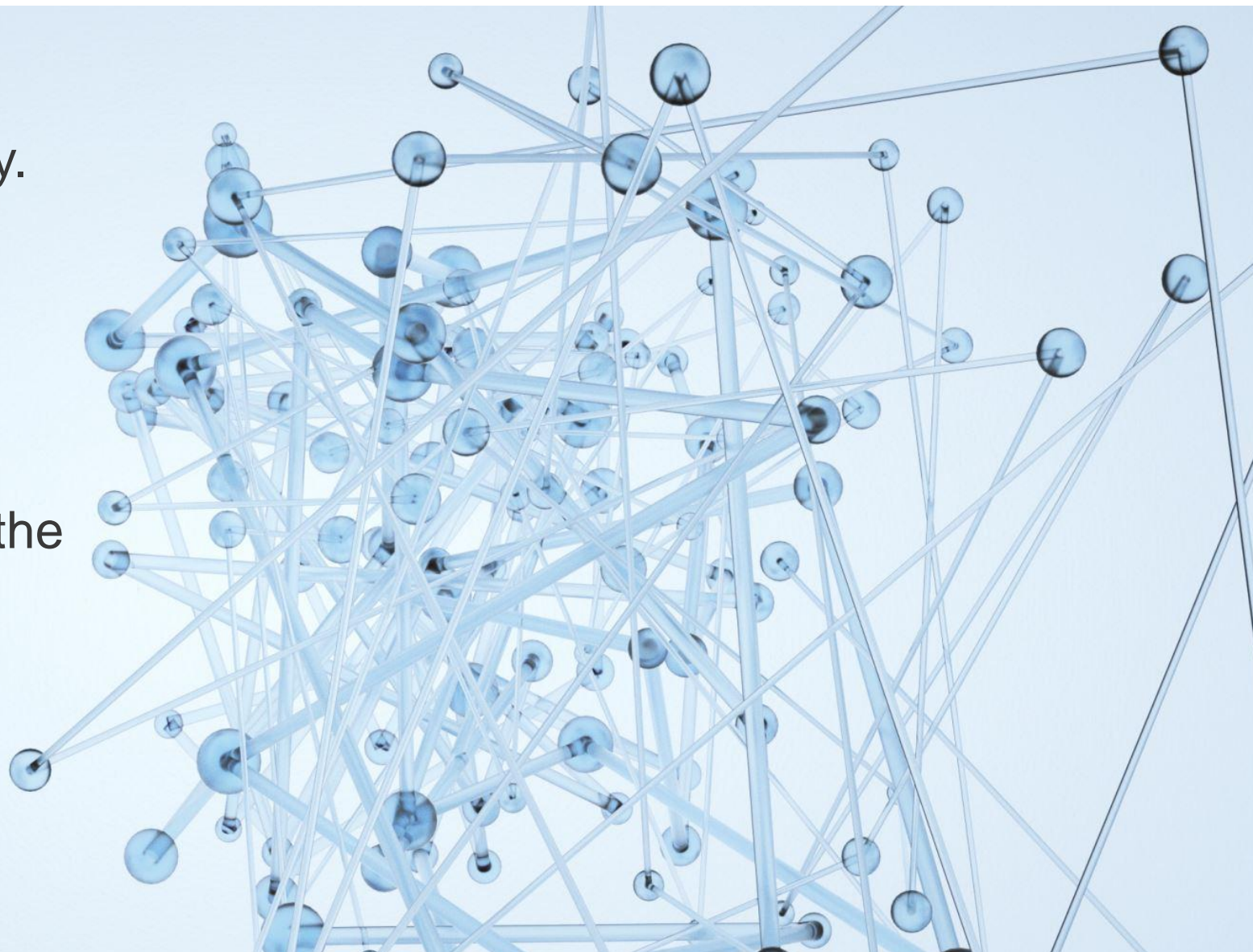


# Data: the new fuel transforming the global economy

The world is changing rapidly.

In the digital age, we are all connected -- anytime and anywhere.

Data are now referred to as the new oil. Data production and refinement can generate significant value.





# Why Should IP Data Matter to You?

## 1. Market Intelligence

- Provide insights on the state-of-the-art technologies
- Uncover new technologies
- Identify emerging players and new entrants

## 2. Competitive Intelligence

- Provide insights into competitors' innovation and R&D strategy
- Forecast upcoming products & services from competitors
- Supply insights into competitors market entry and business strategies

## 3. Investment Areas

- Uncover new opportunities in R&D (white spaces)
- Provide insights into other applications or industries for similar technologies/products/ services.
- Identify potential licensing opportunities (both in-license and out-license)



# **IP Data Analysis of Food & Beverage Sector in ASEAN Region**

# Case Study I: Jollibee



- Jollibee is focused on investing in its most prominent brands and expanding its market presence through strategic trademark registrations.
- Global Food & Beverage related portfolio: 581 trademarks under 26 brands
- Philippines: 73 trademarks (F&B sector)
- The company has achieved stronger trademark coverage for its major brands in **Indonesia** and **Singapore**, compared to **Malaysia** and **Thailand**, since 2020.
- 2020 witnessed significant increase in trademark filings, prioritizing its flagship brands such as **CRISPYLICIOUS**, **YUMBURGER**, and **JOLLIBEE** in **Malaysia** and **Thailand** -- signaling thus a commitment to strengthening their market position.
- Given the solid trademark coverage Jollibee has established in **Indonesia** and **Singapore**, it is anticipated that the company will likewise pursue further market expansion in **Malaysia** and **Thailand** in the future.
- Jollibee's deep portfolio of trademarks and its relative classes (i.e., Class 29 covering meat, fish, poultry, and processed food products; and Class 30 encompassing staple foods such as bread, cereals, and other food items), exhibits therefore its strategic focus on securing its core food product offerings comprehensively.

# Case Study II: San Miguel Pure Foods



Source: San Miguel website

- Global Food & Beverage related portfolio: 165 trademarks under 20 brands
- Philippines: 36 trademarks (F&B sector)
- MONTEREY COMMUNITY MARKET and FIESTA are the biggest San Miguel's brands in Philippines with over 50+ active trademarks
- Most of the trademarks are filed for fresh and processed meat (class 29) and bread and other pre-mix products (class 30).
- It is expected that San Miguel Pure Foods will keep this trend in the future with possible expansion to Meatshops, e.g., stalls, kiosks or stores for the sale of various food and related products (class 35).
- MAGNOLIA is the most popular brand in Indonesia and Thailand.
- No presence in Malaysia except for five inactive marks.
- Possible further market expansion will most likely be in Indonesia since the company already owns some trademarks that are not only related to F&B industry but also to compatible services that support this industry such as pending trademark application FARMHOUSE in class 43 (hospitality, vacation home)

# Takeaways.....

*A. Data is gold*

*B. Derive insights from data*

*C. Develop and leverage a data-driven  
IP strategy*



# Thank you

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