



6th ASEAN IP Register Coordinators Meeting

Topic 12 IP Portfolio Management Services

*WIPO IP Office Business Solutions
December 17, 2024*



Outline

- Problem statement
- Scope of the Minimum Viable Product (MVP) of IP Portfolio Management Service
- WIPO name harmonization service
- Improvements in 2024 (work in progress)
- Addition of other services in 2025

Search by Applicant Names


Current Implementation


- Search with Latin-spelling and “word match”
- Example Applicant name starting with “Samsung”: 4200+ matches




















 **ASEAN IP REGISTER** About English 

Designs Patents **Trademark**

Enter Keyword(s) and/or click Search for Patents listing Search Advanced Search


Applicant:samsung*™ 

Showing 3931 to 3960 of 4263 Filing Date 

ACTION	LOGO	MARK	FORMATTED FILING NUMBER	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	EXPIRATION DATE	NICE CLASSES	APPLICANT	REPRESENTATIVE	APPLICATION SUBTYPE	STATUS
		SSB	T9903005Z	T9903005Z	1999.03.26	2000.04.25	2009.03.26	09	SAMSUNG ELECTRONICS CO., LTD.		Conventional Mark	Removed
		SAMTRON	D00199902053	453,369	1999.02.16	2000.09.21	2009.02.16	9	SAMSUNG ELECTRON DEVICE CO. LTD	RONNY GUNAWAN SH - Cs.	Umum	Expired
		ANYCALL	PH/4/1999/000559	1999/000559	1999.01.27	2003.09.28	2013.09.28	9	SAMSUNG ELECTRONICS CO. LTD.		Trademark (national)	563
		ANY CALL	99000540		1999.01.25		2019.01.25	9	SAMSUNG ELECTRONICS CO., LTD.	Chew Phye Keat		Inactive
		OPTIFACE	T9900297H	T9900297H	1999.01.13	2002.03.18	2018.09.05	09	SAMSUNG ELECTRONICS CO., LTD.		Conventional Mark	Removed
		ANYCALL	VN-4-1999-40587	4-0034041-000	1999.01.05	2000.05.17	2019.01.05	9	SAMSUNG ELECTRONICS CO., LTD (KR), SAMSUNG ELECTRONICS CO., LTD.	Công ty TNHH một thành viên Sở hữu trí tuệ VCCI	Thông thường	Hết hạn
		ANYCALL	D001998021855	450,883	1998.12.22	2000.07.25	2008.12.22	9	SAMSUNG ELECTRONICS CO. LTD.	TOETOEN AM BADAR, CS.	Umum	Expired
		ANYCALL ANYCALL	T9812633I	T9812633I	1998.12.21	2002.01.14	2018.12.21	09	SAMSUNG ELECTRONICS CO., LTD.		Conventional Mark	Removed
		TURBO MASTER	98014176		1998.12.10			7	SAMSUNG TECHWIN CO. LTD.	Wong Sai Fong (Deceased)		Abandoned
		TANTUS	T9811218D	T9811218D	1998.11.09	2001.03.13	2018.11.09	09	SAMSUNG ELECTRONICS CO., LTD.		Conventional Mark	Removed

Applications of the Same Owner

Basic listing without any filter options



ASEAN IP REGISTER

BIBLIOGRAPHIC STATUS

(540) Logo

Optiface

Application Type	Trade Mark	Application SubTyp
(100) Registration Number and Date	T9900297H 2002.03.18	Status
(180) Expiration Date	2018.09.05	(400) Publication N and Date
(200) Filing Number and Date	SG T9900297H 1999.01.13	(591) Mark Color
(541) Mark	OPTIFACE	
(300) Priority Details		
(511) Nice Classes	09 Optical connectors, integrated circuits, computers, monitors, computer software for use in sending and receiving visual signals between personal computers and display equipments; all included in Class 9.	
(531) Vienna Classes		
(730) Applicant	(EN) SAMSUNG ELECTRONICS CO., LTD. : 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea	
(740) Representative		
(566) Mark Translation		

Other applications filed by same applicant

VN4200401507	SAMSUNG INTRON
VN4200504317	CINEMASMOOTH
VN4200605379	SLIMFIT
VN4200305337	DIGICAM
VN4200926335	Samsung LED TV led by samsung
VN4200306667	N NATURAL COLOR
VN4201015849	SAMSUNG GALAXY S
VN4201114044	FlexSlim
VN4201201760	SAMSUNG SMART STATION
VN4201125003	Samsung LED TV SLIM L E D
VN4201102854	Samsung GALAXY ACE
VN4201102853	Samsung GALAXY mini
VN4201102855	Samsung GALAXY Fit
VN4201026147	Smart Hub
VN4200303362	MAGIC BRIGHT
IDM0020211613625	Active Bubble
PHM11493814	GALAXY BOOK
IDM0020211613454	BubbleStorm

Scope of the MVP

- Harmonization of legal entity names by performing name cleaning and removing when applicable entities that are parts of the company names (e.g. legal suffixes, business sectors, prepositions)

ARIKO **GESELLSCHAFT MIT BESCHRAENKTER HAFTUNG** HERSTELLUNG **UND** GROSSHANDEL CHEMISCH-TECHNISCHER PRODUKTE
LEGAL SUFFIX SECTOR PREP SECTOR

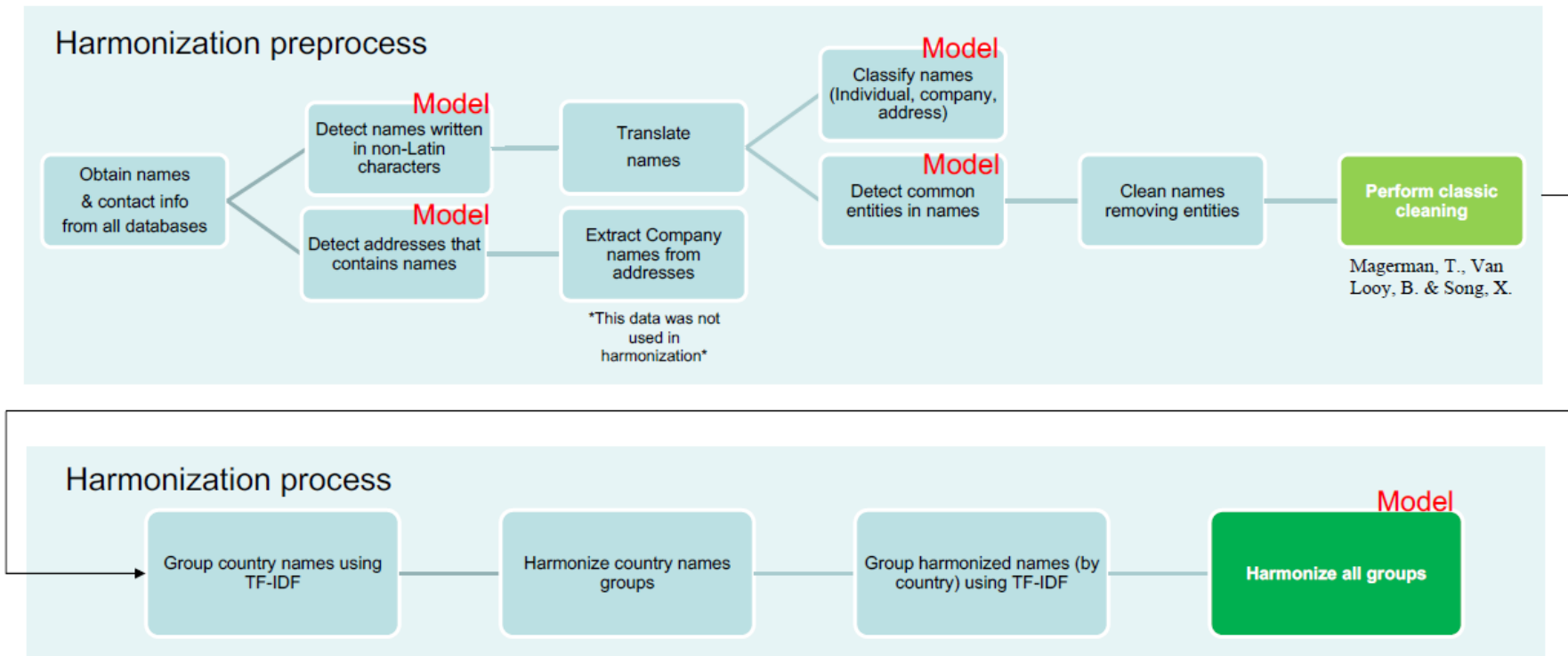
OTTO BOCK ORTHOPAEDISCHE INDUSTRIE BESITZ **UND** VERWALTUNGS **KOMMANDITGESELLSCHAFT**
SECTOR PREP SECTOR LEGAL SUFFIX

- It is important to differentiate a company or an individual name

Addition of a Name Harmonization Process

- Name harmonization during data loading by making use of a WIPO internal service developed in-house based on AI technology and google translation service
- Challenges are due to the volume of ASEAN data to process and the need to plan service upgrades

How names are harmonized



Use of Term Frequency-Inverse Document Frequency algorithm (TF-IDF) to measure the frequency of occurrence of a term and its importance

Make Use of a WIPO Internal Name Harmonization Service

■ Creation of 3 search indexes

■ Hard cleaning

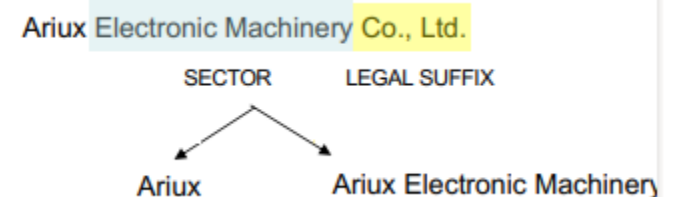
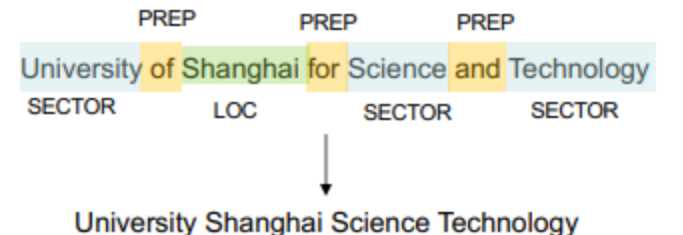
- Remove all common entities
- Use cleaned names to form group names

■ Soft cleaning (harmonization)

- Remove a selected number of legal entities and prepositions
- Use cleaned names to check similar group names

■ Basic cleaning

Remove special characters only



Addition of a Name Harmonization Process

- Creation of 3 search indexes
 - Hard cleaning
 - Remove all common entities
 - Use cleaned names to form group names
 - Soft cleaning (harmonization)
 - Remove a selected number of legal entities and prepositions
 - Use cleaned names to check similar group names
 - Basic cleaning
 - Remove special characters only

Access to IP Portfolio Search

Link to open IP Portfolios Search

The screenshot displays the ASEAN Intellectual Property Portal. At the top, the logo and name 'ASEAN Intellectual Property Portal' are visible. Below this, the 'ASEAN IP REGISTER' section includes navigation tabs for PATENTS, DESIGNS, TRADEMARKS, OTHER IP REGISTERS, and IP PORTFOLIOS. A search bar is present with the text 'Enter Keyword(s) and/or click Search for Patents list'. A red box highlights a link in the search bar, with a red arrow pointing to a magnifying glass icon in the top right corner of the page. Below the search bar, a pie chart shows the distribution of IP applications by country: Brunei (10.7%), Cambodia (17.6%), Indonesia (19.8%), Lao PDR (23.4%), Malaysia (10.9%), Philippines (17.3%), Singapore (10.9%), Thailand (10.9%), and Vietnam (10.9%). To the right of the pie chart is a table of IP portfolios by country.

Flag	Country	Applications	Publication coverage
	Brunei	1,651	1979.03.14 - 2023.07.31
	Cambodia	467	2009.05.27 - 2022.11.26
	Indonesia	175,518	1987.12.02 - 2023.12.15
	Lao PDR	160	2018.12.31 - 2023.07.14
	Malaysia	196,945	1997.12.24 - 2023.11.08
	Philippines	108,864	1958.05.22 - 2023.02.20
	Singapore	232,612	1995.11.28 - 2022.05.24
	Thailand	172,299	1980.08.13 - 2024.01.22
	Vietnam	106,960	1984.04.06 - 2023.12.25

Below the table, a search bar and navigation menu are visible. The navigation menu includes links for HOME, ABOUT, SERVICES, RESOURCES, STATISTICS, NEWS & EVENTS, and ASEAN IP ACADEMY. Below the navigation menu, a section titled 'CONTACT US' is visible. A red arrow points from the text 'IP Portfolios View / Landing Pages showing a preview list of a few portfolio examples selected from ASEAN IP Register' to a preview of IP portfolios. The preview shows four portfolio cards: Sony (Total Applications: 92), Honda (Total Applications: 3), Matest Spa (Total Applications: 738), and Google LLC (Total Applications: 3). Each card has a 'View Details' button.

IP Portfolios View / Landing Pages showing a preview list of a few portfolio examples selected from ASEAN IP Register

Summary View of an IP Portfolio

Search by IP portfolio names with matching suggestions to preview one or all names of the matching list



HOME ABOUT SERVICES RESOURCES STATISTICS NEWS & EVENTS ASEAN IP ACADEMY CONTACT US

Search... Search...

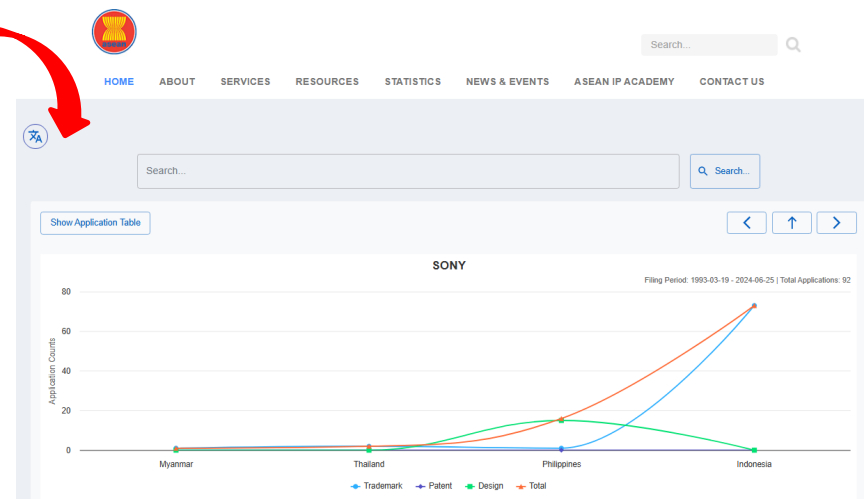
Sony
Total Applications: 92
View Details >

Honda
Total Applications: 3
View Details >

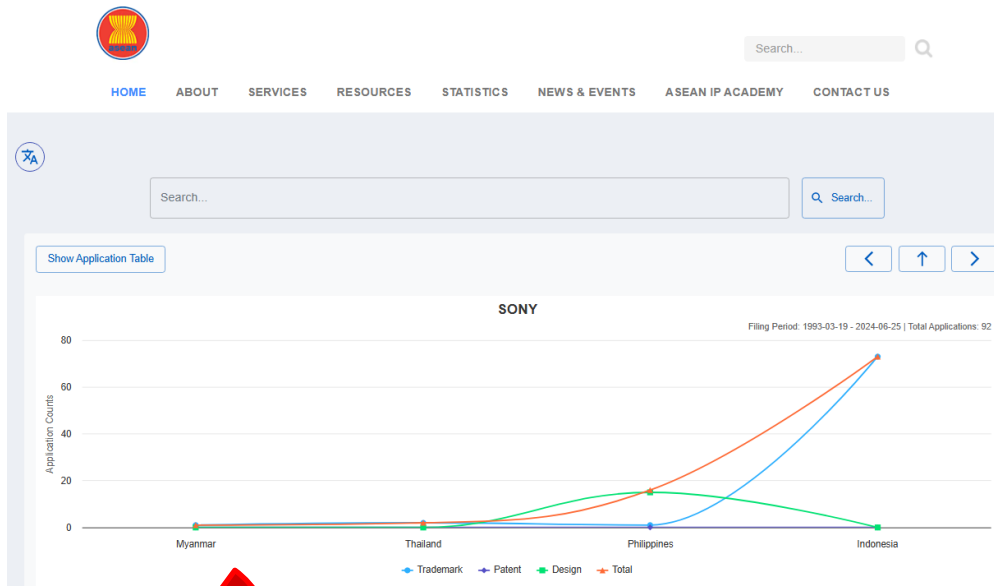
Matest Spa
Total Applications: 738
View Details >

Google LLC
Total Applications: 3
View Details >

View the summary of one selected IP portfolio



Summary View of an IP Portfolio



Search...

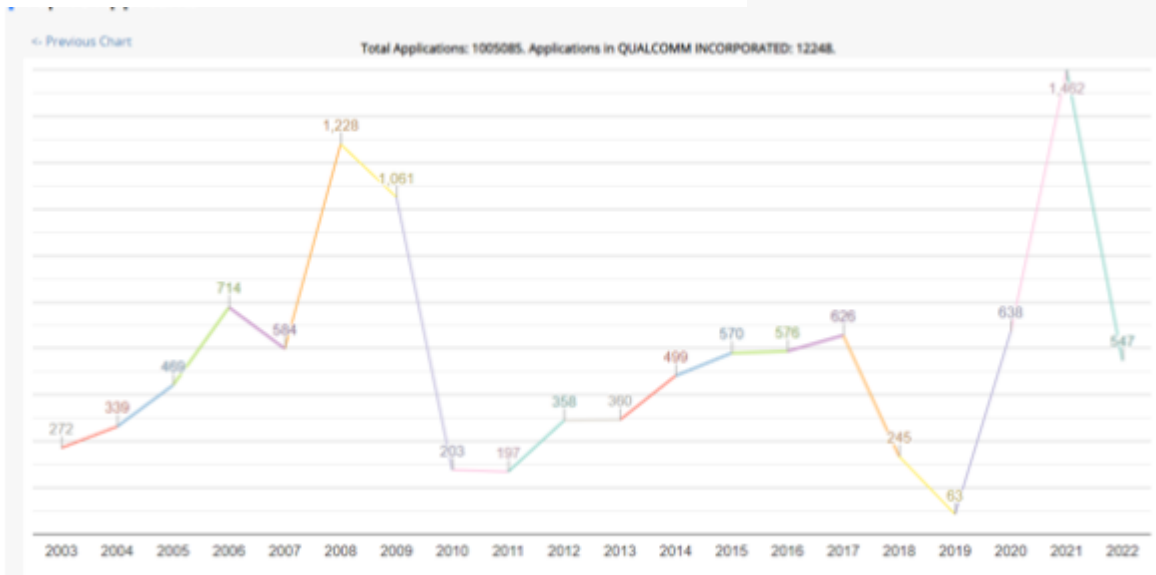
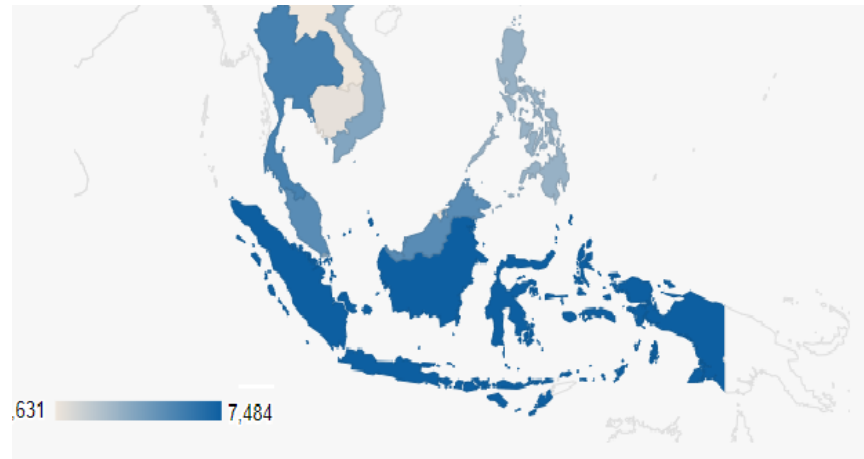
Filing Office	IP Type Category	Filing Number	Filing Date	Publication Nu...	Publication Date	Registration N...	Registration D...	Description	Status
ID	trademarks	IDD00201102...	2011-06-06	-	-	-	-	PLAYSTATION...	Registered
ID	trademarks	IDD00201102...	2011-06-28	-	-	-	-	ELVINA + LUKI...	Registered
ID	trademarks	IDD00201102...	2011-05-30	-	-	-	-	XPERIA NEO	Expired
ID	trademarks	JID20240478...	2024-06-04	-	-	-	-	JACK'S CHICK...	Published
ID	trademarks	J0020140407...	2014-09-09	-	-	-	-	MODELSTALK	Registered

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View and filter the list of applications of the selected IP portfolio

Addition of Other Services in 2025

- IP Portfolios in ASEAN
- Filing Trends
- Competitors
- Other suggestions



Other Improvements

- Suggestions
- Discussion