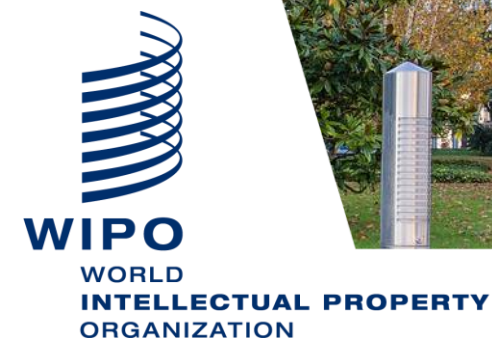


6th ASEAN IP Register Regional Coordinators Meeting

Promotion of ASEAN IP Register Services

Thitapha Wattanapruttipaisan
Director, WIPO Office in Singapore

December 18, 2024



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

Target groups	Agenda
<p>(i) Intermediaries (e.g. Agencies, universities, private law firms etc.)</p> <p>(ii) End users (Businesses, innovators, creators)</p>	<ol style="list-style-type: none">1. Introduction to ASEAN IP Register2. ASEAN IP Register Data Services (Demonstration)3. Data-Driven IP Strategy: Using IP Data to Build an informed IP Strategy for selected industries (e.g., F&B Industry)4. Other ASEAN IP Portal services
<p>Benefits of using IP Data analysis</p> <p>Intermediaries:</p> <p>As a value add to their existing services</p> <ul style="list-style-type: none">• Provide support and basis for their advisory• Make informed decisions on research and investments directions• As a tool for innovation benchmarking	<p>Benefits of using IP Data analysis</p> <p>End users:</p> <ul style="list-style-type: none">• Make informed decisions on research and investments directions• Establish filing and product strategy• Provides basis for the formulation of the brand strategy

Gearing towards a Data-driven IP Strategy for Broader-based and More Inclusive Growth

Schedule:

ASEAN Member States	Date
Brunei Darussalam (both groups)	May 26-27, 2025
Cambodia (both groups)	Pending
Indonesia (both groups)	February 25-26, 2025
Laos (both groups)	March 27-28, 2025
Malaysia (both groups)	April 14-15, 2025
Philippines (both groups)	Pending
Thailand (both groups)	February 20-21, 2025
Singapore (both groups)	August 26-27, 2025
Vietnam (both groups)	April 21-22, 2025

ASEAN IP Register National Workshop

December 18, 2024, Manila, Philippines

Topic 1: Introduction to ASEAN IP Register

ASEAN IP REGISTER

<https://www.aseanip.org/services/ip-register>



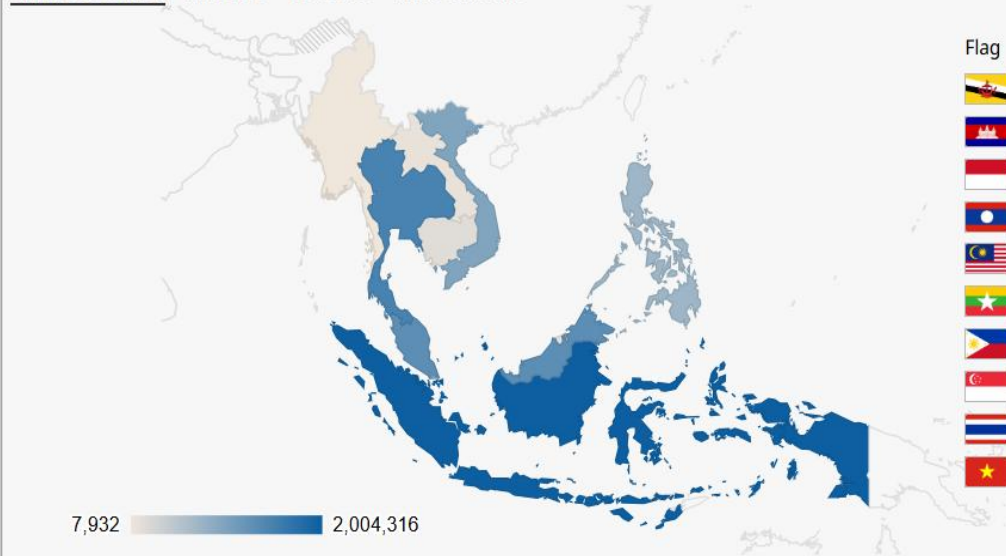
ASEAN
Intellectual Property Portal



ASEAN IP REGISTER

[DATA COVERAGE](#) [PATENTS](#) [DESIGNS](#) [TRADEMARKS](#)

About English (0)



Country	Patents	Designs	Trademarks
Brunei	1,651	199	58,161
Cambodia	1,486	1,241	139,480
Indonesia	195,450	91,291	1,717,575
Lao PDR	160	538	65,715
Malaysia	208,211	39,542	1,057,783
Myanmar	0	49	7,883
Philippines	73,990	20,762	628,122
Singapore	232,612	43,757	543,729
Thailand	180,273	80,704	1,214,312
Viet Nam	113,851	55,041	803,902

Patents and Utility Models:

1,007,684

Industrial Designs:

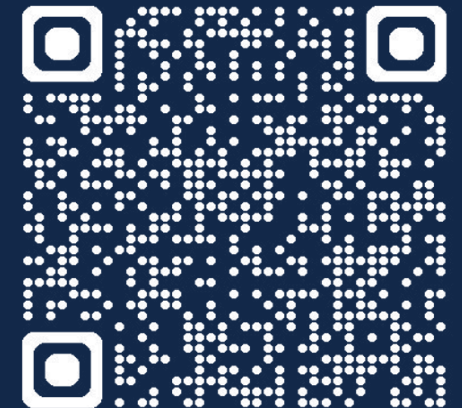
333,124

Trademarks:

6,236,343

Total:

7,577,151



Topic 2: ASEAN IP Register Data Services (Demonstration)

ASEAN IP REGISTER

<https://www.aseanip.org/services/asean-ip-register>



ASEAN
Intellectual Property Portal

Search...



HOME

SERVICES

RESOURCES

STATISTICS

NEWS & EVENTS

ASEAN IP ACADEMY

CONTACT US

ABOUT

ASEAN IP Register

ASEAN Patent Examination
Co-operation (ASPEC)

ASEAN GI Database

ASEAN IP Case Law

WIPO-administered
Systems

Trans
Regio

Into An Innovative and Competitive
Use of Intellectual Property

I am..

I wish to...



ASEAN IP REGISTER

SEARCHING

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

Search

Advanced Search

Mark:sm mall*✕

Showing 1 to 7 of 7



Filing Date



ACTION	LOGO	MARK	FILING OFFICE	FILING NUMBER TEXT	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	PUBLICATION DATE	NICE CLASSES	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/>		SM MALL OF ASIA ARENA	PH	PH/4/2020/003150	4/2020/003150	2020.02.28	2021.02.05	2020.12.10	41	SM Investments Corporation	Trademark (national)	REG
<input type="checkbox"/>		SM MALL OF ASIA ARENA	PH	PH/4/2020/003151	4/2020/003151	2020.02.28	2021.02.26	2021.01.05	41	SM Investments Corporation	Trademark (national)	REG
<input type="checkbox"/>		SM MALL OF ASIA COMPLEX	PH	PH/4/2018/018199	4/2018/018199	2018.10.11	2019.09.06	2019.07.08	35, 37, 41	SM Prime Holdings, Inc.	Trademark (national)	REG
<input type="checkbox"/>		SM MALL OF ASIA COMPLEX	PH	PH/4/2018/018198	4/2018/018198	2018.10.11	2019.09.06	2019.07.08	35, 37, 41	SM Prime Holdings, Inc.	Trademark (national)	REG
<input type="checkbox"/>		SM MALL OF ASIA NO OTHER MALL COMES CLOSE	PH	PH/4/2017/016752	4/2017/016752	2017.10.18	2018.05.25	2018.04.02	35, 36, 41	SM Prime Holdings, Inc.	Trademark (national)	REG
<input type="checkbox"/>		SM MALL OF CEBU	PH	PH/4/2010/003057	4/2010/003057	2010.03.19	2010.12.31	2010.11.30	35	SM PRIME HOLDINGS, INC.	Trademark (national)	563
<input type="checkbox"/>		SM MALL OF ASIA COMPLEX AND LOGO	PH	PH/4/2008/008769	4/2008/008769	2008.07.22	2009.01.12	2008.12.12	37	SM INVESTMENTS CORPORATION	Trademark (national)	604



7 applications found in 2 ms

ASEAN IP REGISTER

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

Search

Advanced Search

Applicant:sm investments**x



Showing 1 to 30 of 111



Filing Date ▾



ACTION	LOGO	MARK	FILING OFFICE	FILING NUMBER TEXT	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	PUBLICATION DATE	NICE CLASSES	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/>		SM FANDOM	PH	PH/4/2024/532154		2024.11.22			35, 41	SM INVESTMENTS CORPORATION	Trademark (national)	Filed
<input type="checkbox"/>		SM NEO VERDE	PH	PH/4/2024/527298		2024.10.02			36, 41	SM INVESTMENTS CORPORATION	Trademark (national)	Filed
<input type="checkbox"/>		SM NEW VALLEY	PH	PH/4/2024/527299		2024.10.02			36, 41	SM INVESTMENTS CORPORATION	Trademark (national)	Filed
<input type="checkbox"/>		SM ECORIA	PH	PH/4/2024/527297		2024.10.02			36, 41	SM INVESTMENTS CORPORATION	Trademark (national)	Filed
<input type="checkbox"/>		SM SANTA ROSA UPTOWN	PH	PH/4/2024/527300		2024.10.02			36, 41	SM INVESTMENTS CORPORATION	Trademark (national)	Filed
<input type="checkbox"/>		SM YOUR HOME EVERYDAY	PH	PH/4/2024/514360		2024.05.23		2024.06.10	35	SM INVESTMENTS CORPORATION	Trademark (national)	Published
<input type="checkbox"/>		SM EVERYTHING EVERYDAY	PH	PH/4/2024/514361		2024.05.23		2024.06.10	35	SM INVESTMENTS CORPORATION	Trademark (national)	Published
<input type="checkbox"/>		SM YOUR EVERY FIRSTS	PH	PH/4/2024/514357		2024.05.23		2024.06.10	35	SM INVESTMENTS CORPORATION	Trademark (national)	Published
<input type="checkbox"/>		SM YOUR	PH	PH/4/2024/514359		2024.05.23		2024.06.10	35	SM INVESTMENTS CORPORATION	Trademark (national)	Published

ASEAN IP REGISTER

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

[Search](#) [Advanced Search](#)

Applicant:sm investments*
Applicant:sm prime holdings*



Showing 31 to 60 of 284

Navigation: << < 1 2 3 4 5 6 7 8 9 10 > >>

Filing Date

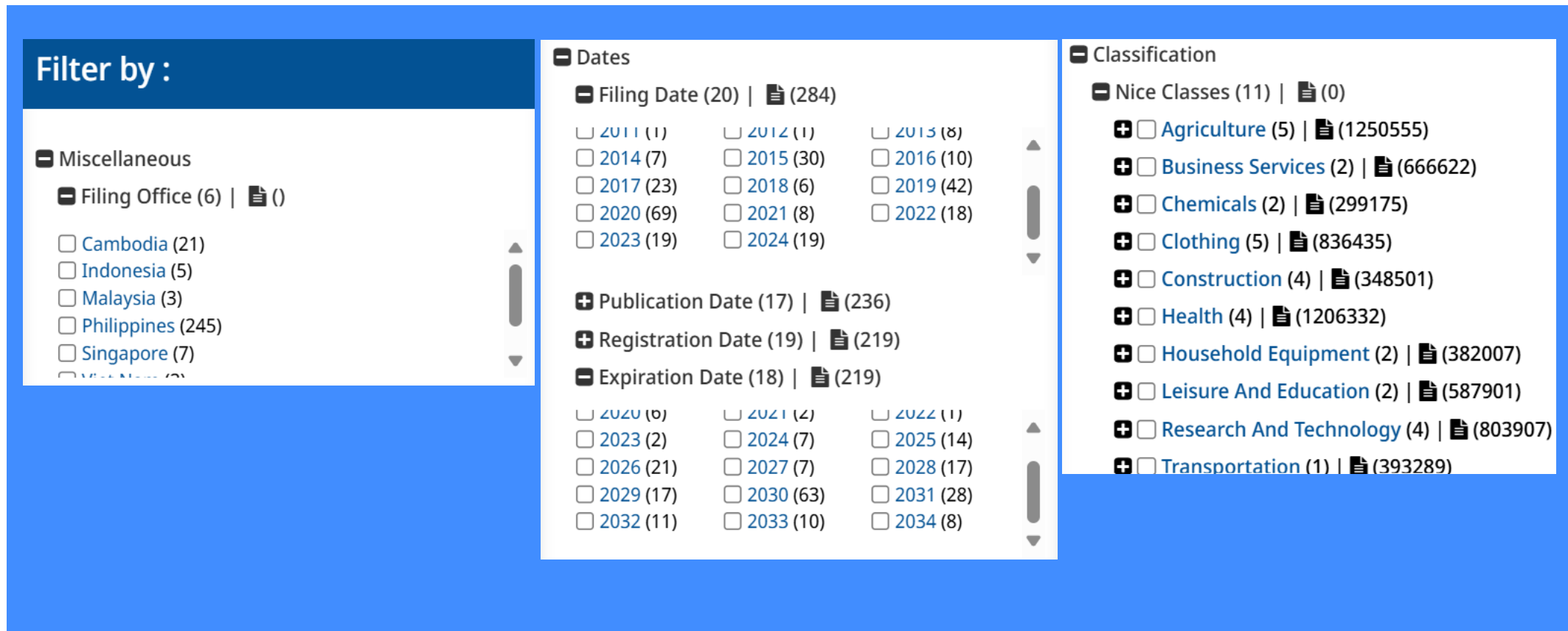


ACTION	LOGO	MARK	FILING OFFICE	FILING NUMBER TEXT	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	PUBLICATION DATE	NICE CLASSES	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/>		SM	PH	PH/4/2023/507134	4/2023/507134	2023.03.24	2024.01.26	2023.11.29	1, 3, 4, 5, 6, 9, 10, 14, 16, 17, 18, 20, 21, 24, 25, 27, 29, 30, 31, 32, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45	SM INVESTMENTS CORPORATION	Trademark (national)	REG
<input type="checkbox"/>		PARCEL EXCELLENCE	PH	PH/4/2023/504245	4/2023/504245	2023.02.23	2023.08.30	2023.07.19	39	SM PRIME HOLDINGS, INC.	Trademark (national)	REG
<input type="checkbox"/>		SM FOODCOURT	PH	PH/4/2023/504242	4/2023/504242	2023.02.22	2024.07.30	2024.05.08	43	SM PRIME HOLDINGS, INC.	Trademark (national)	REG
<input type="checkbox"/>		SM FOODCOURT	PH	PH/4/2023/504243	4/2023/504243	2023.02.22	2024.07.30	2024.05.08	43	SM PRIME HOLDINGS, INC.	Trademark (national)	REG
<input type="checkbox"/>		CYAN MODERN KITCHEN	PH	PH/4/2023/502969	4/2023/502969	2023.02.07	2024.02.18	2024.01.12	43	SM PRIME HOLDINGS INC.	Trademark (national)	REG
<input type="checkbox"/>		EDGE POOL BAR	PH	PH/4/2023/502970	4/2023/502970	2023.02.07	2024.04.27	2024.03.22	43	SM PRIME HOLDINGS, INC.	Trademark (national)	REG
<input type="checkbox"/>		ALTA RIDGE BAR	PH	PH/4/2023/502967	4/2023/502967	2023.02.07	2023.11.21	2023.10.12	43	SM PRIME HOLDINGS INC.	Trademark (national)	REG

ASEAN IP REGISTER

EXPLORING DATA

❖ Using Filter



The screenshot displays the 'Filter by' section of the ASEAN IP Register interface, which is organized into three main columns: Miscellaneous, Dates, and Classification.

- Filter by :**
 - Miscellaneous**
 - Filing Office (6) | 📄 (0)**
 - Cambodia (21)
 - Indonesia (5)
 - Malaysia (3)
 - Philippines (245)
 - Singapore (7)
 - Viet Nam (2)
- Dates**
 - Filing Date (20) | 📄 (284)**
 - 2011 (1) 2012 (1) 2013 (8)
 - 2014 (7) 2015 (30) 2016 (10)
 - 2017 (23) 2018 (6) 2019 (42)
 - 2020 (69) 2021 (8) 2022 (18)
 - 2023 (19) 2024 (19)
 - Publication Date (17) | 📄 (236)**
 - Registration Date (19) | 📄 (219)**
 - Expiration Date (18) | 📄 (219)**
 - 2020 (0) 2021 (2) 2022 (1)
 - 2023 (2) 2024 (7) 2025 (14)
 - 2026 (21) 2027 (7) 2028 (17)
 - 2029 (17) 2030 (63) 2031 (28)
 - 2032 (11) 2033 (10) 2034 (8)

- Classification**
- Nice Classes (11) | 📄 (0)**
 - Agriculture (5) | 📄 (1250555)
 - Business Services (2) | 📄 (666622)
 - Chemicals (2) | 📄 (299175)
 - Clothing (5) | 📄 (836435)
 - Construction (4) | 📄 (348501)
 - Health (4) | 📄 (1206332)
 - Household Equipment (2) | 📄 (382007)
 - Leisure And Education (2) | 📄 (587901)
 - Research And Technology (4) | 📄 (803907)
 - Transportation (1) | 📄 (393289)

ASEAN IP REGISTER

Search Advanced Search

Applicant:sm investments*
Applicant:sm prime holdings*
Filing Office:Cambodia*



Showing 1 to 21 of 21



Filing Date



ACTION	LOGO	MARK	FILING OFFICE	FILING NUMBER TEXT	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	PUBLICATION DATE	NICE CLASSES	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/>		SM STORE	KH	KH/94086/20	KH/2023/91182	2020.09.10	2023.04.06	2023.04.07	35	SM INVESTMENTS CORPORATION	Foreign Service Mark	Active
<input type="checkbox"/>		SMIC	KH	KH/94084/20	KH/2021/81891	2020.09.10	2021.03.15	2021.04.09	41	SM INVESTMENTS CORPORATION	Foreign Service Mark	Active
<input type="checkbox"/>		SMIC	KH	KH/94083/20	KH/2021/81890	2020.09.10	2021.03.15	2021.04.09	36	SM INVESTMENTS CORPORATION	Foreign Service Mark	Active
<input type="checkbox"/>		SMIC	KH	KH/94082/20	KH/2021/81889	2020.09.10	2021.03.15	2021.04.09	35	SM INVESTMENTS CORPORATION	Foreign Service Mark	Active
<input type="checkbox"/>		SMIC	KH	KH/94085/20	KH/2021/81892	2020.09.10	2021.03.15	2021.04.09	43	SM INVESTMENTS CORPORATION	Foreign Service Mark	Active
<input type="checkbox"/>		SM INVESTMENTS	KH	KH/94078/20		2020.09.10			35	SM INVESTMENTS CORPORATION	Foreign Service Mark	Pending
<input type="checkbox"/>		SM INVESTMENTS	KH	KH/94081/20		2020.09.10			43	SM INVESTMENTS CORPORATION	Foreign Service Mark	Pending
<input type="checkbox"/>		SM INVESTMENTS	KH	KH/94080/20		2020.09.10			41	SM INVESTMENTS CORPORATION	Foreign Service Mark	Pending

ASEAN IP REGISTER

BIBLIOGRAPHIC	STATUS
---------------	--------

(540) Logo



Application Type	Filed at DIP	Application SubType	Foreign Service Mark
(100) Registration Number and Date	KH/2023/91182 2023.04.06	Status	Active
(180) Expiration Date	2030.09.10		
(200) Filing Number and Date	KH/94086/20 2020.09.10	(400) Publication Number and Date	KH/94086/20 2023.04.07
(541) Mark	(EN) SM STORE	(591) Mark Color	
(300) Priority Details	HK 305214438 2020.03.10		
(511) Nice Classes	35	Business management; business administration; administration of consumer loyalty programs; provision of an online marketplace for buyers and sellers of goods and services; online retail services; presentation of goods on communication media, for retail purposes; retail services; supermarket and departmental store retailing services; advisory; management of business offices for others; auditing services relating to property; business administration; office functions; administrative accounting services, rental accounting services, personnel management services, assistance services in management of business activities; advertising and marketing services; business appraisals; business organization consultancy; business research; commercial information agencies; marketing research; advertising; organization of trade fairs for commercial or advertising purposes, outdoor advertising; publicity; rental of advertising space; leasing of billboards; information and consultancy services relating to all the aforesaid services.	
(531) Vienna Classes	26.01.01 (7) 26.01.18 (7) 27.05.01 (7) 27.05.02 (7) 29.01.04 (7)		

ASEAN IP REGISTER

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

Search

Advanced Search

Applicant:university**x



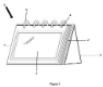
Filter by : ✕

Showing 1 to 18 of 19633

⏪ ⏩ 1 2 3 4 5 6 7 8 9 10 ⏪ ⏩

Filing Date ▾ ⏶

- + Files
- + Dates
- Countries
 - + Applicant Country (79) | 📄 (0)
 - + Representative Country (12) | 📄 (0)
 - Filing Office (9) | 📄 (0)
 - Lao PDR (7)
 - Malaysia (2627)
 - Philippines (6446)
 - Singapore (7333)
 - Thailand (3)
 - Viet Nam (1166)
 - + Inventor Country (110) | 📄 (0)
 - + Priority Office (47) | 📄 (0)
- + Classification

ACTION	DRAWING	TITLE	FILING OFFICE	FILING NUMBER TEXT	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	PUBLICATION DATE	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/> 📄 🔗		VACUUM FRIED MIXED VEGETABLE CHIPS	PH	2/2024/051012	2024.09.30			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		REUSABLE WEEKLY LESSON PLANNER WITH MIRROR	PH	2/2024/050913	2024.09.04			2024.10.18	CEBU NORMAL UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		ANTI-CXCR5 ANTIBODIES AND COMPOSITIONS AND USES THEREOF	MY	PI2024004897	2024.08.22				PFIZER INC. THE REGENTS OF THE UNIVERSITY OF CALIFORNIA		Filed
<input type="checkbox"/> 📄 🔗		COMPOSITION OF SUGAR FLAVORED MANGOSTEEN (Garcinia mangostana) POWDER	PH	2/2024/050808	2024.08.15			2024.11.04	MINDANAO STATE UNIVERSITY-SULU	Utility model	Published
<input type="checkbox"/> 📄 🔗		COMPOSITION OF FLAVORED MANGOSTEEN (Garcinia mangostana) POWDER	PH	2/2024/050807	2024.08.15			2024.11.04	MINDANAO STATE UNIVERSITY-SULU	Utility model	Published
<input type="checkbox"/> 📄 🔗		CUCUMBER (Cucumis sativus L.) SEED, PULP, AND PEEL TEA	PH	2/2024/050793	2024.08.13			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		PROCESS OF PRODUCING	PH	2/2024/050792	2024.08.13			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published

ASEAN IP REGISTER

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

Search

Advanced Search

Applicant:university**



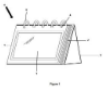
Filter by :

Showing 1 to 18 of 19633

⏪ ⏩ 1 2 3 4 5 6 7 8 9 10 ⏪ ⏩

Filing Date ▾ ⏶

- Files
- Dates
- Countries
 - Applicant Country (79) | 📄 (0)
 - Representative Country (12) | 📄 (0)
 - Filing Office (9) | 📄 (0)
 - Lao PDR (7)
 - Malaysia (2627)
 - Philippines (6446)
 - Singapore (7333)
 - Thailand (3)
 - Viet Nam (1166)
- Inventor Country (110) | 📄 (0)
- Priority Office (47) | 📄 (0)
- Classification

ACTION	DRAWING	TITLE	FILING OFFICE	FILING NUMBER TEXT	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	PUBLICATION DATE	APPLICANT	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/> 📄 🔗		VACUUM FRIED MIXED VEGETABLE CHIPS	PH	2/2024/051012	2024.09.30			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		REUSABLE WEEKLY LESSON PLANNER WITH MIRROR	PH	2/2024/050913	2024.09.04			2024.10.18	CEBU NORMAL UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		ANTI-CXCR5 ANTIBODIES AND COMPOSITIONS AND USES THEREOF	MY	PI2024004897	2024.08.22				PFIZER INC. THE REGENTS OF THE UNIVERSITY OF CALIFORNIA		Filed
<input type="checkbox"/> 📄 🔗		COMPOSITION OF SUGAR FLAVORED MANGOSTEEN (Garcinia mangostana) POWDER	PH	2/2024/050808	2024.08.15			2024.11.04	MINDANAO STATE UNIVERSITY-SULU	Utility model	Published
<input type="checkbox"/> 📄 🔗		COMPOSITION OF FLAVORED MANGOSTEEN (Garcinia mangostana) POWDER	PH	2/2024/050807	2024.08.15			2024.11.04	MINDANAO STATE UNIVERSITY-SULU	Utility model	Published
<input type="checkbox"/> 📄 🔗		CUCUMBER (Cucumis sativus L.) SEED, PULP, AND PEEL TEA	PH	2/2024/050793	2024.08.13			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published
<input type="checkbox"/> 📄 🔗		PROCESS OF PRODUCING	PH	2/2024/050792	2024.08.13			2024.11.04	EASTERN VISAYAS STATE UNIVERSITY	Utility model	Published

ASEAN IP REGISTER

BIBLIOGRAPHIC	DOCUMENT LIST	STATUS	CLAIMS	DRAWINGS
---------------	---------------	--------	--------	----------

Application Type	Sáng chế	Application SubType	PCT national phase SC
(10) Registration Number and Date	1-0040086-000 2024.05.10	Status	Published
(180) Expiration Date	2029.09.18		
(20) Filing Number and Date	VN 1-2019-05796 2009.09.18	(40) Publication Number and Date	VN 67674 A 2019.12.25
(86) PCT Filing Number and Date	PCT/AT2009/000364 2009.09.18	(87) PCT Publication Number and Date	WO/2010/031101 2010.03.25
(85) National Entry Date			
(30) Priority Details	AT GM 501/2008 2008.09.18		
(51) IPC Classes	C12N 15/52 (2006.01) C12N 9/10 C12N 9/18 C12P 7/06		
(71/73) Applicant	(VI) ERBER AKTIENGESELLSCHAFT : Industriestrasse 21, A-3130 Herzogenburg, Austria		
(72) Inventor	(VI) MOLL, Wulf-Dieter : Donaustrasse 6, A-2000 Stockerau, Austria BINDER, Eva Maria : W.A. Mozarstrasse 8, A-3430 Tulln, Austria HARTINGER, Doris : Leystrasse 8/56, A-1200 Wien, Austria SCHATZMAYR, Gerd : J. Haydngasse 1, A-3430 Tulln, Austria GRIEßLER, Karin : Opferplatz 2, A-3140 Pottenbrunn, Austria		
(74) Representative	(VI) Công ty Luật TNHH T&G : Tầng 9, tòa nhà Văn phòng Tổng công ty 789, số 147 Hoàng Quốc Việt, phường Nghĩa Đô, quận Cầu Giấy, Thành phố Hà Nội TGVN		
(54) Title	(EN) METHOD FOR THE PRODUCTION OF AN ADDITIVE FOR THE ENZYMATIC DECOMPOSITION OF MYCOTOXINS, ADDITIVE, AND USE THEREOF (VI) Chất phụ gia và phương pháp phân hủy fumonisin bằng enzym		
(57) Abstract	(EN) In a method for producing an additive for enzymatically decomposing mycotoxins, in particular fumonisins, at least one nucleic acid sequence of genes corresponding to sequence ID No. 1, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, and 24 is provided, the at least one nucleic acid sequence is expressed in prokaryotic or eukaryotic host cells, and an enzyme that is produced thereby and corresponds to sequence ID No. 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, and 25 or at least one complete, recombinant host organism is used in a plant raw material, optionally along with a co-substrate.		

ASEAN IP REGISTER



Other applications filed by same applicant

ACTION	FILING NUMBER	TITLE
🔗	SG2004019402	FOOD ADDITIVE AND/OR DRINKING WATER ADDITIVE FOR DOMESTIC ANIMALS
🔗	SG11201706705Y	FUSARIUM TOXIN-CLEAVING POLYPEPTIDE VARIANTS, ADDITIVE CONTAINING SAME, USE OF SAME, AND METHOD FOR SPLITTING FUSARIUM TOXINS
🔗	SG11201601355X	POLYPEPTIDE FOR HYDROLYTIC CLEAVAGE OF ZEARELENONE AND/OR ZEARELENONE DERIVATIVES, ISOLATED POLYNUCLEOTIDE THEREOF AS WELL AS A POLYPEPTIDE CONTAINING AN ADDITIVE, USE OF SAME AS WELL AS A PROCESS
🔗	IDW00200703918	MAKANAN, PAKAN DAN/ATAU ADITIF AIR MINUMAN PENAMBAH KINERJA DAN KESEHATAN PROBIOTIK SERTA PENGGUNAANNYA
🔗	IDW00201100799	METODE PEMBUATAN ZAT ADITIF UNTUK MENDEGRADASI MIKOTOKSIN SECARA ENZIMATIK DAN ZAT ADITIF SERTA PENGGUNAANNYA
🔗	IDP00201600984	POLIPEPTIDA UNTUK PEMBELAHAN HIDROLITIK ZEARELENONA DAN/ATAU TURUNAN-TURUNAN ZEARELENONA, POLINUKLEOTIDA TERISOLASI YANG MENYANDI OLEH KARENANYA SERTA ADITIF YANG TERDIRI DARI POLIPEPTIDA TERMAKSUD SERTA PENGGUNAAN DAN METODE-METODE YANG TERKAIT DENGAN ITU
🔗	IDP00201705540	VARIAN-VARIAN POLIPEPTIDA PEMBELAH TOKSIN FUSARIUM, PENGGUNAAN DAN ADITIF-ADITIF YANG MENGANDUNG VARIAN-VARIAN TERSEBUT, DAN METODE PEMISAHAN TOKSIN-TOKSIN FUSARIUM
🔗	IDP00201902612	PARTIKEL YANG MENGANDUNG SEKURANG-KURANGNYA ZAT MUDAH MENGUAP DAN PROSES PEMBUATANNYA
🔗	VN1201100998	METHOD FOR THE PRODUCTION OF AN ADDITIVE FOR THE ENZYMATIC DECOMPOSITION OF MYCOTOXINS, ADDITIVE, AND USE THEREOF
🔗	SG1996123237	FODDER ADDITIVE TO DE-ACTIVATE MYCOTOXINS
🔗	SG2009071994	MICRO-ORGANISM FOR DECONTAMINATING FUMONISINS AND ITS USE, METHOD FOR DECONTAMINATING

ASEAN IP REGISTER

Public in WIPO

BIBLIOGRAPHIC	DOCUMENT LIST	STATUS	CLAIMS	DRAWINGS
---------------	---------------	--------	--------	----------

1

YÊU CẦU BẢO HỘ

1. Chất phụ gia thích hợp để phân hủy các fumonisin bằng enzym trong các nguyên liệu thực vật thô và hỗn hợp chứa các nguyên liệu thực vật thô, khác biệt ở chỗ chất phụ gia này chứa enzym có trình tự đồng nhất ít nhất 90% mà không phải là 100% với enzym có SEQ ID NO: 3 (SEQ ID NO: 9 (FumD)), và tùy ý chứa thêm đồng cơ chất cho enzym được sử dụng, enzym có SEQ ID NO: 5 (SEQ ID NO: 19 (Fumi)) và chất mang trợ.
2. Chất phụ gia theo điểm 1, khác biệt ở chỗ enzym và/hoặc enzym có độ đồng nhất ít nhất 90% được sử dụng được bao bằng lớp phủ bảo vệ.
3. Chất phụ gia theo điểm 1 hoặc 2, khác biệt ở chỗ enzym được chọn từ car-boxylesteraza SEQ ID NO: 3 (SEQ ID NO: 9 (FumD)).
4. Phương pháp phân hủy các fumonisin bằng enzym trong môi trường không phụ thuộc oxy, khác biệt ở chỗ chất phụ gia theo điểm bất kỳ trong số các điểm từ 1 đến 3 được bổ sung vào nước ủ rượu và/hoặc nguyên liệu thực vật ban đầu.
5. Phương pháp theo điểm 4, khác biệt ở chỗ chất phụ gia được khuấy với nguyên liệu thực vật ban đầu hoặc nước ủ rượu trong sản xuất etanol sinh học.

2

Lĩnh vực kỹ thuật được đề cập

Sáng chế đề cập đến phương pháp sản xuất chất phụ gia để phân hủy các fumonisin bằng enzym và chất phụ gia để phân hủy các fumonisin bằng enzym, trong các nguyên liệu thực vật thô và các hỗn hợp chứa các nguyên liệu thực vật thô, cũng như việc sử dụng các gen.

Tình trạng kỹ thuật của sáng chế

Các mycotoxin thường có trong các sản phẩm rau nông nghiệp, và tùy thuộc vào loại mycotoxin, mà gây ra các thiệt hại kinh tế nghiêm trọng, cụ thể là trong các thực phẩm được tạo ra từ các sản phẩm nông nghiệp này và ngay cả khi động vật và người ăn các thực phẩm này, thiệt hại đã nêu tăng cao. Nhiều phương pháp đã được phát triển để nỗ lực khử độc hoặc phân hủy, hoặc làm vô hại các mycotoxin này để hạn chế bất cứ thiệt hại nào do các mycotoxin gây ra trong lĩnh vực dinh dưỡng cho người và động vật, gây giống động vật, chế biến thực phẩm và thức ăn gia súc và tương tự.

Các mycotoxin đã biết bao gồm nhiều mycotoxin có quan hệ với nhau về cấu trúc, ví dụ như các fumonisin, trong số đó fumonisin B1 là độc tố phổ biến nhất trong nhóm. Tuy nhiên, có nhiều dẫn xuất và các phân tử liên quan cũng được biết đến là có các tác dụng độc hại cho người và động vật. Do đó, đã biết rằng các fumonisin làm suy yếu sự chuyển hóa sphingolipit bởi tương tác với enzym ceramid synthaza. Các sphingolipit không chỉ là các thành phần của màng tế bào, mà còn đóng vai trò quan trọng trong việc làm các phân tử truyền tin và tín hiệu trong nhiều quá trình cơ bản của tế bào như sinh trưởng tế bào, di cư tế bào và liên kết tế bào, trong các quá trình viêm và các quá trình vận chuyển nội bào. Do sự suy yếu này của việc chuyển hóa sphingolipit, các fumonisin đã được cho là chịu trách nhiệm về các tác dụng độc lên nhiều loài động vật khác nhau cũng như con người. Do đó, có thể chứng tỏ được rằng các fumonisin có tác dụng gây ung thư ở loài gặm nhấm, và dựa trên dữ liệu dịch tễ học, chúng liên quan đến bệnh ung thư thực quản và khuyết tật ống thần kinh ở người. Chúng chịu trách nhiệm cho chứng nhiễm độc điển hình do chứng phù phổi gây ra, ví dụ, ở các loài động vật khác nhau, ví dụ như lợn. Trong ngữ cảnh này, các fumonisin tạo nên nguồn ô nhiễm hầu hết trên các cây trồng ngũ cốc khác nhau, cụ thể là ngô cũng như quả hạch và rau, và tác dụng tiêu cực liên quan đến sức khỏe của con người và động vật này là không thể bỏ qua.

Việc phân hủy các fumonisin bằng vi khuẩn đã được mô tả trong đơn sáng chế châu Âu số EP-A 1860954, theo đó các vi sinh vật được sử dụng để khử độc các fumonisin và các dẫn xuất của fumonisin bằng cách bổ sung vào thức ăn các vi khuẩn và nấm men khử độc được chọn từ các chủng đã được xác định cẩn thận để khử độc các fumonisin.

Các con đường chuyển hóa dị hóa để phân hủy sinh học các fumonisin và các gen và enzym chịu trách nhiệm trong các con đường chuyển hóa dị hóa cũng được mô tả, ví dụ đơn sáng chế châu Âu số EP 0988383, mô tả các phương pháp và các chế phẩm khử độc fumonisin, trong đó các enzym phân hủy fumonisin đặc biệt được tạo ra ở thực vật chuyển gen, trong đó sự khử độc các fumonisin được thực hiện bằng cách sử dụng amin oxidaza mà yêu cầu oxy phân tử cho hoạt tính enzym của nó.

ASEAN IP REGISTER

UPCOMING SERVICES

1

**Applicant
Portfolio Search**

2

**Business
Intelligence**

3

**Data Sharing
Platform**

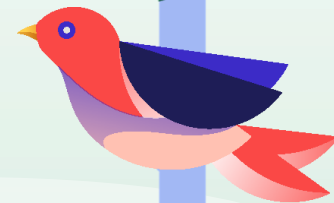
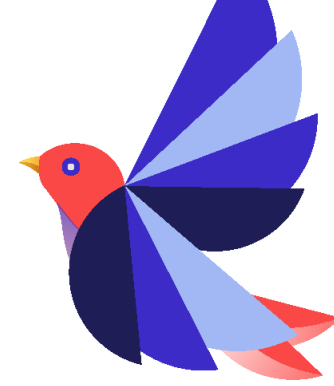
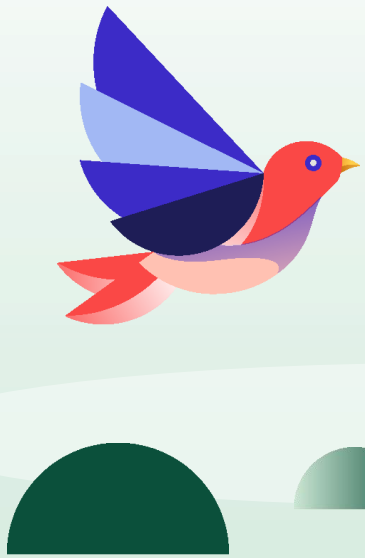


**Topic 3: Data-Driven IP Strategy:
Using IP Data to Build an informed IP Strategy for
selected industries (e.g., F&B Industry)**

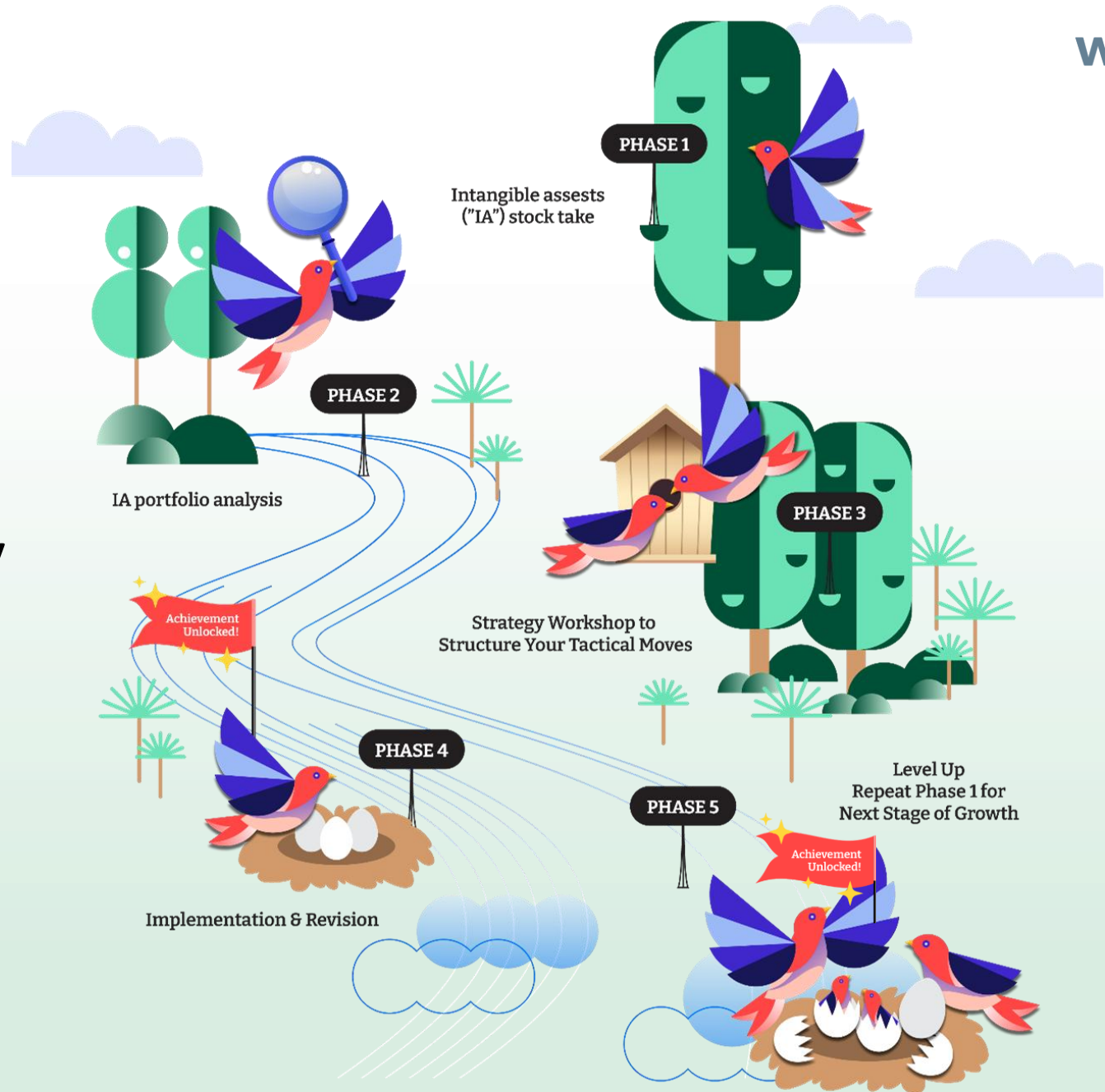


Intellectual Property

The Fundamental Pillar
for Businesses



Your Journey with Intellectual Property

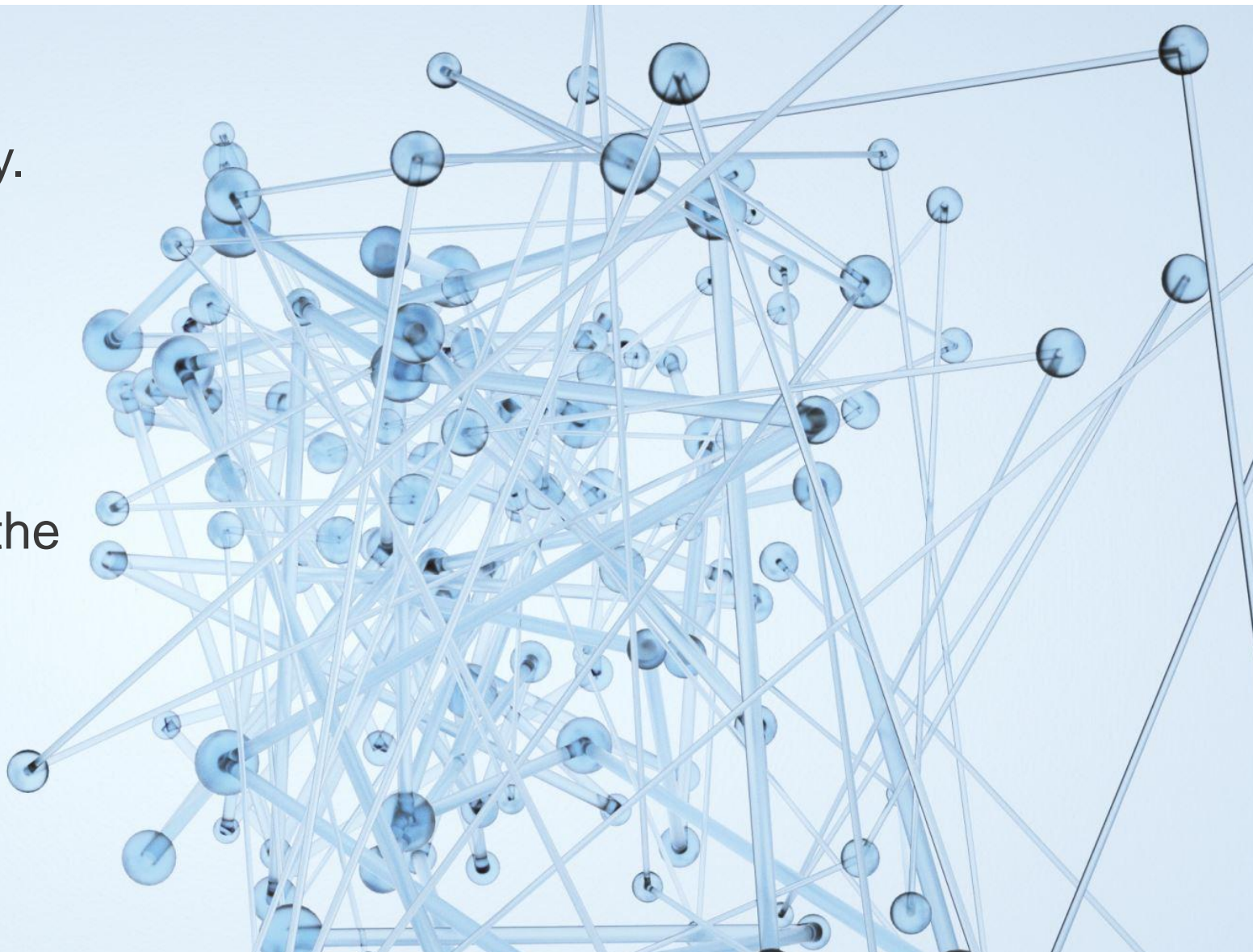


Data: the new fuel transforming the global economy

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

Trademarks and Patents: How will the Philippine IP landscape look like in the future based on status quo?

In the food and beverage industry in the Philippines, trademarks are typically more prevalent than patents, reflecting the sector's specific intellectual property protection needs. This trend is anticipated to continue in the future.

1. Nature of Intellectual Property Needs

2. Challenges in Patentability

- a) Complexity
- b) Trade Secrets

3. Economic and Strategic Considerations

- a) Costs and Time
- b) Market Focus

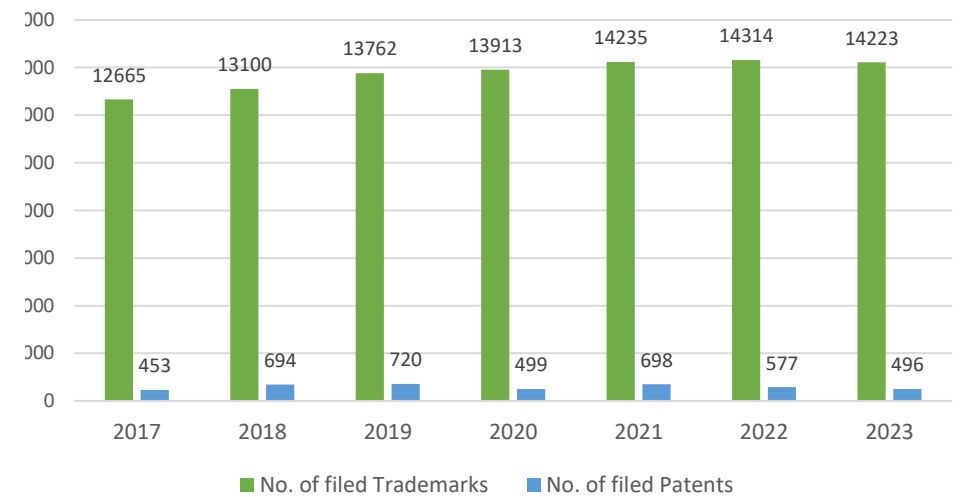
4. Regulatory and Practical Environment

- a) IP Awareness
- b) Enforcement and Protection

5. Examples in the Philippines

- a) Trademarks
- b) Patents

Trademark and Patent Filing Trends in Philippines



Patent overview in ASEAN region

The patterns of patent filing activity in the ASEAN region countries (Indonesia, Malaysia, Philippines, Singapore and Thailand) can be seen by comparing patenting activity with worldwide activity in this field and overall activity.

Food & beverage industries in the ASEAN countries are keeping pace with the benchmark of the global food & beverage sector.

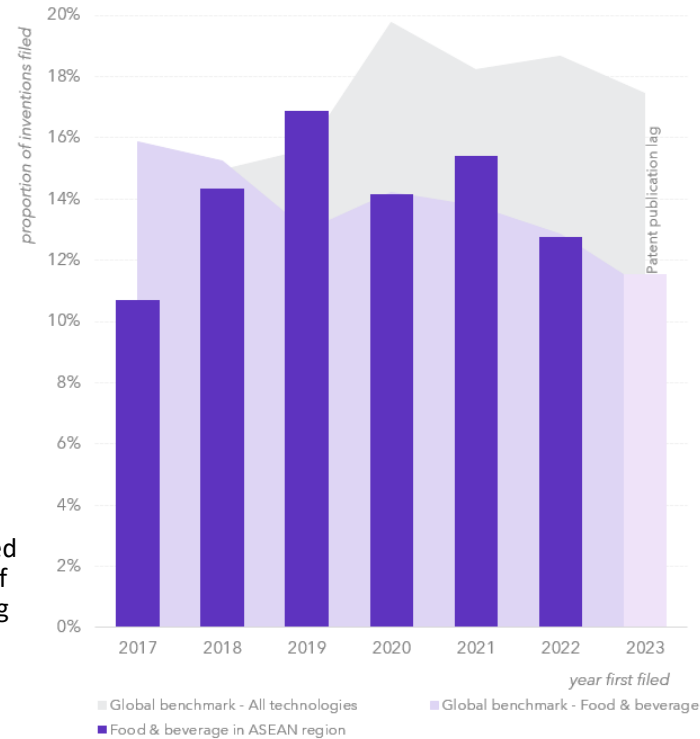
2019 shows significant growth as inventions surpass the declining benchmark. This high growth is mainly attributed to the rise in patenting activity in Indonesia.

Indonesia is dominating the food & beverage patent landscape in terms of volume of innovation. Out of these, 69% contribute from simple and utility patents.

The Philippines followed the next and contributed 31% of innovation among these countries. Out of these, 89% are utility model inventions indicating a strong focus on filing utility models in the Philippines.

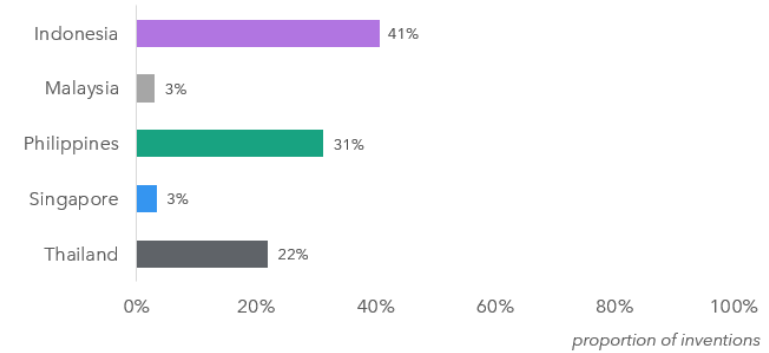
Though Singapore and Malaysia have low volumes, they show consistent filing activity.

Timeline of Food & beverage inventions in ASEAN region
Inventions benchmarked to all patent filings, 2017-2023



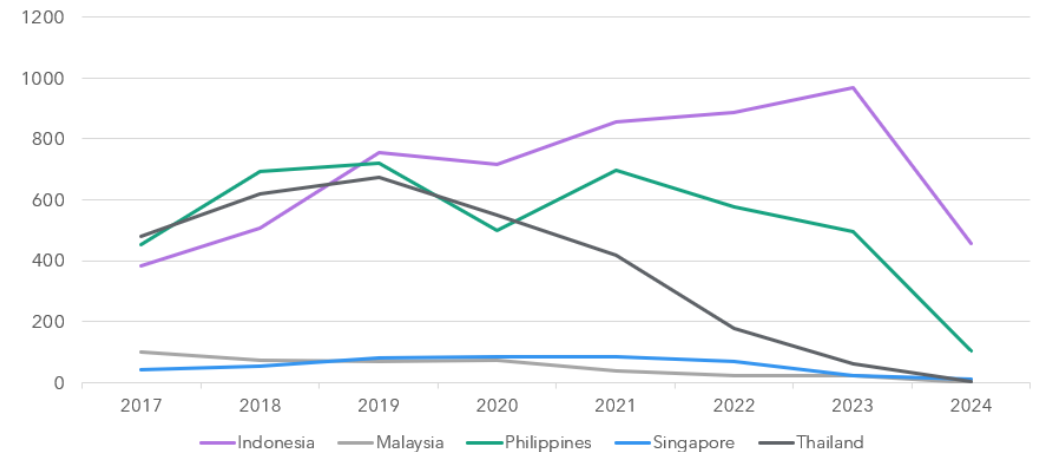
Geographic sources of food & beverage innovation in ASEAN region

Based on first filing location of invention (priority country data)



Timeline trend of food & beverage innovation in ASEAN region

Based on first filing year of invention (priority year earliest)



Timeline trend & entity overview

4,243 patent families were identified in food & beverage domain in the Philippines based on the first filing location of the invention since 2017.

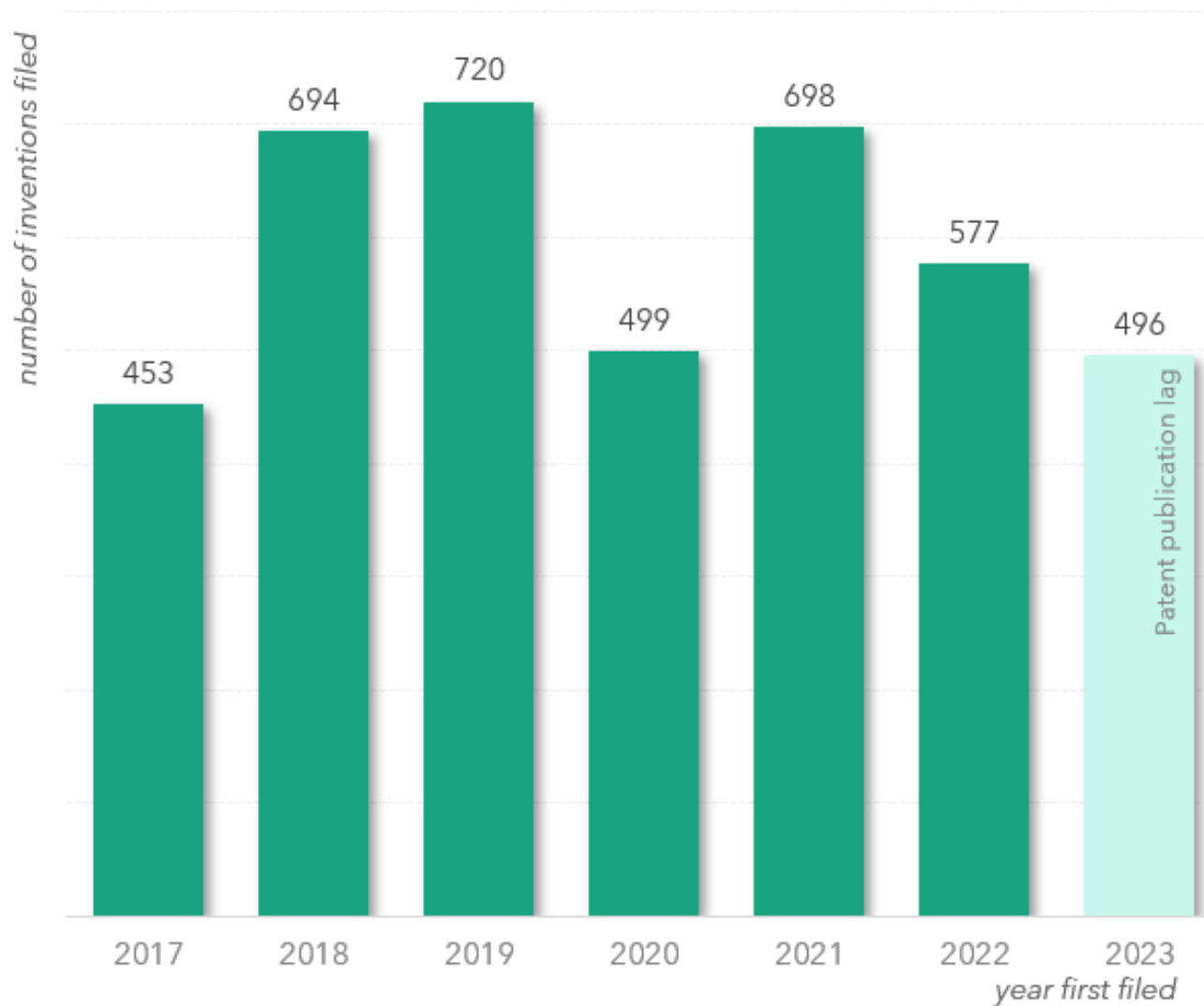
Patent activity shows steady growth except in the year 2020 there is a slight decrease in volume.

In terms of volume, Cebu Technological University is the top player. Bestchoice Packaging is the top corporate entity, with Nanusci Inc. coming in second.

Jollibee Foods Corporation has 2 inventions in this domain.

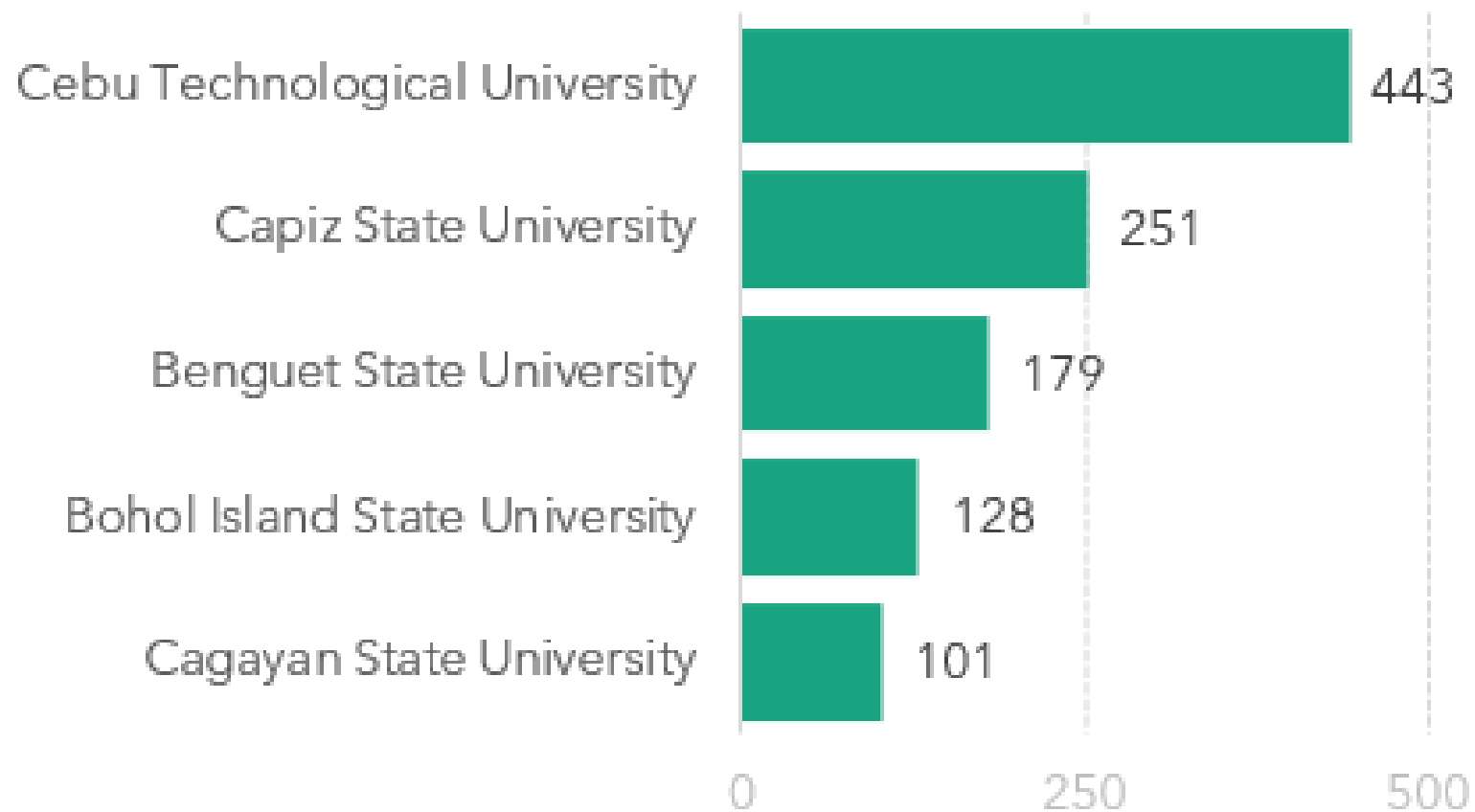
Timeline of food & beverage innovation in Philippines

Inventions filed based on first filing location, 2017-2023



Food & beverage innovation in Philippines

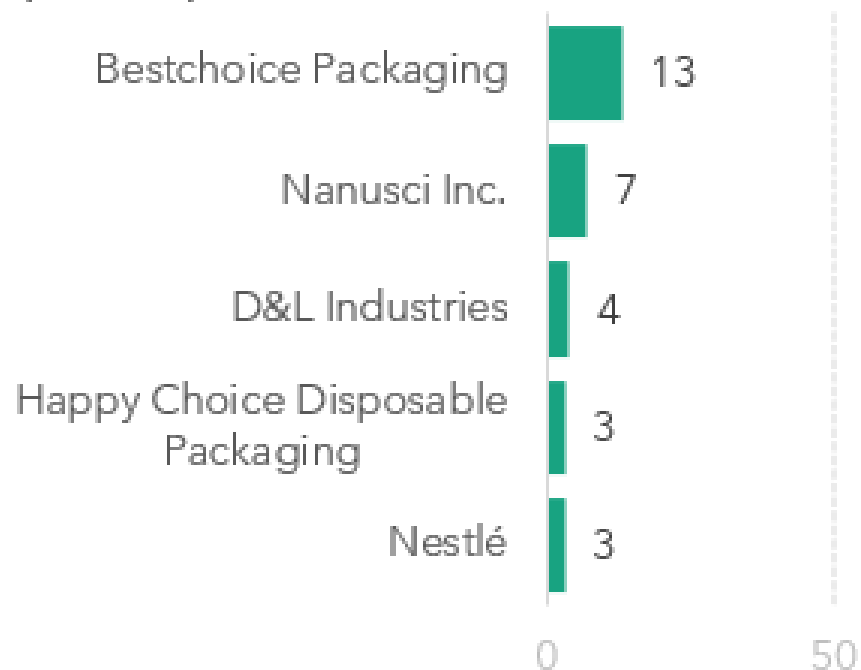
Top 5 overall entities based on volume



Timeline trend & entity overview

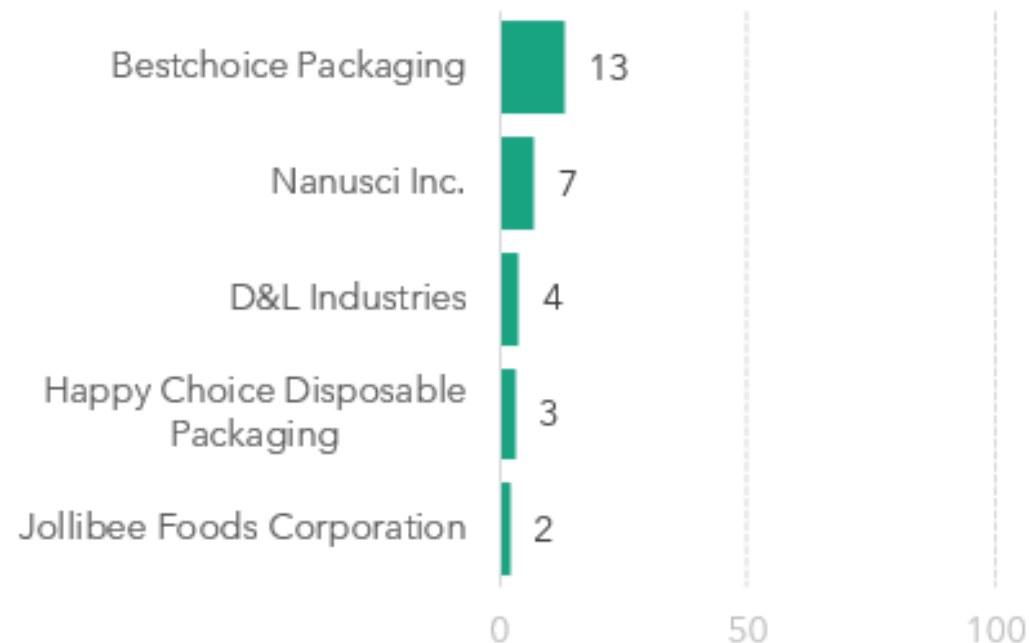
Food & beverage innovation in Philippines

Top 5 corporate entities



Food & beverage innovation in Philippines

Top 5 Philippines domiciled entities



Portfolios with the best combination of high strength and youthfulness (younger inventions and therefore, more remaining life) from the Philippines is:

- **Bestchoice Packaging**

Bestchoice patent portfolio is mainly related to paper made drinking straw and paperboard container for small amount of food products,

Other notable players having recent activity and strength from the Philippines include:

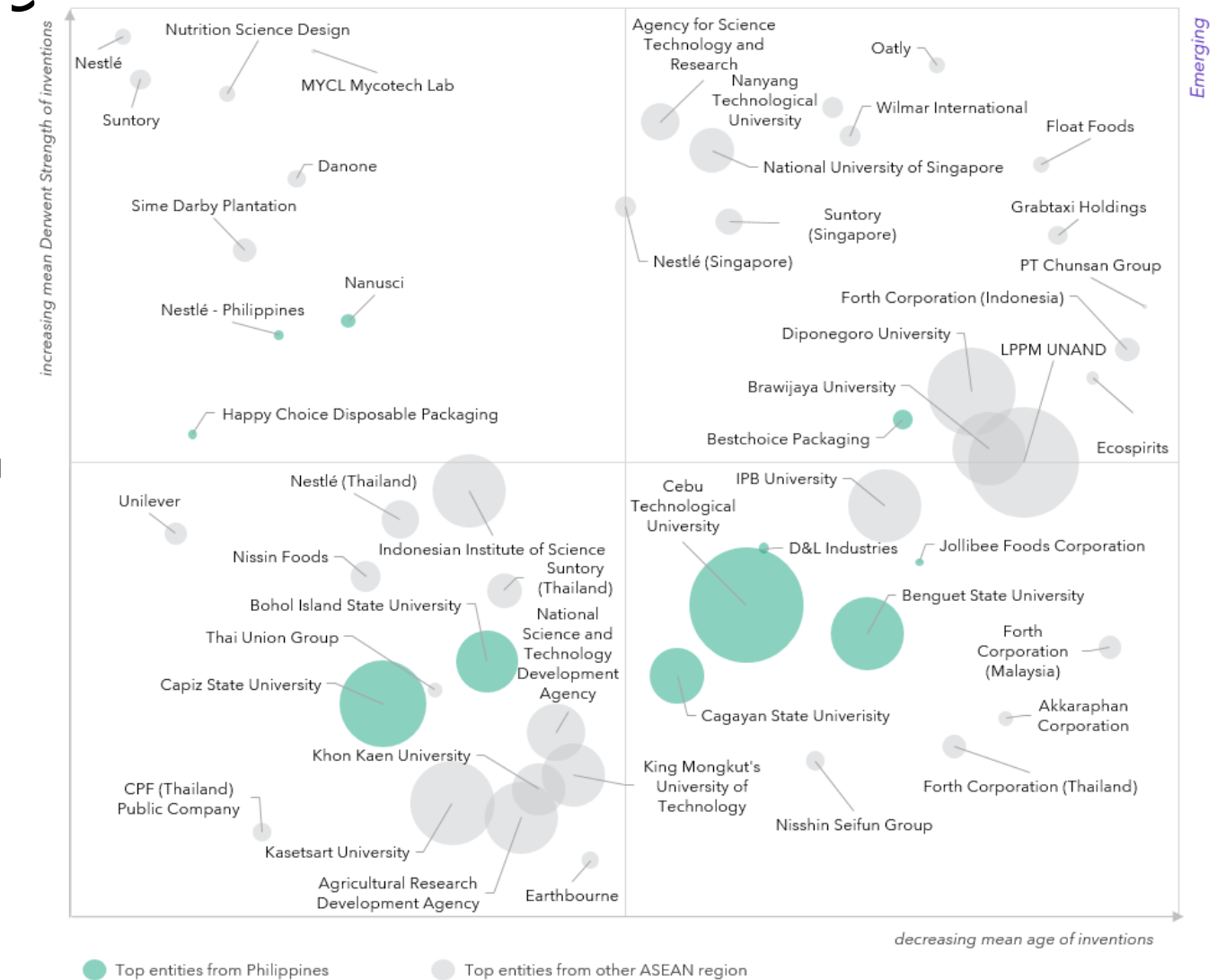
- **D&L Industries**

D&L Industries invention focuses on edible liquid emulsions used in beverage, coconut oil formulation, functional ester used in food preparation.

- **Jollibee Foods Corporation**

Jollibee Foods Corporation patents focus on shield partition panel to be used in top of fast-food counters and food bucket which maintains the crispiness, crunchiness and taste of the fried chicken and pork.

Competitive dynamic model of food & beverage innovation in ASEAN region
Plot of mean Derwent Strength Index v mean age of top portfolios by volume

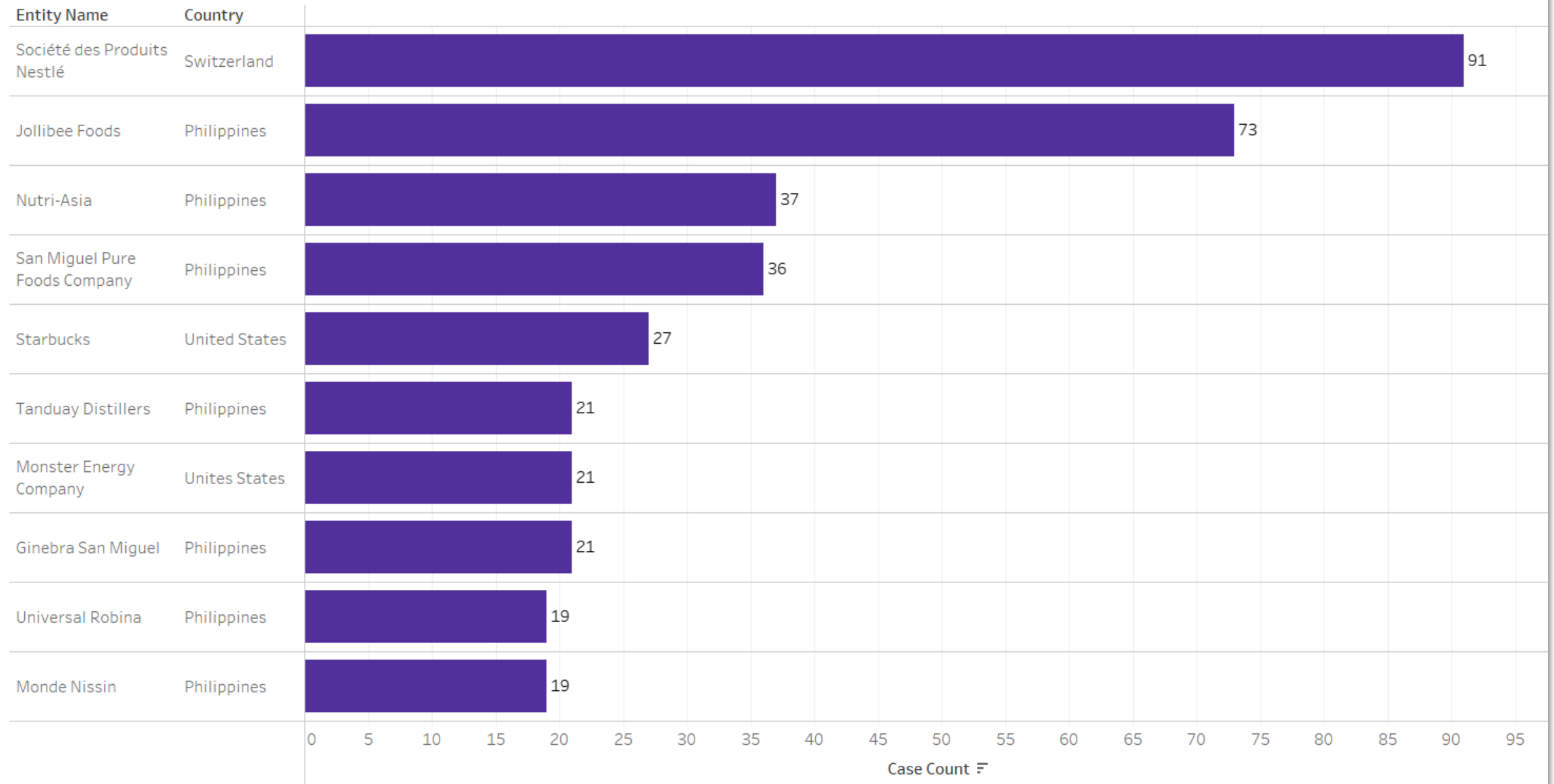


Patent data based on Philippines as an originating country (first filing location)

Philippine-based analysis - Trademark

Top Filers (Domestic & International Companies)

Philippines filers - Global - TOP 10



Top Applicants Trademark Score – Importance and Relevance

Company Name	Active Trademark Portfolio in PH	Active Trademarks in Nice Classes 29,30,32,33 in PH	Global presence	No. of Brands	Trademark Score
Nestle	728	466	55,226	10,217	10
Universal Robina	221	264	677	429	8
Starbucks	131	74	19,062	1,436	6.5
Ginebra San Miguel	157	177	248	182	6.25
Monde Nissin	116	108	704	185	5
Monster Energy	52	50	14,311	1,368	4.75
Jollibee Foods	143	74	1,199	140	4.5
Nutri-Asia	188	156	32	26	4.25
Tanduay Distillers	126	121	291	120	4
San Miguel Pure Foods	55	49	174	101	1.75

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.

Jollibee Foods – Global Portfolio

Trademark Portfolio Dashboard
Jollibee Foods

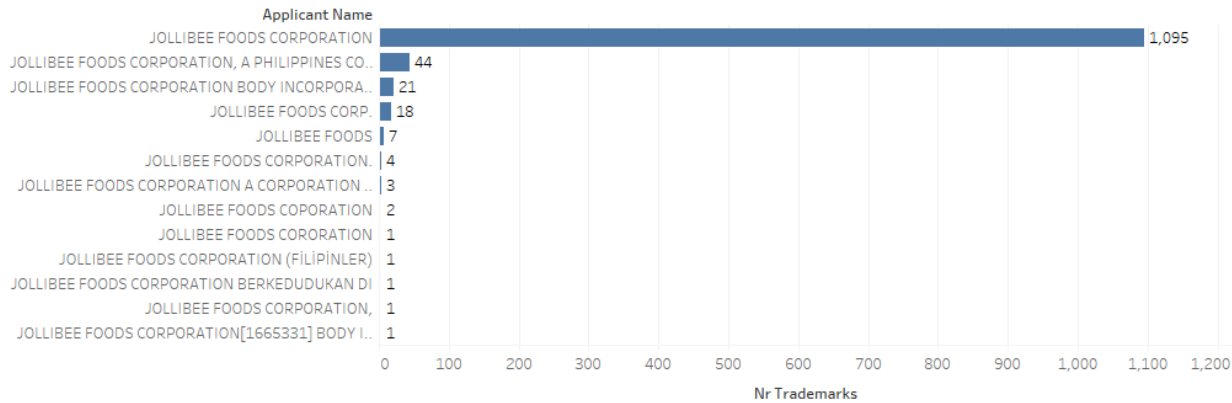
Company
Jollibee Foods

Global Food & Beverage related portfolio:
581 trademarks
26 brands

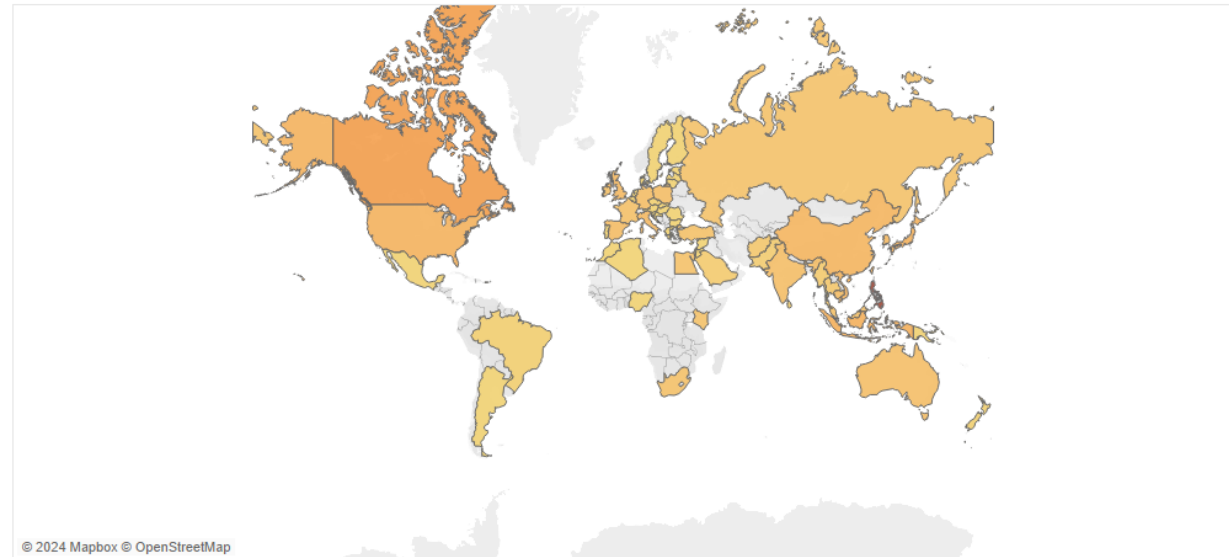
Number of Trademarks
1,227

Number of Brands
485

Applicants



Geographical Distribution



Jollibee Foods – Major Brands Overview

Major Brands

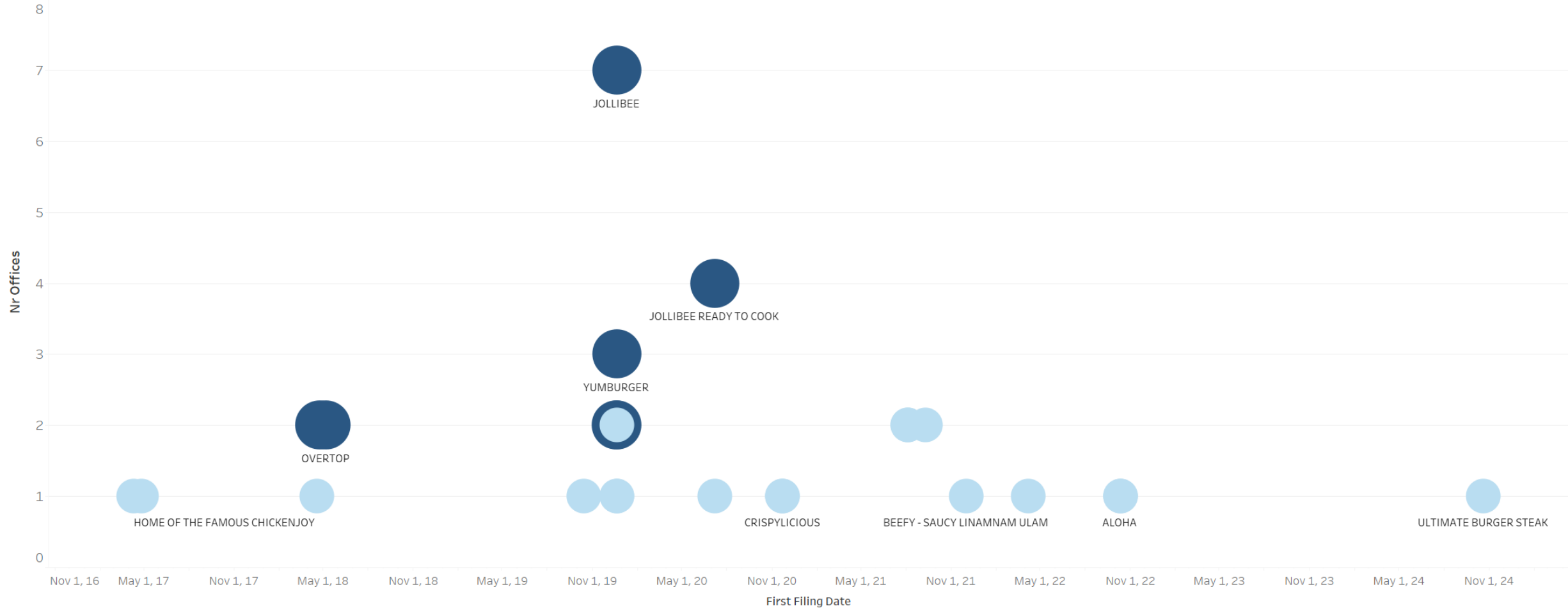
Jollibee Foods

Select a brand to view the class distribution and geographical market expansion

Company
Jollibee Foods

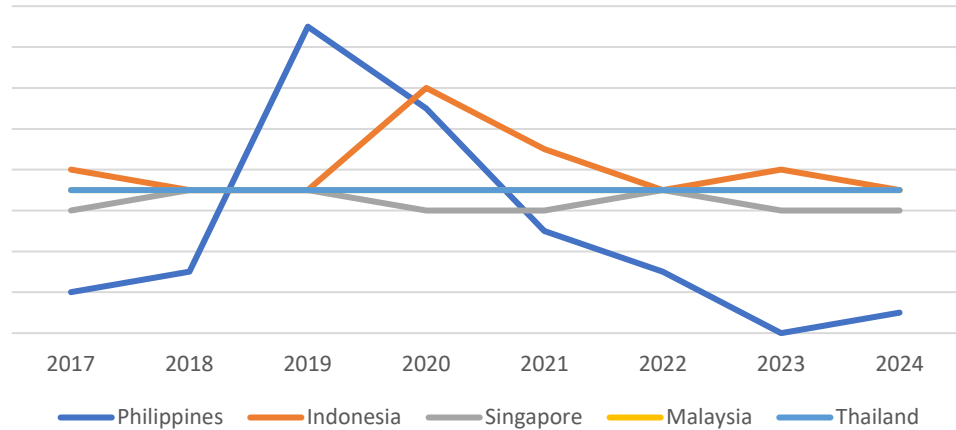
Country ID
PH

Brands of Jollibee Foods



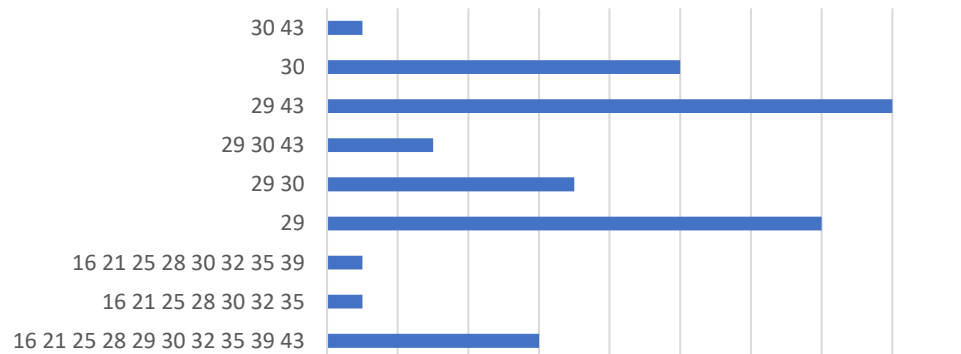
Jollibee Foods: IP Portfolio Overview: Philippines, Indonesia, Singapore, Malaysia, Thailand

Trademark Filing Trend



- Jollibee is focused on investing in its most prominent brands and expanding its market presence through strategic trademark registrations.
- Stronger **trademark coverage** for its major brands in **Indonesia** and **Singapore** compared to **Malaysia** and **Thailand**, which have only become significant areas of interest since 2020.
- In 2020, Jollibee notably increased its trademark filings, prioritizing its flagship brands such as **CRYSPLYCIOUS**, **YUMBURGER**, and **JOLLIBEE** in **Malaysia** and **Thailand**.
- The primary trademark classes used by Jollibee for these filings include:
 - **Class 29**: covering meat, fish, poultry, and processed food products.
 - **Class 30**: encompassing staple foods such as bread, cereals, and other food items.
- These filings indicate Jollibee's strategic focus on securing its core food product offerings as it plans to expand its presence in the region.
- Jollibee Foods Corporation **patents focus** on shield partition panel to be used in top of fast-food counters and food bucket which maintains the crispiness, crunchiness and taste of the fried chicken and pork.

Nice Class Distribution



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)

San Miguel Pure Foods – Global Portfolio

Trademark Portfolio Dashboard
San Miguel Pure Foods

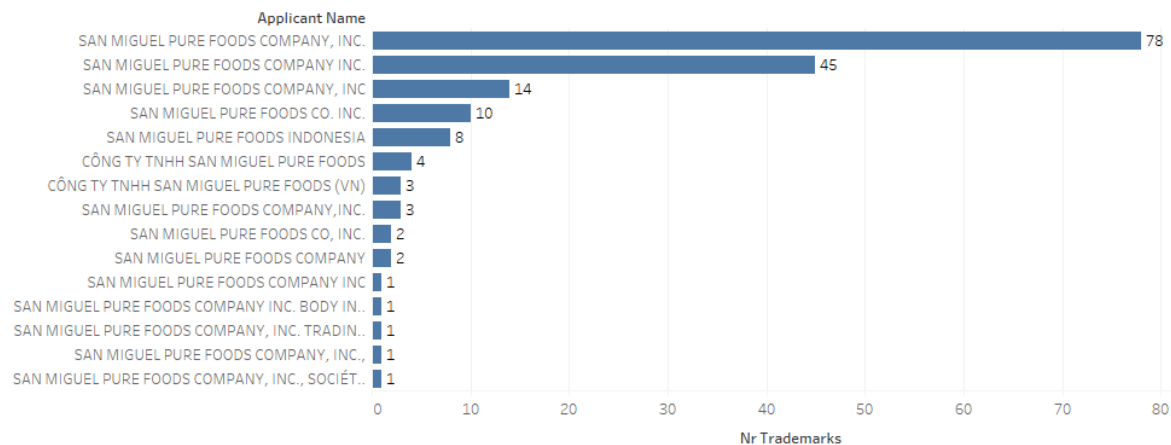
Company
San Miguel Pure Foods

Global Food & Beverage related portfolio:
165 trademarks
20 brands

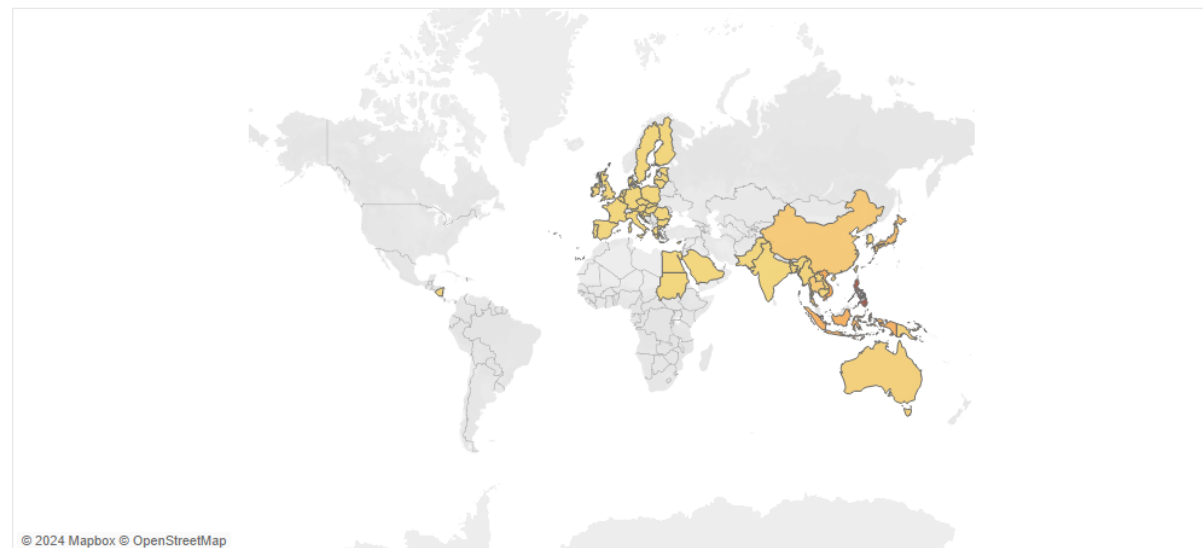
Number of Trademarks
174

Number of Brands
101

Applicants



Geographical Distribution



San Miguel Pure Foods – Major Brands Overview

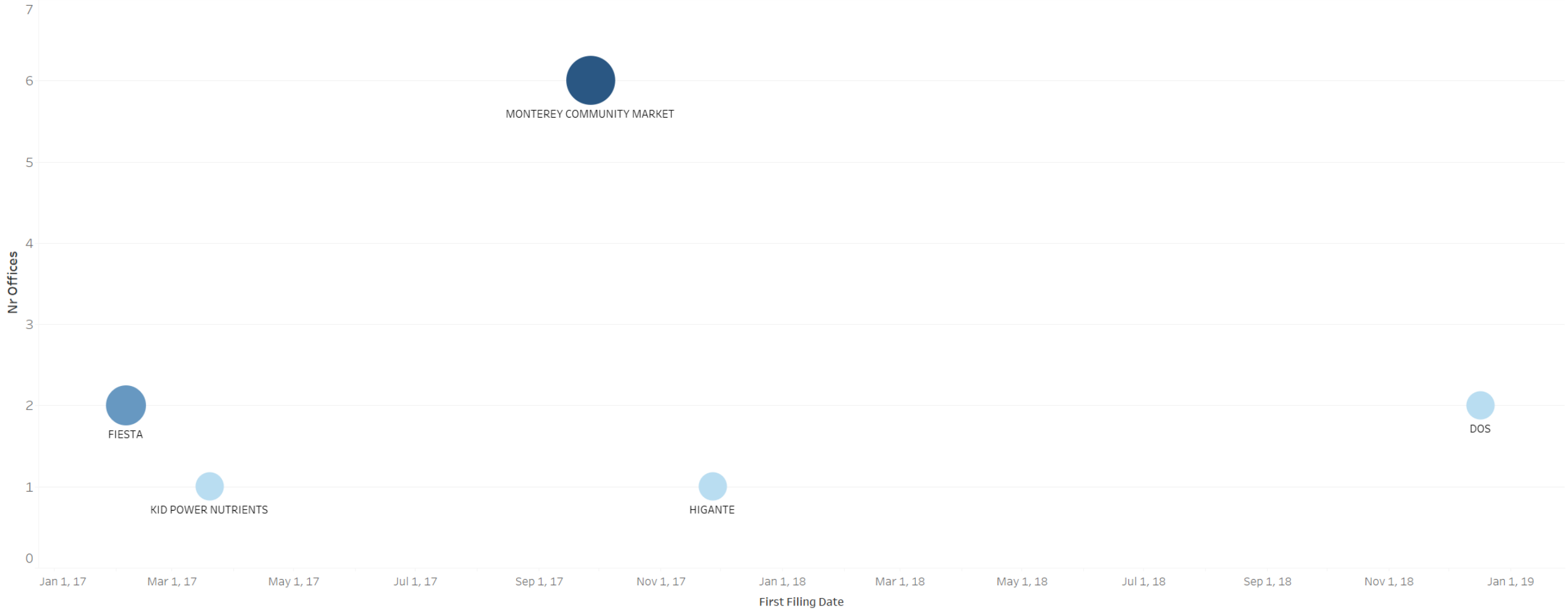
Major Brands
San Miguel Pure Foods

Company
San Miguel Pure Foods

Country ID
PH

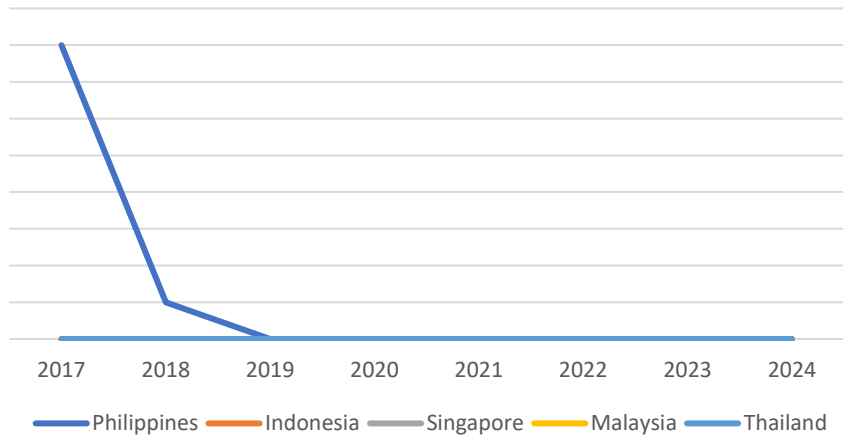
Select a brand to view the class distribution and geographical market expansion

Brands of San Miguel Pure Foods

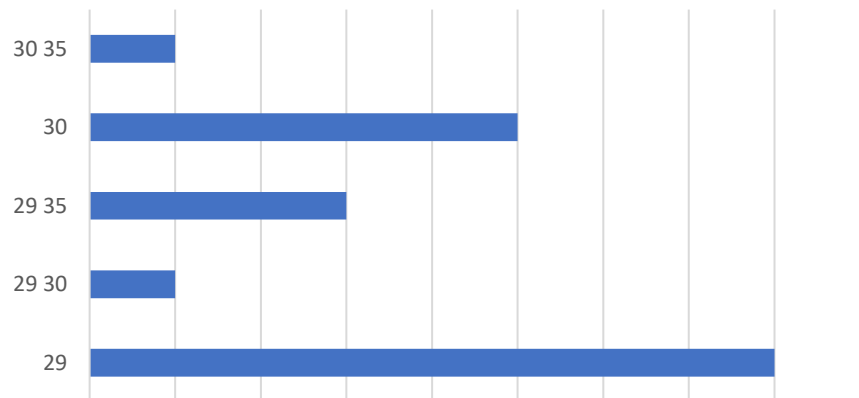


San Miguel Pure Foods: IP Portfolio Overview: Philippines, Indonesia, Singapore, Malaysia, Thailand

Trademark Filing Trend



Nice Class Distribution



- Not very active in Trademark Filing in the period 2017-2024 but they rather rely on historical brands filed before 2017.
- **MONTEREY COMMUNITY MARKET** and **FIESTA** are the biggest brands in Philippines. The most active presence exists in Philippines with the portfolio of overall 50+ active trademarks
- Most of the trademarks are filed in classes 29 and 30 and it is expected that San Miguel Pure Foods keeps this trend in the future with possible expansion to class 35 (Meatshops; stalls, kiosks or stores for the sale of various food and related products.)
- **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 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)
- No patent portfolio

Composite score of IP activity in Philippines within food & beverage domain

Top Philippines corporate entities based on patent and trademark volume	No. of patent families in Philippines		No. of active trademark in Philippines		Composite score	Revenue in USD for 2023 in billion
		Patent score		Trademark score		
Nestlé - Philippines	3	16.8	728	10.0	13	104.0
Nanusci	7	18.3	29	4.0	11	NA
Bestchoice Packaging	13	13.4	16	3.0	8	0.1
Happy Choice Disposable Packaging	3	13.4	1	2.0	8	NA
D&L Industries	4	10.1	136	5.0	8	0.0
Jollibee Foods	2	9.8	143	4.5	7	4.2
Universal Robina	NA	NA	221	8.0	NA	2.8
Starbucks	NA	NA	131	6.5	NA	36.2
Ginebra San Miguel	NA	NA	157	6.3	NA	1.0
Monde Nissin	NA	NA	116	5.0	NA	0.4
Monster Energy	NA	NA	52	4.8	NA	7.4
Nutri-Asia	NA	NA	188	4.3	NA	0.002
Tanduay Distillers	NA	NA	126	4.0	NA	0.027
San Miguel Pure Foods	NA	NA	55	1.8	NA	1.9

Note: Revenue for Nestlé, Starbucks and Monster Energy is based on global information

Topic 4: Other ASEAN IP Portal services

Thank you

© WIPO, 2024



Attribution 3.0 IGO
(CC BY 3.0 IGO)

The CC license does not apply to non-WIPO content in this presentation.

Photo credits: