

# Towards the (Strategic) Management of Intellectual Property: Retrospective and Prospective



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**Types of Intellectual Property**  
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**Geographical Indications**  
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**Patents**  
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**Trademarks**  
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**Copyright**  
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**Industrial designs**  
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# Is the (Strategic) Management of Intellectual Property: Retrospective and Prospective



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### Types of intellectual property

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This Philippine government has made a smart policy choice and protected its intellectual property rights. This policy is which protect artists' creation for a limited period of time, authors, artists, musicians, inventors, and other creators who create intellectual property. The Philippine government has made a smart policy choice and protected its intellectual property rights. This policy is which protect artists' creation for a limited period of time, authors, artists, musicians, inventors, and other creators who create intellectual property. The Philippine government has made a smart policy choice and protected its intellectual property rights. This policy is which protect artists' creation for a limited period of time, authors, artists, musicians, inventors, and other creators who create intellectual property.

### Patents

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### Geographical indications

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Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly, a geographical indication identifies the name of the place of origin of the goods.

### OTHER SIGNIFICANT DEVELOPMENTS

On March 8, 1988, the first issue of the BPTT Official Gazette was launched in 1992, the Philippine Association of Certified Patent Agents (PACPA) was incorporated thereby recognizing and providing the patent agents profession in the Philippines. In the same year, the CD-ROM version of the bibliographic data of registered Philippine patents was introduced.

### The first law protecting intellectual property rights

Republic Act No. 116, otherwise known as the Copyright Act of 1948, was the first law to protect intellectual property rights in the Philippines. It provided for the protection of literary, artistic, scientific, and technical works, and established the Copyright Commission to oversee the implementation of the law.

In 1968, the Manila-Nairobi Agreement was signed as a result of the negotiations between the Philippines and the United States for the purpose of adding the Philippines from the Priority Watch List of Countries covered by the Super 301 List under the United States Trade Act.

### Trademarks

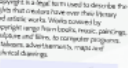
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A trademark is a sign or symbol that identifies the goods or services of one party and distinguishes them from those of another party. It is a form of intellectual property that is used to protect the identity and reputation of a business.

### Copyright

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Copyright is a legal right that grants the creator of an original work of authorship the exclusive right to reproduce and distribute the work to the public. It is a form of intellectual property that is used to protect the creative and artistic contributions of individuals.

In October of the same year, the Philippine Patents and Trademarks was officially launched thereby strengthening the capability of industrial respective entities and trademark systems and to further facilitate the exchange of patent information among ASEAN members. Under this program, a Patent Documentation Center was established in Cebu in 1994.

Executive Order No. 133 (February 27, 1987) merged the Philippine Patent Office with the Technology Transfer Board. Republic Act No. 8450 was enacted in 1995 creating the Intellectual Property Office (IPO) and the Intellectual Property Office of the Philippines (IPOPHL). Republic Act No. 8450 was enacted in 1995 creating the Intellectual Property Office (IPO) and the Intellectual Property Office of the Philippines (IPOPHL).

Presidential Decree No. 723 creating the Legal Services Division and the Research and Information Division in the Philippine Patent Office. Subsequently, major reorganization of the various Divisions was made in the 1980s. The General Director's Office was created and the Chemical Engineering Division was merged to form the Chemical Division. The Mechanical-Technical Division was merged with the Mechanical, Design, Utility Model Division and Electrical Division to form the Mechanical and Electrical Engineering Division.

### Industrial designs

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An industrial design constitutes the ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.



# *Types of intellectual property*

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IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

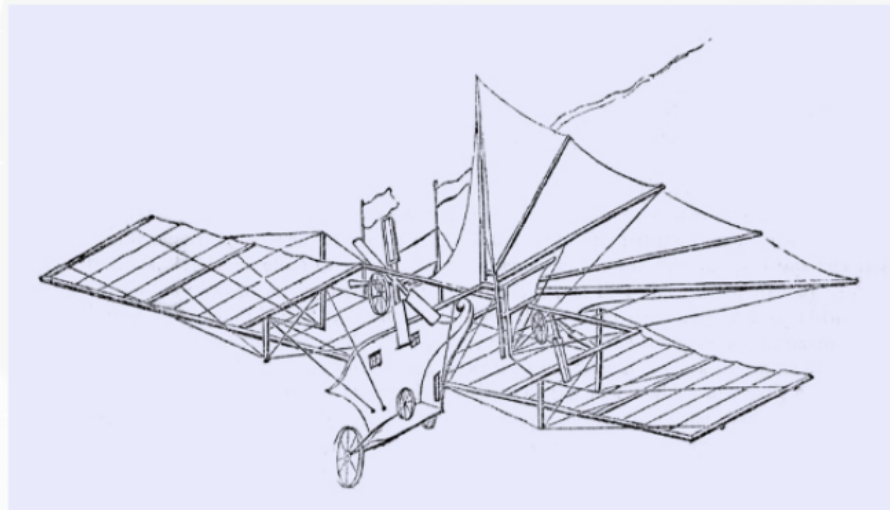
The Philippine government  
to protect and promote  
This policy was enshrined  
Constitution which pro



# *Copyright*

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Copyright is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.



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# Patents

A patent is an exclusive right granted for an invention. Generally speaking, a patent provides the patent owner with the right to decide how - or whether - the invention can be used by others. In exchange for this right, the patent owner makes technical information about the invention publicly available in the published patent document.



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# *Trademarks*

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A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks date back to ancient times when craftsmen used to put their signature or "mark" on their products.

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The Philippine government has made it a State policy to protect and promote intellectual property rights. This policy was enshrined both in the 1973 Constitution which provides that “the exclusive right to inventions, writings and artistic creations shall be secured to inventors, authors, and artists for a limited period” and in the 1987 Constitution which explicitly mandates that the State shall protect intellectual property.

The Philippines became a member of the World Intellectual Property Organization [WIPO] in 1980. It was a signatory to a number of significant multilateral international agreements and treaties for the protection and promotion of intellectual property rights.

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