



EMBARGOED UNTIL 10:00AM (INDOCHINA TIME), 15 AUGUST 2018

EU supports ASEAN officials to improve the quality of trademark registration and procedures

Bangkok, Thailand. 15 August 2018

ASEAN and European Union (EU) officials attend a meeting in Bangkok starting today to discuss trademark related issues, with the aim to improve services for intellectual property (IP) rights holders. EU Ambassador to Thailand Pirkka Tapiola and Director General of the Department of Intellectual Property (DIP) Thosapone Dansuputra opened the Trademark Consultation Meeting in a combined ceremony for a parallel EU-funded seminar on trademarks and designs. “The regional trademark meeting that ARISE + IPR is opening today with the ASEAN Member States continues what was started by the EUIPO and ASEAN IP offices to achieve a deeper level of convergence in trademark practices,” stated ARISE + IPR Team Leader Ignacio de Medrano Caballero. “The EU joins ASEAN in forging ahead together and in building stronger intellectual property systems in the region.”

Potential amendments to the ASEAN Common Guidelines for the Substantive Examination of Trademarks (the Common Guidelines) are being thoroughly evaluated at the two-day meeting, which includes representatives from the ASEAN Secretariat and the EU-funded ARISE + IPR programme.

The Common Guidelines supplement the national guidelines of each ASEAN IP office and establish consistent evaluation of trademark applications across jurisdictions in the region. Such consistency is important to improve the quality of trademarks registered in ASEAN countries, which in turn gives to the users a higher level of certainty that their trademarks would be enforced. The activity also aims to define an updating mechanism, including technical and IT solutions, for the Common Guidelines to reflect the latest developments in the trademark systems and case law in ASEAN Member States.

It is the first time that the participating countries have come together to discuss the updating of the Common Guidelines following their adoption in 2014. It was recommended to review the guidelines every 3-4 years under the previous EU-funded ECAP III project and periodic updating is also an initiative under the ASEAN IPR Action Plan 2016-2025.

Other items on the agenda include regional initiatives on trademarks under the ASEAN IPR Action Plan 2016-2025, the feasibility of a regional trademark registration system, updating of the Common Guidelines, harmonising trademark formalities under the Singapore Treaty on the Law of Trademarks, and EUIPO practices in updating its own examination guidelines.

ABOUT ARISE + IPR

ARISE Plus Intellectual Property Rights (ARISE + IPR) is a five-year, EUR 5.5 million programme funded by the [European Union \(EU\)](#) and implemented by the [European Union Intellectual Property](#)



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



Office (EUIPO). The programme supports regional integration through intellectual property (IP) cooperation and aims to upgrade the IP systems for creation, protection, utilisation, administration and enforcement, in line with international best practices and standards and with the strategic objectives laid out in the ASEAN IPR Action Plan 2016-2025.

The main aims of ARISE + IPR are to:

- Enhance regional IP platforms and strengthen the capacity of ASEAN IP Offices to improve their capacity to deliver timely, quality, and accessible trademark and design services to stakeholders, particularly the business community.
- Improve participation of ASEAN Member States in global IP protection systems and relevant IP treaties.
- Increase awareness of the importance of IP protection in ASEAN society and improve the capacity of the productive sector to create, protect, utilise, commercialise and enforce IP rights.
- Strengthen the capacity of the IP administrations in Cambodia, Lao PDR and Myanmar to promote domestic IP rights and innovation.

The key programme partners are the ASEAN IP Offices and the ASEAN Secretariat, with target beneficiaries including IP officials, micro, small and medium enterprises (MSMEs), the agricultural sector, producers' associations, the judiciary, enforcement agencies, customs agencies, IP professionals, and the general ASEAN populace. ARISE + IPR focuses on trademarks, industrial designs, geographical indications (GIs), and enforcement.

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