



Promoting Intellectual
Property Rights in the
ASEAN Region



Training on updated ASEAN Common Guidelines for the Substantive Examination of Trademarks

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THE ASEAN COMMON GUIDELINES FOR THE SUBSTANTIVE EXAMINATION OF TRADEMARKS

BACKGROUND

- Produced as part of ongoing support by the EU and the EUIPO in improving IP standards in ASEAN. Process to produce guidelines begins in 2014.
- Adopted by the ASEAN Member States in 2017 and made public.
- English version published by the ASEAN Secretariat and distributed to the member states (available on ASEAN IP Portal).
- Common Guidelines in use by the Member States.

THE ASEAN COMMON GUIDELINES FOR THE SUBSTANTIVE EXAMINATION OF TRADEMARKS

PURPOSE OF THE COMMON GUIDELINES

- To build a more closely integrated marketplace
- To achieve a full technical convergence
- To promote modern business models and practices offering efficient and effective services to clients at the national and regional levels - Section B.3. of the AEC Blueprint 2025

CHALLENGES FACED

- A widely diverse intellectual property and Trademark infrastructure throughout the 10 ASEAN Member states.

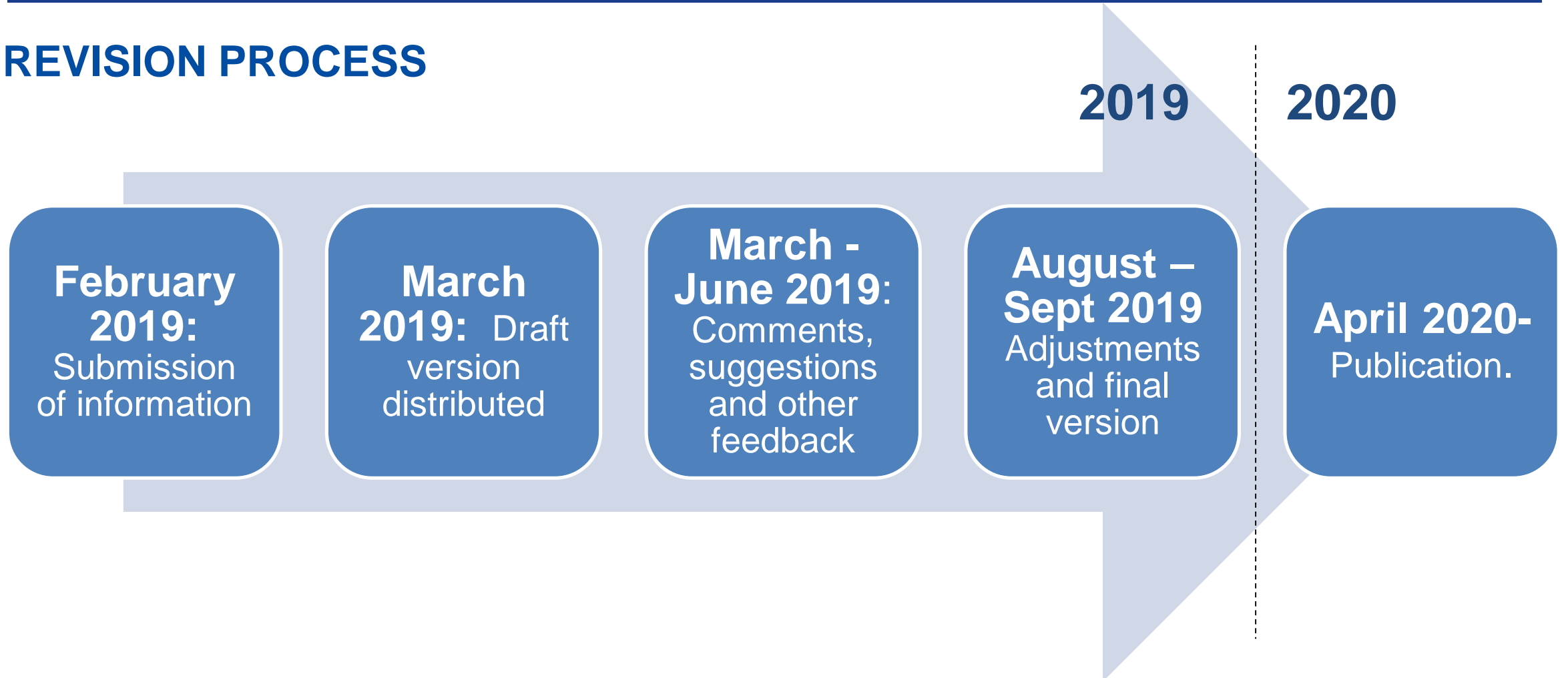
THE ASEAN COMMON GUIDELINES FOR THE SUBSTANTIVE EXAMINATION OF TRADEMARKS

PURPOSE OF REVISION

- Incorporate relevant **new standards** that reflect best practices in trademark registration criteria.
- Incorporate agreed examples and illustrations taken from selected cases and jurisprudence in the AMS.
- Adjust the Guidelines as may be required to **facilitate their use** by the AMS' IP authorities and the public.

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REVISION PROCESS



THE ASEAN COMMON GUIDELINES FOR THE SUBSTANTIVE EXAMINATION OF TRADEMARKS

❑ **Methodology:**

- Virtual workshop
- Divided into three training modules

❑ **Target Group:**

- Senior Trademark examiners
- ASEAN IP Offices officials

❑ **Content:**

- Updates of Common Guidelines.
- Requests from ASEAN Member States
- Topics discussed at ASEAN TM Convergence Meeting



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THANK YOU



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