



**PRESS RELEASE — 31 October 2019**

## **ASEAN IP Offices Work Towards Convergence Projects in Trade Mark and Industrial Design**

*Kuala Lumpur, Malaysia. 31 October 2019*

To advance trade mark and industrial design convergence in the Association of Southeast Asian Nations (ASEAN) region, the ARISE+ IPR programme organised the first meeting of the ASEAN Trade Mark Convergence Network and the ASEAN Design Convergence Network in Kuala Lumpur, Malaysia, on 31 October and 1 November 2019. Experts from the European Union Intellectual Property Office (EUIPO) and ASEAN, as well as representatives from all the ASEAN Member States intellectual property (IP) offices, attended the event, which the Malaysian Intellectual Property Corporation (MyIPO) kindly co-hosted.

The convergence networks and related meetings were organised as part of a series of activities being conducted by the five-year EU-funded ARISE+ IPR programme to promote regional integration of IP systems and IP in general in ASEAN Member States.

The meetings encouraged representatives from ASEAN Member States and the ASEAN Secretariat to exchange views with experts on issues affecting trade marks and designs in their respective offices and the ASEAN region as a whole.

Topics discussed included proposals for common practices that could potentially be adopted by ASEAN IP offices to increase consistency in the protection of trade marks and designs. The proposals have the end goal of streamlining IP filings and trade mark and design practices for the end user throughout ASEAN.

As ASEAN countries move up the global innovation value chain, it is important that IP standards, rights and protection evolve even faster to facilitate this positive development. The European Union is convinced that the topics to be discussed will contribute greatly towards a more inviting and vibrant business ecosystem in ASEAN by providing better, more streamlined IP rights registration processes.

ARISE+ IPR has also spearheaded other regional initiatives to improve the convergence of ASEAN IP practices. These initiatives include a feasibility study on setting up an ASEAN trade mark registration system. The study will explore current trade mark practices and examine the possibility of having a common registration system for all ASEAN trade marks.

### **ABOUT ARISE+ IPR**

The ARISE Plus Intellectual Property Rights (ARISE+ IPR) programme is one of the components under the Enhanced ASEAN Regional Integration Support from the European Union (EU) — or ARISE Plus — programme. The five-year, EUR 5.5 million ARISE+ IPR programme supports regional integration through IP cooperation and aims to upgrade IP systems for creation, protection, utilisation, administration and enforcement, in line with international best practices and standards and the strategic objectives of the ASEAN IPR Action Plan 2016-2025<sup>(1)</sup>.

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<sup>(1)</sup> <https://www.aseanip.org/Resources/ASEAN-IPR-Action-Plan-2016-2025>



ARISE+ IPR aims to:

- enhance participation of ASEAN Member States in international IP treaties and global systems;
- contribute to institutional capacity building to develop more efficient ASEAN IP offices;
- increase political and public awareness of the importance of IP protection and enforcement;
- reinforce the capacity of ASEAN businesses to commercialise and protect their IP rights;
- provide tailor-made support to Cambodia, Laos and Myanmar to promote IP rights and innovation.

ARISE+ IPR operates concurrently with another EU-funded project also implemented by the EUIPO, [IP Key South-East Asia \(SEA\)](#), which shares the same thematic and geographical scope. Each programme has a distinct focus and approach, with ARISE+ IPR targeting economic integration within ASEAN and IP Key SEA focusing on fostering IP convergence between individual Southeast Asian nations and the EU, with a view to supporting bilateral trade agreements with comprehensive chapters on IP rights, whether concluded or under negotiation, as well as IP dialogues. The programmes are complementary and have the same ultimate objective: to improve the IP environment in the region to the benefit of all stakeholders operating with and within the region.

## ABOUT THE EUROPEAN UNION

The European Union (EU) is the world's biggest development aid donor. Its development policy seeks to foster sustainable development and build a fairer and more stable world, concentrating on priority areas such as human rights, democracy and other aspects of good governance, and inclusive and sustainable economic growth.

## ABOUT THE EUIPO:

The European Union Intellectual Property Office (EUIPO) is an agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide protection in all 28 EU Member States, as well as carrying out cooperation activities with the national and regional IP offices of the EU. Under the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global IP cooperation between EU partners, third countries and multilateral organisations.

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