

**Business Modernization of IP Institutions  
Use of Information Technology in IP Management:  
Efficient, Timely and Cost-Effective Delivery of  
Services; Public Outreach; Networking with User  
Community; E-Filing and Processing**

**Dr. Kajit Sukhum**

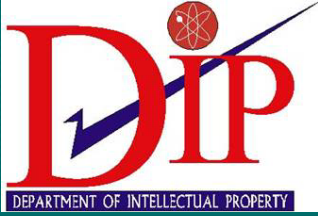
Director of IP Promotion and Development Division

on behalf of

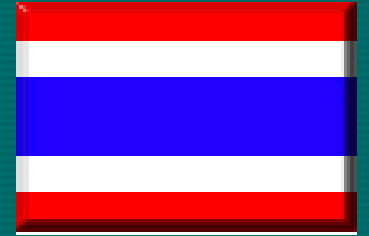
**Mrs. Puangrat Asavapisit**

Director General

Department of Intellectual Property of Thailand



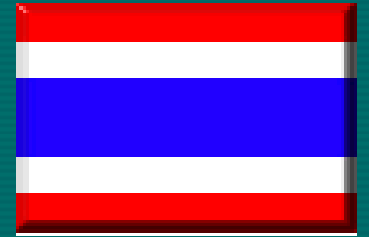
# Content



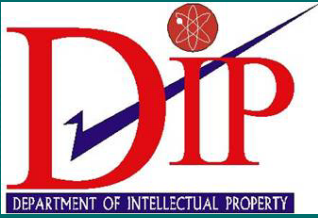
- Problem of Small IP Offices; DIP's past experiences
- Current Approach and Existing Difficulties
- Vision and Strategies for future Development



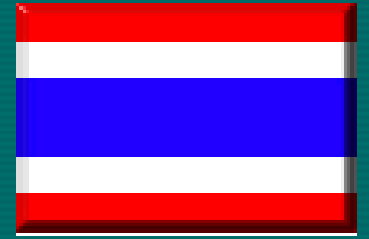
# DIP 2007



- **Annual Budget (approx)** **Sfr 4.94 mill**
  - Operational 41.5 %
  - Personnel 48.5 %
  - Projects 10 %
- **Personnel Total** **374**
  - Government Officials 198
  - Temp + Contracting 176
- **Revenue Generated** **Sfr 10 mill/yr**



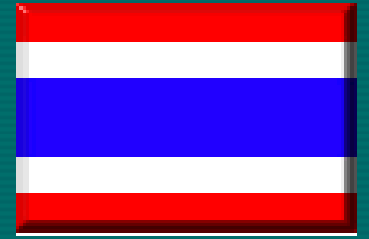
# Problem of Small IP Offices; DIP's past experiences



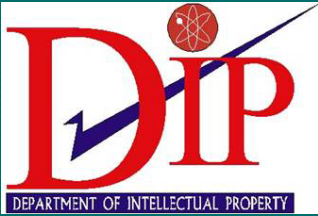
- **Initial Information Management :**
  - Registration record in Thai language kept in Hard Copies.
  - 1998 - Digitized and Searchable electronically first time under the JICA-JPO project.
  - Computer was very slow and database small.
  - Trademark only searchable internally but slow.
  - Searching for examination by CD-Roms and Standard Website, Espacenet + JPO + USPTO



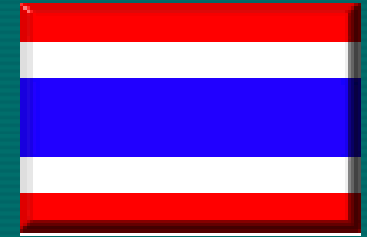
# Problem of Small IP Offices; DIP's past experiences



- Public outreach:
  - Mobile seminar, workshop, exhibition be held in various parts of the country
  - Networking with User: conventional telephone call
  - Face to face filing and manually processed
  - Limited communication on the internet or website



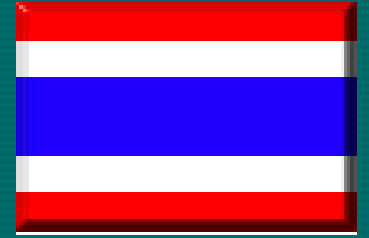
# Present Workload



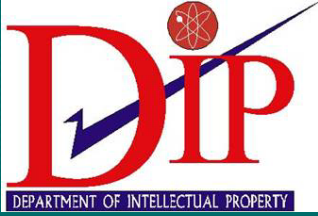
	<u>Thai</u>	<u>Foreign</u>	<u>Total</u>
<b>Trademark 2007</b>			
– Applications	20,140	13,415	33,555
– Registered	14,769	9,871	24,640
<b>• Patent 2007</b>			
– Application	3,478	6,855	10,339
• Invention	945	5,873	6,818
• Design	2,533	988	3,521
– Registered	662	1,162	1,824
• Invention	118	830	948
• Design	544	876	332



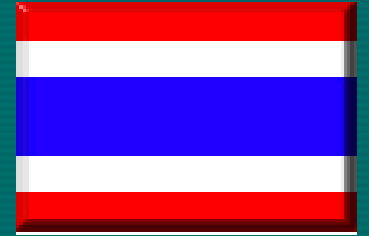
# Present Challenges



- **Technical**
  - Up-keeping the database
  - Getting ready for the real time responses
  - Getting ready for the PCT and Madrid Systems
  - Solving the language difficulties
  - Creating true online networking with others/coverage to other part of the country
- **Personnel**
  - Educating the staff on IT knowledge
  - Educating politicians (for budget)



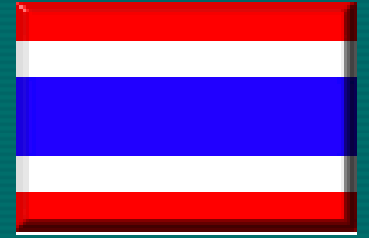
# Current Approach



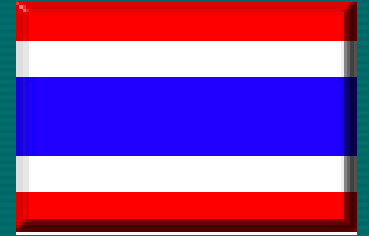
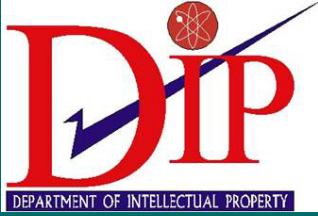
- **Renovation of TM and Patent database**
  - Complete / accurate
- **Improving online services**
  - Fast / Accessible / Understandable / Searchable
- **More information (Demystification)**
  - E-Learning / IP Panorama / Juridical Information / International IP Laws / Descriptive / Layman Language
- **Improving the Tools**
  - Searchable database for public : domestic and foreign
  - IP Mart / Match making
  - EPOQUE Net for examiners



# Future Aspects



- **More online services**
  - filing and direct payment online
  - payment by SMS
  - more interactive website / petition online
  - larger coverage IP education
- **More Administrative Uses**
  - Online processing (Less-paper system)
  - Total linkage with enforcement agencies
- **More information online**
  - More tailored made information



[www.ipthailand.org](http://www.ipthailand.org)

Thank you