

TERMS OF REFERENCE

for

Mr. Lee Yuke Chin

Mission Dates: from February 16, 2005 to June 16, 2005

Manuals, Guidelines and Directories in the Area of Intellectual Property (IP) Portfolio
Management for

[Brunei Darussalam/Cambodia/Indonesia/Laos/Malaysia/
Myanmar/Philippines/Singapore/Thailand/Vietnam]

Under the Guidance of the Association of Southeast Asian Nations (ASEAN) Secretariat and the World Intellectual Property Organization (WIPO), in particular the Office of Strategic Use of Intellectual Property for Development (OSUIPD), the Regional Consultant shall undertake a study, with the assistance of the National Consultants in the ten ASEAN countries, on the Compilation of Manuals, Guidelines and Directories in the Area of IP Portfolio Management Customized for ASEAN Member Countries which will address in particular the following issues:

- (a) how to commercialize inventions;
- (b) how to profit from original industrial designs;
- (c) contribution of trademarks to business development;
- (d) contribution of copyright;
- (e) valuation and assessment of IP rights in business enterprises;
- (f) access to capital based on IP assets - financial schemes (loans, grants) by government institutions and with private capital.

Further, the Consultant shall:

- (a) attend a one-day briefing session with the focal person from the ASEAN Secretariat and an official from WIPO to review the methodology and discuss the action plan of the above study;
- (b) liaise with the ten National Consultants as to the choice of subjects and guide them in their preparation;

- (c) prepare a draft of the study on the basis of the material provided by the National Consultants. See the attached terms of reference for the ten National Consultants;
- (d) provide WIPO with a brief monthly progress report;
- (e) submit the draft study to WIPO, within two months of receiving the local studies, for consideration and comments;
- (f) submit a final report of the study incorporating comments received at the conclusion of the study; and
- (g) undertake any other task as may be required by WIPO for the effective implementation and completion of the study.