

LIST OF NATIONAL CONSULTANTS

11. Ms. Chu Wee Ken
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12. Mr. Ngeth Vibol
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13. Mr. Arry Ardanta Sigit
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14. Mr. Chanthara Sayamoungkhoun
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15. Mr. Manisekaran Amasi
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16. Dr. Moe Moe Thwe
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Philippines
18. Mr. Gunalan s/o Veloo Vartharajan
Singapore
9. Mr. Weerawit Weeraworawit
Thailand
10. Dr. Le Xuan Thao
Vietnam

TERMS OF REFERENCE
for

National Consultants

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), and in collaboration with the focal persons from the respective Intellectual Property (IP) office, the Chambers of Commerce and the Regional Consultant, the Consultant shall assist the Regional Consultant in undertaking a study on the Compilation of Manuals, Guidelines and Directories in the Area of IP Portfolio Management 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 private capital.

Further, the Consultant shall:

- (a) prepare up to two IP success stories in his/her country (around 10 pages per success story), in one of the fields as indicated in the above points (a) to (e):
 - (i) For this purpose, the Consultant shall:
 - identify/select companies;
 - carry out physical interviews with the selected companies;
 - collect and analyze data.

- (ii) The success story should:
- describe the background (historical conceptualization) of the success story/stories;
 - define the type of IP protection sought (industrial property related subject or copyright);
 - elaborate on the development (explain the technology used) and use of IP in the business strategy; and
 - demonstrate the impact on productivity from the use of IP;
- (b) liaise with the Regional Consultant as to the choice of the subjects in preparing the above success story/stories;
- (c) provide a draft of the success story/stories (national study) to the Regional Consultant with a copy to WIPO, within two months of signing the contract with WIPO; and
- (d) undertake any other task as may be required by WIPO for the effective implementation and completion of the study.