

{HIP}

IT'S **HIP** EVERYWHERE

“We are taking a zero tolerance position on piracy and pledging ourselves to a piracy-free lifestyle. Singapore is committed to developing a strong knowledge economy where innovation is fostered, protected and rewarded.”



LIEW WOON YIN
Director-General, IPOS

POSTERS

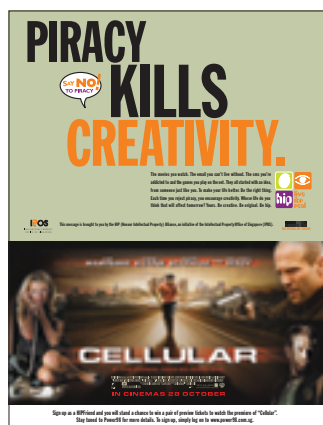


Launch of "Say NO! to Piracy" poster campaign sent to schools all over Singapore in conjunction with World IP Day in April 2004.



AT MOVIE THEATRES

From July 2004, every movie goer got the message that "movie piracy is a crime". This was carried in a 45-second movie trailer commissioned by the Motion Picture Association and IPOS, with the support of the Motion Picture Distributors Association of Singapore and the Cinematograph Film Exhibitors Association.



As a reward for HIPFriends who pledged to respect IP, they were treated to a "HIP Movie of the Month".

STICKERS



About 200,000 stickers were mounted on CDs, computer software and DVDs to urge consumers to get the REAL deal.

ON AIR



Adding to the HIP quotient, Safra Radio Power 98 was appointed the official HIP radio station blasting our message to all who will hear.



AT MUSIC STORES

Tied up with Universal Music on the launch of U2's album, "How to Dismantle an Atomic Bomb" and Jacky Cheung's compilation album with our message featured in all media buy islandwide.



ON STAGE



Supported W!LD RICE's 2nd annual holiday season family show – Aladdin, The Musical Pantomime that attracted an audience of approximately 12,600.

AT YOUR FAVOURITE OUTLETS



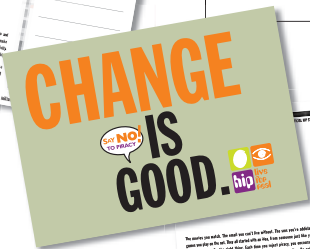
REWARDING CREATIVITY



The inaugural HIP Award for Outstanding Creativity was given to local band, RAFF at Power 98 Battle of the Bands competition in December 2004.



Carrier bag from Video Ezy sporting the HIP message.



AT VIDEO STORES



You must have seen and collected some of our ZO cards from your favourite hangouts.

1 January 2005 – Copyright law changes came into effect making wilful copyright infringement that is significant or is carried out for a commercial advantage, a criminal offence. No effort was spared to ensure that the public and especially those in the business community are educated and ready for the changes.



A series of Software Asset Management (SAM) seminars was also conducted jointly by IPOS, the IP Taskforce and the Business Software Alliance. Response to these seminars was overwhelming and more sessions had to be planned to accommodate the demand.



SAM SEMINARS

IPOS also launched a series of advertisements to announce the law change and the implications for businesses.

BUSINESS SOFTWARE LICENSING PROGRAMME

Between October and December 2004, the Business Software Licensing Programme (SLP) was organised by IPOS and the IP Taskforce.

The SLP aims to help businesses ensure that they have the right software licenses for their needs.

IPOS brought together 10 software companies including Adobe, Autodesk, Macromedia, Microsoft and Symantec to offer up to 40% for a limited period to Singapore businesses, especially for SMEs.



Real or not? Telling the difference.

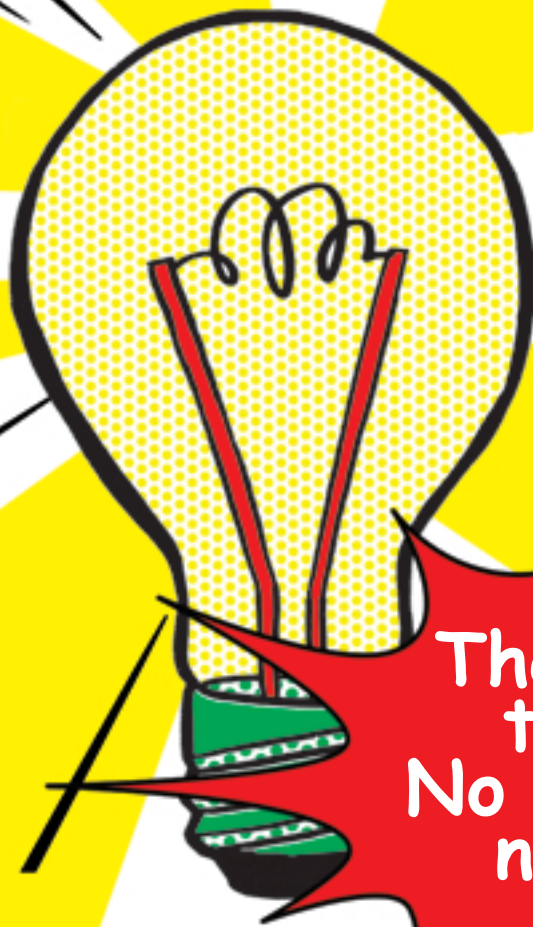
RETAILER'S SEMINARS

IPOS organised an IP seminar targeted at retailers. More than a hundred participants turned up to learn about the copyright law changes and how they impact their business.

Cyril Chua, Entertainment Software Alliance commented, "With seminars like this, information can be disseminated swiftly and to a wide audience instantaneously. It reflects that the Singapore Government is proactive and sincere in engaging the retailers, to help them prepare for the new copyright regime."



INVENTED SOMETHING? SO WHAT?



The PATENT
truth is...
No protection,
no rights!

You have an invention that will take the world by storm. Without protection, you won't even raise a whimper. Register for patent protection! In 2004, the Patent Registry saw a 38% increase in the number of patents granted in Singapore; a jump from 4,340 in 2003 to 5,980 in 2004.

Shouldn't you be part of this boom? You can also use ePatents for online searches and filing transactions. If you need to file for protection overseas, you can do so at IPOS through the Patent Co-operation Treaty route.

Visit www.ipos.gov.sg for more information.

TOP FILERS OF PATENT APPLICATIONS

Ranking	Top International Filers	No
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1	Silverbrook Research Pty. Ltd.	146
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2	International Business Machines Corporations	143
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3	ASML Netherlands B.V. NL	119
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Ranking	Top Local Filers	No
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1	Chartered Semiconductor Manufacturing Ltd	105
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2	Agency for Science, Technology and Research	67
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3	National University of Singapore	44
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