

IPOS

OUR TRANSFORMATION STORY

**20 YEARS OF GROWTH
AS A STATUTORY BOARD
2001 – 2021**





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AS A STATUTORY BOARD
2001 – 2021

IP?OS

INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

Ideas Today. Assets Tomorrow.

**IPOS Our Transformation Story:
20 Years of Growth as a Statutory Board 2001 – 2021**

Published by the Intellectual Property Office of Singapore

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Foreword

by Minister for Home Affairs and Minister for Law Mr K Shanmugam SC



IPOS, at 20, is leading the charge of economic transformation and shifting the ways in which we think about IP in the process.

When IPOS was established as a statutory board in 2001, Singapore was making the transition to being a knowledge-based economy. IP protection and management, which were still not in the mainstream then, had been identified as essential for us to tap on the growth potential of knowledge and ideas.

IPOS took on the challenge, launched initiatives (like the IP-Create, Exploit and Protect Programme (IP-CEP)) to help enterprises manage and commercialise their IP. It also established the IP Academy to provide specialised IP training and education.

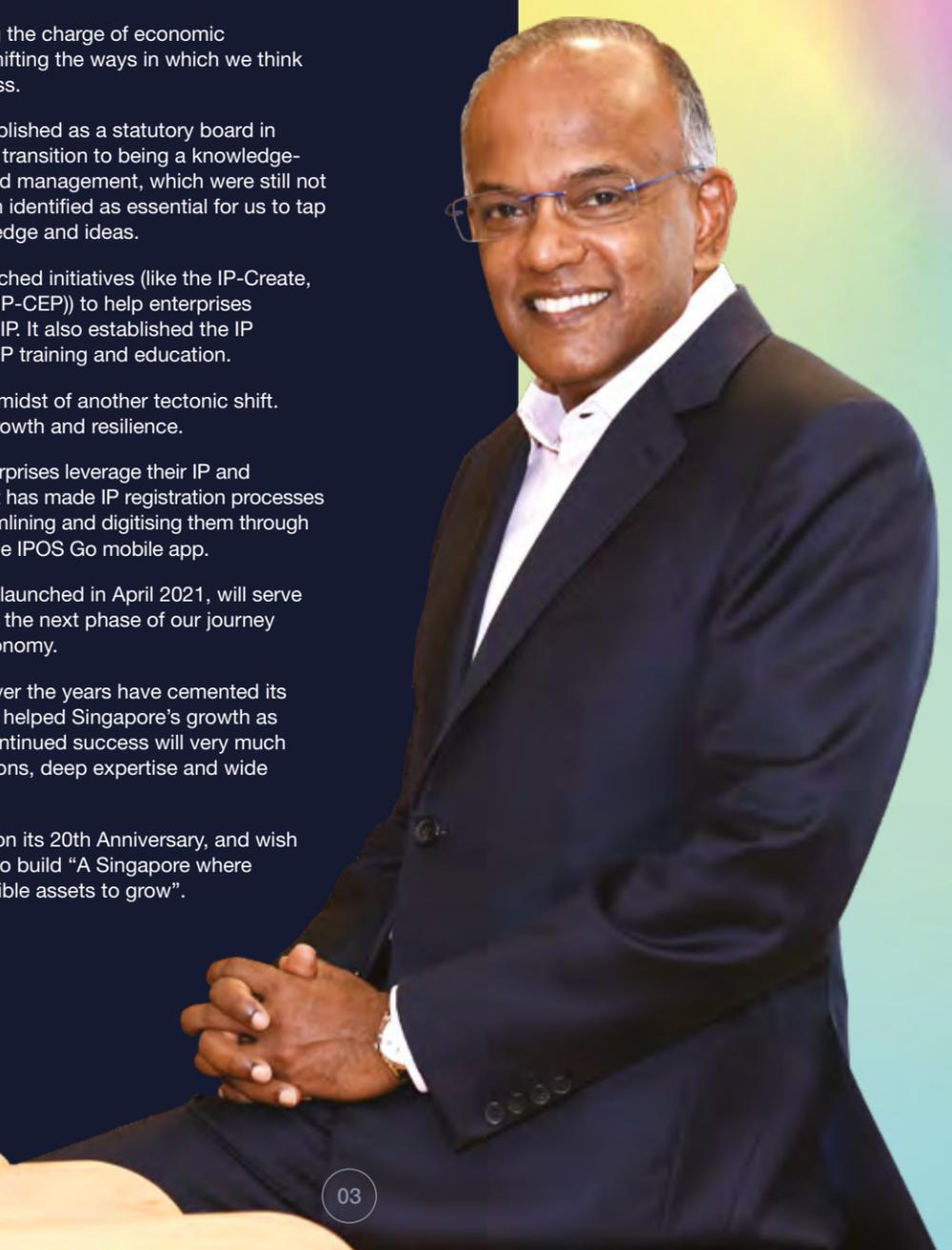
20 years later, now we are in the midst of another tectonic shift. Innovation is driving economic growth and resilience.

IPOS has been trying to help enterprises leverage their IP and intangible assets (IA) for growth. It has made IP registration processes as seamless as possible by streamlining and digitising them through the IP²SG e-services portal and the IPOS Go mobile app.

The Singapore IP Strategy 2030, launched in April 2021, will serve as the blueprint for IPOS to chart the next phase of our journey towards an innovation-driven economy.

The steps that IPOS has taken over the years have cemented its international reputation and have helped Singapore's growth as an innovation and IP hub. Our continued success will very much depend on cutting-edge innovations, deep expertise and wide industry networks.

I congratulate IPOS and its staff on its 20th Anniversary, and wish IPOS every success in its vision to build "A Singapore where innovative enterprises use intangible assets to grow".



Message

from Chairman Dr Stanley Lai, SC

Twenty years ago, a momentous decision was taken for IPOS to become a statutory board. The impetus was to provide greater flexibility and autonomy for IPOS to face the challenges of the knowledge economy. Since then, IPOS has risen to the task and has noticeably transformed the way a national IP office operates. It now plays a pivotal role in the innovation-based economy that Singapore is building.

Over the years, much has altered in the dynamic landscape of innovation. We have seen how intangible assets (IA) and intellectual property (IP) have surpassed physical assets in importance. A company's value used to be 80% in physical assets. Now, the reverse is true: almost 90% of Fortune 500 companies' assets reside in intangibles. Global IA value stands at an all-time high of US\$65.7 trillion, surpassing tangible assets. We have witnessed the digitalisation wave, the rise of Asia as the epicentre of innovation, and the disruption caused by Industry 4.0.

It is heartening to see how IPOS has continually stayed agile and continues to bring value-added services to the innovation community, amidst trying and disruptive circumstances. In this journey, IPOS has forged ahead with courage and fortitude, scoring many firsts. Indeed, our IP regime has been consistently ranked among the best in the world in many reputable world rankings.

When COVID-19 struck in 2020, it was most reassuring to see how quickly IPOS adapted towards delivering even more of its services online. These included, inter alia, virtual hearings, IP Week @ SG, and legal/business clinics. This is a clear testament to the strong foundations which have been methodically laid in the past. Beyond these changes, IPOS also took the chance to curate some of its offerings to better serve and encourage the wider community to innovate during COVID-19. One such example was the inaugural IPOS Innovation for Humanity Awards 2020 that was launched to showcase IP-rich innovations by companies to battle COVID-19.

On this auspicious anniversary year, we look back and celebrate 20 years of growth. I would like to express my deepest appreciation to past and present Board members, Chief Executives, the management members and the staff for their unstinting dedicated service. It is timely to publish a commemorative book to serve as an important chronicle of IPOS' key milestones and achievements. I believe the transformation story in this book will spur all present and future IPOSians to strive towards greater heights in the coming years.

**“IN THIS JOURNEY,
IPOS HAS FORGED
AHEAD WITH
COURAGE AND
FORTITUDE,
SCORING MANY
FIRSTS.”**



Message

from Chief Executive Mrs Rena Lee

IPOS celebrates our 20th anniversary this year. We have grown not just in size but also in focus, as IPOS has broadened its focus beyond a purely regulatory perspective to promoting and developing Singapore's innovation and intellectual property (IP) ecosystem.

This book captures snippets of the many initiatives in the past 20 years. Examples abound of how we have launched different programmes to help creators and innovators create, protect, manage and commercialise their ideas and inventions, to help people grow their IP skills to take on higher value-added jobs, and to help drive innovation for Singapore's economic growth.

We are focused on helping to drive enterprise growth through IP and intangible assets (IA) with a firm emphasis on our customers and stakeholders. Enterprises and innovators now enjoy a suite of initiatives, such as SG IP FAST, that help businesses speed up market access, making it easier for them to leverage their IP/IA for business growth.

Growing IP awareness and expertise is also an important area of focus. Our subsidiary IPOS International has expanded the scope, depth and reach of its IP training programmes, including Singapore's first and only Master's programme in IP and innovation management with the Singapore University of Social Sciences. Since April 2020, IPOS International has pivoted to online training via live stream for most of its courses, ensuring that local and overseas training not only continue but even flourish during the COVID-19 pandemic.

Our transformation story has been made possible by the professionalism, dedication and resilience of our people — past and present, who have worked tirelessly to smoothen roads, and where there are none, to carve out new paths. The learn, unlearn and relearn attitude that is key to being innovative is one that is embodied by our people, and which speaks to our core values.

I am privileged to be the Chief Executive of IPOS. The IPOS Group has reached its present standing due to the vision and leadership of the IPOS Board and my predecessors, as well as the passion and commitment of our people. I would like to thank all past and present IPOS Chairmen, Board members and Chief Executives/Director General, as well as our people, for their contributions. I intend to build on the foundations that they have laid. I look forward to working with everyone in the IP ecosystem. Together, let us forge ahead to build Singapore as a global hub for IA/IP activities and transactions.

**“OUR TRANSFORMATION
STORY HAS BEEN MADE
POSSIBLE BY THE
PROFESSIONALISM,
DEDICATION AND
RESILIENCE OF OUR
PEOPLE — PAST AND
PRESENT.”**



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INTELLECTUAL PROPERTY OFFICE OF SINGAPORE

AT THE HELM

Chairman

**Prof Hang Chang
Chieh**
*1 April 2001 to
31 March 2009*

Mr Quek Tong Boon
*1 April 2009 to
31 March 2013*

Dr Stanley Lai, SC
*1 April 2013 to
present*

Director General

**Ms Liew Woon
Yin**
*1 April 2001 to
31 May 2011*

Chief Executive

Mr Tan Yih San
*1 June 2011 to
15 November
2015*

**Mr Daren Tang
Heng Shim**
*16 November
2015 to
31 July 2020*

Mrs Rena Lee
*1 August 2020
to present*

PREAMBLE

WHAT IS AN IDEA?

An idea is a thought, a feeling,
a different way of looking at the world.

An idea holds possibilities — of changing minds, improving lives,
touching hearts.

When an idea is implemented, put into practice within the
reality of the market, it becomes an innovation.

And with this transformation, value is created.

Our own journey has taken us along a similar path —
of daring to try new things
of recognising the need to adjust or discard others in the
continuous process of evolving with the times.
For as we reinvent ourselves to become
the best we can be,
we also transform the global ecosystem of innovation
and intellectual property.

This book tells the IPOS story in the last two decades:
These 20 chapters are a compendium of snippets
that capture our aims and aspirations,
our courage and conviction,
our ingenuity and innovativeness,
our zeal and zest.

This is our transformation story.

This book is dedicated to all who have contributed in
their service to RTMP and IPOS.



Let our story enlighten
you — locate the
light bulb hidden in each
chapter of the book.

The Early Years

from 1937 to 2001

As we celebrate 20 years of transformation and innovation with the Intellectual Property Office of Singapore (IPOS), we look back on our humble beginnings in 1937, how we became the Registry of Trade Marks and Patents (RTMP) in 1939 and our subsequent journey.

Our humble origins date back to 1937 when we set up the Registry of Patents to function as the re-registration authority for United Kingdom (UK) patents or European patents designating UK. In 1939, we also became the Registry of Trade Marks to register local trade marks under the Trade Marks Ordinance. Unlike trade marks, for patents and designs, applicants in those days must first obtain UK patents and designs respectively before they could obtain protection in Singapore. However, unlike the patents regime, there was no need to apply for a re-registration of designs in Singapore as the protection was automatically extended to Singapore upon the UK design registration. Therefore, there was no registry of designs until 2000, and we were known for decades as the Registry of Trade Marks and Patents or simply, RTMP.

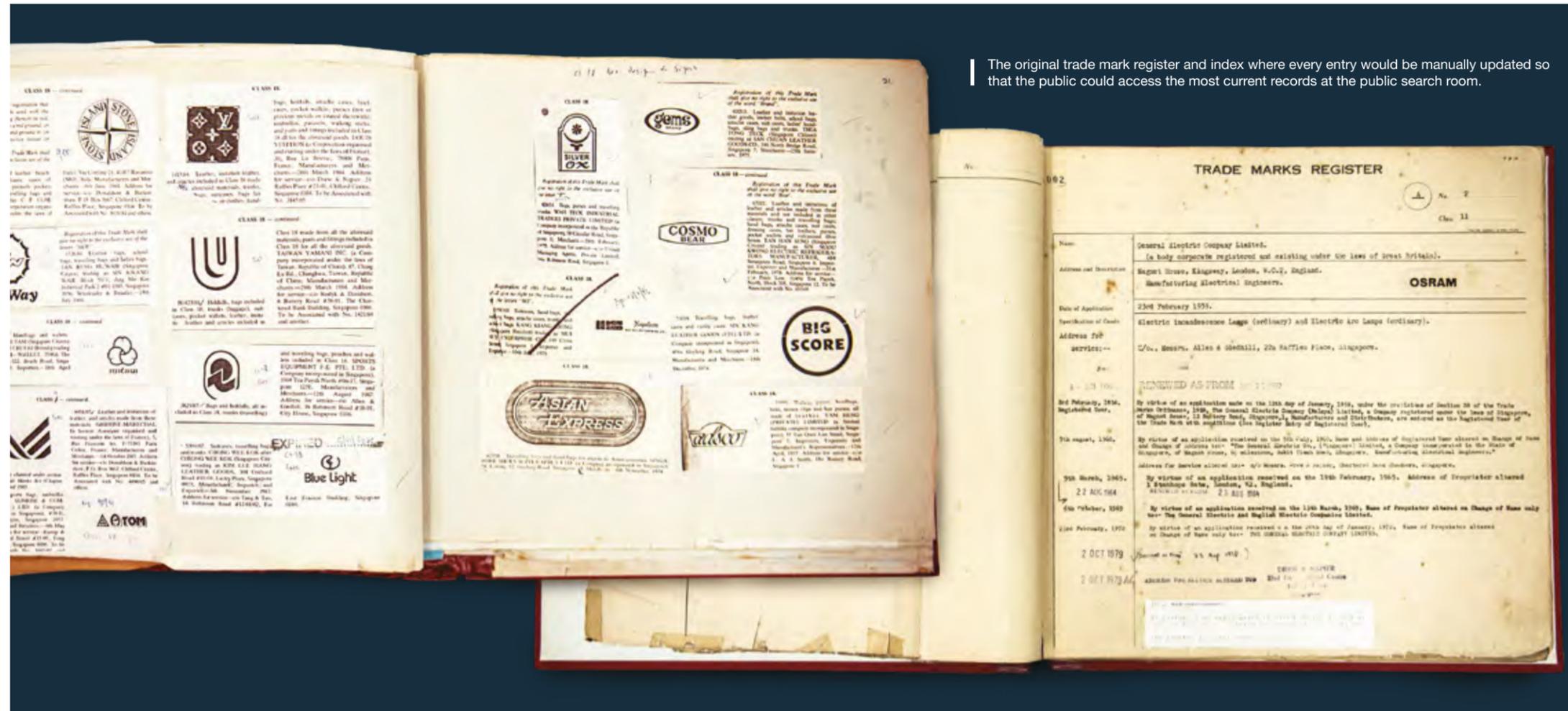
DEFINING NEW ROLES

Through the 1980s and 1990s, the role of intellectual property (IP) grew in importance, and we swung into action to modernise our existing IP laws and passed laws for new forms of IP, even departing from precedents to meet the prevailing needs of Singapore. For example, the Patents Act 1994 overhauled our patents regime by establishing an indigenous regime where grants were based on search and examination reports of designated foreign patent offices or the International Searching and Preliminary Examining Authorities under the Patent Cooperation Treaty (PCT). What was novel about this new patent regime was that

we were able to grant patents without having to invest heavily to set up a full-fledged search and examination facility within the registry. To our knowledge, the system was emulated by other small countries. We not only passed new Acts for other forms of IP, but also invested heavily in automation and took on promotional roles to grow IP awareness and IP expertise (see facing page for key highlights). These shifts paved the way for the restructuring of RTMP into the national IP office.

“
The proposed new patent system will create such a favourable climate for innovation, for developing research and innovative capabilities, and advance technological innovation in industry.”

*Professor S Jayakumar
 Minister for Law at the Second Reading
 Speech on the new patent law, 21 March 1994*



The original trade mark register and index where every entry would be manually updated so that the public could access the most current records at the public search room.

1930s

- Registration of United Kingdom Patents Ordinance 1937
- United Kingdom Design (Protection) Ordinance 1938
- Trade Marks Ordinance 1938 (came into force in 1939)

1980s to 1990s Laws

- Copyright Act 1987
- Patents Act 1994 (came into force in 1995) *Singapore's self-assessment patent regime crafted with the help of the World Intellectual Property Organization (WIPO)*

Singapore joined the World Trade Organization (WTO) in 1995 and brought forward the timeframe for implementing the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement one year ahead of schedule, with the passing of the following:

- New Trade Marks Act 1998 *Abolition of Part A & B register and modernising of the trade mark regime to make it more pro-business*
- Geographical Indications Act 1998
- Layout Designs of Integrated Circuits Act 1999

Others

Automation

- Launched the automated system in Feb 1999, being one of the pioneer IP offices to achieve full computerisation of trade mark operations
- Cradle-to-grave workflow system linked all processes from application to registration, with an innovative Picture Mark component that facilitated the search of abstract marks

Growing patent expertise

- Launched the first National Patent Drafting Course in Jan/Feb 1994, in collaboration with WIPO and the Singapore Academy of Law
- Launched the first annual South East Asian Drafting (SEAD) course in 1997, in collaboration with the Federation International des Conseils en Propriete Industrielle (FICPI)

9 September 1999

- RTMP restructured as IPOS, the national IP office

2000

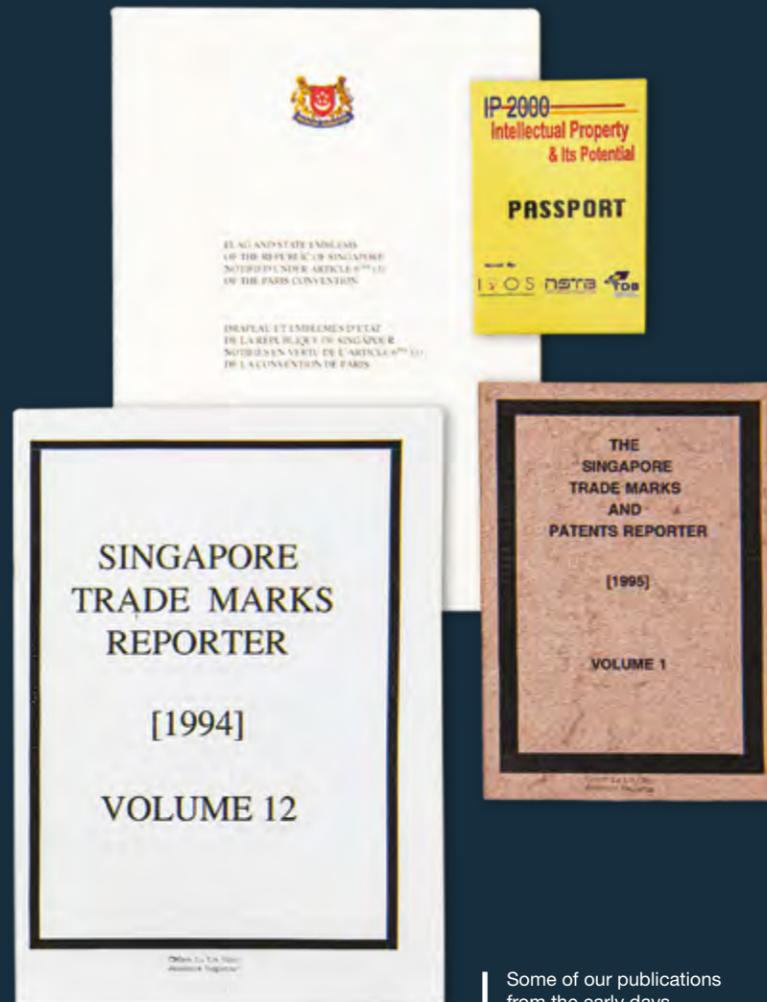
- Registered Designs Act 2000, which saw the setting up of our own independent Registry of Designs
- Singapore joined the Madrid Protocol, helping businesses to protect their brands in multiple countries overseas
- Launched "IP 2000", Singapore's first-ever week-long event to raise IP awareness
- Preparatory work to convert IPOS into an autonomous statutory board

1 April 2001

- IPOS converted to a statutory board

RTMP was officially restructured and renamed IPOS on 9 September 1999. In terms of our regulatory functions, we were ready to take on our new responsibility of administering the entire range of IP laws, including copyrights, for the first time. Prior to this, the Attorney-General's Chambers (AGC), would work directly with the relevant Government agencies, including RTMP, on the copyright legislation, including any legislative amendments pertaining thereto. The newly minted IPOS was also given the mandate to revamp the regime for designs protection. This led to the repeal of the UK Design (Protection) Ordinance and the setting up of our own design regime and the new Registry of Designs in 2000.

Besides our expanded regulatory role, as the new IPOS, we took on new roles to raise awareness and promote the use of IP — the dawn of IPOS as we know today.



Some of our publications from the early days.



Some of the initiatives we embarked on in the early days.



The photo on the left shows some of our colleagues from the Registry of Trade Marks and Patents (RTMP) in the old days. The photo on the right shows the team from the Registry of Designs, which opened its doors on 13 July 2000.



Our legal officers were involved in various key legislative projects in the early days, including the new self-assessment patent system, new laws to implement the WTO TRIPS Agreement, and the new IPOS Act.

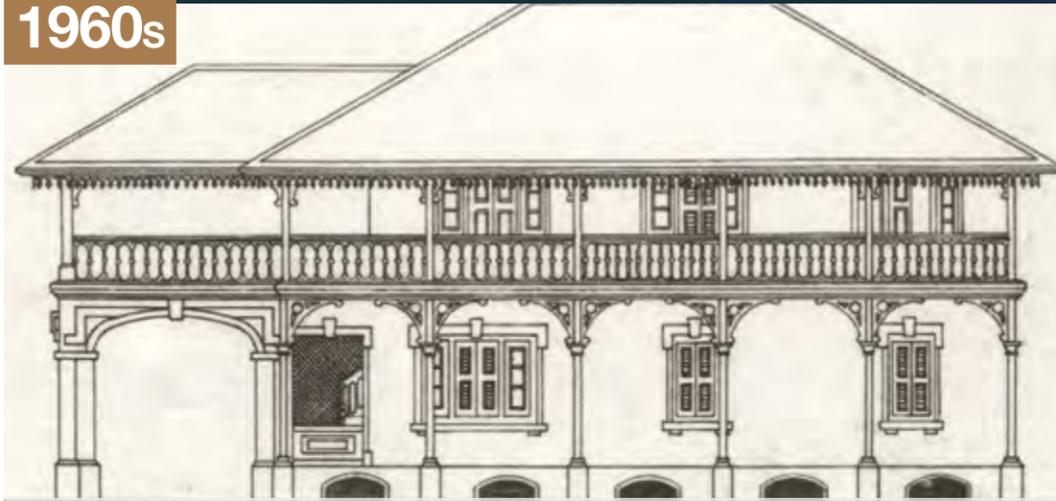
In 1996, the Registry of Patents saw a record high in the number of patent applications received. More than 12,000 were received, many of which were made pursuant to a transitional provision that permitted applicants who had filed in the United Kingdom prior to 23 February 1995 but had yet to obtain a patent, to file in Singapore under the 1995 patent system. The advantage for Singapore applicants was that, subject to filing conditions being met in the Republic, the filing date of the application made in the United Kingdom would be retained in the Singapore application. Through several reviews of work processes to achieve maximum efficiency, the Registry was able to meet the challenge of processing a sudden upsurge in applications.

CIRCA 1930s Began operations in colonial offices and was later housed in the Supreme Court.



Lina Brunner Collection, courtesy of National Archives of Singapore

CIRCA 1960s The architectural drawing (side elevation) of the building on 11 Fort Canning Road, which RTMP operated from in the 1960s.



Courtesy of Public Works Department Collection, National Archives of Singapore

1973 Moved to a rambling old bungalow at 305 Tanglin Road where colleagues had close encounters with the various flora and fauna in the grounds. Photos show the Cashier Counter and the Search Room, where staff had to manually plough through files and index cards to put up the search reports for trade marks.



1987 Set up home at 1 Colombo Court, a building that housed numerous law firms and Government offices.



1990 Operated out of Plaza by the Park (later renamed Manulife Centre) at 51 Bras Basah Road from August 1990 to July 2019. The area used to be known for its second-hand bookstores and an enclave of mission schools. Subsequently, the Singapore Management University was built in the vicinity and became neighbours.



2019 TO PRESENT Since July 2019, IPOS has been located at the brand new and bustling PLQ1, Paya Lebar Quarter, 1 Paya Lebar Link.



Timeline: Milestones

The corresponding page numbers for each milestone are indicated in parentheses.

2001

Conversion of IPOS to a statutory board (p20)

Launch of SurfIP Marketplace (p86)

Launch of Educate to Quantify and Utilise IP (EQU-IP) Network (p80)

2002

Launch of IP Clinics (p77)

Implemented new patent agents regulatory regime (p79)

Launch of HIP Alliance (p59)

Launch of IP Education and Resource Centre (IPERC) (p80)

Launch of the 1st annual Europe-Asia Patent Information Conference (EAPIC) (p54)

Launch of the IP-Create, Exploit and Protect Programme (IP-CEP) (p86)

2003

Launch of IP Academy (p34)

Launch of the Strategic Manpower Conversion Programme for IP (p81)

Launch of iperckidz (p61)

Set up IP Taskforce (p25)

Initiated Government IP Programme (p84)

Launch of the Strategies for Creation, Ownership, Protection, and Exploitation of IP Programme (SCOPE IP) (p86)

2004

Plant Varieties Protection Act enacted (p29)

Accession to the International Convention for the Protection of New Varieties of Plants (UPOV) (p45)

2005

1st in ASEAN to accede to the Geneva Act of the Hague Agreement Concerning the International Registration of Industrial Designs (p26)

Launch of the WIPO Singapore Office (p42)

2013

Launch of the IP Hub Master Plan (p70)

Launch of the IP Competency Framework (IPCF) and IP Workforce Skills Qualifications (IP WSQ) (p81)

Launch of the annual WIPO-IPOS IP Awards (p46)

Launch of Practising Management Consultant (PMC) IPM Certification (p81)

Launch of the ASEAN Community of Practice for Patent Examiners (p52)

2012

Launch of Mediation Option (p31)

IP Academy became a subsidiary of IPOS (p34)

Launch of the inaugural annual IP Week @ SG flagship event (p56)

2011

Launch of the IP Management for Public Agencies 2.0 Programme (p85)

Launch of the Community of Practice (COP) on IPM (reinvigorated in 2017) (p85/98)

2010

Launch of the WIPO Arbitration and Mediation Center in Singapore (p43)

2009

1st in the region to join the Patent Prosecution Highway (PPH) programme (p53)

1st in ASEAN to accede to the Singapore Trade Marks Law Treaty (p45)

Launch of ASEAN Patent Examination Co-operation (ASPEC) (p53)

2008

Launch of Case Management Conference (CMC) (p30)

Launch of Search & Pick online tool (p75)

2007

Launch of the IP Management for SMEs Programme (p86)

Launch of Mentorship Funding Scheme (p79)

2006

Hosted 1st IP Diplomatic Conference in Asia and 1st international treaty named after Singapore (p43)

Launch of 1st annual China-Singapore IP Conference (p54)

2014

Launch of the new patent positive grant system (p26)

Search & Examination Unit incorporated as IPOS International, our subsidiary (p35)

Launch of IP 101 and IP Business Clinic (p73/74)

Launch of Expert Determination Option & IP Adjudicators Scheme (p32)

Launch of IP Financing Scheme (p100)

Launch of IP ValueLab, our 3rd subsidiary (p36)

1st in ASEAN to be appointed as an International Searching and Preliminary Examining Authority (p44)

Joined the Global Patent Prosecution Highway (GPPH) programme (p53)

2015

2014/2015: Launch of IP²SG (in phases) (p23)

1st re-registration programme within ASEAN established with Cambodia (p44)

Launch of IP Legal Clinic (p73/77)

Launch of Professional Conversion Programme (PCP) for Patent Agents (p79)

Launch of IP Technology Consultant Registry (p81)

2016

Launch of Mediation Promotion Scheme (enhanced in 2019) (p31)

2017

Launch of the new Professional Conversion Programme (PCP) for IP Professionals (p81)

Update to the IP Hub Master Plan (p71)

Launch of Makara Innovation Fund (p100)

Launch of Master of IP and Innovation Management Programme (MIPIIM) (p34/80/82)

Formation of the IP Working Group jointly chaired by IPOS and the National Research Foundation (p85/98)

2018

Launch of SkillsFuture Study Award for the IP Sector (p81)

Launch of the revised National IP Protocol and Master Research Collaboration Agreement (MRCA) (p85)

2019

Launch of the Registry of Geographical Indications (p29)

Launch of IPOS Go, the world's first app for trade mark registration (p24/102)

Launch of the new IPOS International (p37)

Launch of the national Skills Framework for IP (p83)

Launch of ASPEC-AIM and PCT-ASPEC (p53/103)

Launch of the Future Leaders in INnovation Transformation Programme (FLINT) (p103)

Launch of Illuminate, a complimentary diagnostic tool (p85/87)

Launch of the China-Singapore International Intellectual Property Innovation Service Centre (p51)

2020

Launch of Intangible Disclosure Evaluation and Audit Scheme (IDEAS) (p102)

Launch of Young IP Mediator Initiative (p33)

Launch of Growing with Resilience through InTangibles (GRIT) (p102)

Launch of Workforce for IP-Savvy Enterprises (WISE) initiative (p83/102)

Launch of SG IP Fast Track (p101)

2021

Launch of the Singapore IP Strategy (SIPS) 2030 (p113)

New Copyright Act (p28)

What supports innovation?

It starts with an idea sparked by curiosity, imagination, experience or simply the desire to solve a problem. A good idea forms the base on which a great innovation is built.

With strong fundamentals, we've set the stage on which our transformation story plays out. The landscape is ever-changing, but we are more than prepared — our key elements are in place.

These are our

BUILDING BLOCKS



BUILDING BLOCKS

Scaling New Heights

Autonomy | Our conversion to a statutory board, to have greater autonomy to meet the demands of an ever-changing landscape, was one of the building blocks in our transformation story.

R TMP was restructured to be the national IP office known as IPOS in 1999, in line with the national drive to develop Singapore as a knowledge-based economy. It was thought sufficient to have a restructured national IP office support the coordinated approach in driving the national effort to develop IP as a strategic resource.

To drive success in the knowledge sector, IPOS had to evolve, going beyond the role of registry and regulator to include new roles to raise awareness and promote the use of IP in Singapore. However, the IP arena was fast changing and it became imperative for IPOS to have a more autonomous framework than that of a Government department, in order to take on these new roles. To play a strategic and competitive role in the IP arena, IPOS needed greater autonomy and flexibility in areas such as running its operations, hiring manpower and collaborating with others. It was hence decided that we would convert to a self-funded statutory board, in order to be ready to catapult into the 21st century knowledge economy.



Starting off with a bang! (From left to right) Ms Liew Woon Yin, Director General, IPOS; Prof Hang Chang Chieh, Chairman, IPOS; and Prof S Jayakumar, Minister for Law and Foreign Affairs, at the launch of IPOS as a statutory board on 2 April 2001.

THE CREATION OF IPOS

Our hard work and preparation culminated in the birth of IPOS as a statutory board on 1 April 2001. As we did not yet have Strategic Planning or Corporate Communications departments, several of our legal officers took the initiative to hole themselves up in a room and impressively stitched together our vision and mission, with the guidance of the Director General-designate. The eloquent vision and mission resonated with all of IPOS and remained with us till 2011. We officially commemorated our new status, corporate logo, mission and vision on 2 April 2001 (being the best date) to much pomp and fanfare, amidst cheerful quips about how we inadvertently also avoided the official unveiling on April Fool's day.

“Who would have imagined that IPOS would now play such a key role in the transformation of Singapore into an innovation-driven economy.”

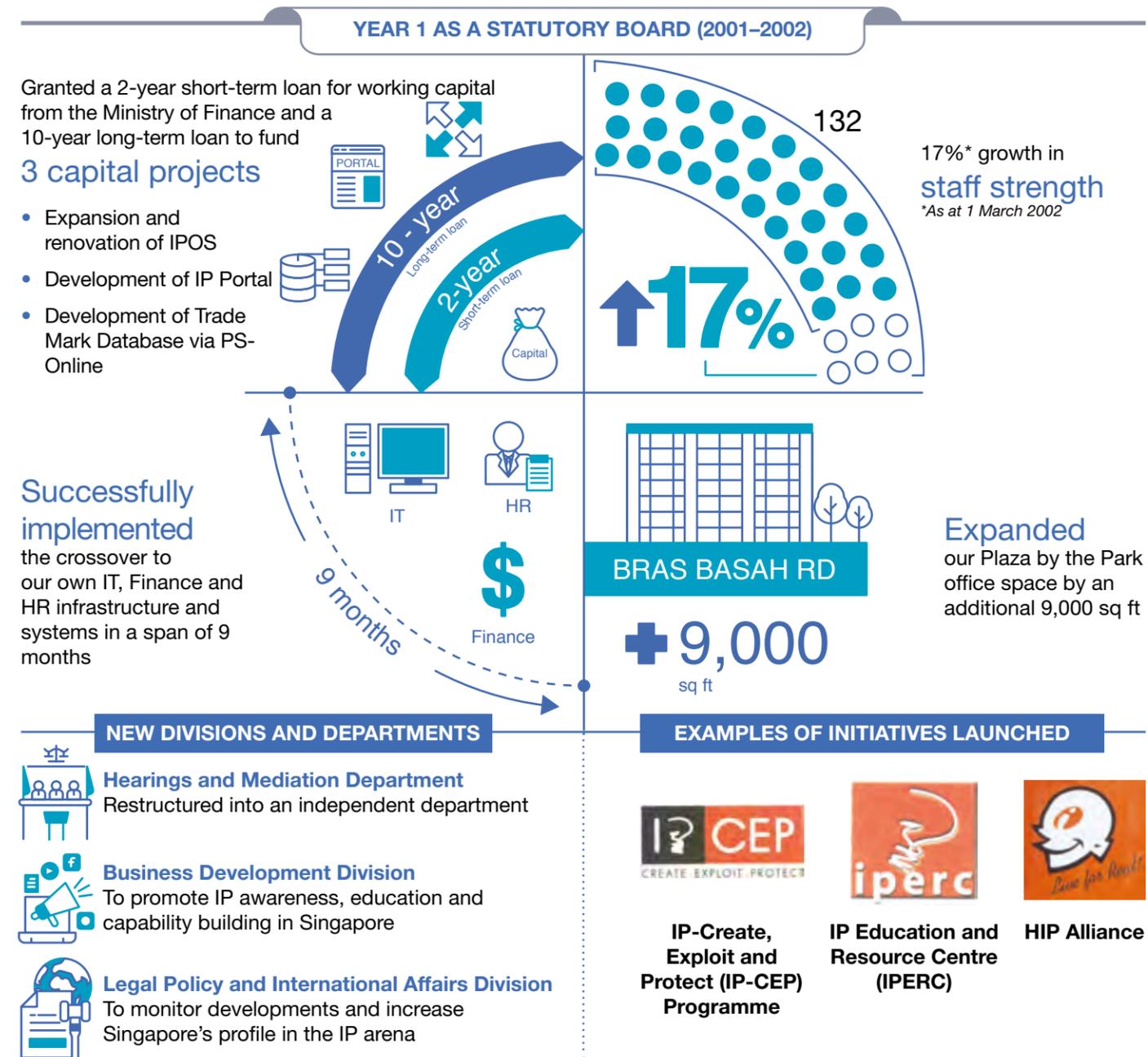
Ms Liew Woon Yin
Director General,
IPOS, speaking at IPOS' first anniversary in April 2002



EARLY BEGINNINGS AS A STATUTORY BOARD

With greater autonomy came greater responsibility, and we had much to do as the first Government department in the Ministry of Law to be converted to a statutory board. While we navigated the various intricacies of conversion with excitement, there was some apprehension at the prospect that we now had to self-fund our operations. Yet, knowing that we now had greater autonomy to run our office filled us with a sense of new purpose and fostered our courage to take the leap into uncharted territories.

At the start of our new journey, teamwork was of utmost importance. It was all hands on deck and full steam ahead as we had to develop our own IT, Finance and HR systems and schemes that were separate from the Civil Service's. We worked extensively on the proposed IPOS Act (to give legal effect to our new status), the formation of the new IPOS board, and the myriad tasks required for a smooth conversion. At the same time, we inaugurated various initiatives within the year – laying the foundation for the future IPOS.



Riding the Technological Wave

Digitalisation | Our efforts in leveraging digital technologies to reinvent our services were key components in our transformation journey.



Embracing technology in the workplace – IPOS staff connecting and collaborating via digital platforms.

As technology evolves and expands, IPOS too continually adapts and grows in line with the trends to leverage the digital sphere in all that we do. From our automated workflow system and innovative Picture Mark search implemented in 1999, to the introduction of the IPOS Go mobile app in 2019, we were in line with the objectives of the national Digital Government Blueprint 2018 – “a Singapore Government that is digital to the core and serves with a heart.”

In light of a growing and more sophisticated group of users, from 2001 to 2005, we transformed traditional manual filings into fully online systems that allowed searches and filings to be done within mere minutes and were available 24 hours, seven days a week. Digitalisation was an arduous journey, as we strove to go “paper less” in our bid towards a “paperless” future. Countless late nights of data capturing, User Acceptance Testing (UAT) and Services Requests paid off when our three in-house systems were finally up and running within our SurfIP Portal (the first of its kind in Asia).



With digitalisation, everything became available with a few clicks and in a few minutes. The days of having to plough through manual files were long gone! What a relief to aching backs!



SurfIP, a one-stop IP portal for our online systems, launched in November 2000



Launched in January 2002



Launched in August 2003



Launched in September 2005

THE INTEGRATED IP²SG SYSTEM: ONE-STOP EPORTAL FOR ALL IP REGISTRATION

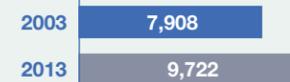
Not resting on our laurels, we went beyond implementing our digital systems to further revolutionising our Registries to meet the rising demand for IP filings. In September 2007, we spearheaded a Business Process Re-engineering (BPR) to review all the key processes of the registries. This resulted in one integrated IT system to streamline and harmonise common procedures across the three registries (Patents, Trade Marks and Designs). Our goal was to remodel the user experience into a customer-centric one, with ease and efficiency at its core. It was a bold move that set a precedent for other IP offices, and we worked on delivering this game-changing system (known as IP²SG) with great excitement and anticipation in three phases across 2014 and 2015.



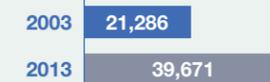
BENEFITS OF IP²SG

- Reduction of red tape by removing 30% of forms
- Auto-population of data for repeat customers
- Filing of forms and exchange of correspondences for patents, trade marks and designs
- Larger files can be uploaded and unlimited drafts can be saved before final submission
- Hassle-free login via SingPass for registered customers
- Ease of use for one-time customers to perform searches on the Register
- Issuance of softcopies of certificates of Registration/Grant

Increase in overall patent filings by more than **20%**



Increase in trade mark classes filed by over **86%**



DEMAND FOR IP SERVICES IN THE REGION

The project team at the IP²SG Phase 2 launch.



TRADE MARKS ON-THE-GO WITH IPOS Go

We continued to add to our digital repertoire with the 21 August 2019 launch of IPOS Go, the world's first mobile app for trade mark registration. The app's simplified user interface and suite of features created a seamless and fuss-free user experience, allowing applicants to search for similar trade marks and submit photo applications of their trade marks in just 10 minutes. Since its launch, IPOS Go has won awards, details of which can be found on page 67.



IPOS showcasing our services at the Smart Nation Exhibition.



The team behind the IPOS Go app.

DIGITALISATION AWARDS

We are heartened that our digital efforts have been recognised internationally as we continue to embrace technology to revolutionise and improve the way we work.

-  **E-Gov 2001 Trailblazer Award**
Awarded at the International Electronic Government Conference & Exposition, Washington DC, for our SurfIP Portal
-  **Smart Organisation, MIS (Management Information Strategies) Innovation Awards, 2003**
Awarded for our Trade Marks System (TMS)
-  **Intelligent Enterprise Asia Awards, 2004**
Awarded for our eTrademarks System
-  **CIO Award Honouree, CIO Asia, 2017**
1st Runner Up, Project Management Institute (Singapore Chapter) Project of the Year Awards, 2017
Awarded for the Patent Examiners' Workbench
-  **Architecture Excellence Award (Business Architecture), 2017**
Presented by ICMG International for achievements in re-engineering our business services, information, timing cycle and stakeholders

WHAT'S NEXT?

With technology developing at a rapid pace, we too must continually reinvent our systems. As we move towards the adoption of smart technology, we are now embarking on the next generation of IT solutions and successor to IP²SG. The new system will not only maintain our top-class IP registry and keep us connected to global innovation flows, but also enhance the customer experience, with a push towards leveraging IP for enterprise growth.

Defining Standards

A Robust Regime | A key building block in being a leading IP office is committing to a robust IP regime.

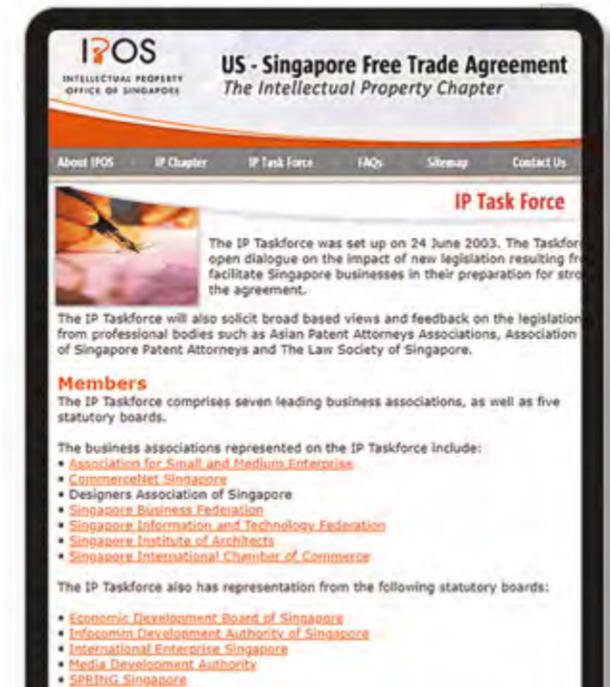


The Registries Cluster holds regular meetings and townhalls to chart directions to ensure a robust IP registration regime that will better serve businesses and innovators.

Since our inception, we have striven to uphold an IP regime that is consistently ranked among the world's best. Our IP laws were already TRIPS-compliant a year ahead of the 1 January 2000 deadline for WTO members to achieve full compliance. At that time, our draft laws were fully discussed at an Inter-Ministry Committee (with 17 agencies). In 2003, IPOS embarked on a massive review of all the IP laws in Singapore that dovetailed with preparations for the new IP Chapter initiatives following the signing of the United States-Singapore Free Trade Agreement (USSFTA) on 6 May 2003. After the major 2003 review, we had several other more specific reviews, and these are set out in the relevant sections below. Today, regular reviews and consultations remain the two cornerstones of how we enhance our IP regimes to better serve the innovation community.

Our regular reviews covered both the substantive laws and also the international developments, taking proactive steps to provide the best framework to support innovation. For example, Singapore was the first in ASEAN to accede to several major international treaties, including the Madrid Protocol, as well as the first to implement various new features for patents, trade marks and copyrights. It was especially challenging for small IP offices with limited resources to join the Madrid Protocol as it mandated strict turnaround timelines, but we persevered as we wanted to help enterprises reach new overseas markets. Looking back, we are glad that our efforts have helped to build a regime that enables enterprises to go international.

The IP Taskforce, set up in 2003, provided a platform for open dialogue on the impact of new legislation resulting from the USSFTA. Its members comprised seven leading business associations and five other statutory boards besides IPOS.



The IPOS Go mobile app simplifies trade mark registration.

PATENTS THROUGH THE YEARS

In 1995, the self-assessment system came into force and we also joined the Patent Cooperation Treaty (PCT), allowing our inventors to file for patents internationally. While a self-assessment system was best suited for a small country like Singapore at the time, we continued to seek ways to raise the overall quality of patents in Singapore to boost our regime.

Through regular reviews, we had customised our laws over the years to introduce innovative features to meet prevailing industry needs. One such feature was a new default fast track (with option for slow track) introduced in 2004 to give options to enterprises which needed more time to focus on investment and market issues. We also launched work-sharing initiatives such as ASEAN Patent Examination Co-operation (ASPEC), Patent Prosecution Highway (PPH) and Global Patent Prosecution Highway (GPPH), and set up patent re-registration agreements with countries in the region.

A major review was conducted in 2011, when it was felt timely for Singapore to move from the self-assessment system to a positive grant system, whereby the Registrar would permit patent applications to proceed to grant only if all patentability requirements were met, as determined by a newly built Patent Search and Examination (S&E) Unit under IPOS. To augment patent expertise for the new system, the new S&E Unit was established in 2012, comprising highly qualified scientists and engineers and had, at its inception, over 90% PhD-qualified patent examiners. After the Unit's inauguration on 28 May 2013, the new positive grant system was officially launched on 14 February 2014. Yet another feather in the cap was achieved when we became the first IP office in ASEAN to be appointed an International Searching and Preliminary Examining Authority in September 2014.

We conduct regular and extensive consultations on legislative reviews to seek our stakeholders' views on law amendments.



ENHANCING PROTECTION FOR DESIGNS

After the introduction of the Registered Designs Act 2000, we set up an independent Registry of Designs. In a move to help businesses to bring their designs overseas, we acceded to the Geneva Act of the Hague Agreement Concerning the International Registration of Industrial Designs in 2005. We were the first to do so in ASEAN and to date there are only four ASEAN countries to have this international option.

To ensure continued relevance and currency of our Registered Designs Law, IPOS commissioned a study in 2012, followed by a joint review with the Ministry of Law in 2016. On 3 April 2017, we introduced legislative changes to update Singapore's Registered Designs regime to include protecting virtual designs, broadening and lengthening the grace period provision for design applications, and making designers the owners of the commissioned works by default. These changes aimed to expand the scope of design protection while promoting innovation.



In full swing: one of the Annual Dialogue Sessions with the IP Associations. The inaugural Annual Dialogue Session was started in February 2003.

PROTECTING BRANDING THROUGH TRADE MARKS

Trade marks are often the defining traits of businesses. Through the years, businesses have reinvented the ways in which they brand themselves. Our robust regime has constantly kept in step, including the amendment of the Trade Marks Act in 2004 to allow non-visual marks such as sound marks and scent marks to be protected. We also enhanced protection for well-known marks and strengthened border enforcement against counterfeit goods.

Besides internal processes, we also boosted our regime through international treaties. By adopting and promoting the Madrid System — a convenient and cost-effective solution for registering and managing trade marks worldwide — we saw a 16% rise in international trade marks applications filed through IPOS, forming 50% of all filings to date. We were also the first in ASEAN to join the Singapore Treaty on the Law of Trademarks in March 2006 to create a modern and dynamic international framework for harmonising trade mark registration procedures. We have regularly rolled out initiatives to make our regime user-friendly to help businesses.

Participants at the Singapore Agro-Food Enterprises Federation Limited (SAFEF) Trade Mark Workshop in 2018, part of efforts to promote understanding of our IP regime.



“ **My farm recently embarked on registration of our trade mark for the first time. It was a very reassuring experience right from the start.**

I would like to offer my congratulations to you! Your organisation must have done many things right in your training and in how you keep your team so motivated. I am very impressed!”

Mr Kenneth Lee
Marketing Manager (Marketing Strategy Planning), Kok Fah Technology Farm Pte Ltd, 2018

The Trade Marks team, which assisted numerous innovators in obtaining their trade mark protection.



“ Stakeholder engagements have been instrumental in helping us shape a balanced copyright regime. Despite the Covid pandemic, we continued engaging our stakeholders, and in June 2020, held our very first series of virtual engagements.”

Mr Gavin Foo
Senior Legal Counsel and Member of the Copyright Review Taskforce

ENHANCING COPYRIGHT FOR THE DIGITAL AGE

The Copyright Act of Singapore was passed in 1987 and was based on Australian legislation. Since then, technological and market changes in the new digital age have revolutionised the creation, distribution and consumption of content. We made various enhancements such as criminalising wilful and significant copyright infringements in 2005, and conducting the Public Consultation on Changes to the Jurisdiction and Operational Aspects of the Copyright Tribunal in 2008. We also expanded the scope of copyrights to establish industry standards and best practices for music and related works in 2011 and introduced a site-blocking framework in 2014.

With recent developments such as data analytics and online technologies impacting copyrights in one way or another, IPOS and the Ministry of Law kick-started in 2016 the biggest comprehensive review of Singapore’s copyright regime. This culminated in the release of a detailed Singapore Copyright Review Report in January 2019, with proposals for amendments to the Copyright Act. The new Copyright Bill 2021 introduces new rights, exceptions, enforcement mechanisms, and a new IPOS-administered licensing framework for collective management organisations to the benefit of myriad stakeholders. The Bill is expected to come into force in November 2021.

2016 – 2017 COPYRIGHT PUBLIC CONSULTATION ON POLICY REFORMS

94 formal written submissions and 283 online feedback forms

First-ever public townhall for an IP consultation

Academic roundtable for professors from both law schools in Singapore

Over 10 stakeholder engagement sessions based on industry sector with 194 transcribed comments from participants

A NEW CHAPTER FOR GEOGRAPHICAL INDICATIONS

Geographical Indications (GIs) are indications used in trade to identify goods as originating from a particular place which has given the goods its special quality or reputation. GIs have been protected in Singapore since 1999 under the Geographical Indications Act.

A new Geographical Indications Bill was passed in April 2014 to establish a system of registration for GIs in Singapore; its coming into force aligned with the timeline of the European Union-Singapore Free Trade Agreement (EUSFTA).

On 1 April 2019, IPOS became home to the new Registry of Geographical Indications (GI Registry). The establishment of the GI Registry was a milestone in the history of IPOS. Since its launch, the GI Registry has seen the registration of over 140 GIs, with “Bolgheri Sassicaia” (wine) from Italy and “Danablu” (cheese) from Denmark being the first GI applications that were received.

PROTECTING OUR PLANT VARIETIES

While protection of plants often brings to mind conservation and reserves, IPOS recognised the need to protect plant varieties as well as boost the research and development opportunities for new plant varieties with economic potential in Singapore. As such, the Plant Varieties Protection (PVP) Act 2004 was enacted. Singapore then became the first ASEAN country to extend the PVP regime to cover all plant genera and species in 2014. Breeders could then focus on research to develop new plant varieties and register for exclusive rights to commercially produce their variety. To cater to the growing interest in plant breeding, IPOS worked with the Agri-Food & Veterinary Authority of Singapore and also tapped on worldwide expertise to improve the examination process, thereby boosting our regime.

“Danablu” cheese from Denmark (left) and “Bolgheri Sassicaia” wine from Italy (right).



On 16 May 2019, IPOS granted Temasek Life Sciences Laboratory (TLL) Plant Varieties Protection for Temasek Rice, distinguishing the “bred in Singapore” rice variety from over 40,000 global varieties of the Orzya sativa species. TLL has since obtained patent and trade mark protection for its rice cultivation technology and branding for Temasek Rice.



Seeking Solutions

IP Dispute Resolution

IP adjudication is at the heart of an IP regime and a robust IP dispute resolution regime is one of the building blocks of an IP office.



The proceedings before IPOS are heard by the hearing officers from the Hearings and Mediation Department.

Without a strong dispute resolution framework, IP laws would have no bite. Singapore has made significant strides at all levels to cement its standing as a major global IP hub and centre for alternative dispute resolution, since the announcement of the 2013 IP Hub Master Plan. The landmark Singapore Convention on Mediation, which came into force on 12 September 2020, gives innovation-driven enterprises the confidence that mediated settlement agreements can be enforced in cross-border disputes. The Hearings and Mediation Department (HMD) is a dedicated tribunal in IPOS that hears disputes relating to the registration of Trade Marks, Patents, Registered Designs, GIs and PVP. It has proactively rolled out initiatives in line with Singapore's efforts in becoming a dispute resolution hub.

ACTIVE CASE MANAGEMENT

As a tribunal for dispute resolution, HMD actively manages its contentious cases and encourages parties to explore alternative dispute resolution measures, such as through private negotiations or mediation, and encourages reaching an amicable settlement between the disputing parties where possible via case management conferences and pre-hearing reviews. Case Management Conference (CMC) was introduced back in 2008 and further refined over the years to better meet the needs of IP owners. New features included tele-CMC and paper-CMC, introduced in 2016.

HIGHLIGHTS OF OUR EVOLUTION IN DISPUTE RESOLUTION

2001 to 2010

- Apr 2001 Established Hearings and Mediation Department
- Mar 2003 Built a dedicated Tribunal
- Feb 2008 Introduced Case Management Conference

2011 to 2015

- Jan 2012 Launched Mediation Option
- Apr 2014 Launched Expert Determination Option
- Apr 2014 Launched IP Adjudicators Scheme

2016 to 2020

- Jan 2016 Launched Annual Compilation of IPOS cases
- Aug 2016 Renovated the Tribunal with state-of-the-art recording facilities and breakout rooms
- Apr 2016 Launched Mediation Promotion Scheme
- Apr 2019 Launched Enhanced Mediation Promotion Scheme
- Jun 2020 Launched virtual hearings
- Aug 2020 Launched Young IP Mediator Initiative

MEDIATION

IPOS actively promotes alternative dispute resolution, such as mediation, as part of its arsenal of options for adjudication of IP disputes.

MEDIATION SCHEMES



Mediation Option

Promotes mediation to all parties in IPOS proceedings.

Following this, WIPO Center, SIMC and SMC offer parties in IPOS proceedings special mediation packages.



Mediation Promotion Scheme

Encourages mediation through a S\$5,500 funding for cases, with savings of up to 75% for successfully mediated cases.



Enhanced Mediation Promotion Scheme

Encourages mediation through funding of up to S\$10,000 per mediation case for Singapore IP and up to S\$12,000 per mediation case if Singapore and foreign IP are involved.

The current Tribunal with one of our HMD hearing officers in action.



The old Tribunal in 2016.



FIRST CASE UNDER THE ENHANCED MEDIATION PROMOTION SCHEME (EMPS)

IPOS saw its first successful multi-jurisdictional IP mediation under the EMPS in August 2019 — a dispute over Singapore and foreign IP rights between an American company, Aftershokz LLC, and a Thai businessman, Mr Suravit Kongmebhol, over the registration of the marks "AfterSHOKZ", "OPTISHOKZ" and "SHOKZ".

"The success of the mediation is very significant to us. Apart from settling existing disputes, the settlement ensured the protection of our company's brand image and the rapid development of our business in Southeast Asia."

Mr Wan Jingchun
IP Manager,
Aftershokz LLC

Ms Daisy Gong
IP Consultant,
Aftershokz LLC

Involved IP rights in **6** jurisdictions

Resolved disputes through mediation after **19.5 hours** VS 2 years in an adversarial setting

Funding of **S\$12,000** subsidised fees for both parties VS expected higher litigation fees

NEW EXPERT DETERMINATION OPTION

Besides mediation, we also wanted to provide alternative win-win solutions to disputing parties in patent cases. We introduced an expert determination option in 2014, a flexible yet confidential procedure in which parties could submit their patent disputes to an expert of their choice for an assessment of the issue.

APPOINTMENT OF EXTERNAL IP ADJUDICATORS

In addition, since 2014 we started a novel initiative of appointing a panel of IP adjudicators (on two-year terms) from external sources, comprising some of the best legal minds in the local IP field. This panel will preside over selected IP disputes filed at IPOS, ensuring a very distinguished and diverse panel of IP legal experts in Singapore.

EXPERT DETERMINATION	VS	WITHOUT EXPERT DETERMINATION
<p>\$S\$6,000 fees</p>		<p>Potentially several-fold in litigation costs</p>
<p>Determined time of 60, 90 or 120 days* <small>*As opted by parties</small></p>		<p>Over a year for full-blown patent proceedings</p>

We regularly share knowledge on the IP landscape with the judges, and were invited by the Singapore Judicial College to conduct a customised international workshop on the "Fundamentals of Enforcement of Intellectual Property Rights" for judges from ASEAN, on 6 February 2018.



Our hearing officers regularly share best practices and practical tips with IP lawyers and IP agents on contentious trade mark proceedings at IPOS. These are done through training sessions, some of which include role-play exercises.



FIRST-EVER SINGAPORE IP (DISPUTE RESOLUTION) ACT

In 2019, IPOS reached another milestone for IP dispute resolution in Singapore with the passing of the country's first-ever IP (Dispute Resolution) (IPDR) Act. The Act provides certainty that IP disputes can be arbitrated in Singapore, with arbitral awards affecting only parties to the arbitration instead of the world at large. As the first of such an Act in Singapore, it required immense preplanning, and further provisions are in the pipeline. IP owners can look forward to simplified processes for IP dispute resolution through the consolidation of most civil IP disputes in the Singapore High Court instead of taking their disputes to the High Court, State Courts or IPOS. Furthermore, to ensure that only deserving inventions are granted patent protection, a third-party observation process for patent applications will be formalised along with the introduction of a new post-grant, binding re-examination process.

IPOS' DISPUTE RESOLUTION ON THE WORLD STAGE

We have heard a fascinating range of cases at IPOS. Here we showcase just a few of the many impactful cases that represent our global position as an IP office and an authority in dispute settlement.

Foreign Parties — Apple Inc. v Xiaomi Singapore Pte Ltd [2017] SGIPOS 10

International tech giants Apple and Xiaomi clashed on the registration of "MI PAD", with Apple losing the opposition.



Reported in Multiple Countries Globally — Cartier International AG v MoneyMax Jewellery Pte Ltd [2018] SGIPOS 22

Cartier opposed MoneyMax Jewellery Pte Ltd's registration of their mark but ultimately failed as distinctive elements were not found in their opponent's mark. This decision was featured around the world in multiple languages. It was also the subject of a case comment in Oxford University's Journal of Intellectual Property Law & Practice, as well as a YouTube video on trade mark cases.



Cited by the Highest Courts in Other Jurisdictions — Capitol Records LLC v Steven Corp Pte Ltd [2010] SGIPOS 14

A case concerning the revocation of the registered trade mark "BLUENOTES" for non-use was referred to by the New Zealand Supreme Court in Crocodile International Pte Ltd v Lacoste.



GROWING MEDIATION CAPABILITIES

Recognising the immense potential of mediation, we continue to roll out new initiatives to boost our mediation capabilities. IPOS launched a new Young IP Mediator initiative to expose aspiring and fresh law graduates to IP mediation. IP elements have also been incorporated in mediation modules at the Singapore Management University School of Law. Plans for professional IP specialist mediation training are underway. As we build more mediation expertise, we hope to attract more international disputes for mediation in Singapore.

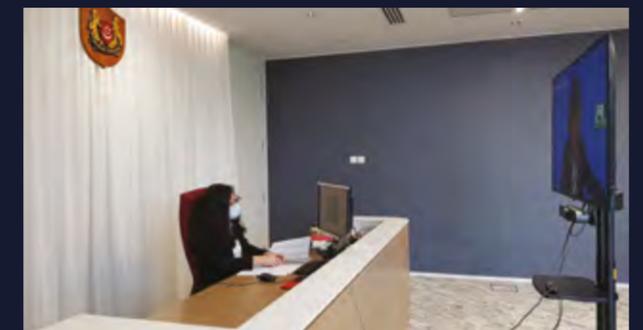
“ Singapore has become a globally recognised arbitration venue. With its legal and IP infrastructure, Singapore is also striving to establish itself as an IP hub. Supported by the Singaporean authorities, the WIPO Arbitration and Mediation Center Office in Singapore at the remarkable Maxwell Chambers, expands WIPO's alternative dispute resolution activities in the region.”

*Mr Erik Wilbers
Director, WIPO Arbitration and Mediation Center, 17 October 2012*

NAVIGATING COVID-19 MEASURES

COVID-19 has forced major jurisdictions around the world to adapt quickly and ensure that decisions can still be reached expeditiously in a safe environment. One way of doing so is to hear disputes using electronic means of communication.

Our first virtual hearing was successfully concluded on 9 June 2020.



Defining Form and Function

Subsidiaries: Three to One

As IPOS began to evolve beyond our registry and regulatory functions, there came a push to set up subsidiaries to take on our new and evolving functions.

To meet the increasingly varied needs of the innovation community, we set up three subsidiaries, IP Academy, IPOS International, and IP ValueLab.

IP ACADEMY

The notion of “IP as an asset” gained momentum in the 2000s, prompting an effort to broaden and deepen Singapore’s knowledge and capabilities in the sector. This led to the launch of IP Academy on 28 January 2003 as a company limited by guarantee with charitable status. It was funded by the Ministry of Law, with the National University of Singapore (NUS) and IPOS as joint guarantors. In its nascent days, IP Academy provided executive training and spearheaded research publications on various IP topics. Among its courses, it partnered NUS to run the Graduate Certificate in IP Law programme, then the only prerequisite course to qualifying as a patent agent.

IP Academy was restructured as a non-charitable and fully-owned subsidiary company of IPOS on 1 April 2012. As the capacity-building arm of IPOS, IP Academy oversaw the development of IP skills in Singapore, with curricula in alignment with the IPOS IP Competency Framework (IPCF). IP Academy continued to promote and enable IP education, eventually launching the Master of IP and Innovation Management (MIPIM) Programme at Singapore University of Social Sciences (SUSS) in July 2017. Today, IP Academy offers a holistic suite of executive programmes, including short courses and seminars, for continuing IP education for locals and also highly customisable training on demand for the region and beyond. Annually, IP Academy trains over 6,000 people, including professionals, service providers, public officers and students.

The launch of IP Academy in 2003, by (left to right) Assoc Prof Ho Peng Kee, Senior Minister of State for Law and Home Affairs; Prof Hang Chang Chieh, Founding Chairman, IP Academy; and Prof Gerald Dworkin, Founding Director, IP Academy.

BUILDING IP SKILLS WITH IP ACADEMY

- 2013**
 - ▶ First and principal adopter of the IP Competency Framework in training programmes and first training provider to be accredited
 - ▶ Launched the annual IP scholarships (two scholarships per year) for IP professionals to study at the Franklin Pierce Center for Intellectual Property at the University of New Hampshire School of Law, USA
- 2014**
 - ▶ Launched the flagship “Developments in IP Law Series”
- 2015**
 - ▶ IP Academy’s flagship Global Forum on IP and the IP Fiesta were the anchor events in the special edition of IP Week @ SG in Singapore’s Golden Jubilee year
- 2016**
 - ▶ Launched the annual Advanced IP Management Programme
- 2017**
 - ▶ Launched the Master of IP and Innovation Management programme with the Singapore University of Social Sciences, with the first intake in July 2017
- 2018**
 - ▶ Launched the first SkillsFuture Singapore-funded IP programme for enterprises
- 2019**
 - ▶ Launched the Specialist Certificate in Intangible Asset Management course
 - ▶ First training provider to have programmes that met the standards in the national Skills Framework for IP
- 2020**
 - ▶ Pivoted to online training via live stream for most of its courses



The S&E Unit was incorporated as IPOS International in 2014. The photo shows IPOS International with the IPOS senior management team in 2015.

IPOS INTERNATIONAL

In tandem with the changes in the IP landscape, it was time to further enhance our suite of IP services to support Singapore’s research and development ecosystem. A newly-formed Patent S&E Unit, comprised mostly of PhD holders, was officially inaugurated on 28 May 2013, and incorporated as IPOS International on 28 February 2014. To date, the indigenous capability has enabled IPOS to ratchet up its suite of service offerings including the SG IP FAST programme that allowed a patent to be granted in as fast as six months, as compared to the usual two- to four-year period.

The inauguration of the S&E Unit in 2013.



DEVELOPING NATIONAL CAPABILITY IN PATENT SEARCH, EXAMINATION AND ANALYTICS

- 2013**
 - ▶ Set up the Patent Analytics Team
- 2014**
 - ▶ Patent Analytics Team published its first Singapore Patent Landscape Report
 - ▶ Published the first detailed Examination Guidelines for Patent Applications at IPOS
 - ▶ Attained International Searching Authority/ International Preliminary Examining Authority (ISA/IPEA) recognition – first in ASEAN
 - ▶ Awarded the ISO 9001:2008 certification for its quality management system
- 2016**
 - ▶ Began accepting PCT applications in Chinese as an ISA/IPEA
- 2017**
 - ▶ Patent Analytics team won the Stu Kaback Business Impact Award
- 2018**
 - ▶ Patent Analytics team won the ExCEL Innovation Project Award at the Public Sector Transformation (PST) Awards
 - ▶ Issued more than 1,000 International Search Reports and achieved timeliness of more than 98%

IP VALUELAB

Soon after IPOS International's incorporation, our third subsidiary, IP ValueLab, was officially launched on 26 August 2014 during IP Week @ SG. Going a step beyond building awareness of IP and enhancing patent applications, IP ValueLab was designed to promote and develop IP management and strategy, IP commercialisation and monetisation, and IP valuation. Companies and investors could leverage IP ValueLab's intangible asset advisory for monetisation — placing IP at the core of their business strategies — while practitioners and academics could use IP ValueLab as a platform for collaboration and generation of industry-relevant insights. To encourage adoption within the industry, IP ValueLab partnered the Singapore Accountancy Commission to develop and promote IP valuation guidelines, methodologies, and best practices.



IP ValueLab entering a strategic alliance with EverEdge Global Ltd.

BUILDING ENTERPRISE CAPABILITY WITH IP VALUELAB

- 2016**
 - ▶ Commissioned a study on the IP Transaction and Management (IPTM) ecosystem in Singapore, which referred to international best practices. The IPTM study was used in the Update to the IP Hub Master Plan.
- 2017**
 - ▶ Conducted a series of case studies on IP management to help enterprises achieve business outcomes
 - ▶ Launched Enterprise IP Advisory Services, supported by the Collaborative Industry Projects Grant
 - ▶ Partnership on Makara Innovation Fund
 - ▶ Entered a strategic alliance with EverEdge Global Ltd
 - ▶ Launched IP ValueLab website and brand collaterals of the alliance with EverEdge Global Ltd
- 2018**
 - ▶ Launched IP Directory
 - ▶ Launched Business Guides and Case Study Videos

THREE BECOME ONE — MERGING CAPABILITIES, SHARED PURPOSE

While each subsidiary served its purpose as an individual unit, we wanted to bring about more synergy among our different functions. In 2019, all three subsidiaries were consolidated and rebranded under the new IPOS International and launched on 27 August 2019 during IP Week @ SG. This allowed IPOS to integrate IP capabilities to better support enterprises, public agencies and the ecosystem.

Now known as the expertise and enterprise engagement arm of IPOS, IPOS International brings together over 100 IP experts with strengths in IP strategy and management, patent search and analysis, and IP skills and training, to help enterprises commercialise their IP and intangible assets (IA). Taking an enterprise-centric approach, IPOS International provides customised programmes and advisory services tailored to specific business needs.

Companies can also tap on IPOS' extensive networks to expand globally through their IP and IA. Together, IPOS and IPOS International will deliver value to enterprises and industries by building global networks with local and foreign innovation communities, and growing IP expertise and manpower for Singapore and beyond.



“ IPOS has merged its training, consultancy and patent examination arms into a single subsidiary — IPOS International. This merger brings over 100 IP and intangible asset experts together, with a common mission to help companies on their innovation journeys.”

*Mr Chan Chun Sing
Minister for Trade and Industry,
Guest of Honour at IP Week @ SG 2019*

“ IPOS International's invaluable advice helped us identify what existing IP we had, what were the IP gaps that we needed to fix, as well as the strategy moving forward. By understanding the assets we have, we knew what was valuable to our company and where our growth engine was.”

*Mr Benjamin Chua
Founder, Spic & Span, 2019*

(Left and bottom) The launch of the new IPOS International at IP Week @ SG 2019.



The launch of IP ValueLab in 2014 by (left to right) Mr Tan Yih San, Chief Executive, IPOS; Mr K Shanmugam, SC, Minister for Foreign Affairs and Minister for Law; Dr Stanley Lai, Chairman, IPOS; and Ms Michelle Tan, Director, IP ValueLab.



2012*	2014^	2014
		
VISION		
A leading centre for excellence in IP education.	A global partner for an intellectual property-driven economy.	A partner in delivering solutions in innovation and IP management.
MISSION		
To grow a vibrant network of skilled IP professionals and users through quality education. <i>*Launched in 2003 and became a full subsidiary of IPOS in 2012</i>	To build and sustain a world-class patent search and examination capability that supports a strong patent regime which serves an innovation-driven economy, caters to the patent analysis needs in Singapore, is a motive force in sustaining a vibrant IP ecosystem, so as to foster innovation and creativity for Singapore's future growth. <i>^Inaugurated as the S&E Unit in 2013, incorporated in 2014</i>	We help IP-ready businesses compete globally through innovation.

A Singapore where innovative enterprises use intangible assets to grow.

VISION

2019

MISSION We catalyse industry and enterprise growth by providing IP and intangible asset expertise.

TAGLINE Bridging Possibilities with Intangible Assets



HIGHLIGHTS OF THE NEW IPOS INTERNATIONAL

Bringing the training to the learner
In 2020, the Academy reached over 10,000 participants through microlearning webinars on a wide range of IP topics, to help them navigate business risks, manage IP for digitalisation and sharpen their competitive edge in uncertain times. IPOS International will continue to pivot by expanding its learning formats to offer both online and in-class learning modes, to achieve scale while ensuring quality learning outcomes.

Investing in Patent Search, Examination and Analytics
Singapore's patent search and examination capability has been a cornerstone of our quality IP regime, where our timely reports expedite patent prosecution in over 30 IP offices worldwide. IPOS International remains competitive in Chinese language searches, while improving systems, processes, and training. To support the nation's research and innovation, we are extending our patent examiners' capabilities to patent analytics.

Supporting innovative enterprises
With a multi-stakeholder approach, IPOS International is identifying gaps in the provision of IP services, building enterprise capability in IP management, helping enterprises navigate IP systems effectively to access overseas markets, and working with investors and C-suites to recognise the value of IA.

Nurturing IP skills across industries
To enhance IP literacy in an innovative economy, IPOS International has provided specialist training and professional education for IP practitioners since 2003 — including developing applied, industry-relevant content for IP literacy in adjacent professions central to enterprise growth — via flagship programmes spanning multidisciplinary fields.

Working with and through partners to nurture the ecosystem
We recognise that value is created when legal, business, technical and other professional capabilities work together. To support this multidisciplinary ecosystem of IP services, IPOS International will continue to raise awareness, build community, and facilitate connections.

TRAINING

Per year

- Runs **>150** programmes
- Trains **>5,000** local participants
- Reached **>10,000** online participants (in 2020 via microlearning webinars)
- Trains **>1,000** overseas participants

“ The Specialist Certificate course by IP Academy was a great combination of learning core IP knowledge and applying that knowledge in the context of business. The structured approach and frameworks provided a holistic view of IP in business that I feel would normally only be picked up over many years of practice and mentorship. I have no doubt that the soft skills and best practices from these modules will come in handy in my day-to-day IP work.” **”**

Mr Raj Dhaliwal
Senior Corporate Counsel, Seagate Technology, 2019

PATENT ANALYTICS/ SEARCH AND EXAMINATION

Completed **30** Patent Analytics projects and **6** Tech Scans as of March 2021

“ Known regionally for their efficiency and quality patent search and examination, Singapore is also one of the only two countries in the world that can conduct patent searches in both English and Chinese, ensuring thorough and comprehensive search results which is important when we expand our product offerings to the world markets.” **”**

Mr Cholanat Yanaranop
Executive Vice President of SCG, Chairman of SCG Innovation Committee and President of SCG Chemicals, 2018

IP MANAGEMENT (IPM)

“ I would like to convey our appreciation for the exceptional work done by the IP ValueLab team in assisting us with our IP strategy. They have significantly helped strengthen our IP management framework for one of our key products. As we position it for export opportunities, the framework will certainly provide the strategic advantage needed to compete and excel in the global market.” **”**

Dr Lee Shiang Long
President, ST Engineering Land Systems (formerly ST Kinetics), 2018

Insights from IPM Projects from 2017 – 2020

Top Industries Engaged (Based on 192 projects, 134 companies)

Healthcare, BioTech, Pharmaceutical	19%
Business Services	11%
Engineering Services	10%
Electronics, Robotics, IIOT	7%

*53% All Others (not shown)

What are their priorities?

39% Seek Protection for New Product Innovations	16% Seek Portfolio Management to Increase Competitive Edge	10% Seek Due Diligence for Fund Raising	7% Seek New Areas of Profitability for Expansion
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What can innovation do?

It can bring a new product to life, or breathe life into an old one. It can improve processes, change entire organisations.

Our journey began in Singapore, but our connections take us beyond — into global markets and ecosystems.

In sharing with and learning from others, we transform who we are and what we can offer.

This is our

IMPACT & INFLUENCE



IMPACT & INFLUENCE

Establishing Firsts

Singapore as an IP Leader

Scaling up the innovation ecosystem and striving to be a Global IP Hub have thrust us to the forefront, prompting us to establish many firsts in the IP arena.

Senior Minister of State for Law and Home Affairs Assoc Prof Ho Peng Kee with WIPO Deputy Director General Mr Geoffrey Yu at the official inauguration of the WIPO Singapore Office in 2005.



Through the past 20 years, IPOS has remained steadfast in our commitment to help build the innovation ecosystem in Singapore and contribute towards the development of the international IP framework and global IP landscape. In doing so, we have taken on a multitude of new roles, which at times required us to be the first to venture forth and step up locally, regionally and globally, as a leader in IP.

BUILDING THE GLOBAL INNOVATION ECOSYSTEM

First WIPO External Office in Asia-Pacific Opened in Singapore
Recognising the pivotal role of IP capability-building in innovation, we began to propose for an Asia-Pacific WIPO office to be established in Singapore. On 7 June 2005, the WIPO Singapore Office (WSO) was officially launched at 29 Heng Mui Keng Terrace, with WIPO being the first United Nations (UN) institution to open an office in Singapore to serve the region. To date, the WSO has welcomed thousands of delegates from the region for various IP workshops.

Ms Rowena Paguio (extreme left), the first Director of the WSO, at the unveiling of the plaque for the WSO.



First IP DC in Asia and First International Treaty Named After Singapore

March 2006 saw two monumental milestones for Singapore in the field of IP. For the first time, a WIPO Diplomatic Conference (DC) was to be hosted in Asia, and Singapore was chosen as host country for the DC for the Adoption of a Revised Trademark Law Treaty. Almost 400 top IP policymakers and government experts from 183 countries participated in the negotiation, which lasted two and a half weeks and resulted in the adoption of the Singapore Treaty on the Law of Trademarks on 28 March 2006 — the first international treaty to bear Singapore's name.

First WIPO AMC Outside Geneva

In May 2010, after much groundwork, WIPO established an Arbitration and Mediation Center (AMC) in Singapore to support IP dispute resolution in Asia. We are honoured to have the first AMC outside Geneva established here, and to date, the WIPO AMC in Singapore remains the only centre alongside the Geneva AMC.

“ I am sure I speak not only for the Organization but for its entire membership as well as all participants in the Conference when I say how indebted we are to the generosity, hospitality and friendship of the Government and people of Singapore.”

Dr Kamil Idris
WIPO Director General, 2006

WIPO Director General Dr Kamil Idris opening the diplomatic conference in the presence of Deputy Prime Minister and Minister for Law Prof S Jayakumar, March 2006.



“Disputing parties will benefit from having their multi-jurisdictional dispute involving IP rights resolved in a win-win fashion through mediation under the administration of the Singapore Office of the WIPO Centre. This is a positive step towards building Singapore as an IP services hub for the region.”

Mr Tan Yih San
Chief Executive of
IPOS, 2011



STRENGTHENING SINGAPORE'S INNOVATION ECOSYSTEM

Due to our geographical location and position as an international IP hub, Singapore is well-placed to play an intermediary role between developed and developing economies. As such, we strive to continually do our best in contributing to regional and international IP developments. Over the years, we have set an example in the region by being the first in Southeast Asia to accede to various Treaties, and have signed a total of 15 WIPO-administered treaties thus far.

First in ASEAN to be Appointed ISA/IPEA

Our robust IP regime on patents was recognised during the WIPO Assemblies in September 2014 when the Assembly of the Patent Cooperation Treaty (PCT) Union announced that Singapore would be appointed as a competent International Searching Authority (ISA) and International Preliminary Examining Authority (IPEA). Singapore is a choice PCT application destination due to our responsiveness, allowing both local and global businesses to fast-track their patent applications. As the first in ASEAN to be named ISA and IPEA under the PCT, our position as the IP Hub of Asia was strengthened and we set a benchmark for other IP offices in the region. To date, 11 IP offices recognise IPOS as a competent ISA and IPEA.

First IP Re-Registration Programme within ASEAN

Singapore has established patent re-registration programmes with Cambodia (January 2015) and Laos (November 2019) which accelerate IP protection in the ASEAN market through a Singapore-granted patent. Singapore has established a design recognition programme with Cambodia to better support designers seeking IP protection in Cambodia and Singapore. Looking back at our origins when we relied on UK re-registrations, it is heartening that our IP results are recognised by some member states within ASEAN, and we are happy to be able to share our expertise and contribute to the regional IP community and beyond.

“This is a historic and important moment for the visually impaired community, progressing along with Singapore to realise her vision of becoming an IP Hub of Asia.”

Mr Francis Tay

Head of Department (Operations) Singapore Association of the Visually Handicapped (SAVH), on how the Marrakesh Treaty helped beneficiaries enjoy greater ease and fewer restrictions when producing or sourcing for copyrighted materials, 2015

It was a historic milestone when IPOS became the first IP office in ASEAN to be appointed as an International Authority in Patent Search and Examination in 2014.



SINGAPORE WAS FIRST IN SOUTHEAST ASIA TO JOIN THESE IP TREATIES

Treaty	In Force
Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks (Classification)	18 March 1999
Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (Global Protection System)	31 October 2000
International Convention for the Protection of New Varieties of Plants (UPOV 1991)	30 July 2004
Geneva Act of the Hague Agreement Concerning the International Registration of Industrial Designs	17 April 2005
Brussels Convention Relating to the Distribution of Programme-Carrying Signals Transmitted by Satellite (IP Protection)	27 April 2005
Singapore Treaty on the Law of Trademarks (IP Protection)	16 March 2009
Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled	30 September 2016
Locarno Agreement Establishing an International Classification for Industrial Designs	19 March 2020

PROMOTING INNOVATION THROUGH AWARDS

In order to encourage enterprises to leverage their IA, we inaugurated several awards to celebrate innovation and branding among the local enterprise community.

First Trade Marks Awards in Singapore for Brands with More than 50 Years of Heritage

In conjunction with the nation's Golden Jubilee celebrations, IPOS organised the inaugural SG50 Trade Mark Awards in 2015, to honour local brands with over 50 years of heritage. There were 5 out of 165 local organisations who emerged as recipients of the award for successfully maintaining top-of-the-mind recall for their branding while innovating and reinventing themselves over the years, cementing our little red dot on the consumer markets for Singapore's brand heritage.

First WIPO-IPOS Innovation Awards

During the IP Week @ SG 2013 Gala Dinner, IPOS and WIPO presented the inaugural WIPO-IPOS Innovation Awards to the top local corporate users of the PCT, Madrid and Hague systems as administered by WIPO. To foster further innovation and creativity, the awards were expanded in 2014 to seven award categories. The four new categories were Patents — Technology Creation, Patents — IP Commercialisation, Exceptional Trade Mark Use, and Design Innovation. The award is now known as the "WIPO-IPOS IP for Innovation Awards" or sometimes referred to as "IP Awards".

The SG50 Trade Mark Awards was organised in recognition of the endearing and innovative brands in Singapore.



Recipients of the SG50 Trade Mark Awards with Minister for Foreign Affairs and Minister for Law Mr K Shanmugam, SC (centre) and Dr Stanley Lai, Chairman, IPOS (third from right) at IP Week @ SG 2015.

INNOVATION FOR HUMANITY AWARD

IP Week @ SG 2020 featured, for the first time, an Innovation for Humanity Award to recognise seven innovations by Singapore companies to battle COVID-19 and the role that IP played. These companies, nominated by public agencies, had at least one registrable IP in their portfolio of intangible assets (IA), and their COVID-19-related innovation had demonstrated market adoption.

Local small and medium-sized enterprises (SMEs) were recognised for coming together to tackle one of humanity's greatest challenges of our time — with ingenuity, inventiveness and creativity — while public-private partnerships were acknowledged for helping to advance the progress of urgent developments in COVID-19-fighting innovations.

Among the award recipients were Mr Benjamin Chua (left), Director of Spic & Span Pte Ltd, a cleaning solutions company that developed Speco®, a durable disinfectant solution reformulated to be effective against coronavirus; and Dr Tan Min-Han (right), Chief Executive Officer and Medical Director of Lucence Diagnostics Pte Ltd, a precision oncology company that swiftly launched the SAFER™ Sample saliva specimen collection kit.



SINGAPORE SELECTED AS FIRST IN SOUTHEAST ASIA TO HOST INTA ANNUAL MEETING

As the foremost convention for the movers and shakers of the trade mark world, the International Trademark Association (INTA) Annual Meeting is the world's largest trade mark event, known to attract close to 11,000 participants from over 150 countries. After a gruelling bidding and selection process, Singapore was selected to host the 2020 iteration of the event due to its vibrant environment, cultural diversity, ease of accessibility and achievements in the field of IP. Though INTA had to put the hosting of the Annual Meeting in Singapore on hold due to the COVID-19 pandemic, having been selected was another feather in our cap.

FIRST SINGAPOREAN TO HELM A UN SPECIALISED AGENCY

On 1 October 2020, former Chief Executive of IPOS, Mr Daren Tang, stepped up to the plate to assume his functions as Director General of WIPO. Mr Tang is the fifth Director General of WIPO and also the first Singaporean to head a UN agency — a hallmark achievement for IPOS and the nation. As Director General of WIPO, Mr Tang aims to achieve inclusiveness, balance and future-orientation throughout the global IP ecosystem.

“ This was a team effort across many government agencies, including IPOS, the Ministry of Foreign Affairs, the Ministry of Law, Missions around the world and special envoys, all of whom worked hard over many months to lobby for support, and always in a way that flew our flag as Singapore.”

Mr Daren Tang
Chief Executive of IPOS,
2020



Interconnectivity

Global Networks | An exceptional IP office cannot only cast its gaze inward, and must instead engage its global counterparts and connect to the global IP ecosystem.

As the scope of our functions evolved beyond that of a regulatory body, expanding our connections became an increasing priority. Our connectivity has also been boosted by our participation in Free Trade Agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and the Regional Comprehensive Economic Partnership. Today, we continue to make an impact on the global stage with our extensive networks in key economies. From signed agreements to technical assistance, our collaborations and initiatives with traditional and emerging markets strengthen Singapore's position as a trusted partner in the international innovation and IP community.

Agreements signed with over **70 partners** around the globe, making up almost **90% of the world's GDP**

We forge strategic partnerships for enterprise growth and success through deepened understanding and cooperation. Collaboration happens on many levels, spanning both private and public sectors.

■ Singapore was Chair of the ASEAN Working Group on IP Cooperation (AWGIPC) from July 2000 to July 2006, and July 2013 to July 2015.



Extensive networks in **150 markets and 80 jurisdictions**

Having strong international links means that we can offer various services that help innovators, such as gaining access to multiple markets with greater time and cost savings. This furthers Singapore's reach and strengthens her status as a global IP hub.

"The conference has been very helpful and the topics covered were very informative. It gives us a deep insight on different Intellectual Property laws of other countries, thereby allowing us to reflect on how we can improve our own system. We are thankful that this was organised."

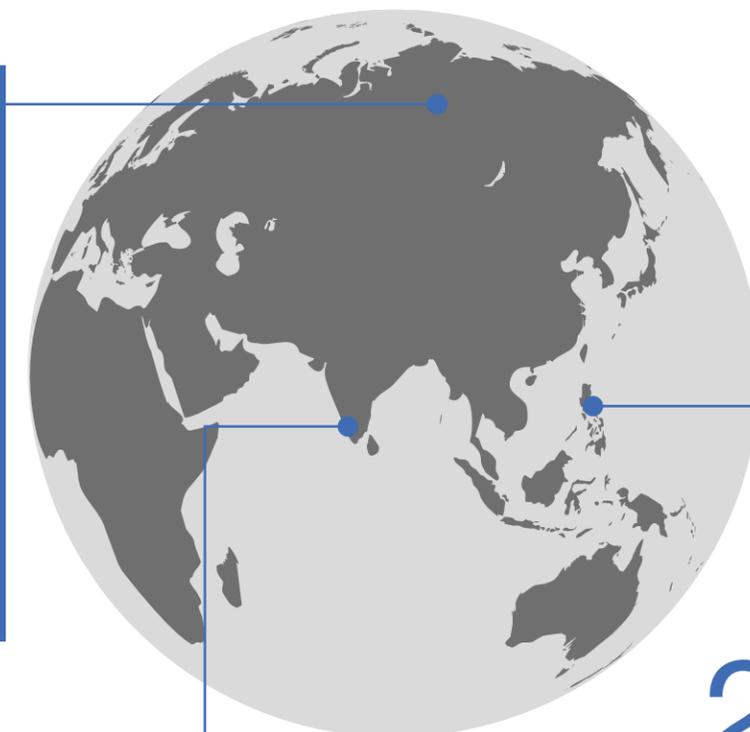
Associate Professor Michael Jorge N. Peralta from the Philippines, commenting on 10 June 2014 on the Best Practices for Patent Drafting in ASEAN workshop organised by IPOS and IP Academy

"The synergetic effect of this collaboration highlights the benefits of Singapore as an IP gateway to global markets for the entire society of start-ups and small medium businesses of Russia that have their core competencies in deep technologies."

Mr Kirill Varlamov Director of the Internet Initiatives Development Fund (IIDF), Russia's most active venture capital fund and accelerator, at the signing of the MOU between IPOS International and IIDF on 14 November 2018

"The MOU sets a new milestone between DIPP and IPOS for enhanced cooperation in the field of industrial property to help foster innovation vital for driving economic growth."

Mr Shri Ramesh Abhishek Secretary of India's Department of Industrial Policy & Promotion (DIPP) at the signing of a milestone MOU between IPOS and DIPP on 4 October 2016



Close to **200 technical assistance programmes** organised

Our training programmes, seminars and workshops, including those under the Singapore Cooperation Programme, strengthen IP professional and institutional capabilities. IP Academy, under our subsidiary IPOS International, provides highly customisable trainings on demand for the region and beyond, including ASEAN, Asia-Pacific, Middle East and China.

HARNESSING A GLOBAL OUTLOOK

Over the years, we have forged links with numerous countries and with WIPO. We collaborated closely with WIPO to set up the WSO and the WIPO AMC in Singapore, both focal points of WIPO's activities in the Asia-Pacific region.

Besides partnering IP offices worldwide, our recent efforts at interconnectivity tap into the wider ecosystems through partnerships with the private sector. Together, these connections are gateways of access to the global innovation ecosystem. Here, we showcase some examples of the connections that we have made.

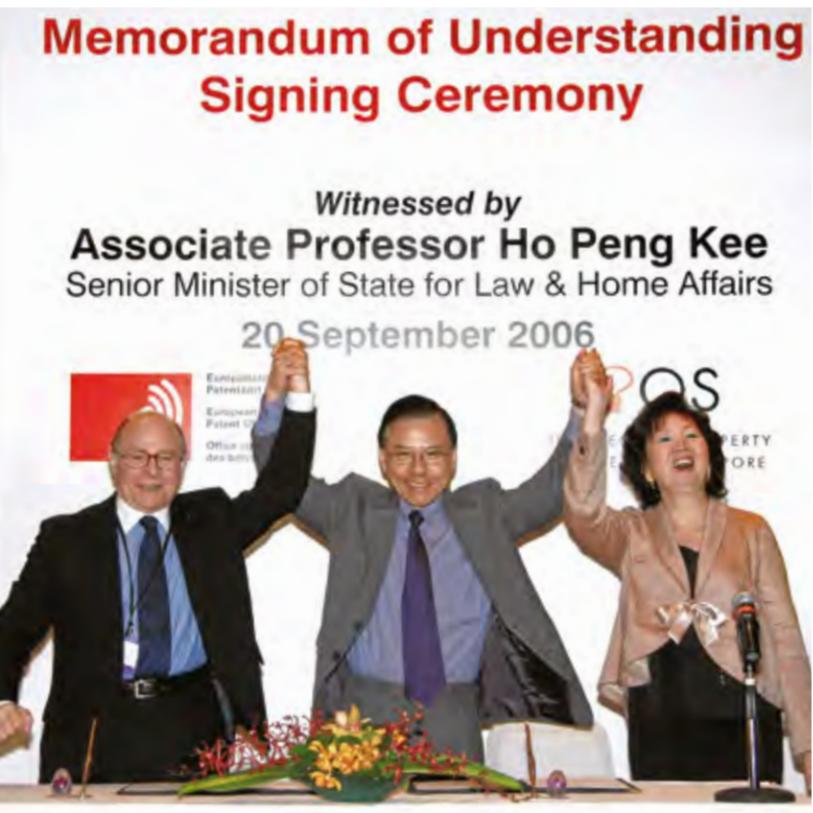
Our robust regime and interconnectivity have made Singapore an attractive base for IP activities. Singapore is home to INTA's Asia-Pacific Representative Office, and is the operating base for IP attachés from several important trading partners (i.e. the UK, Japan, and France). Singapore is also the ideal base for enterprises (e.g. Mastercard and P&G) to manage their regional IP.

MOU signing with Brazil's National Institute of Industrial Property, 27 August 2019.



The China-Singapore International IP Innovation Service Centre in Guangzhou was launched at a plaque unveiling ceremony on 17 November 2019.

MOU signing with the European Patent Office, 20 September 2006.



MOU signing with the US Patent & Trade Mark Office, 7 October 2015.



LEVERAGING THE ASIAN MARKET

By 2030, Asia is expected to contribute roughly 60% of global growth (Asian Development Bank, 2017, as cited in a World Economic Forum Annual Meeting article, 2019). With its strategic location and reputation as a business hub of Asia, Singapore can play a key role in driving global innovation flows. Among the various initiatives, we co-organised the inaugural AccessAsia@Singapore roadshow in May 2016 with the Singapore Business Federation and International Enterprise Singapore (now Enterprise Singapore). The event showcased Singapore's value proposition as an IP hub to internationalising Chinese businesses.

Connecting IP expertise between Singapore and China

In China, our subsidiary IP Academy has collaborations with several top-tier universities such as Renmin University, Jinan University and Zhejiang University, and key players in the IP ecosystem such as the China-Singapore Guangzhou Knowledge City (CSGKC) and Suzhou Industrial Park (SIP).

To deepen the collaboration with China, the opening of our first overseas representative office in the Sino-Singapore Guangzhou Knowledge City (SSGKC), now known as CSGKC, was proposed in 2016. In 2018, IPOS International signed an MOU with the SSGKC (now known as CSGKC) Administrative Committee and SSGKC (now known as CSGKC) Investment and Development Co. Ltd to set up the China-Singapore International Intellectual Property Innovation Service Centre, bringing the innovation ecosystems of both countries even closer.

In 2020, IPOS International signed an MOU with China's Capital Intellectual Property Services Association, to partner and provide collaboration opportunities for IP firms, enterprises, research institutes and universities from Singapore, ASEAN and China.



Our subsidiary provides inbound, outbound and online training, covering ASEAN, Asia-Pacific, China and the Middle East. (Top) The photo shows outbound training for the Middle East. (Bottom) The photo shows inbound training for China.



Boosting Connectivity within the ASEAN Community

ASEAN is a key pillar in our international engagements. We are committed towards building a regional community by enhancing IP cooperation and connectivity among ASEAN Member States (AMS).

The ASEAN Community of Practice (CoP) for Patent Examiners

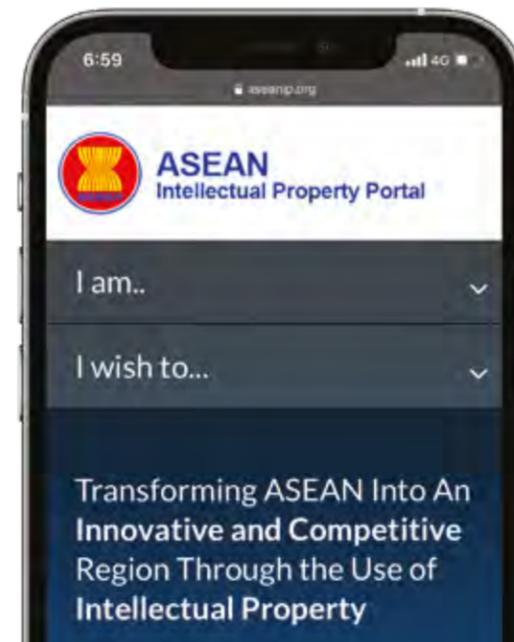
In August 2013, we initiated the ASEAN CoP for Patent Examiners, a first-of-its-kind regional roundtable. IPOS funded and hosted the first meeting as part of our dedication towards developing the regional innovation landscape. Since its launch, the CoP has convened 12 times, and is part of our ongoing efforts to provide a platform for patent examiners to share insights in technological advancements and exchange best practices in patent examination.

ASEAN Workshop on Best Practices for Patent Drafting

In line with the goals of the ASEAN IP Rights Action Plan, we wanted to help bridge the gaps in IP knowledge in ASEAN and ensure consistency of quality. We set out to gather feedback from AMS on required training areas in our 2013 survey. This culminated in Singapore organising and hosting the ASEAN Workshop on Best Practices for Patent Drafting, held in June 2014. The three-day workshop provided deeper patent skills through real-life practice scenarios.

(Above) ASEAN CoP for Patent Examiners, Singapore, 6-8 May 2014.

(Below) Singapore hosts the ASEAN IP Portal, which serves as a hub for ASEAN IP-related matters. The portal includes the ASEAN TMview with access to 3.5 million ASEAN trade marks records.



WORKSHOP ON ADAPTING IP TO PROMOTE INNOVATION AND CREATIVITY IN NEW TECHNOLOGIES

The latest in our efforts to engage the region was a series of online workshops in which over 30 government officials from ASEAN and Timor-Leste explored how innovative new projects could be protected and facilitated by intellectual property rights (IPR) regimes and how IP could be adapted to promote innovation and creativity in new technologies. The workshops took place over the period of 17 September 2020 to 21 January 2021, and were organised by IPOS (IPOS International) and the United States Patent & Trademark Office (USPTO) Global IP Academy, and jointly sponsored by the Singapore Cooperation Programme and the US Department of State under the Singapore-US Third Country Training Programme.

HELPING ENTERPRISES PROTECT THEIR IP...

We strive to help our businesses as they expand into other markets. Businesses looking to manufacture, sell or license their innovative products overseas often seek patent protection in other countries. Traditionally, it could take 4 to 5 years for a patent to be granted. To accelerate the process and provide cost savings, IPOS actively participates in global and regional work-sharing programmes. With these programmes, a business can rely on patent search and examination results from IPOS and have the patent granting process accelerated in major markets, enjoying substantial savings in time, of 2 to 3 years, as well as in costs.

...THROUGH GLOBAL AND REGIONAL CO-OPERATION

Being territorial in nature, IP protection is only available in the jurisdiction of grant. In the face of an increasingly globalised economy, IP offices have collaborated closely through international treaties and work-sharing agreements to overcome the challenges posed by territoriality. IPOS is one of the most interconnected patent offices in the world. Our patent work-sharing arrangements connect us to 38 other offices, including the IP5 offices (namely from USA, Europe, China, Japan and Korea) as well as those from ASEAN, Brazil and Mexico.

Patent Prosecution Highway (PPH) and Global Patent Prosecution Highway (GPPH)

PPH, a programme between IP offices, provides referencing of search and examination results from partner IP offices during the examination process of a patent application. Regionally, we were the first to adopt the PPH programme, entering our first PPH with USPTO on 2 February 2009. Subsequently, we joined the GPPH programme on 1 November 2014 in order to expand our networks to other Offices of Earlier Examination.

ASEAN Patent Examination Co-operation (ASPEC)

ASPEC is the first regional patent work-sharing programme for ASEAN, launched on 15 June 2009 with the intent to boost innovation in the region. As country champion, Singapore had spearheaded the ASPEC initiative, which currently has nine participating member states (Myanmar is an observer). ASPEC was enhanced in 2011 to operate in English.

Our collaborations have continued despite the COVID-19 pandemic, with a virtual signing of the Workplan for the MOU implementation with the French IP Office (INPI), 21 October 2020.



Regular reviews by the participating IP offices have also enabled greater efficiency and effectiveness in the sharing of search and examination results. The average time to receive the first office action upon filing the ASPEC request is eight months.

ASPEC's scope has since widened with the launch of two initiatives in 2019 that expedite patent applications: ASPEC Acceleration for Industry 4.0 Infrastructure and Manufacturing (AIM), which focuses on patent applications relating to Industry 4.0 innovations; and PCT-ASPEC, which allows applicants to rely on PCT reports issued from an ASEAN ISA/IPEA.

Our interconnectivity efforts must not, and indeed do not, stop here. We continue to enhance our suite of international agreements and networks to continue to benefit innovators from Singapore and elsewhere.

Singapore chairs the ASPEC Task Force (TF) meetings such as this 15th ASPEC TF meeting, September 2019, Hangzhou, China.



The Road to IP Week @ SG

International Flagship Events

Organising our very own flagship IP event was the next step in expanding our international networks in the IP and innovation community. IP Week @ SG was born and has since become recognised as the world's premier IP event.



Celebrating the tenth edition of the annual EAP2IC at the first IP Week @ SG in 2012.

Visiting the exhibition booths and networking – these were some of the key features of EAP2IC.



As part of our international outreach and networking efforts, we have hosted many conferences in collaboration with partners from around the globe. In particular, we highlight two of such collaborations.

Together with the European Patent Office, we launched the first Europe-Asia Patent Information Conference (EAPIC) in September 2002. The conference completed with its tenth edition in 2012. In the course of its run, it expanded to a patents and patent information conference, and became known as EAP²IC. It also saw WIPO joining as a partner for the first time in 2009.

Closer to home, in May 2006 we collaborated with China to launch the annual China-Singapore IP Conference, which helped enterprises in China and Singapore wishing to expand to the other country's markets. The conference venue alternated between Singapore and China.

The third edition of the annual China-Singapore IP Conference was held in Singapore in 2008. We were told by our Chinese counterpart that this was its first collaborative conference held outside China that was conducted entirely in Mandarin.



Delegates at the EAPIC 2006. The EAPIC (subsequently EAP²IC) was one of the key events in our IP calendar from 2002 to 2012.

Our collaborations grew, bringing in more co-organised conferences over the years. These seeded the idea for the creation of our very own major IP event. Keeping in line with the national agenda to develop Singapore as a global IP hub in Asia, we launched IPOS' first-ever IP Week @ SG at Sentosa in July 2012, with over 500 local and foreign delegates in attendance. This marked the start of what is now the iconic annual IP Week @ SG event. Since 2013, we have been hosting IP Week @ SG every year in August at Marina Bay Sands, except for 2018, when it was held in September, and 2020, when we moved it to an online platform for the first time due to the COVID-19 pandemic.

Over the years, the number of participants has grown manifold, with IP Week @ SG continually bringing together IP policymakers, thought leaders, experts, inventors, creators and enterprises from around the world in one event, fostering collaborations among various stakeholders and enriching the innovation ecosystem.

IP Marketplace, a key feature of IP Week @ SG, provides a vibrant platform with exhibition booths and complimentary side events to facilitate networking among the delegates and the public with IP Week sponsors and exhibitors.



Connections @ IP Marketplace® has been a regular feature at IP Week @ SG. It is a match-making platform for one-to-one engagements between IP service providers and enterprises/innovators seeking professional IP advice and services to grow their organisations/businesses.



Besides scintillating conference topics, our IP Week @ SG networking programmes dazzle and delight with performances and activities galore – be it the Welcome Reception, Dinner Extravaganza or Closing Reception.



Special C-suite events, like this closed-door CEO Roundtable, are one of the many highlights of IP Week @ SG.



GROWTH OF IP WEEK @ SG THROUGH THE YEARS

Tenfold growth in number of participants from **500** to **5,000**

Shift from usual exhibition halls to **IP Ecosystem Fair to IP Marketplace**

Participation of **key IP stakeholders and thought leaders** from IP offices, judiciaries and enterprises around the world

Increase in number of parallel partner events from a few to **more than 10**

Bringing together IP policymakers, professionals, luminaries and businesses across all sectors under

1 global event

The Mock Courtroom Session was one of the many exciting sessions in the IP Week @ SG conference, an event known to cover hot button IP issues every year. This session in 2017 was presided by Justice Colin Birss, Justice of the English High Court.



“**Singapore is ready to play a facilitative role as an IP hub and serve as a springboard for companies looking at expanding their presence in the region.**”

Mr Teo Chee Hean
Deputy Prime Minister, Coordinating Minister for National Security, Minister for Home Affairs and Chairman of the National Research Foundation, Guest of Honour at the 2nd IP Week @ SG 2013/4th Global Forum on Intellectual Property (GFIP), 2013

The IP Awards ceremony is one of the many highlights of IP Week @ SG.



“**IP Week @ SG is an excellent opportunity for IP professionals and business leaders from around the world to network and share views on the competitive advantages achieved through IP.**”

Dr Francis Gurry
WIPO Director General, at IP Week @ SG 2014

“ This is one of the best business IP conferences I’ve attended.... I’ve been to 100 over conferences and this is world-class.”

Mr David Kappos

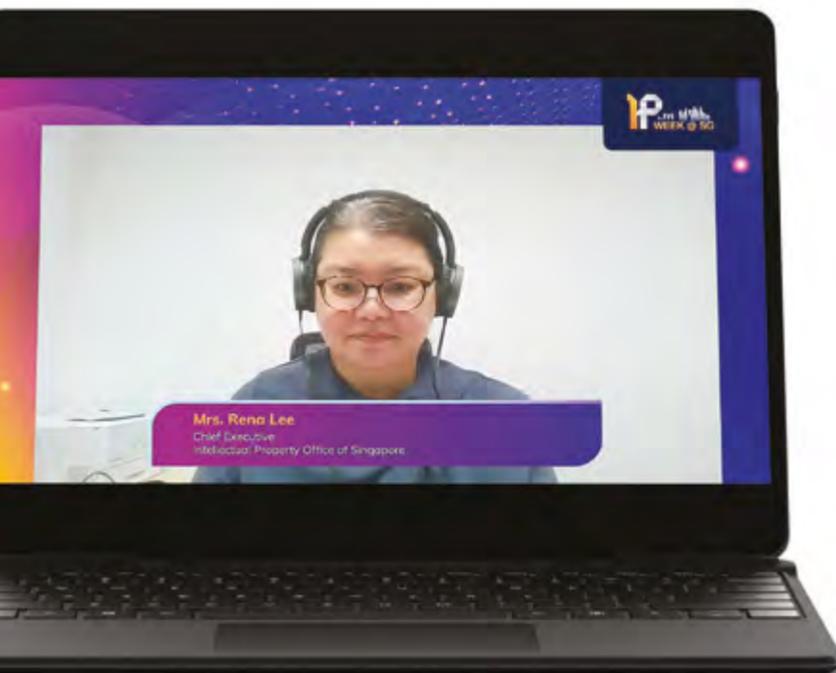
Partner, Cravath, Swaine & Moore LLP, Former Under Secretary of Commerce and Director of the USPTO, at IP Week @ SG 2017



Even with COVID-19 suspending international travel in 2020, we not only persevered and hosted the event virtually for the first time, but we also focused on the pandemic as the theme for the year. A total of seven complimentary webinars highlighted how IP could boost innovation, and strengthen the resilience and competitiveness of businesses in the COVID-19 economy. The all-digital format proved to be a success, bringing in a record number of over 5,000 delegates to our digital conference.

Coming to its tenth edition in 2021, we are heartened that IP Week @ SG has gained recognition as the world’s premier IP event in the past decade — as a forum for convergence, divergence, inking of deals, networking, and more.

Ms Rena Lee, Chief Executive, IPOS, speaking at the first-ever virtual IP Week @ SG 2020.



IP for Everyone

Awareness and Outreach

Recognising that everyone needs to know the potential of IP, we ventured into the public sphere and engaged multiple segments of the community with a myriad of activities including roadshows, concerts and competitions.



Today, Singapore is well known for its strong IP regime. However, in 1984, Singapore was described as “the piracy capital of the world” by United States Senator Patrick J. Leahy, member of the Subcommittee on Patents, Copyrights and Trademarks. Since then, IPOS has built up Singapore’s IP regime to one of the best in the world. Our extensive efforts in IP awareness and outreach have contributed much to the good IP rankings and standing that Singapore enjoys today.

EARLY OUTREACH EFFORTS

To raise awareness and combat piracy, IPOS had rolled out a variety of initiatives, beginning with the early iteration of IP 2000, the first of its kind in Singapore. We used to joke that we really needed to raise awareness of IP and IPOS as some people mistook us for housing agents upon hearing that we worked in the Intellectual Property Office!

Subsequently, we designated April 2002 as Singapore’s first IP Month, to coincide with World IP Day on 26 April, and planned major IP events for the whole month of April. Other initiatives included the Business Software Licensing Programme, organised by IPOS and the IP Taskforce, that brought together 10 software companies to offer legitimate software at up to 40% discount for a limited period to Singapore businesses, especially for SMEs.

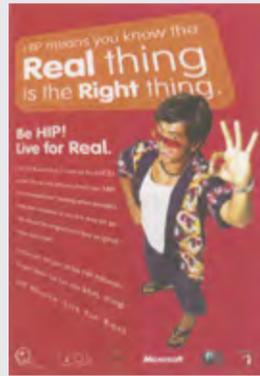
HIP PROGRAMMES FOR THE COMMUNITY

In April 2002, we established the Human and Intellectual Property (HIP) Alliance, which was later renamed Honour Intellectual Property (HIP). Built upon a network of key Government agencies, private sector companies and industry associations, the HIP Alliance was formed with the goal to champion respect and reward for IP rights. HIP Alliance raised IP awareness through roadshows, rallies, concerts, short films and social media tools, gaining traction quickly and growing from strength to strength.

HIGHLIGHTS OF HIP PUBLIC AWARENESS INITIATIVES (2002 – 2013)

Apr 2002
The formation of HIP Alliance in 2002 was followed by the HIP Rally at Orchard Road, with local celebrities speaking up against piracy

Apr 2003
Launched “The REAL thing is the Right thing” campaign — a year-long television, print and poster campaign featuring local celebrity Adrian Pang



Jul 2004
Launched anti-piracy movie trailer, screened at movie halls across Singapore for the duration of the “Say No To Piracy” campaign



Apr 2005
Celebrated World IP Day 2005 with “The REAL Hunt”
Launched “Copy Not Right”, a video starring local celebrity artiste Hossan Leong, promoting the proper use of copyright materials

Nov – Dec 2009
Launched the HIP Alliance Facebook Page via an islandwide HIP Treasure Hunt, welcoming more than 2,400 new fans and close to 100 Treasure Hunt participants; the page reached **6,578 followers** before its decommissioning upon the launch of the new IPOS Facebook Page on 1 March 2016



Jul 2010
Started “InfoBus”, fortnightly virtual chat sessions on social networking site Habbo Hotel, which covered various IP topics, to reach out to almost **15,000 youths**

Sep 2010
Launched IPOS’ first roving bus exhibit, “The Originals HIP Adventure”, which reached out to almost **47,000 people within six months**



2011
More than 72,000 people took part in various HIP online and offline activities, including “The Originals HIP Race”, “The Originals Get Reel Trailer Contest”, and the launch of two new movie trailers — the winning entries from our creative youths



2012
Rolled out an integrated outreach campaign (which included IP Music Fiesta featuring celebrity JJ Lin), successfully engaging **more than 180,000** members of the public



2013
Launched an outreach campaign that covered music, movies, art, technology and fashion — all things creative

NURTURING SINGAPORE'S FUTURE CREATORS

Key Launches of Regular Programmes for Schools

- 2002** ▶ Launched HIP Alliance’s “Play and Learn” campaign for secondary schools, featuring a skit to raise IP awareness.
- 2003** ▶ Launched “iperckidz”, a platform to reach out to the school sector, and Detective IP, an icon to champion IP awareness. Our IP education programmes for schools ran for more than 10 years, and included interactive skits by Detective IP.
- ▶ Launched “What’s Your Mark?”, the inaugural national trade mark competition, to teach students about branding and business. This became the annual “Make Your Mark!” competition.
- 2004** ▶ Launched the first IP Champion Camp for secondary school students. This boot camp became an annual event for students to gain first-hand experience in creating IP and coming up with marketing strategies in a fun and interactive manner.
- 2013** ▶ Launched IP Expedition, a new school outreach programme.

Students learnt more about the world of trade marks and also marketing strategies by designing unique trade marks for their own products as part of the annual National Trade Mark competitions IPOS organised.



Short skits featuring Detective IP, played by one of our staff, were part of our IP education outreach efforts in primary schools.



The IPOS Style Challenge was launched in 2013 for tertiary students to design our customer service officers' uniforms. This photo shows the judging panel viewing competition submissions with Ms Jo Soh (extreme left), local designer and founder of Hansel, 2013.



Students displaying the comic strips they created during the IP Champion Camp in 2009.



NURTURING YOUNG IP CHAMPIONS THROUGH IP EXPEDITION

Our school programmes covered primary, secondary and tertiary students. To better reach out to the younger audience, a new outreach programme, IP Expedition, was launched in July 2013. We introduced

the adorable HIP (Honour IP) rabbit mascot which was an instant hit, especially among the younger children. Students learned about copyright concepts and dilemmas that they might encounter through skits performed by the HIP mascot and his friend.



Our HIP rabbit mascot made learning about IP fun for young students.



END OF FY13

IP Expedition reached more than **56,000** primary school students

FEB 2014

45 more schools embarked on the new IP educational journey

“EMBRACING IP” COMMUNITY OUTREACH PROGRAMMES (FROM 2014)

On 8 April 2014, we launched “Embracing IP”, a new IP outreach programme, in conjunction with the launch of our IP 101 Centre. World IP Day 2014 was celebrated as part of the larger “Embracing IP” campaign; highlights included the collection of more than 3,000 pledges to respect IP, an evening concert with local celebrities, and the debut of Singapore’s first-ever crowd-sourced song entitled “I Got You”.

Under the ambit of the Embracing IP @ IP 101 programme, we also launched Project IP Partners (PIPP), a regular public outreach effort aimed at gathering established local IP creators from the creative industry to share their creation journeys and IP experiences with youth and the community.

“ **‘Embracing IP’ is purposefully couched to bring IP closer to innovators, creators and businesses. ‘Embracing IP’ comprises three key thrusts. They are ‘Enabling local businesses through IP’, ‘Growing Singapore-based businesses with IP’ and ‘Respecting and Caring with IP’.**”

Ms Indraneel Rajah
Senior Minister of State for Law and Education, at the launch of the new IP campaign in 2014

PROMOTING CREATIVITY AND INNOVATION THROUGH THE YEARS

Following the success of the first “Embracing IP” event at the World IP Day celebration in 2014, subsequent World IP Day celebrations ranged from one-day to month-long celebrations, with events centred around the different aspects of IP, such as creativity, innovative economy, FinTech and green technology, among others. Unlike previous years, World IP Day 2020 celebrations took to the digital screens in view of the pandemic and successfully engaged audiences on the theme of “Innovate for a Green Future” through social media, together with a sharing of Singapore’s case studies on green technology.

IP PERCEPTION SURVEY

As part of our ongoing efforts to raise awareness and inculcate a culture of innovation, IPOS commissioned our first biennial IP Perception Survey in 2006, to measure young Singaporeans’ awareness and attitudes towards IP and IPR. We then released the findings of the inaugural survey in 2007.

Announced during the 2015 World IP Day Appreciation Event — an annual international IP event held in conjunction with 187 other nation states — the 2014 IP Perception Survey commissioned by IPOS revealed that:



World IP Day 2014 celebrations included concert performances by local talents such as The Sam Willows (pictured below) as well as the debut of Singapore’s first-ever crowd-sourced song “I Got You”, performed by YouTube sensation and singer-songwriter Jason Chen.



A Mark of Excellence

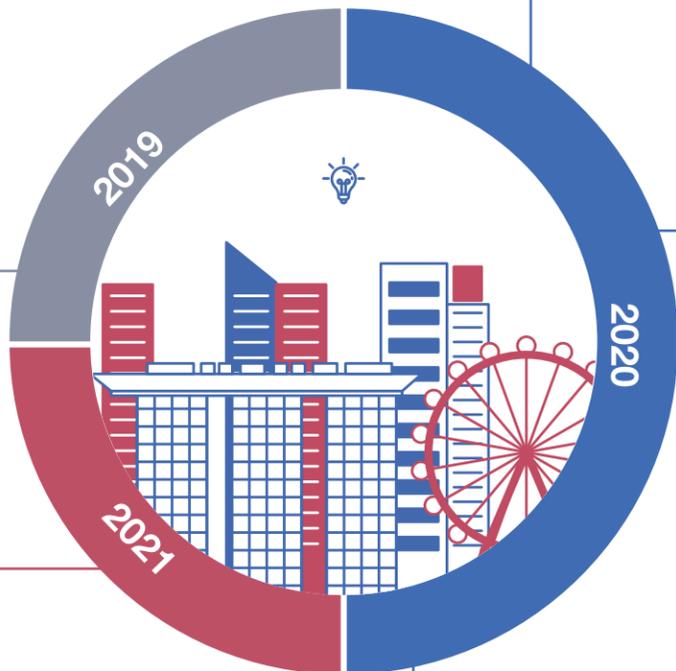
Accolades and Awards

Even as we promote creativity and innovation externally, IPOS has always espoused the spirit of innovativeness internally too. We have a strong culture of daring to try new things and aspiring towards greater heights. IPOSians work hard, play hard and are actively engaged in contributing to the community at large. This has resulted in IPOS becoming an award-winning organisation over the years.

INTERNATIONAL IP RANKINGS

World Economic Forum's Global Competitiveness Report

Singapore is ranked second in the world and first in Asia for having the best IP protection, and ranked first as the world's most competitive country.



Bloomberg Innovation Index

Singapore is ranked second in the world based on factors including research and development spending, manufacturing capability and concentration of high-tech public companies.

International Property Rights Index

Singapore is ranked third for having a strong property rights regime — including both intellectual and physical property rights.

Global Innovation Index

Singapore is ranked eighth most innovative nation in the world and top in Asia, while maintaining our lead as first in the world on the Innovation Input Sub-Index, which gauges elements in the national economy that enable innovation activities.

World Trademark Review IP Office Innovation Ranking

Singapore is top among 50 of the world's leading IP offices. The ranking recognises innovation in various areas, including value-added propositions to users, online capabilities and public outreach efforts.



2001

- Our SurfIP Portal won the E-Gov 2001 Trailblazer Award given out at the International Electronic Government Conference & Exposition held in Washington DC
- IPOS achieved the People Developer Standard for valuing staff training and development

2003

- IPOS earned the accolade of "Smart Organisation" for our Trade Marks System (TMS) at the inaugural MIS (Management Information Strategies) Innovation Awards 2003

2004

- Our Annual Report 2002/2003 "Is it safe to let the cat out of the bag?" won the Creativity Award (Gold) and the Midas Award (Silver)
- Our eTrademarks System won the Intelligent Enterprise Asia Awards

2005

- IPOSians scored Gold at the Ministry of Law WITs Convention 2005 for our project "The HIP Makeover"
- IPOS was awarded the SHARE Gold Award, for reaching out and helping the disadvantaged in our community, and received the Award again in 2007, 2009 and 2010
- IPOS achieved the Singapore HEALTH Award-Gold

2007

- Our Annual Report 2005/2006 "DARE the Ultimate IP Challenge" won the Red Dot "Best of Best" Award

2008

- IPOSians won the Silver Award for our "WIThinkers" project at the Ministry of Law WITs Convention 2008 and again in 2009 for introducing a revolutionary mail system
- IPOS was successfully re-certified to the Singapore Quality Class (SQC) and People Developer Standard
- IPOS was awarded the five-year Outstanding SHARE Award by the Community Chest to recognise organisations and individuals who have helped the disadvantaged in our society



NOTABLE IPOSians



2012
Mr Tan Yih San (Chief Executive, 2011-2015) was named one of the most influential people in Asia as part of Managing IP's Top 50 list of individuals shaping the IP industry.



2017
Mr Daren Tang (Chief Executive, 2015-2020) was named one of the "Trade Mark Personalities of the Year" by established World Trademark Review (WTR) for leading and promoting innovation at IPOS, and defining its role as an innovation agency in today's global innovation economy.



2020
Ms Sharmaine Wu, Director of Patents, Designs and Plant Varieties Department (PDPV), was named as World Intellectual Property Review (WIPIR)'s Influential Women in IP 2020 — the only Singaporean among 80 international female leaders across 45 countries.



2021
Our five IP Strategists who are listed in *IAM Strategy 300: The World's Leading IP Strategists* by established Intellectual Asset Magazine (IAM): (left to right) Mr Ye Thu Aung, Ms Trina Ha*, Mr Fu Zhikang, Mr Dixon Soh* and Ms Low Jin Wei.

**First listed in 2020.*

2009

IPOS was successfully re-certified to the ISO 9001:2000 standard, marking our continuous pursuit of excellence in the organisation and our people

2010

IPOS obtained the Singapore Service Class (S-Class) certification for business excellence niche standards for service

IPOS was presented a Merit Award for Technology at the Knowledge Management (KM) Excellence Awards, which recognises good KM practices in Singapore and supports the collective learning of the KM community

2011

IPOS' KM System, KENNY, was selected and presented as a case study at KM Singapore and at KM Asia

IPOS scored the Ministry of Law WITs Gold Award for achieving operational efficiency in our execution of IP Management grant processes

2014

IPOS' Search and Examination Unit was awarded the internationally recognised ISO 9001:2008 certification for Quality Management System

2015

IPOS was recognised as a "Knowledge Ready Organisation" by the Information and Knowledge Management Society

2017

IPOS won the Workplace Transformation Award for Best Leadership Engagement within an Agency

IPOS subsidiary IPOS International clinched the Stu Kaback Business Impact Award at the 2017 Patent Information Users Group (PIUG) — the first year it had been awarded to a Government-linked organisation

IPOS received the Architecture Excellence Award in the "Business Architecture" category, presented by ICMG International, for our achievements in re-engineering our business services, information, timing cycle and stakeholders for achieving business goals

IPOS' Patent Examiners' Workbench was a CIO Award Honouree by CIO Asia, and Project Management Institute (Singapore Chapter) Project of the Year Awards 1st Runner-Up

2018

Our Patent Analytics Team clinched the ExCEL Innovation Project Award at the Public Sector Transformation (PST) Awards for utilising patent analytics to partner with public agencies in creating new insights and making better research and development decisions

IPOS' initiative "Mark Your Trade" received the Star Service Team Award at the PST Awards for its efforts in encouraging innovation within the local community

2019

IPOS Go mobile app was awarded the Ministry of Law Family PST Exemplary Innovator (Team) Award

2020

IPOS Go mobile app was awarded the Ministry of Law Family PST Service Delivery Excellence Award

What is your idea of success?

It goes by many names, but each of us has a dream, an ambition, an image of who we want to be. This is the compass for the map of our lives, with which we chart our course.

In envisioning our organisational goals, we've already decided where our transformation story will take us. What's left is to create the best pathways to reach our destination.

These are our

STRATEGIES FOR SUCCESS



STRATEGIES FOR SUCCESS

A Recipe for Success

The IP Hub Master Plan

A blueprint for success, the IP Hub Master Plan was spearheaded to establish Singapore as a flourishing hub for IP matters and a global benchmark for IP.

As IP gained momentum, it was timely to review what IP role Singapore could play. After our new mandate in 2001, we worked with various agencies to gear Singapore to be an IP hub. In 2012, it was felt that sufficient groundwork had been done and the Ministry of Law set up an IP Steering Committee to formulate the IP Hub Master Plan.

The IP Hub Master Plan 2013 and the 2017 Update to the IP Hub Master Plan, which took reference from the Report of the Committee on the Future Economy.

CAPITALISING ON STRENGTHS, SURMOUNTING CHALLENGES

As IP activities swept through the world and Asia started to emerge as a new hotbed for IP activities, Singapore saw opportunities to capture a slice of international workflows and provide a trusted platform for the growth of IP in Asia. In April 2013, a 10-year Master Plan was launched, to catapult Singapore into a Global IP Hub in Asia. At the heart of this blueprint were strategies to develop a vibrant and sustainable IP ecosystem in Singapore.

STOCKTAKING OUR PROGRESS

Guided by the IP Hub Master Plan 2013, we established a strong IP regime and developed extensive linkages to capture high-value work in the international arena. The next step was enabling innovative enterprises to grow their businesses — beyond filing for IP protection to expanding IP commercialisation activities. Today, such value-generating activities are poised to help Singapore thrive in the future economy.

“The IP Hub Master Plan is the blueprint for developing Singapore into a Global IP Hub in Asia. We have made significant progress over the last four years. IP is going to be an important enabler of Singapore’s growth moving forward. It protects business innovation and thereby encourages commercialisation. Singapore has a strong IP regime, which will enable local businesses to harness IP for growth.”

Ms Indranee Rajah
Senior Minister of State for Law and Finance, 2017



Source: Ministry of Trade and Industry, Singapore

INNOVATION — THE KEY TO THE FUTURE

The Committee on the Future Economy (CFE) was convened in 2016 to devise economic strategies for Singapore’s growth in the next decade. Recognising the important role of IP in supporting innovation and technology transfer in Singapore, the CFE report, released in February 2017, contained a number of recommendations regarding IP, including updating the IP Hub Master Plan to support innovation and entrepreneurship. The CFE also highlighted the need to strengthen enterprise IP commercialisation capabilities to improve the translation of research and development (R&D) investments into economic value.

In April 2017, the IP Hub Master Plan was updated to support the CFE’s recommendations. With progress achieved and the global

momentum towards innovation, it was timely for Singapore to develop more resources towards the IP commercialisation and management aspects of the IP Hub Master Plan.

The Update contained three areas of recommendations: (1) Singapore should expand the pool of local IP expertise to help enterprises manage and commercialise their IP portfolio; (2) Singapore should enhance its IP and innovation regime to facilitate the commercialisation and monetisation of IP (for example, there could be greater access by enterprises to technologies developed by publicly-funded R&D); and (3) Singapore should create an effective marketplace for IP, for example by improving transparency around IP-related market information.

SEVEN STRATEGIES OF THE CFE



DESIRED OUTCOMES OF THE 2017 UPDATE TO THE IP HUB MASTER PLAN



Building a Strong Core

IP Services and Standards

At the heart of our success is our commitment to service excellence and high standards in the protection of IP rights.

With Singapore's IP regime being touted as one of the world's best, the registration of IP rights remains our core function, as is the case in national IP offices worldwide. It is thus imperative for us to strengthen our services and standards for IP protection, as one of the key drivers of success.

Vital to this journey of transformation is the dedication of numerous colleagues who have put their hands to the plough and contributed to a world-class IP office lauded and emulated by others. We continue to press on in pursuit of greater excellence, always placing our customers at the centre, engaging them in each and every phase of this journey.

REINVENTING OUR APPROACH: FROM CUSTOMER SERVICE TO QUALITY PARTNERSHIPS

IPOS considers our customers as priority stakeholders, evident in how we regularly reinvent and recalibrate so that we provide the best service. We set up the Partnership & Programme Department (PPD) in 2016 to better manage our relations with our customers and other stakeholders across the whole spectrum of business, government, education, as well as the creator and innovator communities. The PPD engages its stakeholders through platforms such as IP Week @ SG, World IP Day events and the Community of Practice on IP Management.

“

In my 42 years in IPOS, I have seen many changes. The one-stop IP 101 centre changed the way we engage with customers. In many ways, this mirrors our transformation as an IP Office as we work more closely with innovators and enterprises to monetise their IP. I am proud to tell others that I work in IPOS.”

Mdm Rahimah Maarof
Junior Executive, Partnership & Programme Department, IPOS

IPOS Chief Executive Mr Tan Yih San and Senior Minister of State for Law and Education Ms Indraneel Rajah at the official opening of IP 101 on 8 April 2014.

2009

▶ Launched IPOS' in-house Service Excellence Awards for staff who provided good customer service. Since then, we have continued to find new and different ways to instil a customer service culture.

2013

▶ Launched our first annual Customer Satisfaction Survey to gather stakeholder feedback so as to improve our services. Since 2017, the frequency of the surveys has increased to twice a year.

2014

▶ Implemented a Customer Relationship Management (CRM) system to consolidate all stakeholders' information in a central location for shared, real-time access.

▶ Launched IP 101, Singapore's first one-stop IP centre. IP 101 offered a suite of IP services including registration, advisory, training, outreach, quick-and-free business clinics and legal clinics (from 2015). It was a platform for various IP communities to come together.



Over the years, many of our officers have received numerous awards in recognition of their service excellence. These range from IPOS' Service Excellence Awards to ministry-level or national-level awards such as the PS21 Awards and the Public Sector Transformation Awards.



▶ The official opening of the much anticipated IP 101.

Overseas visitors on a tour of IP 101.



IP 101 — a platform for local designers and creators to showcase their work.



IPOS provides a platform for sharing IP knowledge with the community and public through talks, seminars and other events.



SERVICE HIGHLIGHTS

We strive to offer efficient and effective registration services, which we believe help our businesses and entrepreneurs grow their competitive advantage locally and beyond. Over the years, we have

monitored our turnaround times and calibrated our performance pledges, to ensure that companies can both plug into the innovation ecosystem and have a competitive advantage when they file with us.

SOME HIGHLIGHTS OF OUR SERVICE ENHANCEMENTS

Increase in Efficiency

2014

- Completion of first search and examination report: **12 months to 60 days** (if first filed in Singapore)
- Launched our Performance Pledge to issue:
 - A patent grant within **12 months**
 - A trade mark registration within **9 months**
 - A design registration within **4 months**

Since its launch, the Performance Pledge has been regularly updated to reflect prevailing conditions and this provides transparency in meeting customers' expectations

Quality Enhancements

2003

- Set up the Internal Trade Marks Journal Review Committee to review trade mark acceptances

2008

- Launched the Search & Pick (S&P) online tool for Specification of Goods and Services
 - Helps applicants **identify the goods and services** to which the trade mark best relates by using IPOS' pre-approved database
 - Applicants will not face objections by the Registry with regard to unacceptable or vague descriptions, avoiding amendments and thereby **saving time and cost**

2009

- Launched list of patents in force in Singapore endorsed with a **Licence of Right (LOR)** — to attract licensees and allow owners to enjoy 50% savings on patents renewal fees

2015

- Sole IP office in the world** that accepts supplementary international search requests in English and Chinese

2016

- Sole International Searching Authority (ISA) and International Preliminary Examining Authority (IPEA) outside of China** that accepts Patent Cooperation Treaty applications in Chinese

2017

- Launched the Patents Open Dossier, a new online IP²SG service that provides better access to patents information

We continually strive for service enhancements through internal training and avenues like Work Improvement Teams (WITs). The photo shows a WIT skit involving the "Angry Public", "Advertisement Division — IPOS" and "SNP", the Singapore National Printers.



SUPPORTING BUSINESSES AND ENTREPRENEURS

Acceleration Programmes

We rolled out several programmes to expedite the obtaining of patents, knowing how a fast and efficient process gives businesses and entrepreneurs a competitive advantage in the market. Examples include the ASEAN Patent Examination Co-operation (ASPEC) Programme as well as the Patent Prosecution Highway (PPH) and Global Patent Prosecution Highway (GPPH) arrangements, enabling applicants to accelerate the process of obtaining patents by referencing the examination results from another IP office. The latest acceleration programme is SG IP Fast Track.

IPOS regularly reaches out to enterprises and the community to provide IP information and help at booths such as this.



IP Tools and Guides

We believe that providing businesses with a suite of resources is of vital importance and have continually reviewed and renewed our tools and guides to meet the needs of the times.

Optimising IP, 2003 (revised in 2010 and 2020)

A comprehensive guide for Government agencies

Patent Protection Regimes, A Comparative Guide, 2003

Two of our officers, together with a practitioner, wrote this book, which proved to be a boon for the community

Singapore Network of IP Service Providers (SNIPs), 2004

Helped innovators and businesses access relevant service providers in their innovation journey

Trade Marks Work Manual, 2006

A comprehensive go-to resource for all IP owners which has grown from 8 to 22 chapters

Glossary of Common IP Terms, 2008

This glossary, translated in Mandarin with Hanyu Pinyin, was compiled to help businesses leverage opportunities in China

Guide on Patentability Issues Arising during Search and Examination, 2010

First of several guides widely welcomed by applicants and stakeholders

Examination Guidelines for Patent Applications at IPOS, 2014

Patents Formalities Manual, 2017

IP Business Guides and Case Study Videos, 2018 – 2019

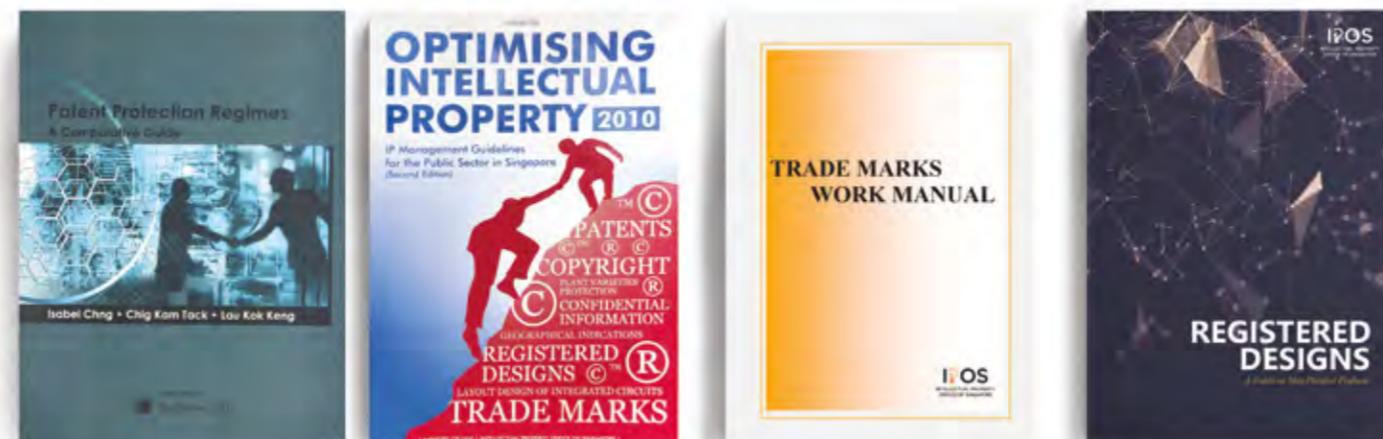
- 8 business guides and 13 case study videos by IP ValueLab in 2018

- 7 business guides and 14 case study videos by IPOS International in 2019

Registered Designs: A Guide on Non-Physical Products, 2020

Sets out guidelines for identifying and registering non-physical products

A selection of resources published over the years that provide guidance on patents, trade marks, designs and IP in general.



PROVIDING ACCESS TO PROFESSIONAL IP ADVICE

The first IP Clinic was launched in January 2002 in collaboration with the Asian Patent Attorneys Association to provide free advice on IP issues. Subsequently, we worked with partners to host the monthly IP Consult, which ran for many years. IP Consult usually comprised a group talk followed by free individual 15-minute sessions with the IP professionals. Today, the public may book a free consultation at the legal or business clinics launched by IPOS.

We continually train our staff to provide our customers with greater access to IP services and solutions to build their competitive edge with IP.



We ran the REgistered Designs (RED) Programme, an initiative to help designers understand how they can protect their IP.



We provide access to general, legal and business advice on IP, be it at IPOS or at events such as IP Week @ SG.

GIVING CREATORS AND INNOVATORS A LEG-UP IN THEIR INNOVATION JOURNEY

Creators and innovators play an important role in our IP ecosystem, and we are committed to boosting their entrepreneurial opportunities through the following initiatives:

FINANCING

Patent Assistance Fund (PAF) and PAF Plus were schemes to encourage local patent filings. The original PAF was funded by the National Science and Technology Board and administered by IPOS.

Launched in October 2002, PAF Plus, funded and administered by the Economic Development Board, helped eligible applicants to **defray the costs** of up to three patent filings. It subsidised 50% of the costs incurred and covered all the fundable components such as official application fees and professional charges.



PROTECTING

“Mark Your Trade” Initiated in 2017, this was a pilot programme to reach out to budding local creators-entrepreneurs who had established a strong social media presence but had yet to **protect their trade marks**.



SHOWCASING

REgistered Designs (RED) Programme From February to May 2018, this helped designers and creators develop holistic IP strategies to grow their businesses by providing **guidance on IP and registration of their designs** and offering multiple **platforms to showcase local designs and creations**. Over 30 designers benefited from the programme.



ENTICING

Cost Savings Since 1 April 2017, businesses and entrepreneurs have enjoyed lowered application fees when they file for patent and trade mark protection with us:



- ▶ **30% discount for national trade mark applications** that utilise pre-approved descriptions of goods and/or services
- ▶ **25% reduction in patent search and examination fees**

▶ A seminar conducted at IP 101.



From Strength to Strength

Boosting IP Capabilities and Jobs | Essential to an innovation-driven economy is a robust ecosystem of IP infrastructure, expertise and capabilities.

Ramping up Singapore's innovation capabilities has been our key priority, with IP playing an integral role in fostering a culture of innovation and entrepreneurship. To this end, over the years, we have embarked on various programmes and initiatives to boost our IP skills and capabilities, answering the call of our innovation-driven economy of the future.

BOOSTING HIGH VALUE-ADDED JOBS

A manpower survey commissioned by IPOS in 2014 revealed that Singapore's IP activities have boosted high value-added jobs for the country's workforce. The survey found that individuals engaged in full-time IP work typically earned 30% more than those engaged in non-IP work. Hence, boosting IP capabilities (be it patents expertise, IP management or other IP skills), is key to growing better jobs.

GROWING PATENTS EXPERTISE

Recognising the importance of drafting patents specifications, after the launch of the inaugural South East Asian Drafting course in 1997, we continued to equip prospective patent agents with practical skills in patents drafting. A new Patent Agents regulatory regime

was also implemented in January 2002. Complementing this was the yearly Graduate Certificate in IP Law (GCIP) course, previously the prerequisite course for patent agents, co-organised with the National University of Singapore (NUS) Faculty of Law from 2001 to 2018. We also launched the Patent Practice Modules in 2008 to help those taking the patent agent qualifying examinations. A total of 551 individuals graduated with a GCIP, with 85 of them listed on the Register of Patent Agents in Singapore (as of 21 May 2021).

To grow the pool of patent agents, we helped set up various funding schemes. In May 2007, we launched the Mentorship Funding Scheme (MFS), a financial support scheme for locally-based organisations to develop in-house patent agents. Subsequently, in April 2015, together with the Singapore Workforce Development Agency (WDA), we launched the Professional Conversion Programme (PCP) for trainee patent agents. The scheme supported Singapore-based firms in nurturing patent attorneys by funding individuals with a course fee grant and training allowance — building a wider pool of qualified patent attorneys in Singapore and providing businesses with greater access to quality IP service providers to advance in today's innovative economy.

▶ GCIP Graduation Ceremony 2015.



BOLSTERING IP EDUCATION

With the IP landscape ever changing, so must our IP infrastructure evolve in tandem to meet the challenges of the times. From developing resources to forging partnerships and establishing frameworks, we have constantly worked to bolster our IP education system for the future.

Launched in December 2001, the Educate to Quantify and Utilise Intellectual Property (EQU-IP) Network of stakeholders in IP education set out to champion and chart directions for IP education in Singapore. The IP Education and Resource Centre (IPERC) followed in June 2002, serving as a training facility-cum-resource library that met the needs of all users, from IP professionals to scientists, to business executives and students. This was accompanied by IPOS helping in the establishment of IP Academy in 2003 to spearhead IP training in Singapore. In 2012, IP Academy was restructured — becoming our fully-owned subsidiary — and paved the way for IPOS being the key driver in growing IP capabilities to meet rising demands.

IP Academy had partnered NUS' law and engineering faculties in running the GCIP and Master of Science in IP Management programmes respectively. Recognising the multidisciplinary nature of IP, in 2006, we formalised collaborations with local universities and the five local polytechnics to establish curricula on IP. Subsequently, we announced the much-awaited launch of our very own Master of IP and Innovation Management (MIPIM) course with the Singapore University of Social Sciences (SUSS) in August 2016 — a multidisciplinary graduate course that focuses on skill-based practical know-how to translate innovation and IP into commercial advantages, with the first intake in July 2017.

Emerging from all these was the IP Competency Framework (IPCF), announced in 2011 and officially launched in April 2013 — a global first framework to professionalise the IP ecosystem — and more recently, the national Skills Framework for IP launched in August 2019, a world-first framework for IP to raise overall competencies of IP professionals.

▮ Navigating the vibrant IP ecosystem with the support of IP practitioners.



“

As an ‘MBA for IP’ and an outcome of the IPCF, the MIPIM curriculum has been curated to allow professionals, managers and executives (PMEs) to acquire a toolbox of skills that are well-suited to help organisations to create, protect and commercialise their IP - all of which are critical for an innovation-driven economy.”

Dr Eric Gan Kok Wah
Head, IP and Innovation Management Programme,
Associate Professor, SUSS, and former Director, Capability Development
Department of IPOS, 2021

▮ The signing of an MOU between IPOS, IP Academy and all five local polytechnics on developing IP curriculum for polytechnic students, 2006.



THE IPCF

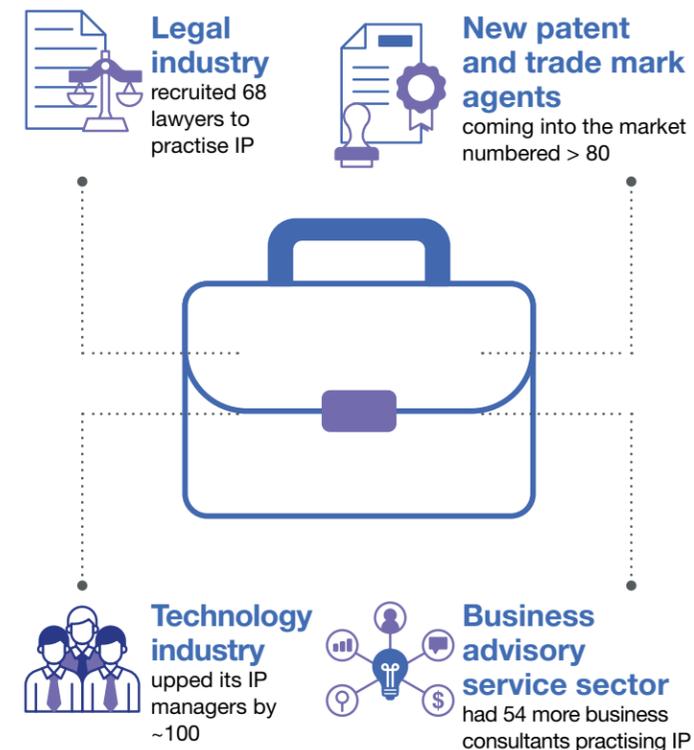
The IPCF was a global first, introduced to cultivate a globally competitive IP workforce equipped with specialised IP skill sets. “Developed by the industry, for the industry”, the IPCF set the standard for five core professional job types in the IP ecosystem, namely the pool of expertise for Patent Agents, IP Lawyers, IP Management Directors, IP Strategists, and IP Valuation Analysts. It covered both pre-employment training (PET) and continuing education and training (CET). To kickstart the IPCF, we entered into various strategic MOUs with WDA and with key partners, covering the spectrum of legal, business and technology areas.

The partners we worked with included the Singapore Business Advisors & Consultants Council (SBACC), the Law Society of Singapore (LawSoc), the Association of Singapore Patent Agents (ASPA), and the Institution of Engineers Singapore (IES). With our partners, we launched the certification for Practising Management Consultants in IP Management (PMC-IPM) in August 2013 and the registration for IP Technology Consultants in August 2015.

We partnered WDA in 2013 to launch the IP Workforce Skills Qualifications (IP WSQ) designed to support IP practitioners. The goal of this nationally recognised credential system was to keep professionals in sync with practical, industry-relevant competencies and help them advance their careers.

IP Spurs Rise in High Value-Added Jobs in Various Industries (Snapshot for year 2013)

> 300 new high value-added jobs created
in the IP sector



▮ Launch of the IP Technology Consultant Registry at IP Week @ SG 2015.



INVESTING IN IP SKILLS AND CAPABILITIES

Besides growing a pool of patent agents, we also saw the importance of growing other innovation-related skills, which led to us helping to roll out various initiatives over the years.

In 2003, the new Strategic Manpower Conversion Programme for Intellectual Property (SMCP-IP) was launched, funded by the Ministry of Manpower. With this programme, those interested in making a career switch to the thriving IP industry could do so with financial assistance from the SMCP-IP.

In light of Singapore's vision to become a global IP hub in Asia, in 2014 we announced investments slated to ramp up IP manpower and capabilities in Singapore. We would strengthen IP Academy to roll out IP education and training to meet the increased demand for IP professionals and high value-added jobs. IPOS would also invest to build up patent search and examination capabilities in technology areas of strategic importance to Singapore. Furthermore, we would also invest in the grooming and training of certified science, engineering and technology professionals to meet the growing manpower needs of the vibrant IP technology sector.

To further support the significant growth in demand for IP skills and expertise, in 2017, IPOS and Workforce Singapore announced the launch of a new IP PCP. Built upon the success of the previous PCP for patent agents, it too adopted a “place and train” model, where individuals were hired and trained for IP or innovation job roles in companies, such as patent agents, IP managers and IP technology consultants. This \$2.2 million programme provided course fee and salary support aimed at equipping mid-career professionals with skills and knowledge in the areas of IP law, business and technology. Further, the SkillsFuture Study Award for the IP sector was launched in 2018 to provide training grants (worth \$5,000 each) for eligible IP courses.

The past and existing initiatives to nurture a pool of IP professionals have supported the development of our IP ecosystem to its current state.

BUILDING IP EXPERTISE FOR HIGHER VALUE-ADDED JOBS

MIPIM

- ▶ Launched in July 2017 and co-developed by IP Academy and the Singapore University of Social Sciences
- ▶ Singapore's first and only graduate programme in IP and innovation management
- ▶ Industry-oriented programme (accredited under the IPCF) for those seeking a career in patent agency, IP management or IP technology consultancy
- ▶ **More than 100 have enrolled** in MIPIM since the first intake in July 2017

The graduation ceremony for the first batch of MIPIM students on 9 October 2019.



IP PCP

- ▶ Co-launched by IPOS and Workforce Singapore in early 2017
- ▶ Multidisciplinary programme to equip mid-career professionals in the areas of IP law, business and technology
- ▶ Anticipated an **increase of 500 in the demand for specialised IP skills and knowledge in key innovation industries** like robotics, healthcare, information and communications technology and urban sustainability solutions (Source: RIE 2020 Plan)

“**With the ongoing focus on innovation, research and technology, I see a lot of potential in the IP industry. It is now possible for me to reskill and future proof my career in IP management with support from the PCP and my employer.**”

*Ms Wendy Sim
Synergy IP Pte Ltd, March 2017*

Specialist Certificate in Intangible Asset Management

- ▶ Launched by IP Academy in January 2019
- ▶ Enables IP professionals to be more adept at transforming their ideas into assets
- ▶ **66 graduates have been trained**

The inaugural cohort of the Specialist Certificate in Intangible Asset Management Programme, together with the teaching and management team.



Shorter Duration Courses for Executives and Working Adults

WIPO-Singapore Summer School

- ▶ Hosted in June 2013 and June 2014 to **build a global network of IP professionals**

Since the inaugural AIPM (with participants from nine countries) in 2016, we have continued to run this programme regularly. The photo below shows the AIPM programme held in 2017.

Advanced IP Management Programme (AIPM)

- ▶ New flagship annual programme launched by IP Academy in 2016
- ▶ Targets working adults, local and overseas participants
- ▶ Practice-based, with students **engaging in hands-on learning on applied principles**



THE NATIONAL SKILLS FRAMEWORK FOR IP

Moving forward, the national Skills Framework for IP is set to support the Singapore innovation ecosystem in building a pool of competent and industry-ready IP professionals to help enterprises go global with their ideas and IP. Launched in August 2019, it aims to raise the competencies of new and existing IP professionals, helping them identify career development pathways and the skills needed in high-value roles across the public and private sectors. Jointly developed by IPOS, SkillsFuture Singapore and Workforce Singapore, together with employers, industry associations, as well as education and training providers, this is the world's first national-level framework for IP skills. This framework covers 11 job roles, and 60 technical and generic skills across five tracks — IP Commercialisation, IP Legal, IP Management (IPM), IP Strategy and Patents Prosecution.

In August 2020, together with the Singapore Business Federation (SBF), we officially launched the Workforce for IP-Savvy Enterprises (WISE) initiative — a pilot programme to help Singapore companies to identify new business opportunities and acquire new capabilities through IP, leveraging the Skills Framework for IP. This is just a start, and we believe the national Skills Framework for IP will continue to expand in its adoption and help upskill and professionalise the IP ecosystem for Singapore.

The first of many consultation sessions with industry practitioners on the national Skills Framework for IP. The framework also identifies emerging skills that IP professionals need.

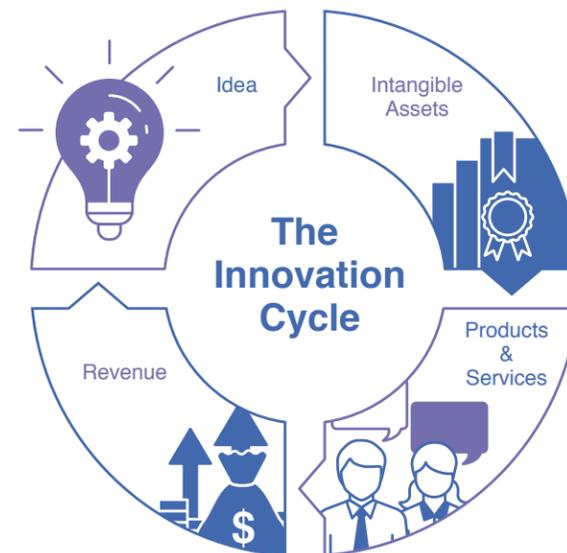


Sharpening the Competitive Edge

IP Management and Strategies

With increased IP creation comes the greater need to strategically manage and deploy these intangible assets within the IP ecosystem, so that we gain a competitive advantage in the marketplace.

Beyond strengthening our IP skills and capabilities, it is essential for IP owners in both the public and private sectors to effectively manage and maximise the potential of their IP in the marketplace. It is with this in mind that we have rolled out a variety of IP initiatives over the years to promote an IP-savvy nation where IP practitioners and professionals are well poised to navigate the full IP innovation cycle, deriving maximum value out of intellectual efforts. Our initiatives are geared to help enterprises and agencies find the sweet spot of success.



IPOS International's IP Strategists sharing with SBF members on how their businesses could be brought to the next level with intangible assets.



GROWING IPM CAPABILITIES IN THE PUBLIC SECTOR

With Government agencies generating more IP over the years, it became increasingly important for the public sector to better manage the IP developed with public monies for the maximum benefit of Singapore. Together with the Ministry of Law, we initiated efforts to strengthen the public sector's capacity to manage IP, adopt R&D and successfully break into the market.

In 2003, together with the Ministry of Law, we initiated a Government IP programme within the public sector. We announced a new Government policy on IP ownership in procurement contracts in September 2003, followed by the *Optimising IP: IP Management Guidelines for the Public Sector in Singapore* handbook. We then launched a series of talks in July 2004 to prepare the public sector for the new IP Policy and raise awareness of IPM. Under what became known as the IPM

for Public Agencies (IPMPA) programme, we assisted public agencies in developing their IPM capabilities to identify their key IP assets and develop strategic options to extract the best value from their IP.

In January 2011, we launched the IPMPA 2.0 Programme, enhanced from the earlier IPMPA programme. We followed this with the establishment of an in-house Centre of Expertise (COE) to drive and coordinate activities under the programme. A Community of Practice (COP) on IPM in the public sector was also developed to encourage industry adoption of Government-funded R&D, identify current IPM issues, and share best practices.

Together with the National Research Foundation, IPOS co-chairs the IP Working Group, a national-level committee set up in August 2017. Pursuant to this, we set up the IP Management (Government) (IPMG) unit to partner public agencies on their journey towards effective management of IP arising from publicly-funded R&D and to maximise value capture for Singapore. In April 2018, a revised National IP Protocol was implemented, setting out key principles and guidelines for public agencies to ease collaborative R&D activities and facilitate the early and rapid commercialisation, by companies, of IP arising from publicly-funded R&D. Accompanying this was the enactment of a revised Master Research Collaboration Agreement (MRCA) for the public sector. Having the MRCA in place will facilitate public sector research collaborations and encourage the development of new technologies that will bring economic and societal value.

To further boost IPM capabilities, in 2018, our IP Academy launched the "IP Training Pathway for Public Agencies" to provide both foundational and specialisation training in IP and IPM. In 2019, IPOS also launched Illuminate for public agencies – a diagnostic tool to ascertain an agency's IPM health status.

"IPOS' IPM advisory service provides valuable IP management strategies and solutions, especially on copyright and patent ownership issues, to HSA. The IPOS team has a good understanding of how public agencies work, and is an important partner in HSA's journey."

Mr Tan Guo Liang

Legal Counsel, Legal Department, Health Sciences Authority, 2021

The Permanent Secretary for Law Dr Beh Swan Gin, speaking at the 2014 COP on IPM.



2001 ▶ **Launched SurfIP Marketplace, a platform for owners to list and commercialise their IP**
Multinational corporations and venture capitalists could use the platform to search for technologies needed to fill their technology gaps, or to help them make their next quantum leap in technology or business.

2002 ▶ Launched *Make Your Move*, a first in a series of publications to raise awareness about the importance of IPM



▶ Launched IP-Create, Exploit and Protect (IP-CEP) Programme to help local entrepreneurs effectively deploy IP concepts and strategies, including the “IP Management Insight Series” co-organised with PricewaterhouseCoopers, the Singapore Institute of Directors and the Singapore Exchange



2003 ▶ Launched IP Parade, where IP owners could pitch the benefits of their IP to a pool of investors, as well as have their IP listed in our SurfIP Portal

▶ Unveiled Strategies for Creation, Ownership, Protection, and Exploitation of IP (SCOPE IP) on 24 September, a brand-new national IPM programme for enterprises to protect, maximise and regionalise their IP



▶ Aired four episodes of Brainwave — Singapore’s first reality-based IP show — on national TV’s Channel i, showcasing ordinary people experiencing the “Idea to Commercialisation” process first-hand

2007 ▶ Partnered SPRING Singapore (now Enterprise Singapore [ESG]) in January to launch the IPM for SMEs programme, providing substantial financial support for diagnostic and capability development for enterprises’ in-house IPM capabilities

2010 ▶ Partnered International Enterprise Singapore (now ESG) to incorporate SCOPE IP into the IP for Internationalisation programme, enabling local enterprises to unlock their IP potential for regional prominence



2012 ▶ Collaborated with SPRING Singapore to equip business advisors at the Enterprise Development Centres to service SMEs with IP-related enquiries

▶ Facilitated the implementation of the IP Business and Legal Diagnosis modules under SPRING Singapore’s Innovation & Capability Voucher (ICV) Scheme, which increased SMEs’ access to IPM-related capabilities

2014 ▶ **Set up IP ValueLab**
As a subsidiary of IPOS, IP ValueLab promoted and developed IP management and strategy, IP commercialisation and monetisation, and IP valuation in Singapore. By helping businesses to unlock the value of their intangible assets and ideas as their business competitive edge, IP ValueLab supported the development of a vibrant IP marketplace in Singapore for IP transactions and management.

▶ Launched the IP Financing Scheme (See page 100)

2017 ▶ Launched the Makara Innovation Fund (See page 100)

2018-2019 ▶ Our subsidiary rolled out 15 IPM Business Guides and 27 Case Study Videos to enable enterprises to better understand the power of their IP and intangible assets for commercial success



2019 ▶ Launched a complimentary risk diagnostic tool, Illuminate for Enterprise™, that would deliver an IP health check in under three minutes, enhancing enterprises’ responsiveness to marketplace changes



▶ **Merger of the three subsidiaries with the official launch of our new IPOS International — the expertise and enterprise engagement arm of IPOS — with a vision of empowering enterprises to tap on their intangible assets**

IPOS and IPOS International partnered other public agencies to develop a series of technology scans on topics of high interest or innovation potential such as Human and Machine Collaboration, Autonomous Vehicle, and Cloud Security. Tapping on our patent analytics capability, the publicly available technology scans provide important access to the trends and analysis of the different innovation areas to help in making informed R&D decisions.

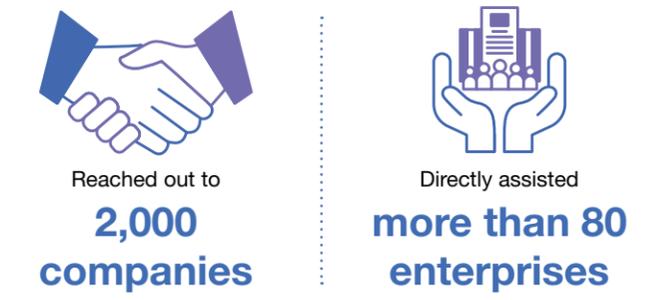
IPM FOR SMES PROGRAMME

In FY 2011 alone, IPOS assisted companies to take their business to greater heights.

A total of **IPM projects valued at close to \$5 million** were expected to generate:



In the first year of its formation, the new IPOS International:



IPOS International regularly trains businesses on how to convert their ideas into assets.



From Regulator to Innovator

Transformation | In line with the vision of a vibrant innovation-driven economy of the future, we have systematically transformed from a national IP office and regulator to a dynamic innovation agency of consequence.

Over the years, we have redefined our corporate vision and mission, and transformed both our workplace and our people. Each of these changes reflects a significant milestone in our transformation journey.

| Transforming and innovating as one IPOS.



TRANSFORMATION OF OUR VISION AND MISSION

2001 TO 2011	2012 TO 2015	2016 TO 2018	2019
VISION			
To foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited.	An IP Hub of Asia	A global partner for an intellectual property-driven economy.	A Singapore where innovative enterprises use intangible assets to grow
MISSION			
To provide the infrastructure, platform and environment for the greater creation, protection and exploitation of intellectual property.	To provide the infrastructure, build expertise and grow the ecosystem in support of the greater creation, protection and exploitation of IP.	We foster innovation and creativity by building a vibrant and robust IP-enabled ecosystem for Singapore's future growth.	We use our IP expertise and networks to drive Singapore's future growth.
CORPORATE SLOGAN			
Lighting up Your Creativity (changed in 2011) Fostering Creativity. Bridging Innovation.	Fostering Creativity. Bridging Innovation. Corporate Purpose: A trusted partner to empower creators of our knowledge economy.	Ideas Today. Assets Tomorrow.	Ideas Today. Assets Tomorrow.

The latest Vision, Mission and Corporate Slogan encapsulate IPOS' ongoing transformation into an innovation agency. This transformation involves IPOS working with partners in the public and private sectors to help enterprises grow through IP and innovation strategies, developing skills and expertise in these areas, and building an innovation ecosystem where today's ideas become tomorrow's assets.

TRANSFORMING OUR WORKPLACE

To meet our renewed goals and aspirations, our workplace underwent both physical and non-physical transformations, from renovating our office and restructuring our departments, to reshaping how we work, learn and play as a family. The Knowledge & Workspace Department (KWD) was formed to oversee the reorganisation of our physical and virtual workplaces, and ensure our evolving knowledge base is aligned with our organisational goals. Several of our departments and subsidiaries were revamped and new ones emerged to meet the demands of the changing IP landscape.

From the circular Imagination Room at the old office, where imagination could take flight, to our current collaborative spaces, we constantly encourage teamwork and innovation among IPOSians.



| A conducive workplace and culture encourage IPOSians to come up with innovative ideas.



MAKING THE MOVE

In July 2019, we moved to our new premises in Paya Lebar Quarter. IPOSians were involved every step of the way in building our new home. A strong sense of the “As One IPOS” spirit was keenly felt as everyone pitched in with their contributions. The new office certainly presents a fresh and conducive environment, transforming the way we work and collaborate!



EMBRACING THE DIGITAL WORKPLACE

Our digital move was warmly welcomed as the IPOS family adopted the “Digital Workplace @ Facebook” initiative, embracing novel means of interaction. Moving away from the traditional means of calling and emailing, we tapped on our Facebook work accounts to contact, connect and collaborate with each other. For clocking the highest online activity, we bagged the Workplace Transformation Award for Best Leadership Engagement within an Agency in 2017.

IPOS places a premium on training and development of all our staff, investing in regular upskilling courses as well as longer-term courses like the Specialist Certificate in Intangible Asset Management Programme and the MIPIM Programme for eligible officers. We also provide leadership courses to support officers involved in IPOS’ transformation. These courses have helped our staff to become more confident in leading teams and in taking on higher and more challenging roles.

IPOS engages our people in our transformation journey by creating opportunities for them to contribute ideas for our office relocation or other milestones. Pictured here is Mr Nae Win Aung, winner of an in-house logo design contest held as part of IPOS’ 20th Anniversary celebrations. His logo was selected as the winning design from a total of 13 entries.



IPOS believes in investing in our people by sponsoring them for various courses including the Master and Specialist Certificate programmes. Some of our people have graduated with flying colours and done us proud!

CELEBRATING OUR IPOS AWARD WINNERS



MIPIM 2019
Leck Kwong Joo
IPOS Award (Silver)



MIPIM 2020
Fu Zhikang
IPOS Award (Silver)
Nae Win Aung
IPOS Award (Bronze)



Specialist Certificate 2019
Liu Yu
3rd Best Academic Performance



Specialist Certificate 2020
See Tho Sok Yee
Top of Cohort
Samuel Chong
2nd Best Academic Performance
Andrea Chiu
3rd Best Academic Performance



The team behind the launch of IPOS’ Digital Workplace @ Facebook.

TRANSFORMING OUR PEOPLE

At IPOS, people are our most important asset. This focus on our people has been part of our core values since the outset. We believe that making IPOS a great place to work at and grow enables our people to reach their fullest potential.

Over the years, we have invested in upgrading our staff to take on roles beyond manual processes, in anticipation of the effects of digitalisation.

In the past five years, 25% of the support officers have been promoted to take on more and higher roles. Moreover, 20% of our staff have undergone job rotations, secondment or overseas postings for career development. A team of 100 mostly PhD-qualified patent examiners in the S&E Unit has also been assembled to further support our move to be an innovation agency.

IPOS: WHERE OPPORTUNITIES TO TRANSFORM ABOUND

New Competency Framework

aligned with market practice that incorporates IPOS' Core, Functional and Leadership Competency Model



Sponsorships for **IP Accreditation Programme** Specialist Certificate in Intangible Asset Management Programme, Graduate Diploma or Master of IP and Innovation Management Programmes*

* IPOS sponsored 33% of our staff population in these programmes to deepen IP expertise.

Professional Schemes and Frameworks

that allow Legal Counsels, Patent Examiners, Trade Mark Examiners and IP Strategists to build deep expertise



Building a Collaborative Environment

through working across departments/clusters such as cross-functional teams and workstreams



Mandatory IP Knowledge Test (IPKT)

to assess applied IP knowledge



Leadership Programmes

such as Harvard's/Wharton's Advanced Management Programme, Civil Service College's government leadership programmes and internal change leadership programme with personal coaching to support IPOS' transformation journey



I was in the I-SWING 2009 committee (I-SWING stood for IPOS Staff Welfare and Innovation Group). I recall we organised five festive celebrations, Family Day and DnD. It was crazy, but we had lots of fun and made great friendships that has stayed with me. Kudos to the generations of committees, including the current IPOS Freshie committee (made up of new employees). You have brought us closer together as a family and make IPOS a great place to work and belong!"

Ms Huang Qinyi
Senior Assistant Director, Human Capital Department

The Freshie Committee distributing gifts to bring festive cheer to IPOSians during Christmas 2020.



Beyond developing our people's skills, we believe in developing them holistically: IPOS won the Singapore Health Award - Gold in 2005; we offer access to exercise equipment in the office, annual health screenings, monthly fruits and time-off on Wednesday afternoons to keep fit. Our people-focus value also extends to organisational activities that help the larger community. We had received various awards over the years in recognition of our efforts to help the disadvantaged. We also continue to give back to society; IPOS' SG Cares Organising Committee coordinates staff initiatives such as outings to soup kitchens and book donations. We believe these help to transform our people and workplace for the better.

Bicycles assembled by IPOSians were presented to four charities that care for children in Singapore.



Proceeds from a series of lunchtime yoga classes were donated to a children's charity. The initiative also facilitated transfer of knowledge among colleagues, as the classes were taught by one of our senior patent examiners.



What drives innovation?

It's not fairy tale magic that turns a spark of imagination into practical reality. It requires a certain mindset, shared by people with the right attitudes and values, and a passion to reimagine what's possible.

These are the very elements that have spurred our own transformation process as we help others to make their ideas happen.

We are

**INCULCATING
INNOVATION**



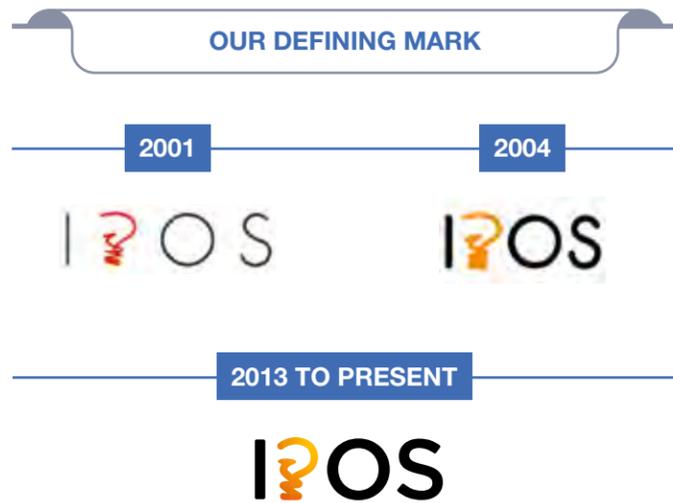
INCULCATING INNOVATION

Reimagining Possibilities

IPOS as an Innovation Agency

We strive to engender innovation as a mainstay of the future economy, locally and globally.

Our IPOS logo symbolises our aims and aspirations. With an orange light bulb icon in lieu of the letter P, it evokes the spirit of ideas, creativity and innovation that we want to champion. Over the past 20 years, our IPOS light bulb logo has undergone some tweaks.



“Our vision is to make the future better, by helping to identify, foster, and translate the great ideas into products and services that shape our world. We want to build a Singapore where innovative enterprises use intangible assets to grow.”

Mrs Rena Lee
Chief Executive of IPOS



OUR ROLE IN THE INNOVATION ARENA

The Committee on the Future Economy (CFE) report has provided a vision of our future economy centred around innovation and internationalisation. To realise and execute our CFE vision, IPOS has evolved beyond our regulatory functions to become an innovation agency. We will continue taking steps to help IP-rich companies from anywhere in the world use Singapore as a base to commercialise their intangible assets (IA) into products and services, scale up and internationalise. Working closely with our partners, we will build Singapore’s innovation ecosystem and connect our country to other global innovation centres to make our CFE vision a reality.

As an Innovation Agency, IPOS leverages its deep expertise and extensive networks to create a dynamic ecosystem where locals will use their intellectual property rights (IPRs) to expand beyond Singapore’s shores, and foreigners will use Singapore as a gateway to commercialise their IPRs to access key markets in Asia and beyond. This is part of our “from Singapore” and “through Singapore” strategy. We have contributed to the different communities in the innovation landscape, using our expertise in IP, IP management (IPM) and technology foresighting (or patent analytics).

GENERATING INSIGHTS THROUGH ANALYSIS

Our Patent Analytics Team clinched the ExCEL Innovation Project Award at the Public Sector Transformation (PST) Awards 2018 for utilising patent analytics to partner with public agencies in creating new insights and making better research and development (R&D) decisions. We work with the National Research Foundation (NRF) and partner agencies across the four Research, Innovation and Enterprise domains to solve their organisational challenges, identify worldwide trends, spot areas of opportunity, and support Singapore’s R&D capability. Further details of the tech scans can be found on page 87.

JOINING HANDS IN THE COMMUNITY

We seek to bring communities together in promotion of innovation collaborations. We established strategic partnerships with deep tech incubators such as SGInnovate, to amplify enterprise growth and success in the innovation ecosystem. SGInnovate was established in November 2016 to help ambitious and capable people to build deep tech products born of science research. As a founding partner of SGInnovate, we stationed our IPM consultants at the agency to supplement insights and advice for aspiring entrepreneurs, while connecting our business partners, service providers and investors to the SGInnovate community.



The Patent Analytics team has produced tech scans and other reports that provide insights into innovation areas, and the Southeast Asian region. Some examples are shown here.





In 2016, IPOS and the Singapore Business Federation inked a new Memorandum of Understanding to drive enterprise growth through IP and innovation.

THE RESEARCH, INNOVATION AND ENTERPRISE (RIE) ECOSYSTEM

In the RIE community, IPOS has played the role of an expert resource agency to strengthen the capabilities of enterprises for innovation and up-scaling. An active member in several RIE committees, IPOS has been supporting the use of innovation and IP as catalysts for Singapore's economic growth. Through close collaborations with the Prime Minister's Office, NRF, the Agency for Science, Technology and Research (A*STAR), the Ministry of Finance and other agencies, we helped to develop the National IP Protocol and updated the Master Research Collaboration Agreement (MRCA). Together with NRF, IPOS co-chairs the IP Working Group, set up in August 2017 to guide the implementation of the National IP Protocol, which aims to make it easier and faster for public agencies to work with enterprises to commercialise the IP from publicly-funded R&D projects.

THE COMMUNITY OF PRACTICE (COP) FOR BETTER IPM

On 26 April 2017, we reinvigorated the COP in response to the CFE's call for better IP management by public agencies. The COP now holds triannual sessions for agencies to exchange views on innovation practices, IPM and the commercialisation, licensing and valuation of Government IP, and has also facilitated the implementation of the National IP Protocol. Due to the focus on COVID-19, the 2020 edition of the COP, which was conducted virtually for the first time, was thrown open to members of the public, bringing in the largest number of participants thus far.

The Permanent Secretary for Law, Mr Ng How Yue, sharing with Singapore agencies about managing Government IP to achieve better economic outcomes from our R&D at the COP on IPM on 26 April 2017.



“
When I was with NRF, I had the opportunity to experience our vibrant innovation ecosystem first hand, whether from a national perspective, or on the ground interacting with startups. IP would always be part of the conversation, and it truly brought to life how IP fits into and supports the entire innovation cycle.”

Mr Fu Zhikang
(standing, extreme left, with NRF colleagues) on his secondment to NRF and how it helped him to understand how IP could serve the larger RIE landscape



SMART NATION AND DIGITAL GOVERNMENT COMMUNITY

Unveiled in November 2019, the National Artificial Intelligence (AI) Strategy is a key step in Singapore's Smart Nation journey. IPOS is proud to be a contributing partner to the strategy as well as to building the AI ecosystem. Our subsidiary IPOS International provides customised solutions and programmes for AI companies to leverage their IA for growth. IPOS has also introduced the Accelerated Initiative for Artificial Intelligence (AI²) — the world's fastest patent-acceleration programme for AI, with patents granted within six months.

IPOS produced this IP and Artificial Intelligence Information Note to help the Innovation Ecosystem.



The IPOS Revolution

Innovating to Help Innovators

Through our innovative efforts, we demonstrate an agile nature and the ability to adapt to the global landscape to help enterprises succeed.

IPOS is not a typical IP office; we pride ourselves as an innovation agency that is passionate about ideas which transform the world. IPOSians are imbued with an innovative mindset to continually help innovators and enterprises protect and deploy their IP and IA, amidst a sea of old and new challenges, such as the challenges of digital transformation, disruptions caused by Industry 4.0 and most recently, the unprecedented scale of the COVID-19 pandemic.

A large part of what we do at IPOS is constantly innovating to help innovators. Our focus is business success for innovative enterprises; we enable businesses to realise the potential of their IA by commercialising and growing the value of these assets through IPM and innovation strategies. An IP office for the future, we are building the innovation ecosystem for Singapore's future economy, where today's ideas become tomorrow's assets.

IP FINANCING SCHEME — TURNING CREATIVITY INTO GOLD

In April 2014, IPOS launched the IP Financing Scheme (IPFS) to help IA-rich Singapore companies raise finances by using their IP as loan collaterals, and familiarise Singapore's financial industry with the idea that IA could be collateralised. This was a pilot scheme through which the Government partially underwrote the IP-backed loans issued by the Participating Financial Institutions (PFIs).

The pilot was extended till 31 March 2018. Since its inception, a number of home-grown companies had enjoyed the benefits of the scheme, including Masai International Pte Ltd, NSP Tech Pte Ltd and GlobalRoam Pte Ltd. These companies represented a range of industries from footwear, medical devices to telecommunications.

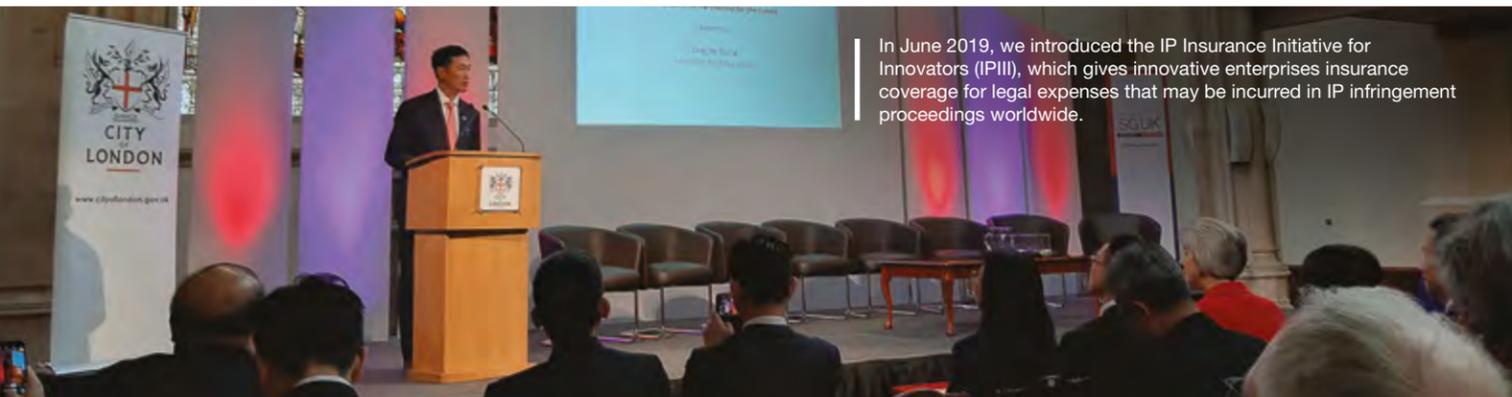
MAKARA INNOVATION FUND (MIF) — FROM SINGAPORE, THROUGH SINGAPORE

To position Singapore as an IP hub for local and international growth meant we had to anchor the country as a destination where ideas would be translated into assets and revenue. To do so, we entered a strategic alliance with local private equity firm Makara Capital through IP ValueLab, resulting in the launch of the \$1 billion MIF in April 2017. IP ValueLab would also collaborate with EverEdge Global Ltd, an international IPM consultancy firm, to reach out to more than 150 local innovative enterprises over the next three years, to provide intensive and customised assistance on IP strategy, management and commercialisation, and help them in their long-term growth and expansion plans.

“We are honoured to be the first company in Singapore to have successfully obtained the IP financing to unlock the value of our intellectual property. With the financing, we will continue to invest and strengthen our global IP portfolios and brand marketing, as well as continue our research and development efforts in new technologies and products development.”

Mr Andy Chaw
 Founder and Group Chief Executive Officer, Masai Group International

In June 2019, we introduced the IP Insurance Initiative for Innovators (IPIII), which gives innovative enterprises insurance coverage for legal expenses that may be incurred in IP infringement proceedings worldwide.



SG IP FAST TRACK (SG IP FAST)

Launched in September 2020, SG IP FAST is a pilot acceleration programme (September 2020 to April 2022). It builds on the SG Patent Fast Track and extends beyond patents to also accelerate, upon request, the registration for related trade marks and registered designs applications. Enterprises can secure IP protection in Singapore much faster than before at no added fees, and leverage that to grow their business with confidence. Under SG IP FAST, patents applications can be granted within six months, straightforward trade marks applications can be registered as quickly as within three months, and registered designs applications can be registered as quickly as within a month.

EARLIER ACCELERATION PROGRAMMES

FinTech Fast Track (FTFT) initiative

The nation's strong technological capabilities naturally paved the way for Singapore to become a top-ranked FinTech hub. Launched on World IP Day 2018, the FTFT initiative accelerated the patent application-to-grant process for FinTech inventions to as quickly as six months compared to at least two years for regular applications.

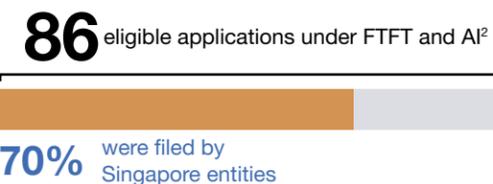
Accelerated Initiative for Artificial Intelligence (AI²)

A 2017 report by the Infocomm Media Development Authority found that over 180,000 AI-related inventions were published worldwide from 2008 to 2017, with an annual growth rate of more than 20% in the preceding five years. In our move to support the drive towards AI in Singapore and globally, we launched AI² on World IP Day 2019. This initiative accelerated grants of AI-related patent applications to just six months, which was the fastest in the world, compared to a typical period of at least two years or more. AI² strongly complemented Singapore's shift to a digital economy, supporting innovative enterprises in bringing their AI products to global markets at a faster rate.

SG Patent Fast Track

In replacement of FTFT and AI², SG Patent Fast Track was launched on 4 May 2020. It provided acceleration for patent applications in all technology fields. With just six months from application to grant, the technology-neutral programme was the world's fastest application-to-grant process of its kind. It reflected the important role that IP offices play in supporting innovators and their solutions to address global developments in sustainable development, and particularly in current times, that of public healthcare. The programme benefited technologies with social or healthcare impacts, and emerging technologies with a short product lifecycle.

ACCELERATION IN NUMBERS



Figures as at May 2020 when FTFT and AI² were replaced by SG Patent Fast Track.

“ASEAN is seeing tremendous growth in FinTech. As one of the world's leading FinTech hubs, Singapore is well-poised to tap on these opportunities. We are seeing government agencies like MAS and IPOS working in tandem with local and regional FinTech associations to encourage enterprises and start-ups to innovate and scale-up.”

Mr Varun Mittal
 Co-founder of the ASEAN FinTech Network, 2019

The first accelerated patent under the AI² was granted to the Alibaba Group Holding Limited in just three months, a world record time for application to grant.



IPOS Go

Innovating often requires keeping up with the latest in technology and catering to the convenience of users. As such, in August 2019, we revolutionised trade marks (TM) filing with IPOS Go, the world's first mobile app for TM filing with an AI-powered image search technology. IPOS Go is already gaining traction, with more than 6,000 downloads and more than 1,000 applications as of 31 July 2021. We are enhancing the app to make it even more attractive, to allow single-search results for similar business names, TMs, domain names and social media account names. This is another example of our dedication to innovate to help innovators.

INTANGIBLE DISCLOSURE EVALUATION AND AUDIT SCHEME (IDEAS)

Company financial reports tend to slant towards traditional, physical assets. To help IA-rich companies become more competitive and successful in the new economy, IPOS and the Singapore Exchange (SGX) launched the IDEAS pilot programme in February 2020. Geared exclusively towards SGX-listed companies and companies preparing for a listing, the Government-supported programme aimed to promote a more robust IA disclosure environment, which would help investors better appreciate the value of IA, support companies in capital raising and help enterprises monetise their IA and IP. The pilot was successfully completed over a one-year period and the findings will help us in our next step to develop an IA disclosure framework under the Singapore IP Strategy 2030.

COVID-19 MEASURES

In 2020, the COVID-19 pandemic seemingly brought the world to a standstill. Numerous businesses across all industries were affected on a global scale, including IP offices. We sprang into action to minimise disruption to our services. While our e-services remained fully available, some businesses and applicants faced difficulties with electronic filing. We introduced an alternative filing mode via FormSG on 5 June 2020 to facilitate the transition between manual and online filing through a simplified and more convenient application process.

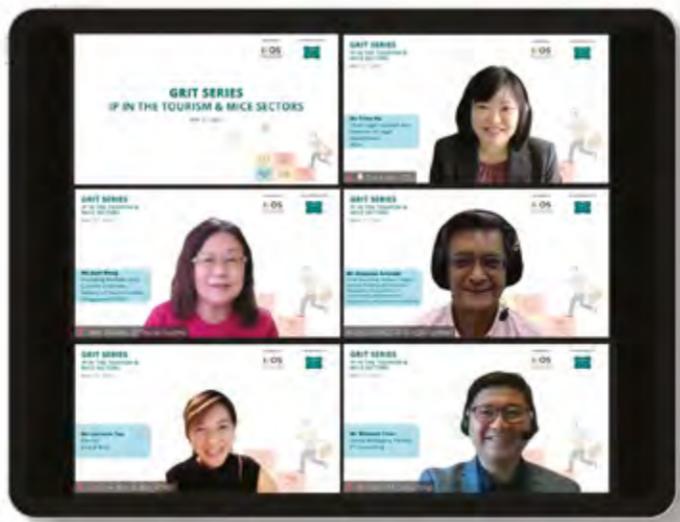
Further, we rose to the occasion and were able to launch IP hearings, IP Week @ SG and COP on IPM all in virtual formats in 2020 — with IP Week @ SG and COP programmes even focusing on COVID-19-related issues to better serve the communities. Many significant and invaluable innovations had sprouted in the wake of the pandemic, and we launched the first Innovation for Humanity Awards in recognition of seven such innovations by Singapore companies. Alongside the awards, complimentary webinars by IPOS and our subsidiary IPOS International were made available to address IP/IA issues that arose from the pandemic — from the role of IP regimes in enabling the development, production and distribution of a vaccine, to leveraging IP/IA for growing new business revenue streams during this crisis.

IPOS, together with the Ministry of Culture, Community and Youth, the Ministry of Trade and Industry, the National Arts Council, the Singapore Tourism Board, Enterprise Singapore, the Infocomm Media Development Authority and Sport Singapore, launched the Growing with Resilience through InTangibles (GRIT) initiative in August 2020 to support communities and businesses with their IA and IP needs in the COVID-19 environment and beyond. We work alongside communities and businesses to raise awareness of IA and IP. GRIT also helps communities and businesses to access Government support schemes and grants.

In August 2020, IPOS and the Singapore Business Federation (SBF) officially announced the Workforce for IP-Savvy Enterprises (WISE) initiative to help companies emerge stronger from the global crisis. Built upon the Skills Framework for IP, this pilot programme would aid Singapore companies in identifying new business opportunities and acquiring new capabilities through IP. Some of the areas companies would get help in include:

-  HR capabilities to **hire, nurture and optimise IP talents in their companies**
-  Business development capabilities through **online IP courses to build IP capabilities to capture new business opportunities**
-  Complimentary **consultation sessions** with IP professionals
-  Complimentary access to **SBF's Future Economy Conference and Exhibition & IPOS' IP Week @ SG**

The GRIT Series — IP in the Tourism and MICE Sectors webinar was held in May 2021. Panellists included IP experts from IPOS and representatives from associations in the tourism and MICE (Meetings, Incentives, Conferences and Exhibitions) industries.



GEARING UP FOR INDUSTRY 4.0

According to a 2018 report by McKinsey & Company, Industry 4.0 was expected to deliver between US\$1.2 trillion to US\$3.7 trillion in gains globally, and US\$216 billion to US\$627 billion for ASEAN. On 27 August 2019, Singapore, alongside eight other ASEAN IP Offices, was pleased to do its part to support Industry 4.0 growth in ASEAN with the launch of two new features under the ASEAN Patent Examination Co-operation (ASPEC) Programme.

A two-year regional initiative, ASPEC Acceleration for Industry 4.0 Infrastructure and Manufacturing (ASPEC-AIM) prioritises patent applications in Industry 4.0 technologies such as FinTech, cybersecurity and robotics. With ASPEC-AIM, businesses and innovators are assured of a shortened six-month turnaround time for first office action for Industry 4.0 inventions, as compared to the usual longer turnaround time, which varies depending on several factors.

A three-year pilot initiative, PCT-ASPEC broadens the use of ASPEC to rely on Patent Cooperation Treaty (PCT) reports issued from an ASEAN International Searching Authority (ISA) and International Preliminary Examining Authority (IPEA).

As we geared up for an IA/IP-centric economy, it was important to nurture our youth to equip themselves with IP knowledge before they entered the workforce. The Future Leaders in INnovation Transformation (FLINT) programme was launched by IPOS in August 2019, to increase awareness and promote the utilisation of IP by young innovators and entrepreneurial students in institutions of higher learning. The programme employs interactive workshops and practical case studies faced by real businesses to engage youths.

Nurturing the next generation of leaders in IP: IPOS staff engaging youth in the FLINT programme.



Making Waves

IPOS Through Different Lenses

Snippets of what others have said about Singapore's IP regime over the years, taken from IPOS' press releases and publications.

“The Plant Varieties Protection.... also helps to strengthen our belief that Singapore, with its strong IP regime, can and will play an increasingly important role in helping to address global food security challenges.”

Mr Peter Chia
Chief Executive Officer of Temasek Life Sciences Laboratory, 2019

“Businesses can now operate in Cambodia with greater confidence that their innovations will be protected through the patent examination services provided by IPOS. This brings us a step closer towards IP harmonisation in ASEAN, as the region advances towards being a single IP bloc.”

H.E. Dr Cham Prasidh
Senior Minister, Minister for Industry and Handicraft, Cambodia, 2016



“Singapore is an influential voice on issues of intellectual property in the ASEAN region. Support from IP leaders is invaluable in developing robust global frameworks across the ASEAN region.”

Baroness Neville-Rolfe
Minister for Intellectual Property, UK, 2015

“The basic conditions are definitely there and the Government has done a very good job over the last couple of years to develop a robust IP regime here. Good IP protection is certainly a condition for starting R&D activities in a country. So yes, Singapore is well positioned to become an IP hub.”

Mr Jan De Visser
General Manager, IP & Standards, Philips Electronics Singapore, 2005

“Singapore plays a pivotal role as it facilitates our entry into markets of our interest rapidly. We applaud the efficiency and speed of the Singapore's IP office, and look forward to filing more patent applications in Singapore.”

Mr Benjamin Bai
Vice President and Chief IP Counsel, Ant Financial (an affiliate of the Alibaba Group), 2019

“Like IPOS, I too celebrate 20 years as I started my IP career also in April 2001. I have seen the transformation of IPOS, and how the various initiatives over the years laid the strong foundations for the IPOS of today.

To me, IPOS is a Visionary IP office with a Heart. Visionary in having the foresight to implement initiatives in support of the future economy. Heart for engaging practitioners and industry, and always lending a helping hand.

I think we have made great strides to be a global IP hub. It is a journey and I am sure IPOS will propel us to greater heights as an innovative country.”

Mr Daniel Poh
Partner, Marks & Clerk, 2021

“IPOS has a host of highly capable and linguistically competent examiners who are skilled at retrieving research and patent literatures published in English and Chinese. Korean applicants choosing IPOS as their ISA will be able to enjoy quality services of IPOS.”

Mr Park Wonjoo
Commissioner, Korean Intellectual Property Office, 2020

“Singapore is a dynamic and fast-growing market. With its efficient and reliable services, IPOS has established itself as an important partner for European companies that are targeting Singapore.”

Mr Benoît Battistelli
President, European Patent Office, 2014



Transforming our ideas into products.



The Joy of Innovation

Our People, Our Passion

Along with Integrity, Professionalism, Teamwork and People Focus, the spirit of innovation lies at the heart of all we do. For every IPOSian, innovation is our way of life. Whether at work or at play, we spare no efforts to keep our innovative spirit alive!



A shared connection.



Teams that work together, innovate together.





Embracing

a culture of fun and
creativity.





Celebrating our diversity as one.



An enthusiasm for learning.



Healthy bodies, sharper minds.



Looking Forward

Future and Beyond | With 20 years behind us, IPOS is now focused on the journey ahead. We are excited to be charting our Future With IP.

As we turn the page on a new chapter of our transformation story, the spotlight is shining bright on IA and IP as pervasive, key drivers of the global economy. Since the IP Hub Master Plan in 2013 and its subsequent Update in 2017, Singapore has made good progress in building an IP ecosystem that supports innovation activities and is well-connected to global markets. The global economy has also evolved significantly. Not only have IA and IP increased in prominence as drivers of economic growth, the continued upward growth trajectory of Asia (and Southeast Asia in particular) is leading to greater innovation capacity and increased trade and collaboration across the region.

SIPS 2030 was launched at the World IP Day 2021 event on 26 April 2021. The event included a SIPS 2030 panel discussion (right) and a press conference chaired by (below, left to right) Minister for Culture, Community and Youth and Second Minister for Law Mr Edwin Tong; Minister in the Prime Minister's Office and Second Minister for Finance and National Development Ms Indraneel Rajah; and IPOS Chief Executive Mrs Rena Lee.



“**IA/IP financing is a long-term strategic initiative that will support our goal of being a global IP and financial hub. By helping enterprises unlock financing through IA/IP and developing a credible and trusted valuation ecosystem, Singapore can be a vibrant marketplace for IA/IP financing transactions.**”

Ms Indraneel Rajah
Minister in the Prime Minister's Office,
Second Minister for Finance and Second Minister for National Development

A NATIONAL STRATEGY

To build on our firm foundations as a legal, financial and modern services centre and leverage IA/IP to fuel the next bound of value creation and growth, the Singapore Government launched the Singapore IP Strategy (SIPS) 2030 on 26 April 2021. SIPS 2030 is a national strategy to further the development of Singapore as a global IA/IP hub over the next decade and maintain our top-ranked IA/IP regime. To meet these two objectives, three interlinked thrusts have been identified: strengthen Singapore's position as a global hub for IA/IP, attract and grow innovative enterprises using IA/IP, and develop good jobs and valuable skills in IA/IP.

Work on SIPS 2030 has already begun, with the setting up of an inter-ministry Implementation Committee, bringing together multiple Government agencies and their crucial experience. IPOS will take steps in collaboration with Ministries and agencies representing the research and innovation, finance, trade, law and manpower domains.

SIPS 2030 will contribute to Singapore's position as a global-Asia node of technology, innovation and enterprise, and support our wider research, innovation and enterprise objectives.

Our key pillars of work have been strategically aligned with SIPS 2030, ensuring that IPOS moves in tandem with the shared vision for Singapore. We expect the complexity of our work to increase alongside the volume of our collaboration, but we know that the rewards we reap will be greater. And so, our transformation story continues.

Download SIPS 2030 Report here.



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The Singapore IP Strategy 2030 is a whole-of-government effort to enable us to seize the opportunities and emerge stronger. It will help enterprises make better use of the IA and IP they produce, and position Singapore to capture the value from the increased use of such assets. The increased activities will also create more good jobs in Singapore.”

Mr Edwin Tong
Minister for Culture, Community and Youth and Second Minister for Law



Acknowledgments

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