



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

ASEAN TMview, the common online trademark information platform of the ASEAN Member States aimed at making ASEAN trademark data widely available and easily accessible to all interested stakeholders

Q2: CASE STORY ABSTRACT

ASEAN TMview is the online trademark information platform of the ASEAN Member States, developed with the support of ECAP III and aimed at making ASEAN trademark data widely available and easily accessible to all interested stakeholders. It can be accessed at asean-tmview.org or through the ASEAN IP Portal (aseanip.org).

This information tool provides access to more than 2.2 million trademark applications and registrations having effects in the participating ASEAN countries, currently Brunei Darussalam, Cambodia, Lao PDR, Indonesia, Malaysia, Philippines, Singapore and Thailand.

ASEAN TMview provides companies a reliable, efficient and cost-saving tool to make trademark searches and increase their chances of success in obtaining trademark protection at both, national and international levels. ASEAN TMview functions as a source of business intelligence as well as a pre-clearance tool, allowing users to see what is available on the market and giving valuable information about trademarks in the ASEAN region.

Q3: LONG DESCRIPTION OF THE CASE STORY

The EU-ASEAN Project on the Protection of Intellectual Property Rights (ECAP III), approved by the European Union and the ASEAN Secretariat in 2009, entered its second phase in 2012, following a realignment of the project content with the ASEAN IPR Action Plan 2011-2015. The EU Office for Harmonization in the Internal Market (OHIM) was entrusted with the implementation of ECAP III Phase II.

The overall objective of ECAP III Phase II is “to further integrate ASEAN countries into the global economy and world trading system to promote economic growth and reduce poverty in the region”. The specific objective is “to support ASEAN regional integration and further upgrade and harmonize the systems for IP creation, protection, administration and enforcement in the ASEAN region, in line with international IP standards and with the ASEAN IPR Action Plan 2011-2015”.

The project is structured in four main components. Component III comprises activities aimed at improving the capacity of the productive sector in the ASEAN region, especially small and medium sized enterprises (SMEs), to create, protect and manage their own brands by using IP as a tool for development, in line with Strategic Goal 3 of the ASEAN IPR Action Plan 2011-2015.

This project component reflects the fundamental need to accelerate the pace and scope of IP asset creation and commercialization within ASEAN and to enhance the awareness of the productive sector on the opportunities offered by IP protection and brand development. In particular, these activities contribute to increase the competitiveness of the productive sector in the ASEAN region by unaradina its capacity to create.

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protect and manage their own brand-related IP assets (in particular, trademarks, industrial designs and geographical indications). In this context and in order to achieve this result, tools are being developed to make relevant information available to the business community.

In relation to ASEAN TMview, the project structured the activity implementation in four phases, namely (1) expert missions to interested IP Offices in the ASEAN region to provide expertise and assistance during the first stage of the database development, (2) technical development of ASEAN TMview, (3) launch of the tool making it widely available to the public on the web, (4) maintenance and optimisation of the tool together with knowledge transfer related activities.

1. Expert missions to the interested IP Offices (eight in total) were undertaken between June and November 2013. During the course of these technical missions, information was gathered concerning current IT infrastructure of each Office. The information compiled served as a base for the feasibility study that OHIM experts performed during and after the meetings in order to develop the trademark information tool.

2. As a Proof of Concept (PoC) for the tool, a prototype of the ASEAN TMview was developed by OHIM experts and an action plan for future data integration was defined.

3. The ASEAN TMview online search tool was officially launched and made publicly available through the ECAP III website, the ASEAN IP Portal and the webpages of several participating national IP Offices in August 2014. The participating offices at the time of launch were Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, Singapore and Thailand. It is expected that in due course information from Myanmar and Vietnam will be also available through the tool.

4. The project will continue providing support to the ASEAN countries concerning the optimisation and maintenance of the tool during the rest of the project duration, when it is provisioned that the tool will be handed over. In 2015, the project will organise knowledge transfer sessions with IT experts from the different ASEAN IP Offices.

ASEAN TMview is the trademark information tool developed with the support of ECAP III. Some main benefits of this tool to the productive sector include:

- First-hand information to users as it comes directly from the national IP offices, without intermediary.
- Time saving as the user only checks once and from a common platform all applications and registrations having effects in all participating offices of the ASEAN region.
- Free of charge key information to companies that would reduce their operation costs while supporting sound business decisions.
- Increased market transparency concerning trademark rights protected and/or applied for within the ASEAN region.
- Provide the means for an easier and most efficient management of IPRs by the business community.
- Enforcement support as a source of information that supports decision-makers (judges, customs...) in case of conflict between parties and anti-counterfeit actions.

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Some of the main functionalities of ASEAN TMview are:

- Gateway to the ASEAN trademark data: ASEAN TMview offers free of charge online public access to information on more than 2.2 million trademark applications and registrations having effects in the participating ASEAN countries (currently Brunei Darussalam, Cambodia, Lao PDR, Indonesia, Malaysia, Philippines, Singapore and Thailand).
- Multilingual platform: The user interface is currently available in English, Bahasa Indonesia, Khmer, Lao and Thai.
- Smart navigation: the tool offers advanced search options and a configurable user interface with tabs that allows the user to open several trademark searches simultaneously. The convenience of this tool and its advanced capabilities make ASEAN TMview an essential reference for IP professionals, market researchers and end-users in general.
- All relevant trademark information: the tool offers data on trademark office, reference number, trademark type, graphic representation, legal status, list of goods and services, class codes, etc.
- Export options: users have a choice of three formats (PDF, XLS and XML) to download their search results.
- 24/7 availability: ASEAN TMview is available to carry out searches 24 hours a day, 7 days a week.

Q4: Please add here web links to project/programme materials.

asean-tmview.org

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Q5: YOUR CONTACT DETAILS

Name:	ESTHER GIMENEZ
Ministry/Institution/Organization:	Office for Harmonization in the Internal Market (OHIM)
Country:	SPAIN
Email Address:	Maria.gimenez@ext.oami.europa.eu

Q6: FUNCTION

Public sector

Q7: FUNDING PARTNER Tick the appropriate box(es)

Bilateral donor

Q8: Additional information

EUROPEAN COMMISSION

Q9: START DATE OF PROJECT/PROGRAMME

1 DECEMBER 2012

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Q10: STATUS OF PROJECT/PROGRAMME	<i>Respondent skipped this question</i>
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	1-3 years
Q12: COST OF PROJECT/PROGRAMME	Between US\$50,000 - US\$200,000
Q13: Additional information	<i>Respondent skipped this question</i>
Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	Grant

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Q15: PROJECT/PROGRAMME TYPE	Regional
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	<i>Respondent skipped this question</i>
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Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)	Other (please specify) ASEAN
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Q18: MULTI-COUNTRY(Enter all countries or customs territories)	<i>Respondent skipped this question</i>
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Q19: CASE STORY FOCUS Tick the appropriate box(es)	REDUCING TRADE COSTS FOR MERCHANDISE GOODS , REDUCING TRADE COSTS FOR SERVICES, Other (please specify) ASEAN TMview provides companies a reliable, efficient and cost-saving tool to make trademark searches and increase their chances of success in obtaining trademark protection at both, national and international levels. ASEAN TMview functions as a source of business intelligence as well as a pre-clearance tool, allowing users to see what is available on the market and giving valuable information about trademarks in the ASEAN region.
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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)	Very successful
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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Officials trained, New or updated electronic single window, New quality assurance procedures or processes, New trade finance scheme
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Q22: Additional information(maximum 300 words)

- First-hand information to users as it comes directly from the national IP offices, without intermediary.
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- Free of charge key information to companies that would reduce their operation costs while supporting sound business decisions.
- Increased market transparency concerning trademark rights protected and/or applied for within the ASEAN region.
- Provide the means for an easier and most efficient management of IPRs by the business community.
- Enforcement support as a source of information that supports decision-makers (judges, customs...) in case of conflict between parties and anti-counterfeit actions.

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Reduction in informal payments,
Increase in merchandise imports,
Increase in merchandise exports,
New company registrations,
Increase in service exports,
Increase in service imports

Q24: Additional information(maximum 300 words)

Respondent skipped this question

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in domestic investment,
Increase in foreign investment,
Increase in employment,
Export market diversification,
Import market diversification

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Q26: Additional information(maximum 300 words)

Respondent skipped this question

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Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of alignment with national priorities ,
Importance of attention to long-term sustainability

Q28: Additional information(maximum 300 words)

Respondent skipped this question

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

M&E framework used, Project baselines set,
Ex post evaluation,
Joint ex post evaluation conducted with partner ,
Impact assessment