

myip bulletin

October 2015
Issue 02 / 2015



An agency under
Ministry of Domestic Trade,
Co-operatives and Consumerism (MDTCC)



“Customer Service
is the **New** Marketing”

Francais & Usahawan

1AES 2015: IP CONNECT
IP Monetisation Road Map





SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

**Pembaharuan
Akta
Syarikat**

MyCoID
Malaysia Corporate Identity
Perkhidmatan Pemerbadanan
Syarikat Atas Talian Dan
Nombor Identiti Korporat
Tunggal

CBID
CORPORATE & BUSINESS
INFORMATION DATA
Pembelian Maklumat Korporat
Dan Perniagaan Mengikut
Keperluan Pelanggan

MyLLP
LIMITED LIABILITY PARTNERSHIP
Bentuk Perniagaan Baharu
Perkongsian Liabiliti Terhad

**1 HARI
JAM**
Pemerbadanan Syarikat
Pendaftaran Perniagaan

Perkhidmatan e-Info SSM
e-Info
SSM e-Info Services
Perkhidmatan Atas Talian
Bagi Pembekalan Maklumat
Korporat Dan Perniagaan

EzBiz Kiosk
Pembaharuan
Pendaftaran
Perniagaan

PERKHIDMATAN e-LODGE MENT SSM
e-Lodgement
SSM e-LODGE MENT SERVICES
Perkhidmatan Serah
Simpan Dokumen
Berkonun Secara
Atas Talian

XBRL
eXtensible Business Reporting Language
Sistem Pelaporan
Kewangan
Korporat

**Akta Baharu
Skim
Kepentingan**



EDITORIAL TEAM

CONTENTS

OCT 2015

Advisor

YBrs. Puan Shamsiah Kamaruddin

Editors-in-Chief

Mohd. Shahar Osman
Abd. Aziz Ismail

Managing Editor

Siti Eaisah Mohamad

Editor

Noor Mohamad Hazman Hamid

MyIP Bulletin Team

Aidil Fadzila Hasbullah

Azami Ab Rahman

Chan Wey Lion

Dinie Najwa Bero

Fadzli Jaafar

Intan Adila Badrul Hisham

Khairul Zaman Mustafa Kamal

Meriam Nur Ahmad Hanbali

Mohd Effendi Md. Noor

“CUSTOMER SERVICE IS THE NEW MARKETING”	1
FRANCAIS & USAHAWAN	6
1AES 2015: IP CONNECT	8
IP MONETISATION ROAD MAP	11
IP SUMMER CAMP 2015	13
PEMENANG ANUGERAH HARTA INTELEK NEGARA 2015 (AHIN 2015)	15
IP NEWS-IN-BRIEF	30

Every effort has been taken to ensure the accuracy of the information contained in the MyIP Bulletin. Thus, neither the publisher, editors nor their employees can be held liable for any errors, inaccuracies, and/or omission caused. We shall not be held liable for any actions taken based on the view expressed, or information provided within this publication. Views expressed by the authors do not necessarily reflect the publisher, editors or their employees' opinion. This publication may not, in whole or in part be copied, reproduced or translated without prior permission.

MyIPO welcomes any original and unpublished contributions which are of interest to IP expert, IP agent, academicians, corporate and professional bodies. Manuscripts should be submitted in English or Malay language, ranging from 1,500 to 2,500 words and to be submitted in softcopy.

For enquiries
Tel : +603-2299 8964 / 8962
Fax : +603-2299 8989
e-mail : ipbulletin@myipo.gov.my

Editor's Note

Dear readers,

The biggest growth moment for any entrepreneur/business owner is the understanding that some things are more important than others when it comes to expanding your business. This is where franchising comes into play. According to International Franchise Association, a franchise is the “agreement or license between two legally independent parties which give a person or group of people (franchisee) the right to market a product or service using the trademark or trade name of another business (franchisor)”.

How can we become a great brand? How can we make this brand sustainable? Does franchising provide an excellent opportunity for rapid expansion? Ask yourself these simple questions throughout the day and week, and they will help keep your business on track. A compact article on “Français & Usahawan” introduces the concept of franchising and some of the points to note when managing a business franchise.

One of the key factors in propelling your business to success is customer service. It speaks for the business before, during and after a purchase, and without it, a business owner just might as well not open up shop at all, so to speak. The article “Customer Service is the New Marketing” delves into this matter in further details.

A write-up on “1AES 2015: IP Connect” is also presented in this issue. 1AES is an initiative by the Malaysian government to assist entrepreneurs across the region to share ideas and best practices as well as to develop partnerships. The write-up also outlines the IP Connect, a programme that is targeted towards individuals that work with intellectual property in their businesses. A brief infosheet on “IP Monetisation Roadmap”, beneficial to explore how to utilise IP in your business followed by the 1AES write-up. An article on IP Summer Camp 2015 is also presented in this issue. This programme is organised to in still the interest of school students in IP, because we all know that to inculcate a culture and understanding of IP, it is best to start from a young age. This issue also features an impressive congratulatory list of the award winners for Anugerah Harta Intelek 2015 that was recently held in September 2015. The award winners span across multiple categories: high schools, research institutes and universities, as well as business organisations, proving that IP is indeed an interesting and rewarding aspect of any learning and business matter.

We hope that you will enjoy this issue as much as we have enjoyed putting it together.

Until the next issue, Happy Reading!

MyIP Bulletin Editor



“ CUSTOMER SERVICE IS THE NEW MARKETING ”

Dr. Suhaimi Sulaiman Head of PNS Academy

For this article I would like to address an important industry buzzword that has led many large companies today to spend billions to manage their public image and customer relationship. Why customer service is so important? In today's competitive markets, customer service determines the winners and losers. Customer service is intrinsic to every successful business. Customer service is becoming a lot more than an industry buzzword as many companies treat their customers poorly and start to lose customer right and left.

It's truly appropriate that we need to tagline a simplicity of thought “Customer Service is the New Marketing” that creates the lifeline and heartbeat of every business success whether multinational, corporate companies, small and medium or franchise companies.

Therefore this article looks at why great customer service is important to operating a successful business. To begin, let's look at the fundamental concept of what customer service is all about.

“A man without a smiling face must not open a shop”

Chinese proverb

What is customer service ?

Customer service is the provision of services to customer before, during and after purchase. Customer service is a series of activities designed to enhance the level of customer satisfaction that is the feeling that a product or services has met the customer expectation.

The importance of customer service may vary by product or service, industry and customer.

To relate the above statement on the importance of customer service and its needfulness, this quote may refresh the imperativeness of the subject matter, “The customer is always right” is a famous

business slogan. The underlying truth behind this statement is recognizing that customers are the lifeblood of any business.

Understanding the importance of good customer service is essential for a healthy business in creating new customers, keeping loyal customers and developing referrals for future customers.

We often hear companies saying that good customer service is very important for them but in real actions do not seem to support that statement. Customer service is a crucial element of business success. Every contact your customers has with your business is an opportunity for you to improve your reputation with them and increase the likelihood of further sales.

Bad Customer Service: The Single Most Important Reason Why Customers Leave

The truth is the customer relationship is wrought with a plethora of encounters both good and bad. But everyone always hopes for the best. Unfortunately, this is not the case. Recent studies shows that customers leave for a myriad of reasons. But the single most important reason why customers leave is poor customer service or experience.

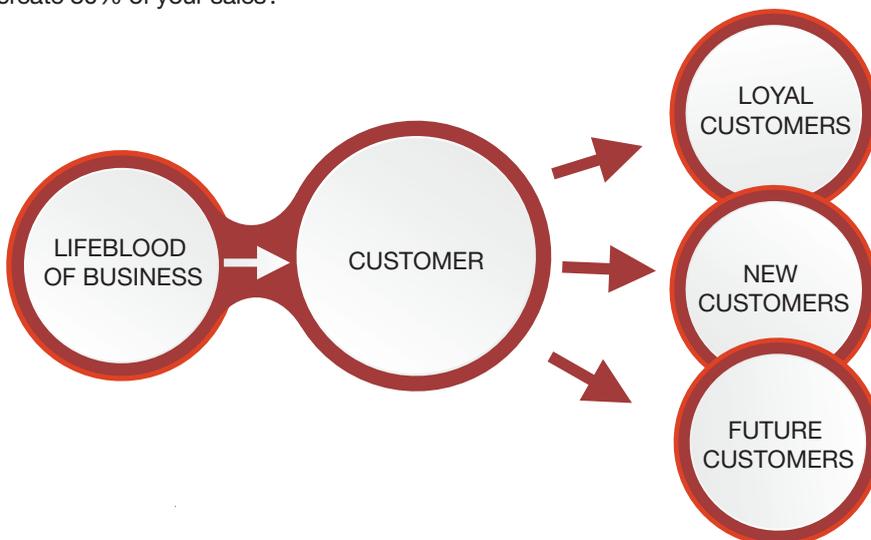
Why is good Customer Service important?

- ◆ Did you know that 20% of our existing customer base will create 80% of your sales?

- ◆ Many business only concentrate on getting new customers which cannot sustain them in the long run.
- ◆ It can cost up to 6 times as much to acquire a new customer than it is to keep an existing one. But most companies spend more time acquiring new customers than working with their current customer base.
- ◆ Companies lose about 20% of their customer base annually through neglect. For an established company, customer retention is a must.
- ◆ 70% of shoppers have stopped buying goods or services from a company after experiencing poor customer service.
- ◆ 64% would stop doing business with an organisation after a poor customer experience.
- ◆ 91% would buy from a competing company.
- ◆ 81% are willing to pay more for a better customer experience.

All the above statistics released by Orales in their 2012 cx index report and Dr Adept 2012 clearly indicated why good customer service is important to the successful operation of business and its competitiveness in the industry.

Therefore as the market for goods and services saturates, commoditisation eliminates price as a differential and as the customers become more



sophisticated, how do companies compete for new business and retain existing ones.

They must differentiate themselves by innovating, offering great customer service and by providing exceptional customer experience. Customer experience covers all phases of a customer's lifestyle, from awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy. Great customer experience cannot only cultivate loyalty for your products it can also develop your most loyal customers into strong advocates for your brand. Failure to do so will result in losing the following strength and weaknesses staying in business.

RETURN BUSINESS

The next time our customer is in need of a solution that matches our products and services, we want our company to be the one that came to mind

MORE BUSINESS

More than just customer retention deeper penetration with in our existing customer's organization is a powerful motivation to provide excellent customer service

NEW BUSINESS

The reputation of our customer service, combined with excellent product and/or service creates new customer opportunities

Technology and innovations can be excellent attractors for customers. The pace of technology continues to accelerate becoming available more quickly across industries. We need other elements that differentiate us from competition. Excellent customer service can make the difference.

It is All About Managing the Customer Relationship

Customer satisfaction is dependent on the ability of the company to meet and even exceed customer expectations. Every customer expects a certain approach. When customer expectations are met or exceeded, customers will perceive service quality as high, whereas when expectations are not met, customers will perceive service quality low (see figure below).

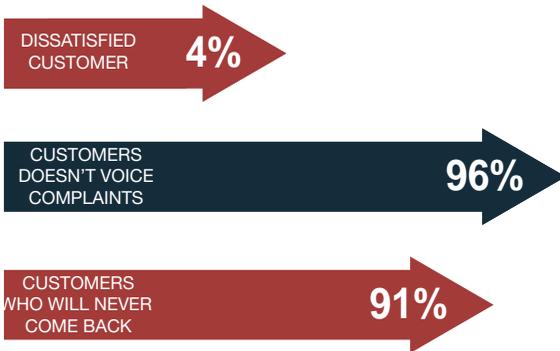
Therefore the customers and their needs must always come first. Customers must be serviced correctly and consistently to achieve customer satisfaction and in turn their retention and loyalty. The key to doing this is by understanding customer needs as well as their preferences and being able to meet them.



“Ask your customers to be part of the solution, and don’t view them as part of the problem”

Allan Weiss

- ◆ 83% of small and medium sized businesses responded with inaccurate or incomplete answers.
- ◆ 78% of customers have bailed on a transaction or made an intended purchase because of poor service experience.
(Source: American survey express, 2011)
- ◆ A typical business hears from 4% of its dissatisfied customers.



(Source: Understanding Customer by Rudy Newell Legner)

- ◆ On average, local customers are worth up to 10 times as much as their purchase.
(source: white house office-customer office)
- ◆ It takes 12 positives experiences to make up for one unsolved negative experiences.



- ◆ News of bad customer service reaches more than twice as many ears as praise for a good service experience.
(Source: white house office of customeraffair)

- ◆ It is 6-7 times more expensive to acquire a new customer than it is to keep a current one.



- ◆ Losing even a single customer can be very costly. It's critical for companies to turn a complaint into a positive for the customer and for the company moving forward.
- ◆ 70% of buying experiences are based on how the customer feels they are being treated.
- ◆ 91% of unhappy customers will not willingly do business with you again.
- ◆ Resolve a complaint in the customer's favour and they will do business with you again 70% of the time.
- ◆ Most cringe worthy phrases customers don't want to hear:

“We’re unable to answer your question. Please call xxx xxxx to speak to a representative from xxx team.”

“We’re sorry, but we’re experiencing unusually heavy call volumes. You can hold or try back at another time.”

“Your call is important to us. Please continue to hold.”

- ◆ Top two reasons for customer loss
 1. Customers feel poorly treated
 2. Failure to solve a problem in a timely manner

In Conclusion: The Customer Service Landscape is Changing



Customers expect to be able to reach a real person in your company be it via website, social media or the phone. Being responsive to those requests is critical.

The customer service landscape is getting more competitive, demanding and crucial to the survival of any business. In a tough economy, improving your customer services can be the key to survival.

Illustrations and quotes that I have indicated in this article in reality describe the scenario of customer service and its impact on failure when companies compromise the importance of customer service and must do strategy for the existence, development and sustainability of their company business in the midst of global competition. In conclusion, this article provides the following simple steps but effective way to enhance customer service quality at your company.

1. Learn to listen to your customers first.
2. Look at all complaints about your service as an opportunity to improve. Aim to resolve any complaints quickly and efficiently.

3. Establish an environment where great service is recognised and rewarded and poor service is challenged and rectified.
4. Have weekly staff meetings where good service elements are discussed.
5. Ensure that your staff feel they are an important part of your success.
6. Lead by example. Show respect for every person at every level in your company.
7. Do things regularly to improve the workplace. Little things get noticed and mean a lot. Happy staff = happy customers.
8. Give your staff a reason to come to work with a big smile on their face and a great attitude.

IP FACTS & FIGURES

The National Franchise Development Master Plan (PIPFN) 2012-2016 sets out challenging goals and strategies, which includes to contribute 4.3% of GDP by 2016 and subsequently 9.4% of GDP by 2020.

Source: franchisemeets

Francais & Usahawan

Oleh: Persatuan Francais Malaysia (MFA)

Francais adalah satu kaedah pemasaran yang berasaskan pemberian hak dan tanggungjawab bagi menjalankan sesuatu perniagaan menggunakan tanda nama atau tanda niaga, sistem, lokasi atau kawasan dan jangkamasa yang ditentukan.

Bagi francaisor, ia diklasifikasikan sebagai empunya tanda dagangan, nama jenama, produk dan bisnes keseluruhan. Mereka juga menjadi penyedia kepada perkhidmatan sokongan dan bantuan logistik, produk, latihan, pemasaran serta pengiklanan kepada francaisi.

Komponen kedua adalah francaisi yang membawa maksud pengguna kepada cap dagang, jenama, produk dan bisnes yang ditawarkan oleh Francaisor. Francaisi akan bertanggungjawab kepada francaisor berasaskan garisan panduan dan perakuan yang tertulis didalam perjanjian Francais.

Dalam sistem francais ini, terdapat tiga kategori francaisi iaitu :

- (1) Francaisi
Unit iaitu pemegang francais untuk satu outlet sahaja. Sebagai contoh, seorang francaisi hanya diberi hak untuk membuka 1 outlet sahaja dan untuk membuka outlet yang seterusnya francaisi tersebut perlu menandatangani kontrak Francais untuk unit yang baru.
- (2) Francaisi Pembangunan Kawasan “Area Developer” atau Multi Unit yang membawa maksud pemegang francais mempunyai hak untuk membuka lebih daripada satu unit dalam masa dan kawasan tertentu. Contohnya francaisi diberi hak untuk membuka 20 unit dalam tempoh 5 tahun di kawasan yang telah ditentukan.
- (3) Francaisi Induk (*Master Franchisee*) sahaja yang mempunyai hak untuk menawarkan sub francais kepada para francaisi dan mempunyai skop pegangan kawasan yang lebih luas.

Terdapat pelbagai kelebihan sistem perniagaan ini, antaranya memberi peluang kepada francaisi untuk mengendalikan sistem perniagaan yang telah terbukti berjaya walaupun francaisi tidak mempunyai pengalaman untuk mengendali perniagaan francais berpandukan garis panduan yang disediakan. Malah, perniagaan francais memberi francaisi pelbagai bantuan dalam perniagaan seperti pemilihan lokasi, pembinaan dan reka bentuk, kewangan, latihan dan pembukaan outlet.



Antara lain, terdapat juga kekurangan dalam perniagaan francais ini di mana francais bukanlah bebas sepenuhnya kerana mereka perlu menjalankan perniagaan berpandukan prosedur dan garis panduan yang termaktub di dalam perjanjian francais. Namun, segelintir melihat perjanjian itu adalah penghalang untuk menjadi francais.

Selain itu, francais perlu juga memberi komitmen lain seperti membayar yuran latihan, pengiklanan dan pengurusan, manakala bagi francaisor perlu berkongsi rahsia kejayaan dengan francais.

Satu lagi elemen yang akan dikongsikan dengan pengguna adalah perbezaan Perniagaan Konvensional dan Perniagaan Francais.

Bagi perniagaan konvensional, ia perlu menguji produk dan pelan pemasaran, selain mereka mempunyai kuasa mutlak dalam menentukan hala tuju perniagaan.

Selain itu, jenis perniagaan ini memerlukan sistem latihan dan sokongan serta manual operasi, malah perlu membina identiti perniagaan sendiri. Namun, bagi perniagaan francais ia ternyata lebih holistik kerana sistem bisnes ini sudah diuji dan terbukti berjaya.

Justeru, francais hanya perlu menjalankan perniagaan berpandukan manual dan perjanjian francais, malah perniagaan francais menggunakan “*economy of scale*” dan francais hanya membayar harga yang murah untuk pelbagai perkara kerana francaisor membelinya secara pukal. Lebih menarik, francais tidak perlu membina identiti perniagaan kerana sistem francais dibangunkan dan terbukti sudah berjaya.

Di dalam ruangan ini juga, MFA akan menjelaskan perbezaan konsep “Usahawan & Usahawan Francais” atau “*Entrepreneur & Franchisepreneur*”.

Perbezaan konsep Usahawan ialah mereka perlu memperkenalkan perkhidmatan atau barang keluaran baharu; memperkenalkan kaedah pengeluaran baharu; meneroka pasaran baharu; mencari dan meneroka sumber bahan mentah baharu; menyusun semula industri yang diceburinya; bersikap proaktif; inovatif, cenderung untuk mengambil risiko dalam peluang perniagaan; serta usahawan juga perlu bersedia

menghadapi risiko, berkeyakinan pada diri sendiri dan mampu mencari dan merebut peluang.

Bagi Usahawan Francais pula, mereka mempercayai dan memahami konsep perniagaan francais; mempunyai daya saing yang tinggi terhadap kerjasama dengan francaisor; berkongsi idea baharu dengan harapan untuk meningkatkan keupayaannya dan francaisor; melakukan aktiviti promosi dengan aktif di kawasan outletnya; serta bersedia untuk berbelanja besar bagi mengendalikan perniagaan yang terbukti berjaya.

Untuk maklumat lanjut, boleh layari laman web www.mfa.org.my serta jangan lepaskan peluang untuk kunjungi Franchise International Malaysia (FIM2016) bertempat di PWTC pada 6-8 Mei 2016 dari 10 pagi sehingga 6 petang.

IP FACTS & FIGURES

Red Lion Hotels Corporation (RLHC) acquired the intellectual property assets and all hotel franchise license agreements of GuestHouse International, L.L.C in April 2015.

The acquisition expanded the company's national presence. The transaction will more than double the RLHC brand portfolio from 57 to 130 hotels in 30 states.

Source : marketwatch



FUTURISING ASEAN ENTREPRENEURS

1 ASEAN Entrepreneurship Summit (1AES) has been initiated by Malaysian Government in order to boost up ASEAN economies. The objective is to bring together stakeholders and entrepreneurs throughout the ecosystem across ASEAN to share ideas, best practices, develop solutions and partnerships that benefit our region. IP Connect is one of the core programmes under 1AES.

Intellectual Property Corporation of Malaysia (MyIPO) is the responsible agency for IP Connect programme, an initiative under the 1AES which consists of three programmes; IP Talk, IP Clinic and IP Filing.

IP TALK



IP Talk sessions are made available to raise awareness on the importance of Intellectual Property (IP) rights for societal and economic wellbeing. It covers basic issues relating to the creation of IP, protection and registration of IP rights as well as more advance topic on IP strategy and how to monetise IP in unlocking its commercial value for wealth creation.

This talk is targeted for individuals who generates and produces works or creations which can be classified as IP, as well as entrepreneurs, businesses especially SMEs,

IP TALK

Open to all interested entrepreneurs and companies

IP CLINIC

One-to-one session for those with specific IP & legal queries

IP FILING

Only for qualified entrepreneurs and companies for filing of TM, ID and copyrights

researchers, students involving in the creation and exploitation of IP rights. Persons with limited or not much basic knowledge of IP will benefit most from attending this talk as the contents will be focused on the fundamentals of IP and how to protect and register IP.

Participants will be able to get reliable and up-to-date information relating to the various aspects of IP rights. They will get an insight of the latest development and trends of how IP is impacting their business. The IP Talk will be delivered by qualified and experienced speakers coming from IP community or practitioner. Depending on the topic and focus, there can be up to three speakers covering different aspects of IP as well

as addressing different IP industries. The speakers can be an IP lawyer, IP consultant or IP owner from the industry. Registration for the IP Talk is open and made free of charge to the general public, based on a 1st come 1st serve basis.

IP CLINIC



IP Clinic is named as such to reflect the consultative nature of this programme, whereby participants are able to obtain accurate and relevant IP information based on their specific needs and circumstances. This particular format allows for an impactful engagement on IP issues whereby participants are able to receive definite answers. The IP Clinics are held in tandem with the IP Talk awareness sessions.

Individuals, businesses, entrepreneurs, students, researchers and generally those involved in the creation and exploitation of IP rights will benefit greatly from this clinic.

The clinic is conducted as a one-to-one session with duration of 30 minutes each slot. There will be multiple slots available conducted by IP expert or IP consultant to provide the consultation for those interested to take part in this session. The clinic is conducted by qualified IP consultants or IP lawyers who are well-versed in various aspects of IP including IP laws, registration and protection as well as IP strategy.

Registrations of these sessions are based on availability and prior appointment. This means that those interested to attend will have to contact MyIPO and indicate the preferred time slot for the consultation. Participants are then advised to be punctual for the allotted slot to avoid forfeiting the booked slot.

IP FILING



IP Filing is the third programme of the IP Connect designed to provide financial assistance to eligible and qualified entrepreneurs and SMEs. This could defray part of the cost in filing and registering their IP with MyIPO – Special IP Filing Fund.

Depending on the type of IP being filed and registered and subjected to specific terms and conditions, the filing fees (both official fees and consultancy fees) of the IP filed with MyIPO will be defrayed. Other fees which include any objection, registration for both official fees and those relating to IP agent and IP consultancy firms shall not be covered under this incentive and would have to be borne by the IP owner.

Subject to specific terms and conditions, SMEs and entrepreneurs whoever provide sufficient information and documentation to support their applications as to the importance and contribution of a particular IP to their business or venture will be considered for this incentive. This incentive will only cover the fees for the filing of trade marks and industrial designs as well as the notification for copyrights.

IP FACTS & FIGURES

The Japanese organisation, Franchise Meets, had concluded in its recent Asia Report that Malaysia had Asia's - and probably the world's - most franchise-friendly government.

Source : thestar

IP Filing Fund Process Flow

1

IP Connect 1 AES - IP TALK

- ◆ Applicant must attend IP Connect 1 AES - IP TALK.

2

Submit Application

- ◆ Applicant submits application to officers in charge for screening.

3

Notification

- ◆ Successful applicant will be notified by e-mail.
- ◆ Applicant will be invited to attend IP Clinic.

4

IP Clinic / IP Advisory

- ◆ A pre-arranged one-on-one 30 minute session with an IP consultant where applicants are able to seek views / raise queries on various IP matters.
- ◆ The IP consultant will assist the applicant with the IP filing.

5

Verification

- ◆ Applicant submits a complete documentation to officers in charge for verification.
- ◆ If all the requirements are complied with applicant will be given the IP Filing Fund Voucher.

6

Submit IP Filing Application

- ◆ Application must submit the IP application at registration counter along with the voucher provided.

7

Submit Gazette Fee (For trade mark only)

- ◆ If the applicant has received the letter of acceptance for the trade mark application, he / she can request for the Gazette Voucher from the Officer-in-charge.
- ◆ The applicant must submit the voucher at the registration counter for the payment of the gazette fee.

IP Monetisation Road Map

Definition of IP: Intellectual Property such as copyrights, patents, trade and marks and industrial designs are assets to a person or to an organisation and they require investments of resources such as money, time and talent to create and develop. These assets are intangible in nature but yet have value and therefore can be transacted.

Definition of Monetisation of IP Assets: Monetisation means to create financial value and returns through mechanisms such as licensing the IP rights to other parties, securitising the royalty income or future revenue of the IP rights to raise financing, using the IP as collateral to secure loans and funding and to sell or trade the rights of the IP assets in general for profit.

1.What is the IP Monetisation Roadmap all about?

This Roadmap is developed by building on the previous and current initiatives which have started since 2013 with the mandate given to the Intellectual Property Corporation of Malaysia (MyIPO) to spearhead and take the lead as the custodian of IP rights in Malaysia in fostering a conducive and vibrant IP ecosystem to enable greater commercialisation and monetisation of IP assets. It identifies the key role players and stakeholders who will form the main contributors to the roadmap aspirations and initiatives and chart the necessary steps to be taken from 2015 to 2020 as the next phase of journey in pursuing the national IP agenda .

2.How did the IP Monetisation Roadmap come about?

Through a series of consultation and collaboration with the relevant stakeholders and role players such as government agencies and ministries, financial institutions, regulators and industry representatives in the IP ecosystem, this IP Monetisation Roadmap is developed. The IP Monetisation Roadmap essentially seeks to address the hopes, wishes, core issues and concerns that have been raised by various stakeholders on how to improve and accelerate IP monetisation activities and success rate in Malaysia. This roadmap builds upon the previous and current activities undertaken by the government in the areas of IP Valuation, IP Financing and IP Marketplace since 2013.

3.Why does Malaysia need the IP Monetisation Roadmap?

Commercialisation and monetisation of IP are crucial to the equation and the success of the overall thrust of positioning Malaysia as knowledge and innovation based economy through the Government's Economic Transformation Programme as the commercial and financial returns, as well as diffusion and transfer of knowledge are reflected as the returns on investments (ROI) for the resources and funds spent in implementing the transformation programmes.

Various international reports and studies have shown evidence that IP and other intangibles play a crucial role in determining the economic health and strength of a country by impacting the GDP of the country, increasing employment opportunities and raising income as well as enhancing the value of firms. It is in line with the national aspiration of the country to become a high income nation by 2020.

4. Who is involved in the IP Monetisation Roadmap?

The key stakeholders of the IP monetisation agenda involves both a synergistic partnership of both the public and private sectors, namely legislators, government agencies, financial institutions, investors as well as businesses.

5. When will the IP Monetisation Roadmap take place?

The IP Monetisation Roadmap consists of recommendations to be acted upon from the period of 2016-2020, which is also in line with Malaysia being the lead of the ASEAN Working Group on Intellectual Property (AWGIPC).

6. What are the expected outcomes or impacts of the IP Monetisation Roadmap to Malaysia?

- ◆ Create new jobs and develop capabilities in the IP industry.
- ◆ Drive entrepreneurship.
- ◆ Boost performance and growth of SMEs through IP monetisation.
- ◆ New source of wealth and income for the country, as well as increase GDP and GNI.
- ◆ Creating new opportunities building intellectual capital to generate financial wealth for companies.
- ◆ Enhance IP strategy and management capabilities of IP in companies.

IP SUMMER CAMP 2015

oleh: Bahagian Komunikasi Korporat, MyIPO

Seramai 200 pelajar Sekolah Berasrama Penuh dari Zon Selatan iaitu Negeri Sembilan, Melaka dan Johor Bahru telah dipilih untuk mengikuti Program IP Summer Camp 2015 anjuran Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) melalui Perbadanan Harta Intelek Malaysia (MyIPO) dengan kerjasama bersepadu Bahagian Pengurusan Sekolah Asrama Penuh dan Sekolah Kecemerlangan serta Kementerian Pendidikan Malaysia.

Program ini bermula dari 18 September sehingga 20 September 2015 dan telah diadakan di Sekolah Menengah Sains Tuanku Jaafar, Kuala Pilah, Negeri Sembilan. Program ini merupakan program kali ketiga selepas Sekolah Menengah Seri Puteri, Cyberjaya, Selangor pada tahun 2013 dan Sekolah Menengah Sultan Abdul Halim, Jitra, Kedah pada tahun 2014. Ia telah disempurnakan oleh YB Dato' Haji Abdul Manan bin Ismail, Pengerusi MyIPO.

Program ini memberi tumpuan kepada pelajar sekolah menengah sebagai usaha mendidik mereka untuk mengenali, memahami dan menghormati harta intelek dengan pendekatan *fun learning* iaitu pembelajaran secara santai. Ia juga sebagai program meningkatkan kefahaman mengenai harta intelek di kalangan pelajar bagi membudayakan harta intelek dalam kehidupan mereka.

Beberapa modul baharu telah diperkenalkan dalam program pada tahun ini. Ia diubahsuai dengan mengambil kira analisis terhadap Program IP Summer Camp tahun sebelumnya. Antara modul baharu tersebut adalah *IP Registration* yang memberi pendedahan berkenaan pemfailan harta intelek, *IP Walk* mengajar strategi pengkomersilan harta intelek serta *IP Valuation & IP Monetisation*. Modul *IP Valuation & IP Monetisation* memerlukan pelajar membuat penilaian harta intelek dan pembentangan bagaimana mendapatkan pembiayaan dalam menjadikan harta intelek mereka sebagai cagar.

Keberhasilan pembelajaran melalui aktiviti-aktiviti yang diadakan telah dinilai melalui beberapa aspek iaitu kefahaman, kreativiti, disiplin dan kerjasama. Beberapa kategori telah dipertandingkan iaitu Hadiah Emas, Perak dan Gangsa Harta Intelek, Peserta Kreatif dan Inovatif serta Peserta Terbaik Lelaki dan Perempuan.

Selain itu, MyIPO turut mengadakan program bersama guru pengiring. Ia berperanan sebagai platform perbincangan mengenai harta intelek antara MyIPO dan pihak guru. Dengan medium seperti ini, MyIPO berharap maklumat mengenai harta intelek dapat disebarkan dengan lebih meluas di kalangan guru-guru. Dalam perbincangan tersebut juga, beberapa cadangan baharu telah diketengahkan bagi menambah baik modul program IP Summer Camp yang akan datang.

Selain itu, MyIPO turut mengadakan program bersama guru pengiring. Ia berperanan sebagai platform perbincangan mengenai harta intelek antara MyIPO dan pihak guru. Dengan medium seperti ini, MyIPO berharap maklumat mengenai harta intelek dapat disebarkan dengan lebih meluas di kalangan guru-guru. Dalam perbincangan tersebut juga, beberapa

cadangan baharu telah diketengahkan bagi menambah baik modul program IP Summer Camp yang akan datang.

MyIPO percaya guru berperanan sebagai pencetus dan pendukung utama inovasi di sekolah yang mampu menjana inovasi pelajar. MyIPO berharap ramai lagi pelajar-pelajar yang berinovasi dan kreatif akan lahir seperti di pertandingan Anugerah Harta Intelekt Negara 2015 di mana sekumpulan pelajar Kolej Vokasional (Pertanian) Teluk Intan telah berjaya mencipta Rawatan Organik Untuk Kegunaan Pertanian dan telah memenangi Anugerah Emas bagi Kategori Perekacipta Muda Harta Intelekt.

Melalui program ini juga, MyIPO turut memanfaatkan penggunaan media sosial seperti Facebook, Twitter dan Youtube sebagai landasan komunikasi yang lebih interaktif dalam menyampaikan maklumat dan memberi maklum balas berkenaan harta intelek. Dalam ruangan ini, pelajar-pelajar digalakkan untuk terus berhubung dengan MyIPO bagi mengikuti perkembangan harta intelek dan aktiviti-aktiviti yang akan diadakan sepanjang masa.

MyIPO berharap untuk menjadikan Program IP Summer Camp sebagai aktiviti tahunan bagi sekolah dan dapat memperbanyak lagi program ini pada masa hadapan. Aspirasi ini adalah bertepatan dengan usaha Kerajaan untuk membentuk budaya baharu yang mengutamakan inovasi dan penciptaan di kalangan generasi muda kita.





TAHNIAH KEPADA PARA PEMENANG ANUGERAH HARTA INTELEK NEGARA 2015



FINALIS

KATEGORI PEREKACIPTA MUDA HARTA INTELEK



PEMENANG EMAS



Kolej Vokasional
(Pertanian)
Teluk Intan, Perak



Perekacipta:

- i. Noor Syafiqah Diana Mohamad Ghazali
- ii. Muhammad Hazeiq Hishamuddin
- iii. Nur Hashimah Rozali

CATTAPA – Rawatan Oganik untuk Kegunaan Pertanian

Produk Cattapa ini merupakan produk berasaskan bahan semulajadi iaitu daun Temanilia cattapa atau lebih dikenali sebagai daun ketapang.

Produk ini dapat dimanfaatkan sebagai rawatan pertanian dalam pelbagai kegunaan dan memajukan industri pertanian negara



Hadiah

RM 6,000

Piala AHIN

Piala WIPO

Baucer pemfailan Paten RM1,390

Sijil Penghargaan Pemenang

PEMENANG PERAK



SM Teknik
Kuala Lumpur



Perekacipta:

- i. Muhammad Khatami Burhanuddin
- ii. Muhammad Amirul Quzaimi Zainal Abidin
- iii. Ahmad Arif Zahrin Md. Tajuddin
- iv. Muhammad Nurhazim Haridan

OKU – D (Orang Kurang Upaya – Detector)

Rekacipta ini adalah alat pengesan orang kurang upaya dengan menggunakan kad pengenalan diri mereka. Alat pengesan ini dipasang di parker yang disediakan khas di bangunan membeli-belah dan kawasan perumahan.

Alat pengesan ini dilengkapi dengan bunyi siren yang akan berbunyi sekiranya kad OKU tidak imbas pada alat tersebut.



Hadiah

RM 4,000
Piala AHIN

Baucer pemfailan Paten RM1,390
Sijil Penghargaan Pemenang

PEMENANG GANGSA



SMK Tengku
Intan Zaharah
Dungun, Terengganu



Perekacipta:

- i. Wan Mohd Amnan Wan Aminuddin
- ii. Imran Muhammad Zaki
- iii. Fathul Aiman Fahmi
- iv. Nur Izzah Atira Zainudin
- v. Nursyahirah Zulkifli

THERMONATOR – Penghasilan elektrik daripada haba

Rekacipta ini adalah alat yang boleh menjana haba bagi menghasilkan tenaga elektrik dalam bentuk yang mudah dibawa dan digunakan pada bila-bila masa.



Hadiah

RM 3,000
Piala AHIN

Baucer pemfailan Paten RM1,390
Sijil Penghargaan Pemenang

FINALIS

KATEGORI PEREKACIPTA HARTA INTELEK



PEMENANG EMAS



Kolej
Komuniti Jelebu
Negeri Sembilan



Perekacipta:

- i. Muhammad Izwan Hafiz Noor Asbak
- ii. Muhammad Azri Rosli
- iii. Nurin Dahliah Arih

JIG

Peralatan yang dicipta dan digunakan bersama mesin router mudah alih yang diubahsuai untuk menghasilkan tanggam bajang.

Hasilnya tanggam yang kemas dan kuat serta tanpa penglibatan perekat kerana kaedah pembuatannya yang sangat teliti, cepat, pantas dan tepat.



Hadiah

RM 7,000

Piala AHIN

Baucer pemfailan Paten RM1,390

Sijil Penghargaan Pemenang

PEMENANG PERAK

ADTEC
Batu Pahat

Pusat Latihan
Teknologi Tinggi
Batu Pahat, Johor



Perekacipta:

- i. Wan Mohammad Hazrul Wan Hussin
- ii. Muhammad Amin Shahidi
- iii. Zulkarnaen Salleh

Bar Spindle

Rekacipta ini direka bagi tujuan dekorasi pada geriji, buaian atau perabot berasaskan logam.

Ia mengatasi masalah pembuatan memintal kepingan logam menggunakan apit G dan ragam meja yang menggunakan tenaga yang kuat.



Hadiah

RM 5,000
Piala AHIN

Baucer pemfailan Paten RM1,390
Sijil Penghargaan Pemenang

PEMENANG GANGSA



Politeknik Tuanku
Sultanah Bahiyah
Kulim, Kedah



Perekacipta:

- i. Sheikh Mohamad Naim Shikh Shatir
- ii. Muhammad Ilman Elhami Marzuki
- iii. Nur Imanina Bakhtiar

The Development and Application of Solar Energy System to Collect Floating Debris

Alat bantuan inovasi mengutip sampah terapung di kawasan berair seperti kolam, tasik, sungai, laut dan empangan air. Kelebihan alat ini mampu mengutip sampah yang terapung sebanyak 10kg bagi setiap operasinya dan jarak dalam lingkungan sekitar 200m.



Hadiah

RM 4,000
Piala AHIN

Baucer pemfailan Paten RM 1,390
Sijil Penghargaan Pemenang

FINALIS

KATEGORI HAKCIPTA



PEMENANG EMAS



Universiti
Putra Malaysia



Pencipta:

- Prof. Madya Dr. Mohamad Fazli Sabri
- Nurhayatul Nira Ramli
- Rozita Wahab

Professor Bijak Wang

Permainan papan ini dibina merangkumi semua aspek pengetahuan dan kemahiran pengurusan kewangan kanak-kanak yang terkandung dalam bahan bantu pengajaran ini.

Pendekatan belajar melalui bermain yang diterapkan dalam permainan papan ini juga dapat meningkatkan kemahiran asas matematik, berfikir secara kreatif dan kritikal, bersosial, mengatur matlamat dan strategi serta komunikasi dalam keadaan gembira yang sangat bersesuaian dengan fitrah kanak-kanak.



Hadiah

RM 10,000

Piala AHIN

Medal WIPO

Sijil Penghargaan Pemenang

PEMENANG PERAK



ANIMASIA STUDIO



Pencipta:

- i. ANIMASIA STUDIO TEAM

Bola Kampung

Bola Kampung adalah cerita animasi mengenai sekumpulan remaja di Kampung Gong Lechar yang mempunyai semangat besar terhadap bola sepak.

Konsep cerita ini menggalakkan semangat kerja berkumpulan, persekitaran muhibah dan menyampaikan mesej positif kepada masyarakat.



Hadiah

RM 7,000

Piala AHIN

Sijil Penghargaan Pemenang

PEMENANG GANGSA



IKM Lumut, Perak



Pencipta:

- i. Albakri Alias
- ii. Saliah Ali

Innovative 1 Malaysia Kompang Learning Module

Produk haktipta ini merupakan satu modul pengajaran dan pembelajaran kompang berasaskan permainan kompang.

Modul ini menyediakan sistem pembelajaran yang mudah, cepat dan berkesan dan menyeronokkan mengikut piawaian bagi permainan tradisional ini disamping memupuk minat generasi muda.



Hadiah

RM 5,000

Piala AHIN

Sijil Penghargaan Pemenang

FINALIS

KATEGORI REKA BENTUK PERINDUSTRIAN



PEMENANG EMAS



Perekacipta:

- i. Azlan Othman
- ii. Zafruddin Shamsuddin
- iii. Halim Hassan
- iv. Tengku Ismail Tengku Mat
- v. M.K Fikri Jaafar
- vi. Ahmad Fadlysham Junaidi
- vii. Rizal Jamiran
- viii. Mohd Ramzan Mohd Sulaiman



Proton IRIZ

Proton IRIZ ialah kereta bersaiz kompak dalam segment B.

Konsep rekabentuknya yang bergaya dan progresif disasarkan kepada golongan muda dengan gaya hidup yang aktif & dinamik saiznya yang kompak memudahkan pergerakan di dalam bandar ditambah pula dengan sistem suspensi yg dipertingkatkan oleh LOTUS "Ride & Handling" menjadikan pemanduan lebih mudah & menyenangkan disamping ciri-ciri keselamatan yang terkini untuk memastikan keselamatan penumpang terpelihara. Proton IRIZ tampil bergaya dengan rekabentuknya yang terkini, seimbang dari sudut keselesaan, praktikaliti, pemanduan, keselamatan dan mesra alam dengan harga mampu milik. Didatangkan dalam 7 jenis warna luaran yg Segar & Ceria melambangkan citarasa pilihan pengguna masa kini.

Hadiah

RM 10,000

Piala AHIN

Sijil Penghargaan Pemenang



PEMENANG PERAK



Perekacipta:

- i. Saharudin Busri
- ii. Mohd Nizam Najmuddin
- iii. Mohd Rohaizam Mohd Tahar
- iv. Nuzairi Yasin
- v. Nazjimee Amat

Advance Self Powered Multi Purpose Buoy

Lebih dikenali sebagai Camfloat dimana fungsinya adalah untuk merekod data cuaca dan lautan sama ada video atau gambar di laut.



Hadiah

RM 7,000
Piala AHIN

Sijil Penghargaan Pemenang



PEMENANG GANGSA



Perekacipta:

- i. Shahrul Anuwar Mohamed Yusof
- ii. Amirulfahmi Razali
- iii. Addy Putra Mdzulkipli
- iv. Norziratul Aqma Norzaman
- v. Amir Fadzli Abd Ghani
- vi. Mohd Hosni Rifin
- vii. Mohd Ridzwan Zaim Mohd Rauf
- viii. Sharih Ahmad Mohamad
- ix. Wan Edfrizan Fadly Wan Kamil
- x. Mohd Hazim Abd Aziz

Doodle Stool : Interactive Children Furniture Design

Doodle Stool ini adalah perabot yang mesra, selamat, tidak berbahaya, mudah dan membantu kanak-kanak untuk bebas berinteraksi.



Hadiah

RM 5,000
Piala AHIN

Sijil Penghargaan Pemenang

FINALIS

KATEGORI CAP DAGANGAN



aL-ikhsaN



USM

UNIVERSITI SAINS MALAYSIA

PEMENANG EMAS



Perekacipta:

- i. Dr. Zuraida Zainun
- ii. Rosli Zakaria

BALEX

Cap dagangan ini digunakan untuk produk inovasi yang berkaitan dengan kesejahteraan komuniti terutamanya untuk kegunaan pesakit gangguan keseimbangan dan angin ahmar.

Produk jenama ini telah dikenali di peringkat tempatan dan antarabangsa seperti Pakistan, Indonesia, Jepun, Korea, Filipina, Dubai dan Mekah.



Hadiah

RM 10,000

Piala AHIN

Piala WIPO

Sijil Penghargaan Pemenang

PEMENANG PERAK



Perekacipta:

- i. Mohd Shane Mohd Isa
- ii. Nurul Azlin Mokhtar
- iii. Mohd Zainul Ariffin Suhairi
- iv. Mohd Khairul Nuhan Ab Hadi
- v. Farah Affuza Khairudin

AL

Jenama AL adalah jenama produk sendiri yang berkualiti dan bermutu tinggi.

AL telah menjadi penaja produk sukan pasukan bola sepak Perak FA.



Hadiah

RM 7,000

Piala AHIN

Sijil Penghargaan Pemenang

PEMENANG GANGSA



Perekacipta:

- i. Trishank Navdeep a/l Kuppusamy
- ii. Mohd Ridzuan Abdul Jalil
- iii. Thilagavathi a/p Malayandy

Neo Creative

Cap dagangan ini menggunakan konsep “east meets west” dimana harimau adalah symbol asia manakala helang adalah symbol barat bagi merealisasikan matlamat syarikat untuk mencapai dinamik globalisasi

Hadiah

RM 5,000

Piala AHIN

Sijil Penghargaan Pemenang

FINALIS KATEGORI PATEN



TENAGA NASIONAL



UniMAP





UNIVERSITI SAINS MALAYSIA

PEMENANG EMAS

Perekacipta:

Prof. Dr. Rahmah Noordin



Filarial Parasite Polypeptides and Sequences, Gene Sequences and Uses Thereof

Paten ini telah diluluskan di Malaysia (2007), Indonesia (2009) dan India (2011). Inovasi utama yang terhasil daripada paten ini ialah kit diagnostik pantas Brugia Rapid dan inovasi sekunder ialah kit PanLF Rapid. Brugia Rapid telah diktiraf oleh Pertubuhan Kesihatan Sedunia (WHO) untuk digunakan dalam program eliminasi penyakit filariasis limfatik brugia. Jangkitan ini disebabkan gigitan oleh nyamuk pembawa parasit filaria, dan ia menyebabkan demam, kerosakan salur limfatik dan pembekakan anggota badan. Penyakit terabai ini menjangkiti manusia di kawasan-kawasan kurang membangun di rantau ini termasuk di Indonesia, Thailand, Malaysia, Brunei, Timor Leste, Vietnam, India dan Filipina. Kit diagnostik ini dapat mengesan jangkitan ini secara pantas dan berkesan dengan hanya sedikit sampel darah cucuk jari. Ia boleh diuji di lapangan serta tidak memerlukan pengangkutan sejuk.



Hadiah RM 10,000, Piala AHIN, MedaI WIPO, Sijil Penghargaan Pemenang



PEMENANG PERAK

Perekacipta:

Prof. Madya Dr. Ismail Zainol

Dr. Che Nor Aiza Jaafar

Mohamad Syahrizal Ahmad



Method for Preparing Porous Body from Natural Hydroxyapatite From Fish Scales For Water Filter or Any Liquid Filter Applications

Penghasilan hidroksiapatit (HAp) semulajadi berasaskan sisik ikan sebagai bahan penapis air berkalsium yang memberikan prestasi yang lebih mantap dan selamat



Hadiah RM 7,000, Piala AHIN, Sijil Penghargaan Pemenang



PEMENANG GANGSA

Perekacipta:

Noor Azlina Masdor
Dr. Faridah Salam
Dr. Nur Azura Mohd Said
Mohd Afendy Abdul Talib
Gayah Abdul Rahman
Dr. Zamri Ishak



Method for Producing Purified Antibody for the Detection of Salmonella

Kit diagnostik berasaskan teknologi penghasilan antibodi yang dipatenkan ini mirip ujian pengesan kehamilan dengan hanya menggunakan kaedah visualisasi mata kasar tanpa perlu menggunakan sebarang alatan teknikal dan mampu mengenalpasti kehadiran kontaminasi bakteria pada sampel makanan seperti daging ternakan mentah, produk tenusu, daging terproses, makanan laut dan beberapa produk makanan sedia untuk dimakan sepantas 15 minit sahaja.

Ini adalah lebih murah dan lebih pantas berbanding dengan kaedah konvensional dan kaedah ELISA



Hadiah RM 5,000, Piala AHIN, Sijil Penghargaan Pemenang

IP FACTS & FIGURES

Beijing Business Today reported that 15.1% profits of all the 73 old brand enterprises are from those have been sold online. The total turnover reached at about RMB570 million, which doubled than the off-line sales.

Source : asiaiplaw

IP FACTS & FIGURES

Beijing's food industry adopted innovative ways such as attracting customers using takeaway website or group-buying website. Although it shows a feasible sign for those old brands, 80% of them run business offline, which means the prospect of the "internet + old brand" mode has great potential, according to the Beijing Municipal Bureau of Statistics.

Source : asiaiplaw

KATEGORI ORGANISASI PENGURUSAN HARTA INTELEK TERBAIK



PEMENANG UTAMA
Y.Bhg. Dato' Dr Sharif Haron
Ketua Pengarah MARDI



Pengkormesilan Harta Intelek (2014-2015)

PARAMETER	JUMLAH
Teknologi yang berjaya dikomersialkan	19
Berstatus harta intelek (hanya merujuk kepada Paten, UI, Rekabentuk Industri)	13
Perlesenan aktif	34
Teknologi dalam rundingan	23
Nilai Perniagaan	8.1 juta
Nilai Teknologi	1.0 juta
Kutipan fi pelesenan (TLF)	RM
Kutipan fi pengurusan (MF)	1.64
Kutipan royalti	Juta

Pembangunan Harta Intelek

1. Peringkat Masyarakat

- ◆ Memberikan khidmat nasihat teknikal.
- ◆ Kerjasama dengan pihak luar seperti MARDITech Corp Sdn Bhd, UNIKL, MAIS dan UiTM .

2. Peringkat Kakitangan dan Organisasi

- ◆ Mekanisma Kesedaran.
- ◆ Menerbitkan dan mendedarkan Polisi dan Manual Harta Intelek.
- ◆ Mengadakan program kesedaran seperti sesi turun padang, seminar, bengkel dan klinik berkaitan harta intelek.

Pengurusan Dokumentasi Harta Intelek



Proses kerja
menepati
plawalan ISO
9001:2008

Hadiah

RM 30,000

Piala Pusingan dan Piala Iringan
Piala WIPO
Sijil Penghargaan Pemenang

HAPPENINGS 2015



MAJLIS ANUGERAH HARTA INTELEK



TECHNOLOGY AND INNOVATION SUPPORT CENTER



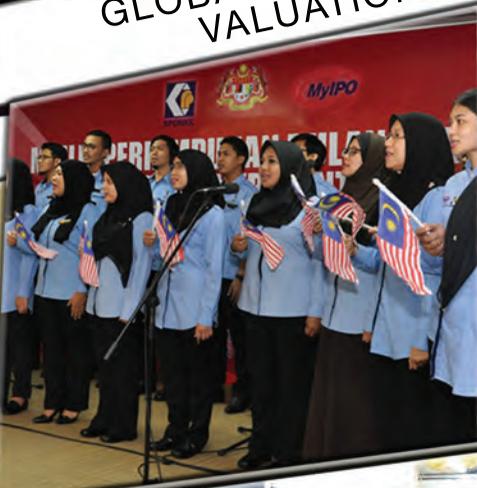
LAWATAN KERJA YB MENTERI



MAJLIS AIDILFITRI MyIPO



GLOBAL INTELLECTUAL PROPERTY VALUATION CONFERENCE



MAJLIS PERHIMPUNAN BULANAN MyIPO



IP SUMMER CAMP

IP NEWS

- in - brief

Najib: Franchise Export Programme to Help Local Brands Expand Overseas

(Source: Malaysian Franchise Association)

- ◆ A new franchise export programme under the Ministry of Domestic Trade, Co-operatives and Consumerism is targeting to help local brands expand overseas, said Prime Minister Datuk Seri Najib Tun Razak. In 2015 budget, the Prime Minister announced RM20million would be allocated to enhance the franchise industry.
- ◆ The programme aims to offer financial aid for local franchise companies in two key areas, registering intellectual property rights and; obtaining franchise agreements abroad. It is hoped that eligible franchisors, especially the *bumiputera*, whose participation in the industry will make the most of this opportunity to expand their business.
- ◆ Besides, Najib said there was now a National Franchise Development Action Plan which targets to create 50,000 new jobs by 2020. To do so, the industry needs to move forward from traditional sectors like food and beverages to more promising ones such as medical tourism and green or *syariah*-compliant products and services.
- ◆ Najib pointed out that Japanese organisation, Franchise Meets had concluded in its recent Asia Report that Malaysia had Asia's and probably the world's most franchise friendly government.

MFA Eyes Expansion in Malaysian Franchises in ASEAN

(Source: Bernama)

- ◆ The Malaysian Franchise Association (MFA) targets Malaysian franchise brands to expand in ASEAN to 40% by 2020 from

the current 20%.

- ◆ MFA Chairman said the target increase was in line with MFA's intention to make Malaysia a franchise center in Southeast Asia and West Asia by 2020.
- ◆ MFA Chairman also said that ASEAN is one of the popular business destinations for Malaysian franchise companies besides West Asia. The plan to establish the ASEAN Economic Community will provide good opportunities for the Malaysian franchises to develop further.
- ◆ To date, there are 60 Malaysian franchise brands with 2,160 branches in 55 countries worldwide. The association is looking at increasing the number of Malaysia franchise branches globally to about 40 per year beginning this year.

Indonesian Government Anticipates Singapore Plan on Cigarette Plain Packaging Policy

(Source: StreetInsider.com)

- ◆ The Indonesian Director General of National Export Development moved quickly to anticipate Singapore's plan to implement a plain packaging policy for cigarettes.
- ◆ It is predicted to lead to a decline in Indonesia's exports to Singapore if the plain packaging policy is implemented by the Singaporean Government since Indonesia is the second largest exporter of cigarettes to Singapore.
- ◆ On 12 March 2015, the Singaporean Government through Singapore's Ministry of Health expressed their plan for a policy to standardise cigarette packaging and other tobacco products at a public hearing with the Health Committee in the parliament.
- ◆ The plain packaging policy mandates cigarettes be sold in uniform packaging with a certain colour and show health warnings on the cigarette packaging.

Besides that, the name of the product must also be written using a predetermined font without the company logo or any trade marks.

Michael Jordan Trade mark Decision Becomes Publicly Available

(Source: World IP Review)

- ◆ China's Supreme People's Court has published a decision to reject Michael Jordan's trade mark claim against sports retailer Qiaodan Sports on 27 July 2015.
- ◆ The dispute concerns Qiaodan's registration of a trademark for the name of its company, which Jordan had argued was a breach of his own Chinese trade mark for 'Jordan' in the Latin alphabet.
- ◆ 'Qiaodan's the pinyin translation of 'Jordan' in Chinese. Pinyin is the system for transcribing Mandarin Chinese characters into the Latin script.
- ◆ The former basketball star obtained a trade mark for the word 'Jordan' in 1993 in China but Qiaodan Sports registered the terms 'Qiaodan', 'Qiao Dan' and the Chinese character translation of 'Jordan' in 1998.
- ◆ Qiaodan Sports also registered the number '23', Jordan's former number during his time playing for the US National Basketball Association team the Chicago Bulls, as trade mark in the same year.
- ◆ In 2012, Jordan filed a trade mark infringement claim at Shanghai People's No. 2 Intermediate Court, alleging the use of his name and the number '23' without his permission was an infringement. The Shanghai court ruled against him.
- ◆ The Court read: 'Qiaodan' is not the only name that corresponds to 'Jordan,' it is only an ordinary surname of American people, not a full name. So the current evidence is not enough to prove that 'Qiaodan' determinedly points to Michael Jordan. The image of the disputed trade mark is a human body in a shadowy design, which does not clearly reflect the major appearances of the figure. It is hard for the relevant public to recognize the image as Michael Jordan.
- ◆ Jordan appealed against the decision, but his appeal was thrown out by the Beijing court earlier this year.

Microsoft Announces the End of Explorer as Part of Windows 10 Rebrand

(Source: b2bmarketing.net)

- ◆ The Microsoft is currently undertaking market research to work up a new name for Internet Explorer (IE). Microsoft is now researching the new brand, or the new name, for the browser in Windows 10. The company will continue to have IE, but also will have a new browser which is codenamed Project Spartan.
- ◆ The IE browser will continue to operate in some versions of Windows 10 for enterprise compatibility, while Project Spartan will be renamed and become the default means for Windows 10 users to access the internet.
- ◆ The announcement comes after a long period of Microsoft attempting to counteract the negative image that the browser developed, including the unsuccessful, though amusing, and Internet Explorer 6 ads but the ads didn't solve the issue.
- ◆ While the browser will not be missed by many, the many memes following Microsoft's announcement show a distinct affection for the brand that the company will be keen to foster in the run up to their next launch.

Study Finds Potential Franchisees Don't Do Enough Research

(Source: franchisebusiness.com.au)

- ◆ According to a recent research conducted by Griffith University's Asia-Pacific Centre for Franchising Excellence Potential, small business owners, including franchisees need improved education and support when deciding to purchase a business.
- ◆ The research was completed by researchers from the University of New South Wales and supported by CPA Australia and it found out that the level of due diligence undertaken by prospective small business owners and franchisees in Australia is largely "unsophisticated" and most business owners have a naive appreciation of business.

- ◆ Across the 60 independent business owners and franchisees interviewed for the research were not familiar with the term “due diligence” or how to accurately conduct due diligence effectively.
- ◆ In a recent article said that the Centre decided to undertake the research off the back of an earlier study of the conflict in franchising, which found there was often an “expectations gap” when individuals chose to purchase a franchise.
- ◆ Franchisees were more likely to seek advice from a lawyer (64%) compared to independents (28%) but independents were more likely to conduct research about their chosen market (41%). Additionally, just 14% of franchisees said they researched their respective market before making a decision.
- ◆ opening of Japanese Aeon Mall in 2014, a whole host of other global names.
- ◆ Malaysian retail chain, Parkson, is also set to make its Cambodian debut next year in the form of Parkson Phnom Penh City Centre Mall. It will comprise a Parkson department store and a shopping mall. The nine-storey development will house a multiplex cinema, an IT mall and a supermarket. Property experts predict more malls will follow suit, opening more doors for potential franchisees.
- ◆ As construction of some mega-malls is currently underway across the country, the Cambodian economy continues to grow and with apparent political stability, low labour and rental costs, ease of access into the country, the window of opportunity to attract more top brands is opening and it is a window that businesses are clamouring to clamber through.

The Franchise Frenzy

(Source: ASEAN Forum)

- ◆ One of the factors that played a role in Cambodia’s development is the introduction of global brands into the market, where the appetite for international brands is increasing with the emergence of a youthful middle class. This demand has led to a series of franchises making their debut in the Kingdom to cater to this growing sector of the population and heralding a new era.
- ◆ The Kingdom welcomes the influx of franchises, especially in the food retail sector. International franchises bring with them food safety standards, procurement systems, point of sales systems and probably the most important improvement of structured training ensuring local staff not only use the new systems effectively but represent the brand’s ethos.
- ◆ The first food franchise to operate in central Phnom Penh was Thailand-based The Pizza Company in 2005 by Express Foods Group. The company went on to introduce Swensen’s, BBQ Chicken, Dairy Queen and Costa Coffee.
- ◆ Other internationally renowned franchises that have enjoyed success in Cambodia include Spanish fashion house Mango, shoe specialist Pedro and, with the

IP FACTS & FIGURES

For a franchisor in Korea, the marketing has to be more sophisticated to match the level of the consumer. For example, nearly 80% of the population is via online, making it the most connected country worldwide. Meanwhile, its annual credit card transactions are over 65% higher than the USA.

Source: *franchisemeets*

Upin & Ipin



**Dapatkan sticker
secara PERCUMA!**

LINE

LINE

Promo LINE Upin & Ipin - New FREE Stickers [...]
64,370 views
Uploaded 1 month ago

YouTube

62
Follow @lescopaque
Instagram UPin&IP

Mini Karnival UPin & IPin di Amanjaya M:

Mini Karnival Upin & Ipin di Amanjaya Mall baru-baru ini membuktikan sambutan luar biasa dari warga utara sepanjang 2 hari penganjurannya. Menjadi lokasi yang pertama buat tahun ini, Mini Karnival Upin & Ipin menjangkakan pelbagai [...]

BLOG UPin&IP

**UPin & IPin Di LINE • Video Terbaru • Perkembangan Di Blog
Promosi UPin & IPin Store • Instagram • Aplikasi Terbaru**

Jom Layari :

WWW.UpinDanIpin.COM.my

HUBUNGI KAMI

IBU PEJABAT

Unit 1-7, Aras Bawah, Menara B, Menara UOA Bangsar,
No. 5, Jalan Bangsar Utama 1,
59000 Kuala Lumpur.
Telefon / Faks +603-2299 8400 / +603-2299 8989

PEJABAT CAWANGAN SARAWAK

Lot 9936 (Sub Lot 5), Tingkat 3, Queen's Court, Blok E,
Jalan Wan Alwi,
93350 Kuching, Sarawak.
Telefon / Faks +6082-459 075 / +6082-455 052

PEJABAT CAWANGAN SABAH

Tingkat 6, Blok C, Bangunan KWSP,
49 Jalan Karamunsing, PO Box 2068,
88999 Kota Kinabalu, Sabah.
Telefon / Faks +6088-233 571 / +6088-257 046

PEJABAT ZON SELATAN (JOHOR BAHRU)

Lot 1A, Podium 1, Menara Ansar,
Jalan Trus,
80000 Johor Bahru, Johor.
Telefon / Faks +607-222 2873 / +607-222 2870

PEJABAT ZON TIMUR (KUANTAN)

A21-GF, 1st& 2nd, BLOK A,
Kuantan Perdana Commercial Centre, Jalan Tun Ismail 1,
25000 Kuantan, Pahang.
Telefon / Faks +609-517 3749 / +609-517 3776

PEJABAT ZON UTARA (PULAU PINANG)

No 77 (Aras Bawah),
Jalan Todak 6,
Sunway Perdana,
13700 Seberang Perai Tengah, Pulau Pinang.
Telefon / Faks + 604 - 383 0403 / +604 - 383 1792

PEJABAT CAWANGAN MELAKA

Lot 1-24 dan 1-25,
Aras 1, Menara MITC,
Jalan Konvensyen, Kompleks MITC,
75450 Ayer Keroh, Melaka.
Telefon / Faks +606-232 4733 / +606-232 4727



www.myipo.gov.my



www.facebook.com/ipmalaysia



www.youtube.com/ipmalaysia



twitter.com/myipo



flickr.com/myipo