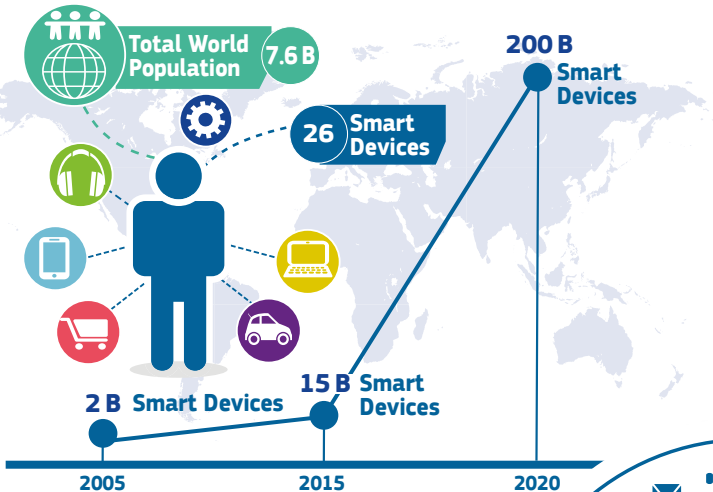


# SOUTH-EAST ASIA IPR SME HELPDESK

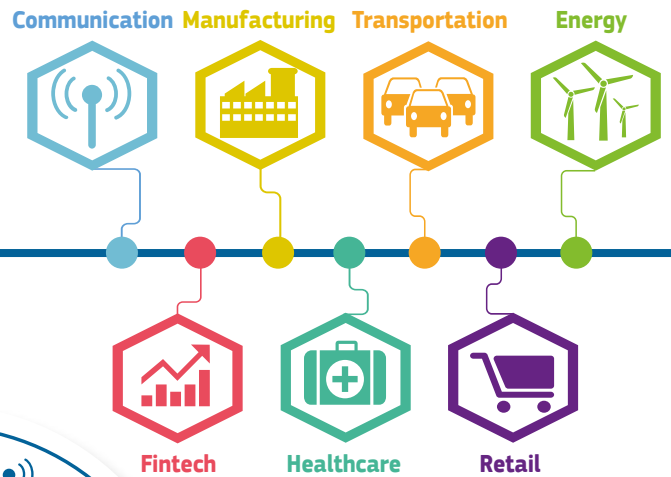
# Protecting Intellectual Property in the Internet of Things era

## Breathtaking IoT Growth<sup>1</sup>

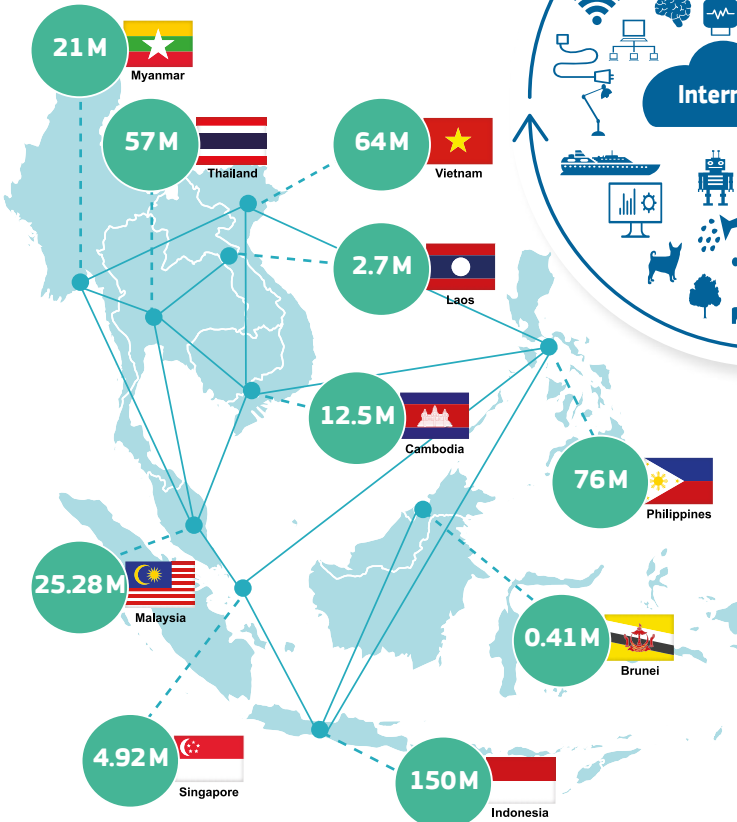


<sup>1</sup> <https://www.intel.com/content/dam/www/public/us/en/images/iot/guide-to-iot-infographic.png>

## Top IoT Intensive Industries



## ASEAN Internet Users<sup>2</sup>

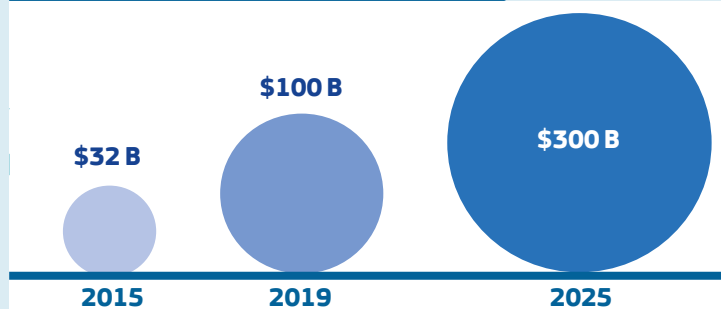


<sup>2</sup> <https://aseanup.com/southeast-asia-digital-social-mobile/>

## Top IoT Trends 2020

- Robotics & Artificial Intelligence (AI)
- Blockchain for IoT Security
- Smart Home Devices
- IoT Driving Retail

## South-East Asia Internet Economy (GMV, \$B)<sup>3</sup>



<sup>3</sup> <https://www.bain.com/insights/e-economy-sea-2019/>

# Why IP is crucial in IoT business!



## PATENT

The exclusive rights granted to the owners of inventions which are **new, creative and capable of industrial application**.

ICT, sensors, electricity, chemistry, pharmaceuticals, biotechnology and construction are the major patent-intensive industries in IoT. Register your patent to enjoy **exclusive rights** to your inventions.



## INDUSTRIAL DESIGN

The **new aesthetic appearance** of your products.

Fancy and unique covers and interfaces for smart devices and industrial products such as computers, laptops, phones, watches, TVs, cars, machines, etc. can be one of the competitive edges influencing consumer decisions. Protect your products' creative designs to **conserve your different look**.



## COPYRIGHT

The exclusive rights given to the author creative works, such as books, music, films, photographs, computer programs, computer software, or databases.

Concerns about copyright violations have become more critical, i.e. **your books, music, films, or photographs may be copied, downloaded and used freely without your permission, your software may be cracked, your data may be hacked**. Take preventive actions to protect your copyright against infringements.



## TRADE MARK

A sign to **distinguish** the goods or services of one company from those of another company.

As an effective marketing tool, a trade mark makes it easy for customers to find your products and support stronger sales volumes across borders, cultures, and languages, especially in **fast e-commerce development**. Register your trade mark to obtain the legal protection against **counterfeiting activities**.



## TRADE SECRET

Any **confidential business information** which provides you with a competitive edge in business.

These are ideas, innovations and know-how that you do not want to patent or disclose to the public. Always include **Non-Disclosure Agreements (NDA)** in your contracts with partners and employees.

## OPPORTUNITIES



### EXPAND BUSINESS

The ASEAN internet economy has witnessed remarkable development, and has more than **400 million internet users**. With rapid economic growth, low labour costs and young populations, ASEAN has become one of the most competitive regions for setting up IoT businesses.



### LICENSING

An essential ingredient of the IoT is scalable connectivity, locally and globally. Licencing your patents, designs, trade marks, and software in ASEAN can be one **key tool to increase your revenue and grow your business**.



### TECHNOLOGY TRANSFER

The fast growth of urbanisation and digitisation in ASEAN strongly require **investment in and the development of high technologies**. Various incentive policies recently issued by local authorities have created a better business environment for technology transfer.

## CHALLENGES



### ONLINE INFRINGEMENT

Despite the positive impacts of digitalisation in ASEAN, there are many risks regarding online IP infringement, such as **counterfeit products being marketed and sold online, copyright violations of electronic works, and cybersquatting**. In general, **Take-down Notices or Warning Letters** can be an option at first. Consult with local IP experts to set up an effective strategy against online IP infringement.



### CYBER SECURITY

Cyber criminals are proactively developing new techniques to threaten security. **Leaked data, stolen confidential information (including trade secrets and clients' confidences), and compromised software** are growing concerns for all companies. Invest in anti-cyber-attack solutions to safeguard your business and reputation.



### OUT-OF-DATE TECHNOLOGY

Technologies in the world are changing every second. Companies may invest a lot of money in R&D and obtain patents, but practical applications often only last a few years. In some cases, companies should carefully consider a **timeline related to the implementation of technology** as part of a deliberate IP strategy, e.g obtain a **'simple patent'** (also known as a **'utility model'**) instead of a patent or secure your new invention as a **trade secret**.

## Where to find further information?

The [South-East Asia IPR SME Helpdesk](#) is an EU initiative that provides **free, practical, business advice relating to SEA IPR to European SMEs**. To learn about any aspect of intellectual property rights in South-East-Asia:

- 👉 Check out our [website](http://www.southeastasia-iprhelpdesk.eu) at [www.southeastasia-iprhelpdesk.eu](http://www.southeastasia-iprhelpdesk.eu)
- 👉 E-mail your **questions** to [question@southeastasia-iprhelpdesk.eu](mailto:question@southeastasia-iprhelpdesk.eu) for free IP expert advice on SEA. You will receive a reply **within 3 working days**.
- 👉 Contact local **IP Experts** in SEA at [www.southeastasia-iprhelpdesk.eu/en/our-experts](http://www.southeastasia-iprhelpdesk.eu/en/our-experts).

## Tips in South-East Asia

- ✔ IP protection is **territorial**, so registration is needed in each and every country in South-East Asia.
- ✔ As South-East Asian countries apply the **first-to-file** system for IP protection, you should file an application as soon as possible when you plan to expand your business in this region.
- ✔ **Bad Faith Registration** is not uncommon in South-East Asia where a **third party** may register your IP **first**, thereby preventing the legitimate owner from registering and using it.
- ✔ It is strongly recommended to seek **advice from a local IP lawyer** who has the practical expertise in the country of interest.

