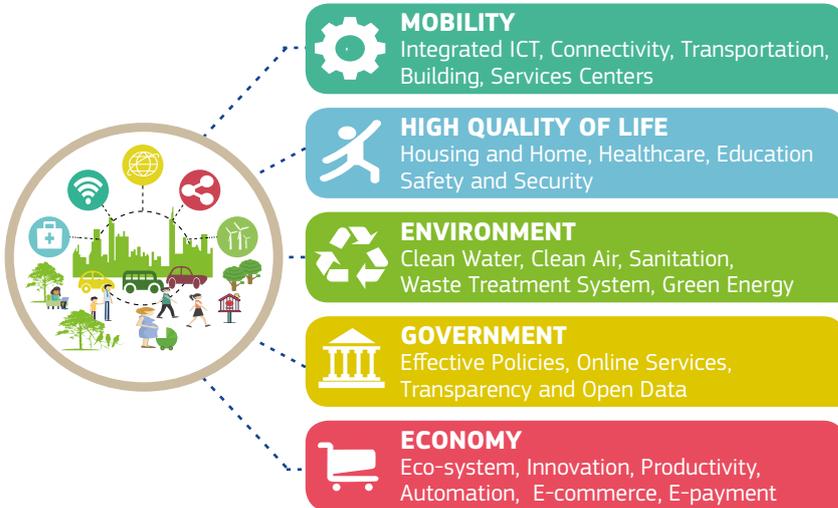


# SOUTH-EAST ASIA IPR SME HELPDESK

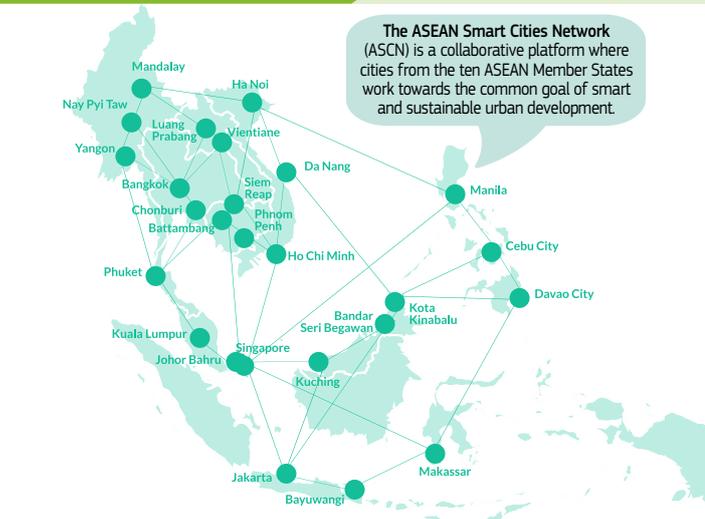
# Protecting Intellectual Property

Key Tool to grow your Smart Cities Business in ASEAN

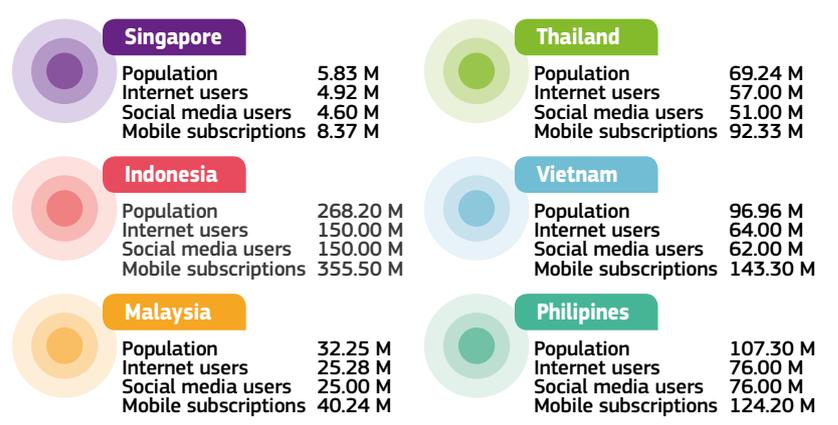
## What is a smart city?



## 26 Pilot City Network in ASEAN<sup>1</sup>

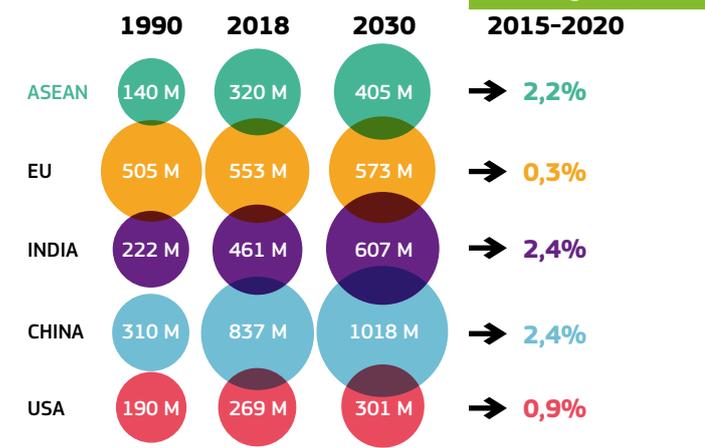


## Digital Connectivity in 6 Largest Economies in ASEAN<sup>2</sup>

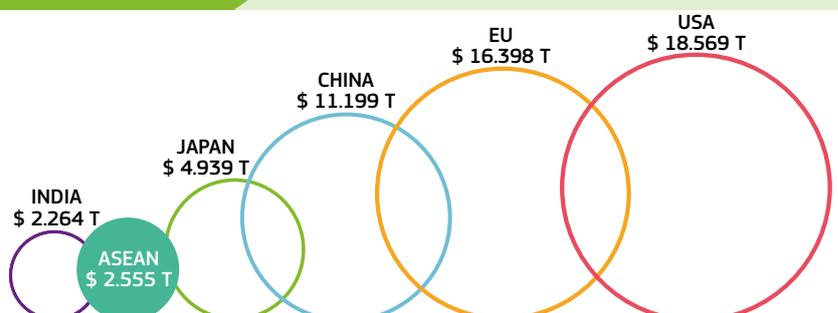


## Urban Population (millions)<sup>3</sup>

## Annual Rate of change (%)<sup>3</sup>



## ASEAN Economy<sup>4</sup>



## ASEAN in Spotlight

- Fast growing urbanisation
- Rapid economic growth
- High digital connectivity
- Progressive, safe policies & strong governmental support (ASEAN Smart Cities Network)

<sup>1</sup> ASEAN Smart Cities Network at <https://asean.org/asean-smart-cities-network/> | <sup>2</sup> Southeast Asia digital, social and mobile 2019 at <https://aseanup.com/southeast-asia-digital-social-mobile/> | <sup>3</sup> United Nations, "World Urbanization Prospects", 2018 <https://aseanup.com/southeast-asia-digital-social-mobile/> | <sup>4</sup> ASEAN infographics: population, market, economy, 2016 at <https://aseanup.com/asean-infographics-population-market-economy/>

# Why Intellectual Property is crucial for Smart City business?

Intellectual Property exists everywhere in a smart city from technologies, products to services. *Let's explore!*



## PATENT

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

ICT, sensor, electricity, chemistry, pharmaceuticals, biotechnology, construction are the major patent-intensive industries in smart city. Registering your patent to enjoy **exclusive rights** granted for your inventions.



## INDUSTRIAL DESIGN

To protect the **new appearance** of your products.

The success of a product or service is usually influenced by its visual appearance, where aesthetic appeal is one of the critical factors influencing consumer decisions. Protecting your products' creative designs to **save your different look**.



## TRADE MARK

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

As a very efficient commercial communication tool, trade mark make it ease for customers to find you and support stronger sales volume across borders, cultures, and languages, especially in **fast e-commerce development**.



## COPYRIGHT

The exclusive right given to the creator of a creative works such as software and databases, music, etc.

In digital era, it is very common that your works may be **copied, downloaded or used freely without your permission**. Thus, it is always advisable to take preventive actions to protect your copyright.



## TRADE SECRET

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

Keeping ideas, innovation and know-how that you do not want to patent or disclose to the public as secrets. Always include **Non-Disclosure Agreements (NDA)** in your contracts.

Check out more details on IP types at [www.southeastasia-iprhelpdesk.eu/en/helpdesk-guides](http://www.southeastasia-iprhelpdesk.eu/en/helpdesk-guides)



## HOW TO EXPLOIT YOUR IP IN ASEAN?

### SETUP YOUR BUSINESS

With rapid economic growth, low labour cost and young population, ASEAN has become one of the most competitive marketplace for setting up manufacturing actives. In the meantime, don't forget to watch out your IP when collaborating with local partner or setting up joint venture to secure your growth in the region.

### RESEARCH & DEVELOPMENT

In recent years, the R&D industry in South-East Asia has been flourishing. Governments, organisations and companies in the region invest heavily to promote R&D activities. It is important to have proper contractual agreements that clearly provide for the ownership of the inventions developed through R&D activities.

### EXPORTING

The progressive policies, tariff removing and income increase have turned ASEAN to become an fruitful market for consuming the high IP-intensive products such as pharmaceuticals, chemical, transportation equipment, computer and electronic, machinery as well as the basic products such as foods and beverage, agricultural products.

### TECHNOLOGY TRANSFER

The urbanisation and digitisation in South-East Asian countries strongly require investment and development of high technologies from the developed countries to increase productivity, improve infrastructure, transportation, environments in the region. Various incentive policies have been issued to encourage technology transfer.

### LICENSING

Following your success and reputation in the industry, licencing your patents, designs, trademarks, software, trade secrets, and know-how to ASEAN can be one of strategies to increase your revenue.

## Where to find further information?

The South - East Asia IPR SME Helpdesk is an European Union funded project 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** 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.
- ✓ **Local lawyer assistance**: It is always advisable to seek **advice from a local IP lawyer** who has the practical expertise in the countries of interest.
- ✓ **Bad Faith Registration**: It 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.

