

## **Advisory Committee on Enforcement**

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#### **IP AWARENESS IN MALAYSIA**

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#### **ABSTRACT**

The Intellectual Property Corporation of Malaysia (MyIPO) provides services for intellectual property (IP) registration; provides information on IP that is easily accessible for public reference; and works towards creating and enhancing public awareness on the importance of protecting IP.

MyIPO believes that once the planned activities to create and enhance public awareness have taken place, it could become one of the leading IP organizations acting as a strong custodian not only for the local IP stakeholders but also for the foreign IP stakeholders especially in the ASEAN region.

MyIPO is aiming to increase the level of IP awareness to the highest level by the year 2020. This will help to reduce internet piracy and to combat counterfeit products, and to contribute to the economic growth in Malaysia in line with the Honourable Prime Minister's aspiration to make Malaysia a high-income nation.

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\* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

## **I. ABOUT MYIPO**

1. The Intellectual Property Corporation of Malaysia (MyIPO) was established to develop and administer a national intellectual property (IP) protection system that is comprehensive and efficient; prepare and disseminate information on IP; as well as increase the public awareness on IP and its importance. MyIPO is also responsible for monitoring the implementation of all matters and laws related to IP; providing advisory services on matters related to IP laws for the government as well as related matters at the international level; and protecting Malaysia's interests as a member of the World Intellectual Property Organization (WIPO). In discharging its responsibilities, MyIPO provides services such as registration for trademarks, patents, industrial designs, and geographical indications.

2. Since its establishment, MyIPO has conducted a series of awareness programs targeted at various audiences such as researchers, academics, industries, entrepreneurs, journalist, teachers and students, and the public at large. The programs are lined up for both national and international levels. The yearly program consists of seminars, workshops, talks; expo and exhibitions; printed materials such as leaflets, booklets, posters; media; IP Day and IP Awards

3. MyIPO participates actively in international programs with the Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) under the Franchising Program, and in other joint activities with other agencies under the National Blue Ocean Strategy (NBOS) for its awareness programs.

## **II. OUR ACHIEVEMENTS**

4. Fifteen years ago, the word "intellectual property" seemed so odd and strange to the Malaysians, not only to the public at large but also to the academics, industries, entrepreneurs, teachers and students. When the word IP was mentioned, most of them related it to assets such as land property or house property. They did not even know of the existence of MyIPO nor the services provided to them to protect their rights under the IP laws.

5. Since the incorporation of MyIPO in 2003, one of its important objectives and functions has been to enhance the public awareness on the importance of IP. MyIPO conducted various activities for all target audience throughout the nation. We launched the "IP Awareness Campaign", where we classified our target audience, and organized and customized our activities and programs according to their needs.

6. In 2005, we started to go to all local universities and research institutes, talking to them about IP and the importance of protecting IP. We signed Letters of Understanding (LoU) to co-organize activities aiming at enhancing IP awareness. We conducted IP Talks, IP Clinics, IP Workshops, IP Exhibitions and IP Seminars, and participated in most of their programs and activities. We also customized specialized courses such as Patent Drafting, Training for Innovators, Training for Researchers and many others. We have the universities and research institutes in our committee for matters related to IP, especially when involving policy and when amending IP legislation.

7. We introduced our first IP Awards in conjunction with our second National IP Day (NIPD) in 2006. MyIPO received an overwhelming participation from the universities. There on, NIPD has become our yearly activity in rewarding our local innovators and creators. We continue to have more awards to include entrepreneurs and also students in order to encourage them to create and innovate more as a contribution to our country in line with our Honorable Prime Minister of Malaysia's aspiration.

8. In 2007, we enhanced our IP Awareness Campaign towards the next target audience, the entrepreneurs. We collaborated with all the relevant Ministries, agencies, industries and associations related to entrepreneurs. We participated in most of their exhibitions providing free advisory consultation on the distinctiveness of the concerned trademarks. We also provided advisory services on patents, industrial designs, copyright and geographical indications. We conducted workshops on how to file IP applications and how to secure IP rights. We also conducted IP Seminars to empower SMEs nationwide.

9. The IP Mobile (MU) was launched on April 23, 2009 in conjunction with the NIPD 2009 at the Kuala Lumpur Convention Centre. The modified vehicle is designed from the Malaysian 1960s mobile library, mobile clinic, mobile post office and the mobile counter concept. Its function is to disseminate information to the public-at-large and specifically to school-children. It acts as a mobile counter where all the information related to IP is available. MU also provides services such as advice on registration of patents, trademarks, industrial designs, and online services such as online search and online inquiry on application status.



10. The other purpose of MU is to extend our outreach program to entrepreneurs and also school children in rural areas. It also has a mini exhibition showing the IP ecology from the design stage of a product until the stage where a product is marketed or exploited. Additionally, the MU provides facilities such as downloading registration forms and showcasing products.

11. MyIPO received a lot of invitations to participate in various programs organized by the Ministries and its agencies, associations and the private sector. Due to a very tight schedule and with limited resources in Headquarters, MyIPO opened up IP Offices in four zones in Peninsular Malaysia, the Northern Branch Zone, the Central Branch Zone, the Southern Branch Zone and the Eastern Branch Zone in 2010, to facilitate IP Awareness Campaign and counter service consultation. This is in addition to the two existing Branches in Sabah and Sarawak.

12. During the past twelve years where we continuously conducted IP Awareness Campaigns, we have seen the number of IP applications by locals increase. We considered this as an achievement when we managed to get more local IP owners to register their IP. Our IP Awareness Campaigns continued as more and more local applications increased. It is our aspiration to further expand: not only to protect IP but also to respect IP. We believe that if we can stop or reduce IP infringement, more locals will register their IP.

13. We then agreed that our next target audience should be the youth. This is the generation that will assist MyIPO to protect and respect IP and to stop others from infringing someone else's right, and also to strengthen our economic growth. We need to instill a culture respectful of IP culture and to educate this generation that taking somebody else's IP right is not right. MyIPO created an additional medium by creating the IP Mascot and the IP Comics in 2011. The IP Mascot has been MyIPO's icon aiming to attract children into joining our campaign, and it is the IP Mascot that distributes the IP Comics. We hope that by disseminating information in this way, we can bring more children to stay connected to our programs and activities.



14. Along the years, we celebrated our National IP Day in conjunction with the World IP Day. The NIPD celebrations are organized to pay tribute to the inventors and the innovators as well as other key players in the IP community within Malaysia. The celebrations would also assist in bringing about a creative culture and encourage the Malaysian citizens to produce more IP-based products in Malaysia.

15. The celebration of the National IP Day (NIPD) would further increase the awareness among the general public on the importance of IP, thus assist in attracting more entrepreneurs to venture in large numbers into this profitable field so as to construct a bright future for themselves as well as to enhance a wealthy life in our country.

16. It is hoped that members of the public would seize such opportunities to increase their general knowledge on IP. These programs and campaigns would certainly contribute towards furthering the glory, the splendor and the fame of our nation.

17. Other activities taking place in the NIPD include: IP information that clearly explains the importance of protection through registration, appearance that is unique and exclusive in industrial designs, the role of trademarks in bringing breakthroughs in international trade; invention exhibitions; mind-provoking games; as well as performance of artists in relation to combating against piracy.

18. Seminars are also being held in various states in Malaysia from April to December every year. These seminars focus on establishing a society that understands the importance of IP. The increase in awareness of the importance of IP among the public also affects the level of applications for the protection of IP. These seminars also aim to inculcate the culture of respect for IP among the public.

19. Today, IP is the leading generator of economies in many developed countries, and the IP-based goods have become leading export items in those countries. In this connection, the Malaysian government provides all the needed encouragement to develop this important field by way of good laws and infrastructure. Taking cognizance of the reality that the era of globalization and liberalization has made the field of IP very challenging, the government endeavors to implement effective laws to protect, shield and exploit new technologies and innovations for the enhancement of the national IP.

20. Although our country has many able and qualified inventors and researchers who have the ability to compete at the international level, sadly the awareness of IP in Malaysia is still low. Therefore, noble efforts were undertaken to further enhance awareness on IP through the above-mentioned programs.

### **III. OUR CURRENT PROGRAM – THE IP SUMMER CAMP**

21. MyIPO has introduced another program, the IP Summer Camp, in collaboration with the Ministry of Education (MOE). We started our first IP Summer Camp in 2013 in Kuala Lumpur itself, the Central Zone of Malaysia, and the second in 2014 in the Northern Zone. This year, we are going to conduct our third IP Summer Camp program in the Southern Zone.

22. The objective is to instill a culture respectful of IP amongst children. It is also an effort by MyIPO to introduce IP to children so that they have the knowledge of IP from a very young age. We also created a platform for the school management, so that students may be assisted in filing their IP applications, if any, and to prevent infringement of their rights by a third party. We are aiming to increase the level of awareness to the highest level by the year 2020. By then, we can reduce internet piracy and combat pirated products as part of our contribution to the economic growth in our country.

23. The 2N3D program consists of 200 students from various schools, all sixteen years old. This age group is recommended by the MOE as they do not have major examination until their final year. As we received positive comments and support from MOE, we conducted another IP Summer Camp in the Northern Zone of Malaysia in 2014. Thus, the program is becoming a yearly program for the school. The school, which is equipped with hostel facilities and is selected by the MOE, provides accommodation to all the students and teachers accompanying them.

24. Most of the activities in the program are related to creating a product and a product name, and registering the company and the product name. The students are also given a teamwork task on how to manage, commercialize and secure the IP. These activities follow the concept of fun learning such as IP Explorace, IP Walk, IP Firechat, IP Games, IP Concert and many others. The winning team is rewarded at the end of the program.

25. Our aim is to enhance dissemination of information and we hope that, through this IP Summer Camp program, the students and the teachers will help MyIPO spread the information nationwide by sharing among their peers when they return to their school. We really hope that, through this program which is gradually becoming very popular, we will achieve our vision and mission in combating pirated goods and reducing internet piracy. We want to inculcate the culture of respect for IP among the Malaysians generally and the young generation specifically.

### **IV. OUR FUTURE MISSION**

26. Our next project on IP awareness is the "School Adoption Programme". We are collaborating in these activities with the MOE focusing on schools, and proposing the project to be part of the curriculum in the MOE's education program. MyIPO mooted this idea after the achievements of the IP Award program. After the IP Award ceremony, we asked ourselves: What would happen to the winning inventions and creativity? Who owns them and to whom does the IP belong? Do the winners register and protect their invention and creativity? We studied the National Education Policy (NEP), which supports innovation and creativity among students.

27. MOE and MyIPO, with the cooperation of the Ministry of Domestic Trade, Cooperatives and Consumerism, prepared and proposed the Short Term and Long Term Planning. There are two phases under the Short Term Planning, and several phases under the Long Term Planning. The funding for the first two phases in the Short Term Planning will be provided by MyIPO.

28. The first phase of the Short Term Planning comprises steps to identify and set up criteria through which schools will be chosen, and to set up the administration and finance units that will run the program. MyIPO will provide training to the selected teachers in the chosen school. Thereafter, the teachers will guide the school-children towards ways to protect and respect IP. Under this program, we will have activities throughout the year related to IP games. The school will have an IP mural on its wall where school-children can learn and play with IP activities and games.

29. In the second phase of the Short Term Planning, the program will consist of IP competition. School-children will be given a project to come up with any innovation or creativity within a certain period. MyIPO will assist the winning school in filing any IP. This is to bring out more creativity among the children.

30. If the Short Term Planning succeeds, the Long Term Planning will be looking for more funds from the government and the "School Adoption Programme" will be carried out on a very wide scale where more schools will be selected.

31. The subsequent phases will determine where these selected schools, teachers and school children will head towards. For example, whether we should continue with these selected groups in Universities or Colleges and have them as our IP ambassador will be considered. This is what MyIPO is planning and we hope to materialize these plans in the future.

## **V. WHAT ELSE DOES MYIPO DO?**

32. MyIPO participates in most of the events involving the youth. In a recent event, named BAHTERA or Bumipreneurs of Tomorrow, we addressed the information gap by stimulating the young entrepreneurs to transform their ventures using business intelligence, marketing or service delivery by harnessing the use of technology and new business models. About 80% were youth and MyIPO took the opportunity to talk to them about protecting IP and about the utmost importance to respect IP and inculcate IP culture among the youth.

33. In our latest program, the Second Global IP Valuation Conference which was held on June 8 to 10, 2015, we allocated a slot for the youth, entitled "Youth un-conference". This activity was led by 10 ASEAN countries community leaders, who discussed IP as a stepping-stone for the youth in order to succeed in business. They also launched the ASEAN website: [www.aseanstartupip.com](http://www.aseanstartupip.com).

## **VI. OUR HOPE**

34. Malaysia believes that if you want to teach your children how to behave, you have to start when they are small. MyIPO has initiated various steps to protect IP, especially by creating awareness among the younger generations, as done in other countries.

35. MyIPO strongly believes that once the above-listed activities have taken place, we could be one of the leading IP organizations acting as a strong custodian not only for the local IP stakeholders but also for the foreign IP stakeholders especially in the ASEAN region.

36. We target this to take place by 2020. We will instill and inculcate IP amongst our young generation. We also hope that by the year 2020, Malaysia will be free of internet piracy and pirated goods.

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