



# **INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA**

# BACKGROUND

- 27 Oct 1990 - Established under the Ministry of Domestic Trade and Consumer Affairs Malaysia as the Intellectual Property Division (IPD).
- 3 March 2003 - corporatized as the Intellectual Property Corporation of Malaysia.
- Intellectual Property Corporation Act 2002.
- Responsible for the development and management of intellectual property system in Malaysia.

# **CORPORATE PROFILE**

## **Vision**

***“To be one of the leading IP organizations”***

## **Mission**

***“To provide strong legal infrastructure and effective administration regime to enhance greater creativity and exploitation of intellectual property”***



# Administration of IP

- The Intellectual Property Office
  - MyIPO is a government institution
  - Organized as a semi-autonomous body
  - Able to recruit and train staff on its own terms, manage its own finance
  - Judicially autonomous
    - ♦ Decisions of the Office to grant, refuse or revoke IPR or to resolve disputes between parties are quasi-judicial decisions and not administrative
    - ♦ Office must be free from interference and answerable only to courts

# **Outreach and Training**

- **National and regional seminar**
- **Exhibition**
- **Training for patent agent and other stakeholders**
- **Capacity building for MyIPO officials**
- **MOU with universities and research institutions**
- **Awareness programmes**

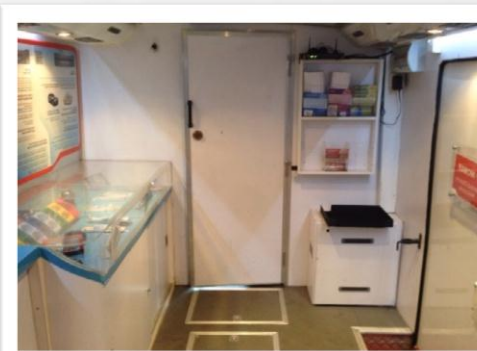
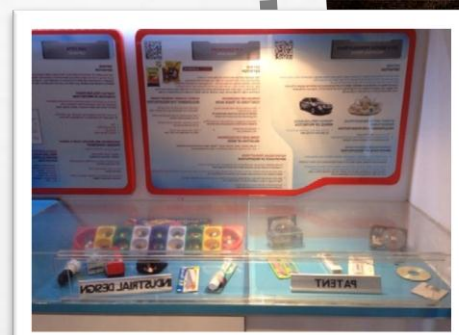


# **IP awareness in Malaysia**

# IP MOBILE CUSTOMER SERVICE

- The modified vehicle is designed similar to the mobile library or the mobile counter concept.
- Its function is to disseminate information to public at large and specifically to school children.
- It acts as a mobile counter where all the information related to IP is provided.
- MU also provides services such as advisory on registration of patents, trade marks, industrial designs and online services such as online search and online enquiry on status application.







# **MOBILE CUSTOMER SERVICE**

- By Invitation;**
- 'Tag – a- long' programme;**
- NBOS with Ministry, Agencies, Industries, Universities and many others.....**
- Provide promotional services – free advisory on the distinctiveness of trade marks**
- IP Clinic, IP Talk, IP Filing, IP Advisory.....**









# IP SUMMER CAMP PROGRAM

(RESIDENTIAL AND EXCELLENCE SCHOOL,  
MINISTRY OF EDUCATION)





# **IP SUMMER CAMP:**

- 4 DAYS 3 NIGHTS**
- 200 STUDENTS**
- FOUR PHASES OF ACTIVITIES**
- CREATIVITY AND INNOVATION FILTERS**
- IP FILING FUND GRANT**

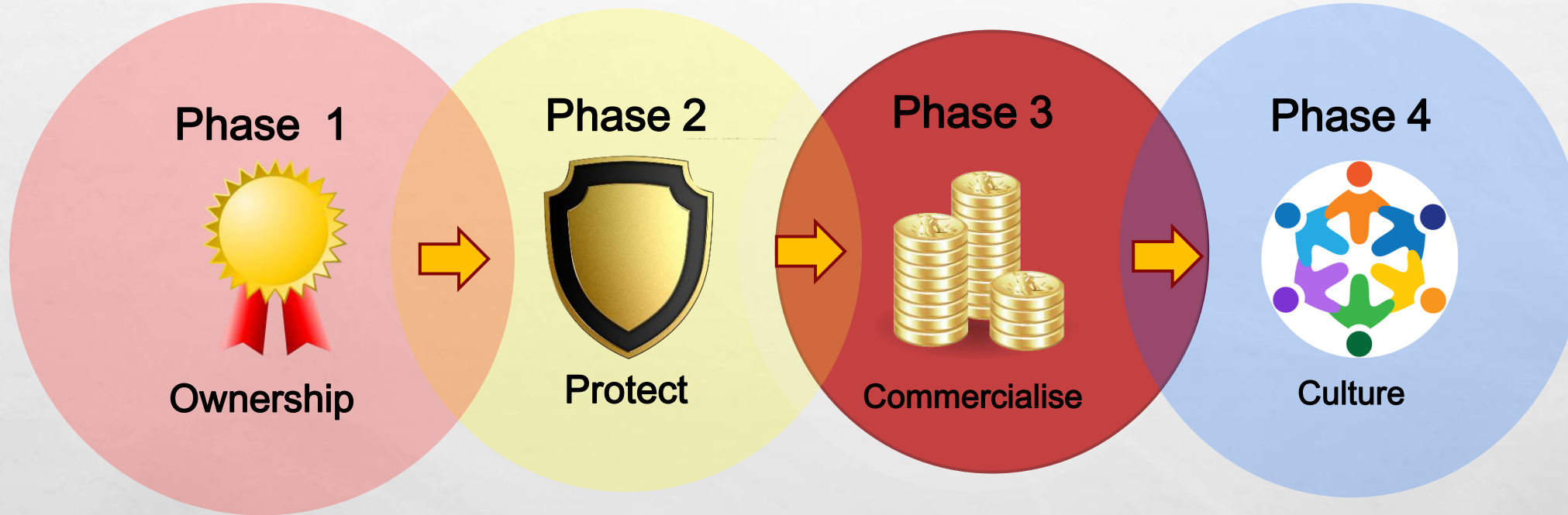


# BACKGROUND

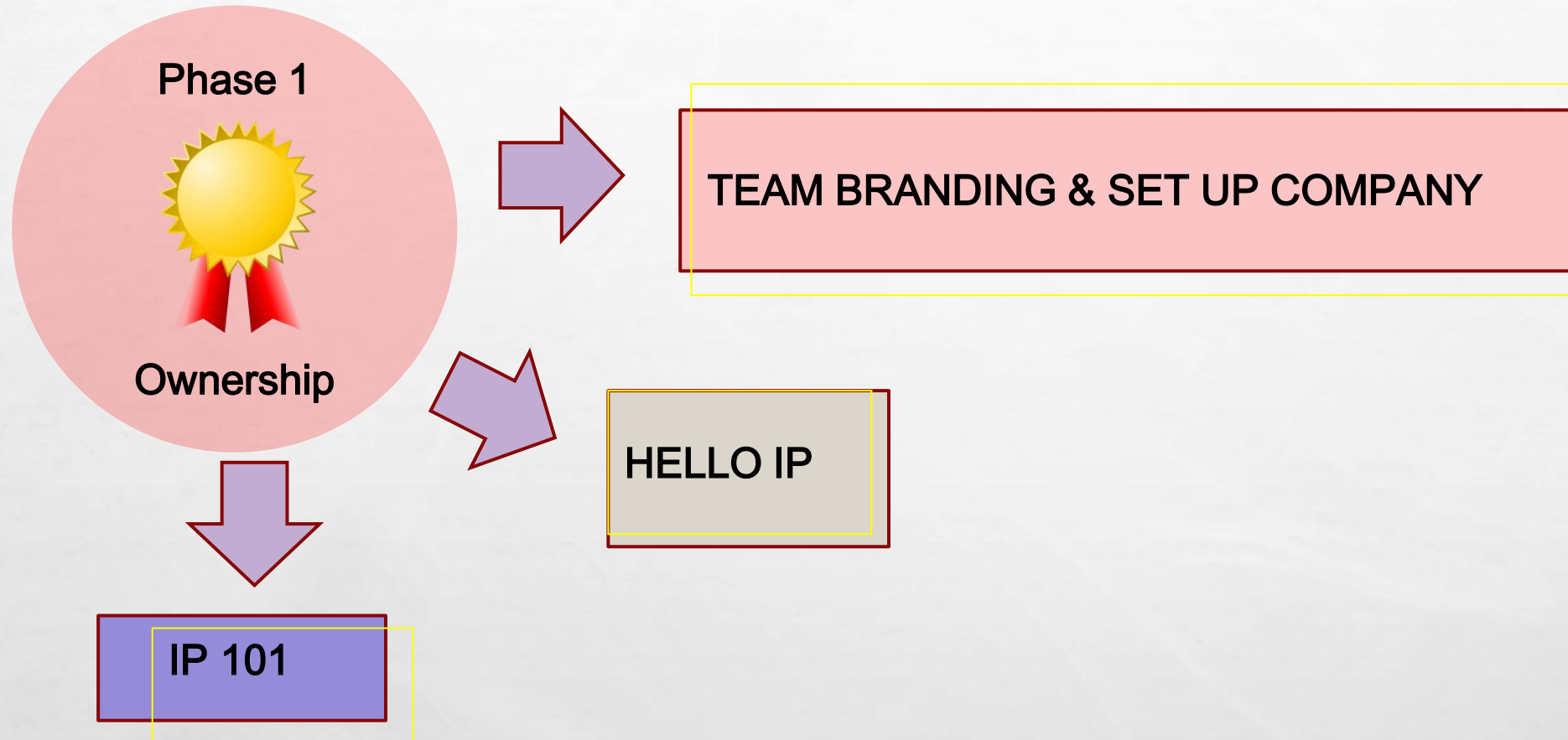
THE OBJECTIVE IS TO PROVIDE EARLY INFORMATION ON INTELLECTUAL PROPERTY. THUS, ENCOURAGING CREATIVE THINKING AND INNOVATIVE AMONG THE YOUNGER GENERATIONS. THE PROGRAM ARE DESIGNED USING FUN LEARNING APPROACH, MOTIVATED AND INTERACTIVE.

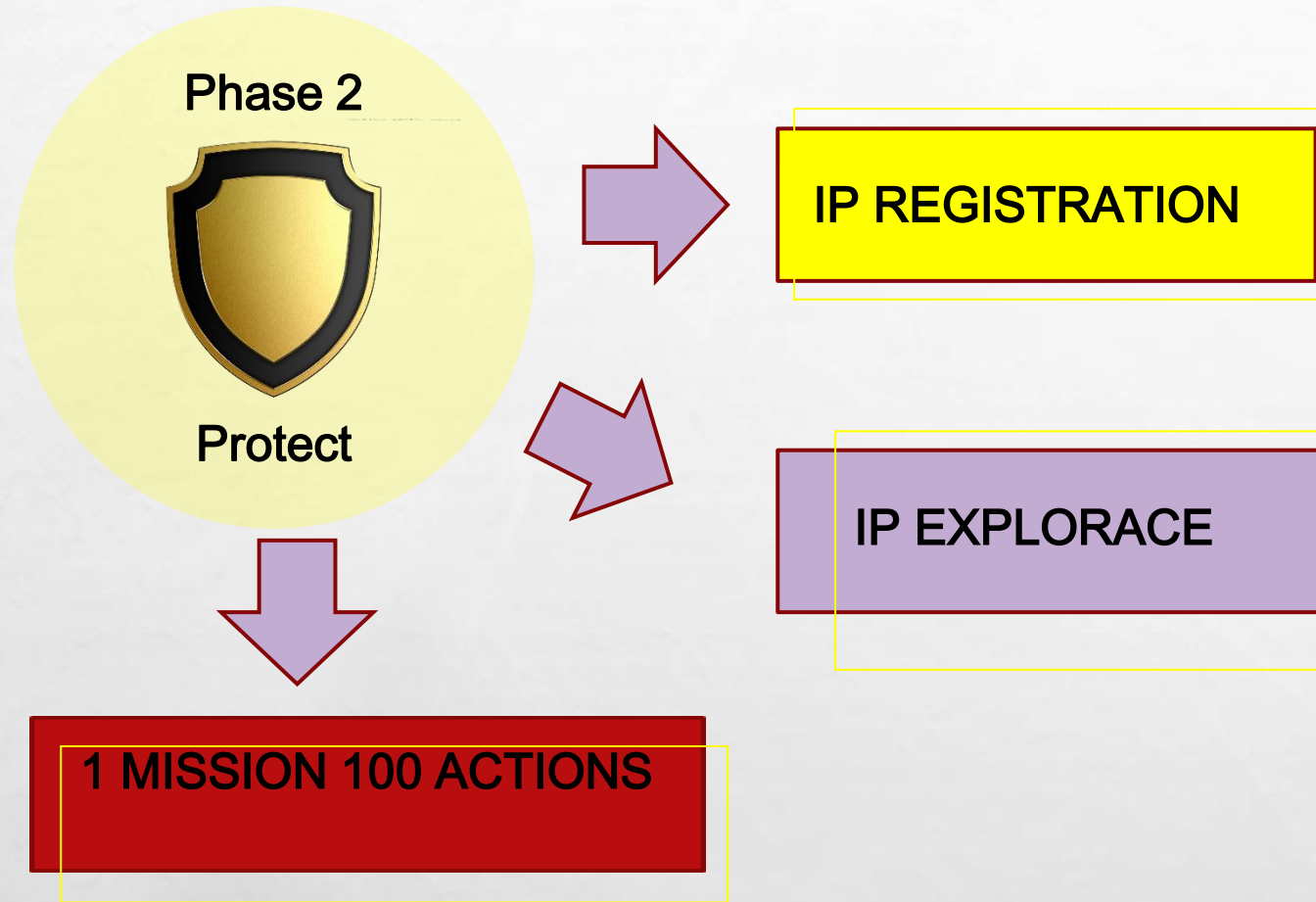
2013	Central Zone	Seri Puteri Science Secondary School, Cyberjaya
2014	Northern Zone	Sultan Abdul Halim Science Secondary School , Alor Setar Kedah
2015	Southern Zone	Tuanku Jaafar Science Secondary School, Kuala Pilah, Negeri Sembilan
2016	Eastern Zone	Sultan Ahmad Shah ( Pekan) Science Secondary School, Pahang
		Raja Tun Azlan Shah Science Secondary School (SERATAS) , Taiping, Perak
2017	Northern Zone	Kepala Batas Science Secondary School , Kepala Batas, Pulau Pinang
	SQL Zone	Miri Science Secondary School , Sarawak
	Southern Zone	Selandar Science Secondary School, Melaka

# THE CONCEPT





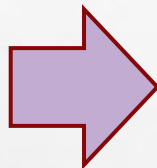




Phase 3



Commercialize

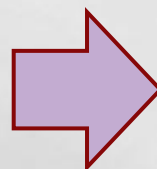


**IP Walk**

Phase 4



Cultivate



**IP VALUATION & IP MONETIZATION**





# ACHIEVEMENT

- MORE THAN 1500 STUDENTS AND 200 TEACHERS FROM 69 RESIDENTIAL AND EXCELLENCE SCHOOLS PARTICIPATED;
- FIVE YEARS PROGRAM (2013 -2017);
- RECEIVED 70 APPLICATIONS FOR PATENTS – SIX APPLICATIONS WERE GRANT IP FILING FUND;
- CONDUCTED COURSES ON BASIC PATENT FILINGS TO SCHOOL TEACHERS







# “IP FUNTASTIC” PROGRAM

- IP fun learning to aspire innovation and creativity





The Launching of IP Funtastic Module was officiated by His Honourable Minister of Domestic Trade, Cooperatives and Consumerism on 2 August 2016.



## BACKGROUND



## 1st Pilot Camp - Agenda

### DAY 1

#### IDEATION

8:00am - Welcome & Ice Breaker activities  
8:30am - Exercise 1 - Hot Bake  
10:00am - Exercise 2 - Design Thinking  
10:30am - Exercise 3 - Mobile Apps Challenge  
11:00am - Exercise 4 - Paper Cup Challenge  
11:30am - Ideation - How to solve problem & What's your App?  
12:30pm - LUNCH

#### IP + IP PORTAL

1:30pm - Intro to IP - Value your IDEAS  
2:30pm - Intro to IP Kids Portal  
3:30pm - Intro to LiveCode  
4:30pm - LiveCode Exercises  
5:00pm - Group Discussion  
5:30pm - Sharing session: Wrap up Day 1  
6:00pm - END

### DAY 2

#### BUILDING - LIVECODE

8:00am - Warm-up Activity  
9:15am - Recap  
9:30am - Prototyping  
11:00am - Testing prototype  
12:00pm - Intro to Pitching  
12:30pm - LUNCH

#### PITCHING

1:30pm - Designing & Practice Pitching  
2:30pm - Final Pitch Practice  
3:30pm - Pitching & Judging  
5:00pm - Announcement of BEST IDEAS  
5:15pm - Closing Ceremony/Speeches/Photo  
6:00pm - END

## “IP FUNTASTIC”

- Two days programme;
- 11 schools, more than 500 students and 22 teachers participated;
- The objective is to culture and nurture IP to the young generations;
- To have more creative and innovative generations by year 2050;
- Received 204 applications to be filtered for IP Filing Fund



# IP PORTAL FOR YOUNGSTERS

[www.ipfuntastic.com](http://www.ipfuntastic.com)

A screenshot of the Funtastic iP web registration page. At the top is the logo and a navigation bar. The main heading is 'Sign up Funtastic'. Below it is a registration form with fields for 'First Name', 'Last Name', 'Email', 'Password', 'Confirm Password', and 'Age'. A red 'SIGN UP' button is at the bottom. To the left of the form is a box that says 'Fill in your details to start submitting your ideas!'. To the right is a box that says 'Press Sign up to register a new account!'. At the bottom right is a box that says 'Don't forget to check your email after registration! We will verify your registration via email.'

As of  
31 DEC 2017:

204 applications  
received







#### 1. Cap Dagangan

MyIPO adalah satu contoh Cap Dagangan. Pendaftaran Cap Dagangan adalah salah satu cara yang terbaik untuk melindungi jenama anda.

Daftar dengan MyIPO untuk perlindungan selama 10 tahun dan ianya boleh diperbaharui!

#### 2. Petunjuk Geografi

Produk Seni, Kneftangan, Keluaran Industri & Pelancongan yang merujuk kepada sesuatu kawasan boleh didaftarkan. Tempoh Perlindungan adalah selama 10 tahun dan boleh diperbaharui. Lada Hitam Sarawak adalah salah satu contoh produk didaftarkan di bawah Petunjuk Geografi.

#### 3. Hakcipta

Karya seseorang tidak boleh diterbitkan tanpa izin pencipta karya tersebut.

Karya asli seperti buku, lagu yang diizinkan dalam bentuk material boleh didaftarkan dan mendapat perlindungan lebih 50 tahun!

#### 4. Reka Bentuk Perindustrian

Rupa bentuk luaran barang alip yang unik dan menarik pada pandangan mata merupakan ciri-ciri produk yang boleh didaftarkan.

Perlindungan sehingga 15 tahun membuatkan barangan anda lebih terjamin supaya tidak dapat ditiru!

#### 5. Paten

Pendaftaran paten adalah untuk Rekapipta (inovasi) sama ada produk atau proses.

Ini mestilah baharu di dunia perlu ada langkah merekapipta berpotensi dihasilkan dalam industri.

## Langkah Perlindungan Harta Intelek

### SEKOLAH

#### Makmal Sains



#### Pejabat



#### Kelas Musik



#### Perpustakaan



#### Dewan Makan



# **Malaysia International Young Inventors Olympiad (MIYIO)**





- ✳️ MIYIO 2018 IS A PLATFORM TO SHARE RESEARCH FINDINGS AND DEVELOPMENT OF SCIENCE AND ENGINEERING STUDENTS.
- ✳️ THIS PROGRAM HAS PRODUCED MANY TALENTED STUDENTS IN THE WORLD AND WORLD-CLASS SCIENCE AND ENGINEERING RESEARCH PROJECTS.
- ✳️ THE EVENT IS ORGANIZED BY THE DIVISION OF RESIDENTIAL SCHOOL MANAGEMENT / CLUSTER, MINISTRY OF EDUCATION, IN COLLABORATION WITH SEKOLAH MENENGAH SAINS SULTAN MOHAMAD JIWA. AND CO-ORGANIZED WITH THE REGIONAL CENTRE OF EXPERTISE ON EDUCATION FOR SUSTAINABLE DEVELOPMENT (RCE ESD) PENANG, UNIVERSITI SAINS MALAYSIA (USM), INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA (MYIPO) AND TEACHERS-PARENTS ASSOCIATION OF SEKOLAH MENENGAH SAINS SULTAN MOHAMAD JIWA.



## ★ MyIPO participation:

- \* Jury
- \* Allocation of IP Filing Fund – RM100,000.00
- \* IP Forum
- \* IP Talk
- \* IP Mobile



# **ACHIEVEMENT 2017**

- **122 PATENTS APPLICATIONS RECEIVED;**
- **6 APPLICATIONS WAS GRANTED IP FILING FUND**









# National IP Awards

- Yearly Event
- to give recognition to the inventors or creators
- to encourage creative minds and instill a culture of innovation and creativity among Malaysians
- More awareness on the protection of IP
- Recognition from WIPO



# Medium

**Print media**



**Eletronic media**



**Media Sosial**





# SOSIAL MEDIA



Like

**56,019**



**1,246**



**2,548**





**THANK YOU**  
**“create, protect & respect”**

Jamilah Kamaruddin  
[jamilah@myipo.gov.my](mailto:jamilah@myipo.gov.my)