

# I POTENTIAL

## THE LATEST ASEAN INTELLECTUAL PROPERTY UPDATE



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### Happy Mid-Autumn Festival 2024

#### Greetings from Pintas IP Group

Pintas IP Group wishes you a joyous celebration and prosperous days ahead. Also, we are monitoring closely new directions from IP Offices in ASEAN countries.

In the interim, we are giving our best endeavors in ensuring operational continuity for your Asean IP needs through our customer service and e-services platforms, Pintas Digital Platform (eCommerce), and IP Hall Case Management System (management and monitoring module) accessible 24 hours every day.

Once again we thank you for your continued support in this uncertain time, our thoughts go out to those who have been affected by this difficult time and we pray for your good health and well-being.



## The Fastest Way To Secure A Patent Grant Across The Globe

The Singapore IP Fast Track programme has proven to be a highly effective route for obtaining patent grants in a significantly reduced timeframe. Our team at Pintas IP has expertly navigated this process and assisted over 10 clients this year in receiving their patents granted within 6 months. This achievement underscores our commitment to providing efficient and effective intellectual property services to our clients.

Moreover, the Singapore grant can be used to expedite the grant process in other countries through the ASEAN Patent Examination Co-operation or the Patent Prosecution Highway. These programs facilitate the sharing of patent search and examination results among participating countries, thereby streamlining the international patenting process and securing global protection for our clients' innovations.

### [The ASEAN Patent Examination Co-operation \(ASPEC\)](#)

ASPEC was introduced on 15 June 2009. It is a regional patent work-sharing programme involving the Intellectual Property Offices of nine ASEAN member states: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

### [The Patent Prosecution Highway \(PPH\)](#)

The Singapore Patent Office (IPOS) has PPH pilot programmes with the China National Intellectual Property (CNIPA), the Mexican Institute of Industrial Property (IMPI), the European Patent Office (EPO), the Saudi Authority for Intellectual Property (SAIP), and the National Institute of Industrial Property of France (INPI France).

IPOS is also a participating office of the Global Patent Prosecution Highway (GPPH) pilot programme, which has over 27 participating offices. The GPPH network includes the Japan Patent Office, the United States Patent and Trademark Office, the Korean Intellectual Property Office and the German Patent and Trademark Office.

Those interested in the Singapore Patent Fast Track Programme can still submit an application before the 31st of December 2024. It should be noted, the programme has been renamed to Singapore IP FAST as it has been expanded to allow applicants with a patent application accelerated under this programme to also request for the acceleration of their related trade mark and registered design applications. The expansion aims to better support innovators and enterprises as they build and manage their IP portfolio, and commercialise their inventions.



Below are some reviews from our clients that have successfully obtained a grant through the fast track Programme:

“We engaged PINTAS for patenting our BOTOL RVM and were pleased with their efficient guidance through a smooth process. Their valuable advice helped us secure our patent grant in just six months via Singapore’s Fast Track programme. We highly recommend PINTAS for reliable patent registration services.”

– Max Craipeau, Director of BOTOL Pte Ltd. Filed on March 2023, Granted on April 2024

“Glad to work with Pintas IP Group in our growing practice in IP advisory.”

– KK Lim , Partner of Clayton Law LLC Filed on Jan 2024, Granted on July 2024

“Fast and seamless application, helpful team to make this complicated process easy.”

– Shane Ang, Founder of Asher lechem Pte Ltd. Filed Oct 2023, Granted on May 2024

“Tanalink’s experience with Pintas services has been great! They’ve been super professional, knowledgeable, and quick to help with everything we needed.”

– Patrick Martinent, CEO of Tanalink Pte Ltd. Filed on Jun 2023, Granted on April 2024

System and Method for Enabling User Collaboration

– Mr. Liew Yong Seong Filed on Nov 2023, Granted on May 2024

An Authentication Protocol for Establishing a Momentary Trust Zone During a Login and Operation Procedure

– Mr. Foo Yong Kwang Filed on April 2023, Granted on May 2024

An Apparatus, Kit, and System for Horticulture

– Mr. Kee Boon Hian & Mr. Ng Boon Ching PIC of Blueacres Pte. Ltd. Filed on July 2023, Granted on April 2024

We would like to extend our heartfelt congratulations to all our clients for their innovative contributions and for placing their trust in Pintas IP. We are proud to support their journey and look forward to continuing to deliver exceptional results.

# Navigating Myanmar's New Patent Law: What You Need to Know

## Navigating Myanmar's New Patent Law: What You Need to Know

Myanmar's intellectual property landscape has been revamped with the implementation of the Patent Law 2020, effective May 31, 2024. This overhaul, which also includes updates to the Trademark, Industrial Design, and Copyright Laws, marks a significant step in aligning Myanmar with global IP standards. Here's a concise overview of the new Patent Law:

### 1. Eligible Inventions

- **Novelty:** Must be new and not previously disclosed.
- **Inventive Step:** Should not be obvious to experts in the field.
- **Industrial Applicability:** Must be usable in any industry.

### 2. Ineligible Inventions

- Discoveries, scientific theories, mathematical methods.
- Business schemes, mental acts, or game rules.
- Pure software programs.
- Biological processes for plants and animals (except man-made microorganisms and certain genetic materials).
- Medical methods for treating humans or animals.
- Inventions contrary to public order or morality.

### 3. Eligible Applicants

- Inventors, their assignees, or transferees can apply. For joint inventions, all inventors must apply together. Employment contract inventions typically belong to the employer, unless the contract states otherwise.

### 4. Application Process

A patent application must include:

- A request for grant.
- Applicant and inventor details.
- A full description of the invention.
- An abstract, and if necessary, drawings or writings explaining the invention.
- Information on any traditional knowledge or genetic resources used.

### 5. Patent Rights and Term

- Patents are valid for 20 years from the filing date; utility models for 10 years. Patent holders can prevent unauthorized use, license, and pursue legal action. Exceptions apply for non-commercial use and research.

### 6. Priority Rights

- Myanmar recognizes priority rights under the Paris Convention and WTO agreements. Applications can benefit from an earlier filing date in a member state.

### 7. Compulsory Licences

- Available under certain conditions, such as public health needs or anti-competitive practices.

### 8. Appeals and Legal Proceedings

- Disputes can be appealed to the IP Agency and then to the Intellectual Property Rights Court.

### 9. Strategic Tips for IP Owners:

- Conduct IP audits to protect eligible inventions.
- Clarify IP ownership in employment contracts.
- Develop a robust patent filing and management strategy.

For expert guidance on navigating Myanmar's new IP framework, contact **PINTAS IP Group**. Our team is here to help you secure and leverage your intellectual property rights.



## Guidelines on Tax Incentive New Investment

Imagine your business enjoying a 0% reduced tax rate on qualifying income! With Malaysia Digital (MD) status, this could be your reality. Here's how we can help you achieve it:

### About MDEC:

The Malaysia Digital Economy Corporation (MDEC) is the government agency driving Malaysia's digital transformation and economic growth. MDEC is instrumental in fostering innovation, attracting digital investments, and developing the nation's digital economy. A key initiative under MDEC is the Malaysia Digital (MD) status, which offers substantial tax incentives for businesses engaged in qualifying digital activities. By facilitating access to MD status, MDEC helps businesses benefit from reduced tax rates, investment allowances, and more, ultimately enhancing their competitiveness and contributing to Malaysia's advancement in the global digital landscape.

### Why MD Status?

- **0% Reduced Tax Rate:** Benefit from a 0% tax rate on qualifying intellectual property (IP) income for up to 10 years.
- **5% or 10% Reduced Tax Rates:** Enjoy reduced tax rates on qualifying non-IP income, allowing you to reinvest more into your business.
- **Investment Tax Allowance:** Offset up to 100% of qualifying capital expenditure, significantly reducing your taxable income.

### How Does It Benefit You?

- **Boost Your Bottom Line:** These incentives lead to substantial savings, giving you more capital for innovation and growth.
- **Stay Competitive:** Reduced tax obligations free up resources to scale your business and stay ahead of the competition.
- **Expert Guidance from PINTAS:** With over 20 years of experience in IP monetization and finance, our team can guide you through the MD status application process, helping you maximize financial benefits.

### Eligibility

- **Malaysian-incorporated Company:** Must be incorporated in Malaysia.
- **Minimum Paid-up Capital:** RM50,000.
- **Qualifying Activities:** Engage in activities within Malaysia.
- **Digital Transformation:** Commit to digital transformation initiatives.

### Qualifying Activities for MD Status

Artificial Intelligence & Big Data Analytics  
 Blockchain  
 Cloud Computing  
 Cybersecurity  
 Drone Technology  
 Internet of Things  
 Robotics and Automation  
 Creative Media Technology (including extended reality and mixed reality)  
 Integrated Circuit Design with Embedded Software  
 Advanced Network Connectivity and  
 Telecommunication Technology

### Services We Provide

- **Tailored Eligibility Assessment:** Determine your qualification status.
- **Comprehensive Application Preparation:** Craft a compelling application.
- **Documentation & Submission:** Streamline paperwork and submission.
- **Ongoing Support:** Continuous follow-up to ensure a successful application.

Let **PINTAS IP GROUP** help you navigate the MD status process and unlock these exciting tax benefits for your business.

Contact us today for a free consultation!

## Our Upcoming Webinar

### Patent2Profit Case Study Series: Dyson Webinar 26 Sept 2024

Discover how Dyson leverages its cutting-edge patent strategies to secure a commanding position in the household appliance market. With a robust portfolio that protects its revolutionary technologies from bagless vacuum cleaners to bladeless fans. Dyson creates a formidable economic moat, ensuring its innovations remain at the forefront of industry advancements.

- An overview of the patent and intellectual property strategy of Dyson
- A case study on how Dyson builds an economic moat around its unique selling propositions with patent and intellectual property rights
- Gain insight on how to align your patent strategies with business competitive strategy.

Join us for a webinar on how Dyson strategically leverages its patent rights to safeguard its technological advancements in sectors such as household appliances, air treatment, and robotics, solidifying its industry position and maintaining a competitive edge.

#### Event Details:

Date: 26th September 2024 (Thursday)  
Time : 2PM – 3PM (Singapore Time GMT +8)  
Venue: Zoom Live  
Presenter: Mr. Lok Choon Hong @ Managing Director of Pintas IP Group

Save your spot today!

Register Now: <https://shorturl.at/A2kW5>

### Patent2Profit Case Study Series: Gillette Webinar 28th Nov 2024

Explore how Gillette leverages its innovative patent strategies to dominate the personal care market. With a formidable portfolio that safeguards its groundbreaking technologies, from multi-blade razors to advanced grooming tools, Gillette creates a strong economic moat. This strategic approach ensures that its innovations stay at the cutting edge of the industry, maintaining its leadership and competitive edge in the grooming sector.

- An overview of the patent and intellectual property strategy of Gillette
- A case study on how Gillette builds an economic moat around its unique selling propositions with patent and intellectual property rights
- Gain insight on how to align your patent strategies with business competitive strategy.

Join us for a webinar on how Gillette strategically leverages its patent rights to safeguard its technological advancements in sectors such as personal care and hygiene, solidifying its industry position and maintaining a competitive edge.

#### Event Details:

Date: 28th November 2024 (Thursday)  
Time : 2PM – 3PM (Singapore Time GMT +8)  
Venue: Zoom Live

Presenter: Mr. Lok Choon Hong @ Managing Director of Pintas IP Group

Save your spot today!

Register Now: <https://shorturl.at/S5R9n>

## Our Upcoming Seminar

**P2P**  
Patent2Profit  
"Create Technology, Protect Patent, Get Funding"

**HRDF CORP CLAIMABLE**

**IPACADEMY IP TECH**

### CREATE, PROTECT, MONETIZE

Learn how to create technology, protect patent, and get funding.

**4 July 2024 (Thursday)  
ONE DAY COURSE**

**3 Modules**    **8 Hours Training**

**Course Fee: RM 1,300  
(inclusive of training material)**

SCAN ME

**DR. SEE CHUN HWA**  
FOUNDER & CO-FOUNDER FOR MORE THAN 7 TECHNOLOGY COMPANIES

**DR. ISSAC LIM SING SENG**  
CERTIFIED TRIZ CONSULTANT AND TRAINER

**LOK CHOON HONG**  
DIRECTOR @ IP TECH ACADEMY

### Patent2Profit Basic Workshop - 4TH OCTOBER 2024

We are thrilled to announce the return of our highly anticipated "Patent2Profit - Basic Workshop". Following the success of our previous sessions, we're excited to offer this unique opportunity once again for both new and returning participants to gain valuable insights and knowledge.

Join us for the "Patent2Profit - Basic Workshop" where we'll guide you on transforming your ideas into global successes through three key steps: Create, Protect, and Monetize.

Discover straightforward and impactful methods to develop technology, secure patents, and obtain funding in this course.

- **Date:** 4 October 2024
- **Time:** 9:00 AM - 5:00 PM
- **Venue:** Menara MyIPO, PJ Sentral, Selangor
- **Course Fee:** RM 1,300 (inclusive of training materials)
- **Contact:** 016-285 5770
- **HRDF Claimable**

- **Speakers:**

Dr. See Chun Hwa - Founder & Co-Founder of More Than 7 Technology Companies  
 Dr. Issac Lim Sing Seng - Certified TRIZ Consultant and Trainer  
 Mr. Lok Choon Hong - Director at IP Tech Academy

- **Workshop Modules:**

Module 1: Patent & Patent Strategy Canvas (3 Hours)  
 Module 2: TRIZ Innovation Methodology (3 Hours)  
 Module 3: Monetize Your Patented Technology (2 Hours)

- **Who Should Attend?**

Business Leaders, Entrepreneurs, R&D Managers, Engineers, Inventors.

For more details and registration, visit:

[https://www.ipowner.org/patent2profit\\_basic\\_one-day-course/](https://www.ipowner.org/patent2profit_basic_one-day-course/)

We look forward to welcoming you to this transformative event !

## Contact Us



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