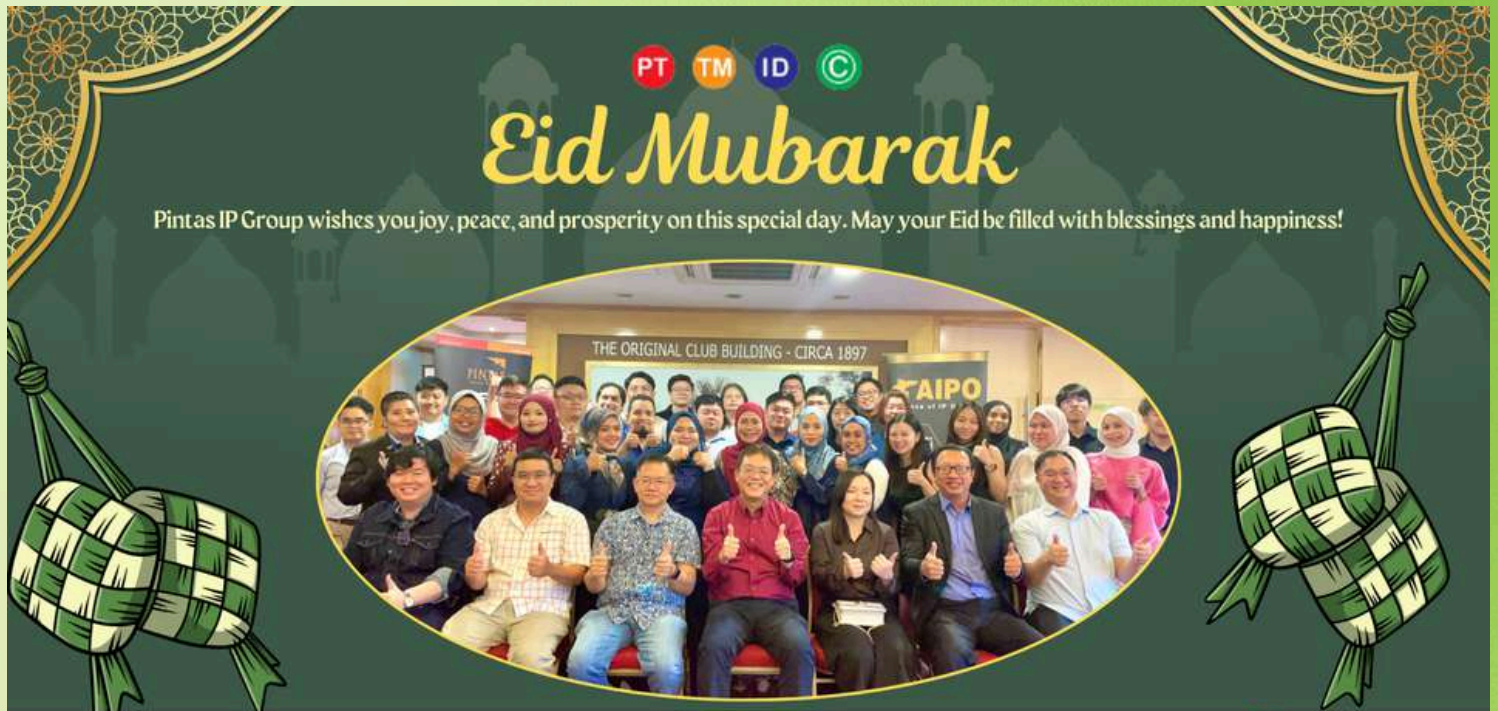


I POTENTIAL



THE LATEST ASEAN INTELLECTUAL PROPERTY UPDATE



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Happy Eid Mubarak!

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.



Accelerating Patent Grants in Southeast Asia: A Strategic Guide for Global Patent Firms

Accelerating Patent Grants in Southeast Asia: A Strategic Guide for Global Patent Firms

As Southeast Asia are becoming globally competitive and attractive to foreign investors in a wide range of industries, Southeast Asia countries have become an essential destination for patent applications. However, it is not without challenge to obtain patent protections in the different countries in Southeast Asia. After all, it is still ten countries, encompassing Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines, Brunei, Laos, Cambodia, and Myanmar, with varying levels of protection as well as different regulations and procedures for patents. Fortunately, Southeast Asia member states do have a strong understanding on the importance of establishing a robust IP regime for promoting innovation and encouraging international corporates to build their manufacturing and R&D facilities here. Therefore, regional collaboration and alignment efforts are evident in Southeast Asia on the safeguarding of patents to foster a more unified approach towards its protection.

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1. Expediting Your Patent Grant in Southeast Asia Through the PPH Route

To facilitate and expedite the acceptance of a patent application in Southeast Asia countries, patent applicants, especially applicants from non-Southeast Asia countries, would utilize the search and examination results from other jurisdictions such as US, Europe, Japan and the like. The Patent Prosecution Highway (PPH) program is also used by applicants to accelerate patent examination in Southeast Asia countries. Apart from that, filing a PCT application is also a popular way (if the PCT examination result is positive) to facilitate the acceptance of patent application in Southeast Asia countries as local examiners from most Southeast Asia countries often refer to examination results from PCT when deciding patentability of the invention.

The PPH programme offers an alternative route to expedite patent prosecution in Southeast Asia. It allows an application deemed patentable by the Office of Earlier Examination (OEE) to undergo accelerated examination in the Office of Later Examination (OLE) upon request. The table below summarises the PPH programmes that some Southeast Asia IP offices participate in:

Southeast Asia IP Office	PPH Participating Partner Office
Singapore (IPOS)	BR (INPI - Brazil), CN (CNIPA - China), MX (IMPI -Mexico), EP (EPO - Europe), Global Patent Prosecution Highway (GPPH): As of 6 July 2020, 27 offices participate, including Australia, Canada, Germany, UK, Japan, Korea, and the US.
Malaysia (MYIPO)	US (USPTO - United States),CN (CNIPA - China), EP (EPO - Europe), JP (JPO - Japan), KR (KIPO - Korea)
Indonesia (DGIP)	JP (JPO - Japan)
Philippines (IPOP HL)	EP (EPO - Europe), JP (JPO - Japan), KR (KIPO -Korea), US (USPTO - United States)
Thailand (DIP)	JP (JPO - Japan)
Vietnam (IPVN)	JP (JPO - Japan), KR (KIPO - Korea)

With the largest PPH network in Southeast Asia, Singapore allows foreign applicants to secure a patent via PPH and expedite regional grants through ASPEC.

2. Expediting Your Patent Grant in Southeast Asia Through the ASPEC Route

A foreign patent applicant can expedite the examination process of their patent application in Singapore through the Patent Prosecution Highway (PPH) route, facilitating a faster grant of the patent. With a granted Singapore patent, the applicant may then proceed to expand the patent protection to other Southeast Asia countries through the Asean Patent Examination Co-operation (ASPEC) program. ASPEC is participated by 9 members including Singapore, Malaysia, Vietnam, Indonesia, Thailand, Philippines, Brunei, Cambodia, and Laos. Under ASPEC, an IP office from a participating Southeast Asia country can use the search and examination results from another participating Southeast Asia country as reference in its own search and examination work. Whilst it is not compulsory to utilize examination result from IPOS, considering the speed of the issuance of examination report from IPOS, adopting a positive examination result from IPOS can maximize the benefit of the ASPEC program to ease the grant of patent application in other Southeast Asia countries.

Summary: Two Key Steps for Global IP Firms to Accelerate Patent Grants in Southeast Asia with PPH & ASPEC

Step 1: Use PPH to Obtain Patent Grant in Singapore

Patent Applicants originating from any of the PPH countries can speed up the examination process of their patent application in Singapore patent office by referencing the examination results from their home IP Office. Such a work-sharing arrangement allows applicants to obtain corresponding patent to be granted faster and more efficiently.

Step 2: Use ASPEC to accelerate grant in Southeast Asia countries

Southeast Asia Countries, namely Singapore, Malaysia, Vietnam, Indonesia, Thailand, Philippines, Brunei, Cambodia, Laos are members of Southeast Asia Patent Examination Co-operation (ASPEC)

Through the ASPEC Programme, patent applicants can use the ASPEC Programme to share the search and examination results of Singapore Patent Office with patent offices of other Southeast Asia countries to allow them accelerating the grant of corresponding patents faster and more efficiently in Southeast Asia Countries.

Overall, Southeast Asia represents a promising avenue for businesses aiming to develop a global patent portfolio. By implementing a well-rounded strategy that incorporates applicable acceleration programs, expert guidance from experienced patent professionals, and proactive engagement with available patent systems, chances of obtaining a fast patent grant can be significantly increased while maximizing the value of your patent assets.

Regardless of whether Singapore serves as your primary market for business, it can play a pivotal role in your filing strategy for obtaining patent rights in other Southeast Asia countries. By leveraging Singapore's advanced intellectual property infrastructure and streamlined patent processes, you can strategically use it as a gateway to navigate the patent landscape across the Southeast Asia region.

arm

Malaysia's IP Breakthrough in Semiconductors: Arm Deal to Spur Home-Grown Chip Innovation

Malaysia's IP Breakthrough in Semiconductors: Arm Deal to Spur Home-Grown Chip Innovation

Malaysian government announced a 10-year US\$250 million (RM1.11 billion) agreement with UK chip designer Arm Holdings plc. The partnership, the outcome of negotiations at the KL20 Summit, is a significant milestone towards making Malaysia an intellectual property (IP) champion in semiconductor design and innovation, rather than just an outsourced semiconductor assembly and test (OSAT) hub.

Strengthening Malaysia's Semiconductor IP Ecosystem

Datuk Seri Rafizi Ramli, Economic Minister, highlighted that this collaboration with Arm will accelerate Malaysia's five-to-seven-year journey to produce local chips. Under the agreement, Arm will provide IP licences and compute subsystems (CSS) to Malaysia on a royalty paid-on-sale model. The collaboration places in high relief the necessity for IP localisation in driving Malaysia towards the advanced semiconductor economy.

The vision of the government is to achieve 10 chip companies with an aggregate yearly turnover of US\$20 billion. Companies such as Oppstar Bhd and Key ASIC Bhd are already positioned to maximize the benefits from this strategic move, emphasizing the necessity of good patent portfolios for winning market share and driving innovation.

Climbing the Semiconductor Value Chain Through IP

Datuk Seri Anwar Ibrahim Prime Minister emphasized this is the beginning of Malaysia's second wave of semiconductors, going for "made by Malaysia" AI chips. He also revealed that Arm is to set its first ASEAN office in Kuala Lumpur, ensuring further alignment towards Malaysia's push in the semiconductor IP ecosystem.

Arm's role in the semiconductor value chain is pivotal, providing core IP to chip designers such as Nvidia, AMD, and Qualcomm. This acquisition positions Malaysia to ascend the semiconductor value chain by building its own chip design value chain rather than depending on backend activities. Semiconductor patent and proprietary technology ownership will be key to making Malaysia competitive in the world.

Industry Perspectives and Challenges in IP Commercialization

InvestPenang CEO Datuk Loo Lee Lian described the collaboration as a game-changer move that consolidates the semiconductor ecosystem in Penang. CEO of Selangor Information Technology & Digital Economy Corp Yong Kai Ping similarly stressed the importance of structured training programs to get the best out of the Arm alliance.

Local chip players such as Oppstar, SkyeChip, and Infinecs Systems hope for dividends from Arm's exposure to IP. However, the players caution that Malaysia must match the agreement with increased R&D outlays, more start-up funding, as well as stronger global connections to rival Taiwan, a semiconductor leader, and South Korea. Add to that ensuring locally developed semiconductor IP is well protected and wisely commercialized will be the key to long-term success.

The ARM Malaysia IP licensing deal presents substantial benefits for Malaysian IP owners, particularly in the technology and semiconductor sectors. Here's a concise summary of the key advantages:

Key Benefits for Malaysian IP Owners

- 1. Access to Advanced Technology:** Leveraging ARM's extensive semiconductor designs enables local companies to innovate efficiently.
- 2. Accelerated Product Development:** Utilization of ARM's ready-made IP cores speeds up time-to-market, allowing for customized solutions.
- 3. Revenue Opportunities:** Companies can monetize their products through licensing agreements with ARM, generating royalty income.
- 4. Skill Development:** Training programs offered by ARM enhance local expertise in semiconductor technology, fostering a knowledgeable workforce.
- 5. Strengthened Local Ecosystem:** Collaborations can lead to a thriving tech industry in Malaysia, supporting startups and established companies.
- 6. Global Market Access:** Aligning with ARM enhances the credibility of Malaysian firms, facilitating entry into international markets.
- 7. Structured Legal Framework:** Transparent agreements provide secure IP ownership and manageable risk profiles, sharing development costs and technology-related risks.

Conclusion

Overall, the ARM Malaysia IP licensing deal is a strategic opportunity for local IP owners to enhance their competitive position, drive innovation, and contribute to Malaysia's growth as a tech hub.



LAOS - New Rule on Submission of Original Documents for IP Procedures

The Lao People's Democratic Republic (Lao PDR) has introduced a significant change to its intellectual property (IP) procedures with the issuance of Notice No. 198/DIP on February 22, 2025. The notice, issued by the Intellectual Property Department under the Ministry of Industry and Commerce, outlines new rules for the submission of original documents, including power of attorney (POA) and supplementary materials, for trademarks, patents, petty patents, and industrial designs.

Key Highlights of the Notice

1. E-filing for Original Document

Under the new rules, IP representatives and agencies are now permitted to submit original documents electronically via the E-Filing system. This eliminates the need for physical submissions, streamlining the process and reducing administrative burdens. However, agencies are required to maintain the original documents and ensure compliance with Lao PDR's legal framework.

2. Verification of Original Documents

The Intellectual Property Department retains the right to request physical documents for verification if there are concerns about the authenticity or accuracy of electronically submitted materials. In such cases, agencies must provide the requested originals promptly.

The notice took immediate effect upon issuance, replacing any prior conflicting regulations. This change reflects the government's commitment to modernizing its IP framework and aligning with international best practices.

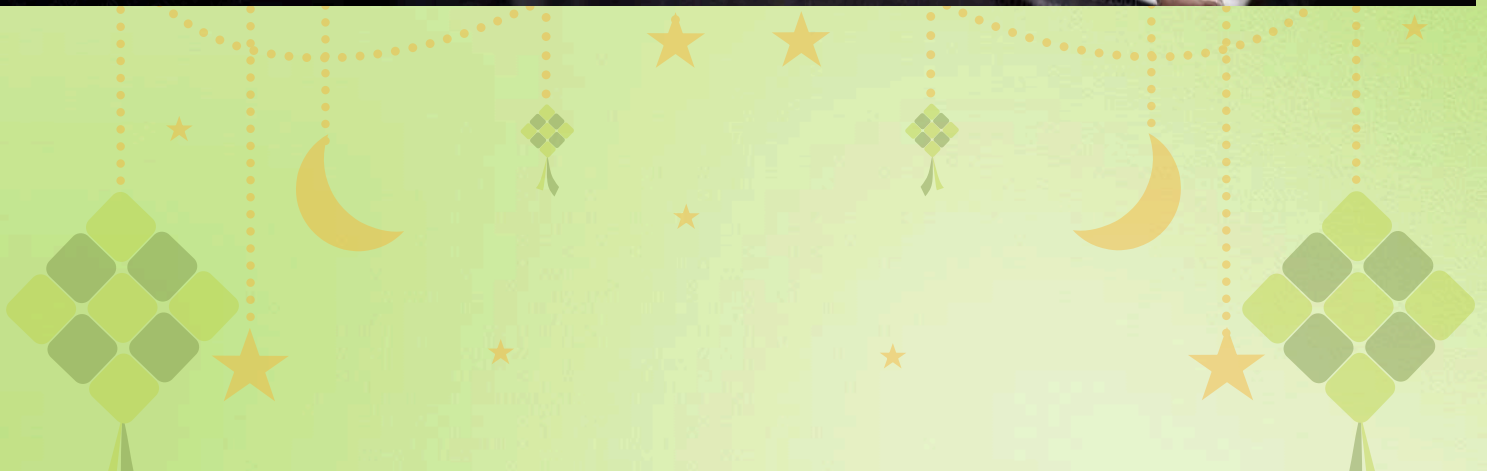
Benefits of the E-Filing System

The new rules offer several benefits, including increased efficiency, reduced paperwork, and the convenience of remote filing. However, they also place greater responsibility on agencies to maintain proper records and ensure compliance. Agencies must be prepared to present original documents if requested by the Intellectual Property Department.

Conclusion

The introduction of these new rules marks a significant step forward in Lao PDR's efforts to modernize its IP procedures. Businesses and IP practitioners are encouraged to familiarize themselves with the updated requirements and ensure compliance to avoid delays or complications in the registration process.

For further information or clarifications, contact PINTAS. Our team of experts are dedicated to helping you protect your intellectual property rights and navigate the complexities of the new legal framework.



Upcoming IP2Profit Case Study Webinar

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The **2025 IP2Profit Case Study Series** is an upcoming webinar series designed to uncover how some of the world's most innovative companies strategically use patents to protect their market position, foster innovation, and achieve sustainable competitive advantages. Hosted by **Lok Choon Hong, Director of Pintas IP Group**, and **Lee Jia Ee, Director of GIP Malaysia**, the series is aimed at intellectual property (IP) professionals, entrepreneurs, innovators, and business leaders seeking actionable insights into patent strategies that drive success.

This series will be conducted live via Zoom and feature comprehensive analyses of patent-driven success stories from globally recognized brands. Below are the key sessions scheduled:

Tesla IP2Profit Case Study

Date: February 27, 2025

Explore Tesla's innovative approach to patents and how the company uses open patents and proprietary IP to dominate the electric vehicle and clean energy markets. This session will delve into Tesla's balance between open innovation and protecting key technologies.

Nestlé IP2Profit Case Study

Date: May 29, 2025

Learn how Nestlé, a global leader in food and beverage, leverages its extensive patent portfolio to drive innovation in product development, sustainability, and packaging technologies. Discover how IP plays a central role in maintaining market leadership in a competitive industry.

Huawei IP2Profit Case Study

Date: August 28, 2025

Dive into Huawei's comprehensive IP strategy, which has enabled the company to thrive in the highly competitive telecommunications and consumer electronics sectors. This session will highlight Huawei's investments in R&D and its effective use of patents in global markets.

Spotify IP2Profit Case Study

Date: November 27, 2025

Understand how Spotify's innovative patent strategies in music streaming and content recommendation algorithms have helped it maintain a leading position in the digital entertainment industry. This session will focus on how Spotify protects its proprietary technologies while driving customer engagement.

What You'll Learn:

Patent Monetization: Strategies for transforming patents into revenue-generating assets.

Competitive Positioning: Insights into how companies use patents to protect and extend their market leadership.

Innovation Strategies: Best practices for aligning R&D efforts with intellectual property protection.

Global IP Management: Tips for navigating international IP systems and safeguarding technologies in global markets.

This webinar series promises to deliver actionable knowledge and real-world case studies, making it a must-attend for anyone involved in innovation, business strategy, or intellectual property management. Don't miss this opportunity to learn directly from industry experts—register now by scanning the QR code on the poster!

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