

# A VISIONARY'S QUEST



# IPOS

## the innovation agency guiding your journey

Intellectual Property Office of Singapore (IPOS), a statutory board under the Ministry of Law, is not your typical IP office. We are an innovation agency that uses our deep technical, legal and business expertise in IP to grow innovating enterprises. An IP office for the future, we are building the innovation ecosystem for Singapore's new economy where today's ideas become tomorrow's assets.

Are you ready to change the world with your ideas? We help you transform good ideas into great products and services ready for the global market.

Are you pushing forward with product development? We help you make important decisions based on sound analytics, grow your business through IP and innovation strategies, and develop skills and expertise in IP and innovation.

**Are you ready to embark  
on your quest with us?**



# AT A GLANCE

National IP Registry & Regulator for patents, trademarks & designs applications



**90%**  
PhD Holders for Patent Examiners



**10**  
IP Strategists



**71**  
International Partnerships



English and Chinese Search Capabilities



First office action within **2 months**



Commercial patent search completed within **1-2 weeks**



Transmits **99.8%** of our International Search Reports within the stipulated 3-month period

Competent **International Searching Authority** and **International Preliminary Examining Authority** under the Patent Cooperation Treaty, with competitive pricing



More than **100** courses, **4,000** Professionals



## Commercial Services

- Pre-filing patent search
- Validity/invalidity search
- Technical patent search as part of Freedom to Operate analysis
- Pre-acquisition/due diligence search
- Patent analytics
- Competitor analysis
- Intangible asset audit
- Intangible asset strategy and management
- Bespoke IP advisory services
- Executive training programmes on IP and innovation management

# SPARKING OFF INNOVATION

Did you know that your intangible assets can help you innovate further? With advance knowledge and forward planning, your intangible assets will bring your business further in its innovation journey and maximise your performance on the market.



## Gather Data On The Competitive Landscape

With business intelligence reports, you get a report card with critical knowledge such as an audit of your intangible assets and patent analytics. Spot your next business opportunity and chart your expansion on the innovation roadmap with clearer visibility for your way ahead.



## Gain Early Insight Into Your Potential

Conduct a customised pre-filing patent search to identify prior art, and learn about your innovation's potential at the start of your journey!

### Benefits:

- ◆ Find out the patentability of your invention at an early stage
- ◆ Decide on the best strategy for protecting your invention
- ◆ Helps you draft better patent claims and makes prosecution more efficient



## We search in both English and Chinese!

Our bilingual English and native Chinese search gives you access to the vast volume of Chinese prior art. No unreliable machine translations here!



## WARNING! DANGERS AHEAD

**Avoid undervaluing your assets, selling yourself short in business deals or getting into collaborations with jointly owned IP.**



## Strategise The Growth Of Your Intangible Assets

Team up with our IP Strategists to plan your intangible asset strategy and management. Have specific needs? Let us know - we offer bespoke advisory services.

*Get answers for your burning questions*

### ◆ What are the potential risks you might face with the current gaps in managing your resources?

Discover every intangible asset you own, extent of risks and their impact on profits.

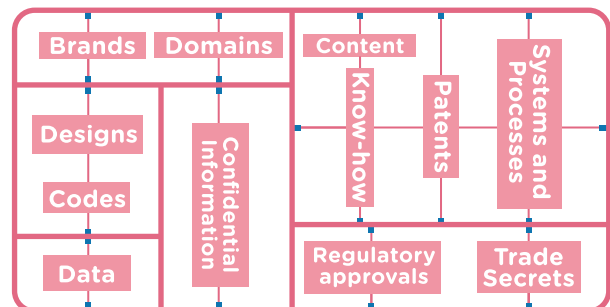
### ◆ What is your strategy for scaling up and overcoming the competition?

Develop your most important and profitable intangible assets for strongest returns. Register the relevant IP in markets with the most relevance.

### ◆ How can you convert your strongest innovations into commercial value?

Put your intangible assets to work through licensing, sale and re-investment.

◆ This is your potential arsenal of intangible assets:



◆ Dive into your arsenal to build a strong defensible IP strategy early on. Protect your innovations and creations against competition, and reap maximum returns from your investment later. A strong intangible asset strategy will not only protect, but help your business expand.

# SHARPEN YOUR COMPETITIVE EDGE

Are you wondering how your business can stay ahead of competitors? With our search services, we help you spot market trends and the next frontier of innovation for greater business growth.



## Understand What's Going On In The Market

### Technology Diagnostic Report



Find and evaluate existing inventions to kick-start, complement or accelerate your new product by analysing the patents in your technology space of interest.

Earn these insights:



Is there potential to acquire small emerging companies who have new, cutting-edge technology?



Is there competition from unexpected sources?



Is it possible to license emerging technology from institutes of higher learning?



## Patent Search Services



Use our search services, which are customisable to your specific needs, to help you make informed business decisions.



### Validity/invalidity search

- Want to assess and reinforce the validity of your granted patent so that it can generate better gains for you?

Conduct a validity search.

- Clear the path ahead for your business operations.

Use an invalidity search to remove potential obstacles for future commercial operations.

### Technical patent search as part of Freedom to Operate analysis

- Forge paths in new markets without fear by checking if you can conduct commercial activities relating to your product or method in a specific jurisdiction without infringing other granted patents.

### Pre-acquisition/due diligence search

- Before you jump into valuation, licensing, acquisition, or a merger, hold on! Know what you're in for by combining the various search services to verify the strength of a company's patents to develop a comprehensive IP commercialisation strategy.

Invalidity search to remove the danger from such obstacles

Technical patent search to spot potential patent obstacles in the way of your commercialisation

POWER COMBO!

## NOTICE

- Patent your invention or keep it a (trade) secret?**  
If you have a lot of trade secrets, patents may not be the best strategy for your business. Our IP Strategists can advise which might be the most suitable route for you.

- Not all ideas are created equal:** Protecting your intangible assets is the first step to getting maximum value from your innovations and creations, but not all intangible assets are equally valuable. We will show you how to protect and grow the ones that benefit your business the most.





## Take Your Intangible Assets Overseas Quickly and Easily

Tap on our global patent network to access valuable information in brand new markets

IPOS is part of these accelerated patent examination frameworks:

- ◆ **ASEAN Patent Examination Cooperation (ASPEC):**  
A network of IP Offices of Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, the Philippines, Singapore, Thailand, and Vietnam
- ◆ **Global Patent Prosecution Highway (GPPH):**  
A network of more than 20 IP Offices
- ◆ **Patent Cooperation Treaty (PCT):**  
Apply for patent protection in several countries simultaneously through your application with IPOS
- ◆ **Patent Prosecution Highway (PPH):**  
Bilateral PPHs with the State Intellectual Property Office of China, the European Patent Office and the Mexican Institute of Industrial Property

### Take your intangible assets overseas

You can also commercialise other intangible assets through joint ventures, collaborations, licensing and franchising! Not sure how to do it? Consult our IP Strategists!



## DID YOU KNOW?

IP jobs in Singapore typically command a premium of 30%. By reskilling and upskilling yourself through programmes such as the Master of IP and Innovation Management or the Specialist Certificate in Intangible Asset Management, you can look forward to a rewarding career in today's innovation-driven economy.

## Power Up Your Knowledge And Skills

Looking for advice on using IP to grow your business? Or wondering how to handle IP disputes? Attend our IP Business and Legal Clinics for complimentary advisory services.

## Pick up IP skills and build up competency in innovation and IP management, and use your knowledge to get ahead in the game.

- ◆ **Executive programmes:** For both individuals and companies
- ◆ **Master's and Specialist Certificate programmes:**  
Deepen your skills through vocational and academic certification
- ◆ **Regional training:** Build global networks through international programmes
- ◆ **Customised courses:** Specially tailored to meet your learning needs

Visegrad Patent Institute 

USA 

UK 

Sweden 

Colombia 

Spain 

South Korea 

Singapore 

Russia 

Portugal 

Poland 

Norway 

Nordic Patent Institute 

# Global Patent Prosecution Highway (GPPH)

Mexico (PPH) 





**Competent ISA for these countries under the PCT**

- |           |  |           |   |
|-----------|--|-----------|---|
| Singapore |  | Thailand  |  |
| USA       |  | Vietnam   |  |
| Japan     |  | Indonesia |  |
| Mexico    |  | Cambodia  |  |

# CASHING IN YOUR IDEAS

Your intangible assets are well protected and business is thriving. You are now actively looking to forge your way forward. Armed with your intangible assets, you will be able to take your business even further to become a visionary on the market.



## Grow Your Profits

**Gain deeper insights from both patent and non-patent data with a Technology Insight Report**

- ◆ *Evaluate the technology space:* Scout the areas of high growth and white spaces for future development. Size up the market leaders.
- ◆ *Evaluate new markets:* Track the patenting trends in the new markets you seek to enter. Find out who the most important players in the market are.

- ◆ *Identify potential licensees:* Find out who is citing your work, and in what areas. Discover new application areas for your products and technologies in other fields.
- ◆ *Competitor analysis:* Patents show you where your opponents are heading and what they are planning to do in the market. Track their patent activities and stay ahead of your competitors by making informed business decisions.



## NOTICE



◆ You might also have other intangible assets such as content, algorithms, and data to grow your business. Utilise your valuable intangible assets in line with your business goals, and supercharge your growth and expansion opportunities.

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**Ideas Today.**  
**Assets Tomorrow.**

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