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SESSION 15

Challenges facing IP Australia

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Australia



trading ideas

THE FUTURE OF IP IN ASIA PACIFIC

Outline

- Current trends and challenges
- IP Australia's approaches and responses
- Future directions and opportunities



Trends and Challenges

Trends

- Globalisation of trade
- New and emerging technologies

Challenges

- Increasing workload
- Balance of interests in IP rights



Globalisation of Trade

- Growth of global trade
- Increasing reach and integration of supply chains
- Emergence of global brands and products
- WTO trade rules

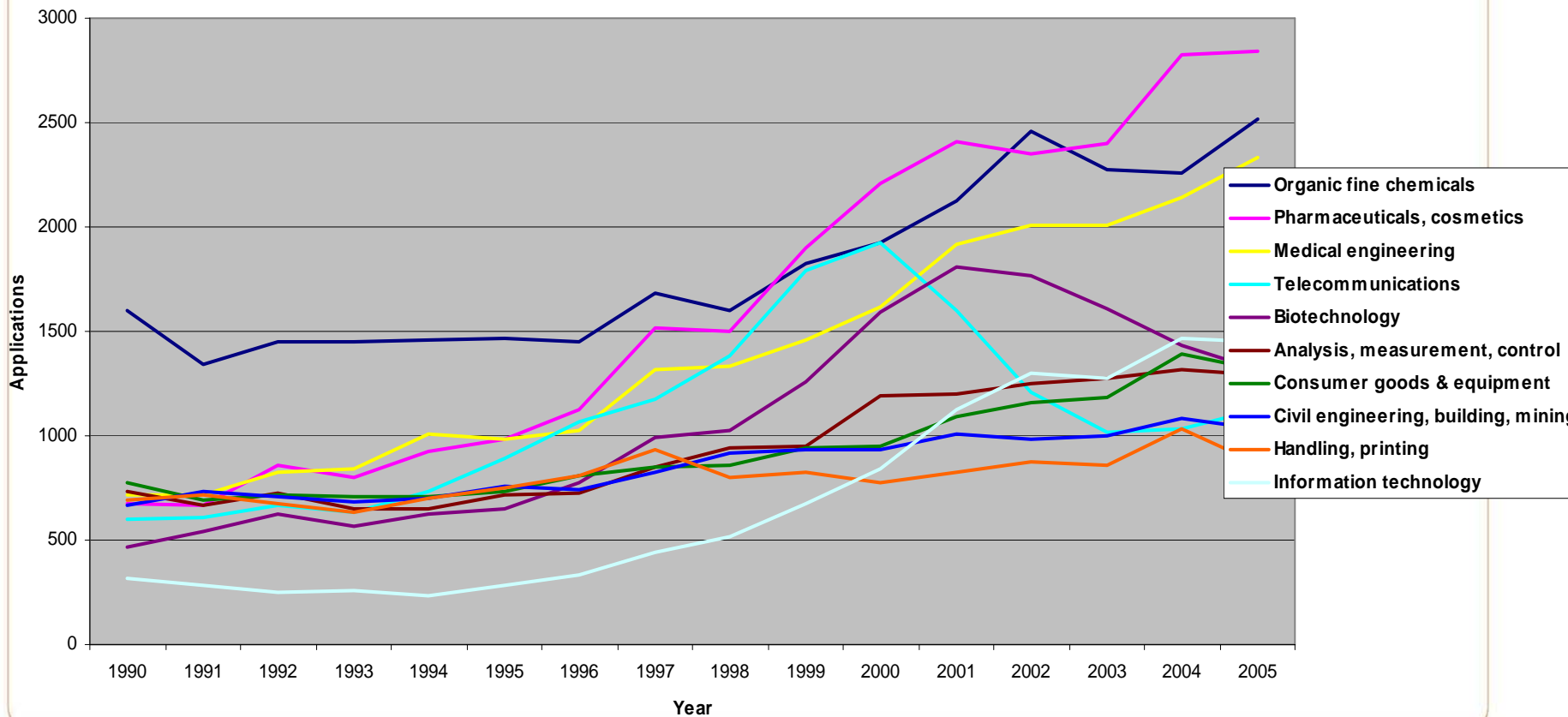


New and Emerging Technologies

- Internet
- Biotechnology
- Medical
technology
- Nanotechnology

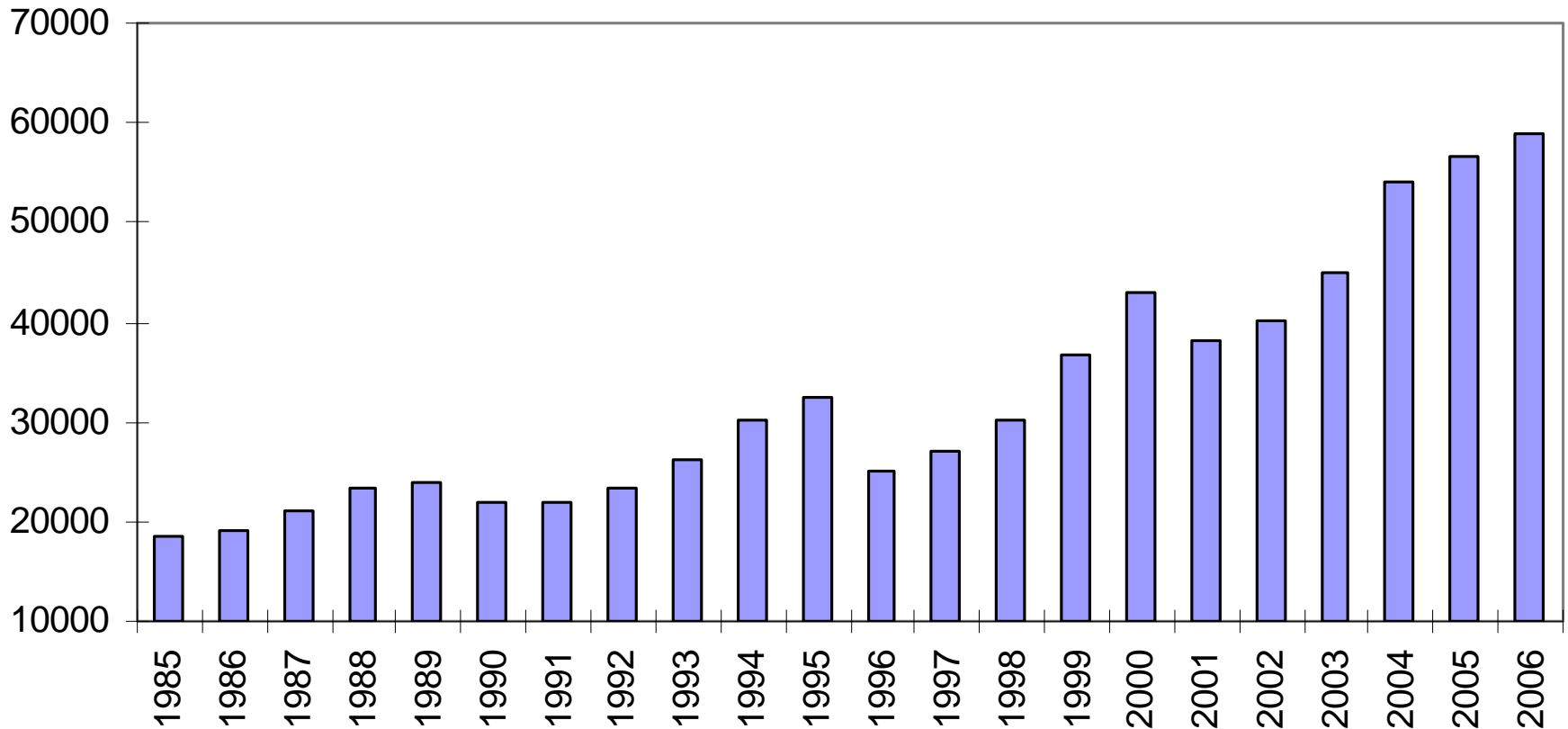


Top 10 Technologies of Standard Patent Applications (IP Australia)





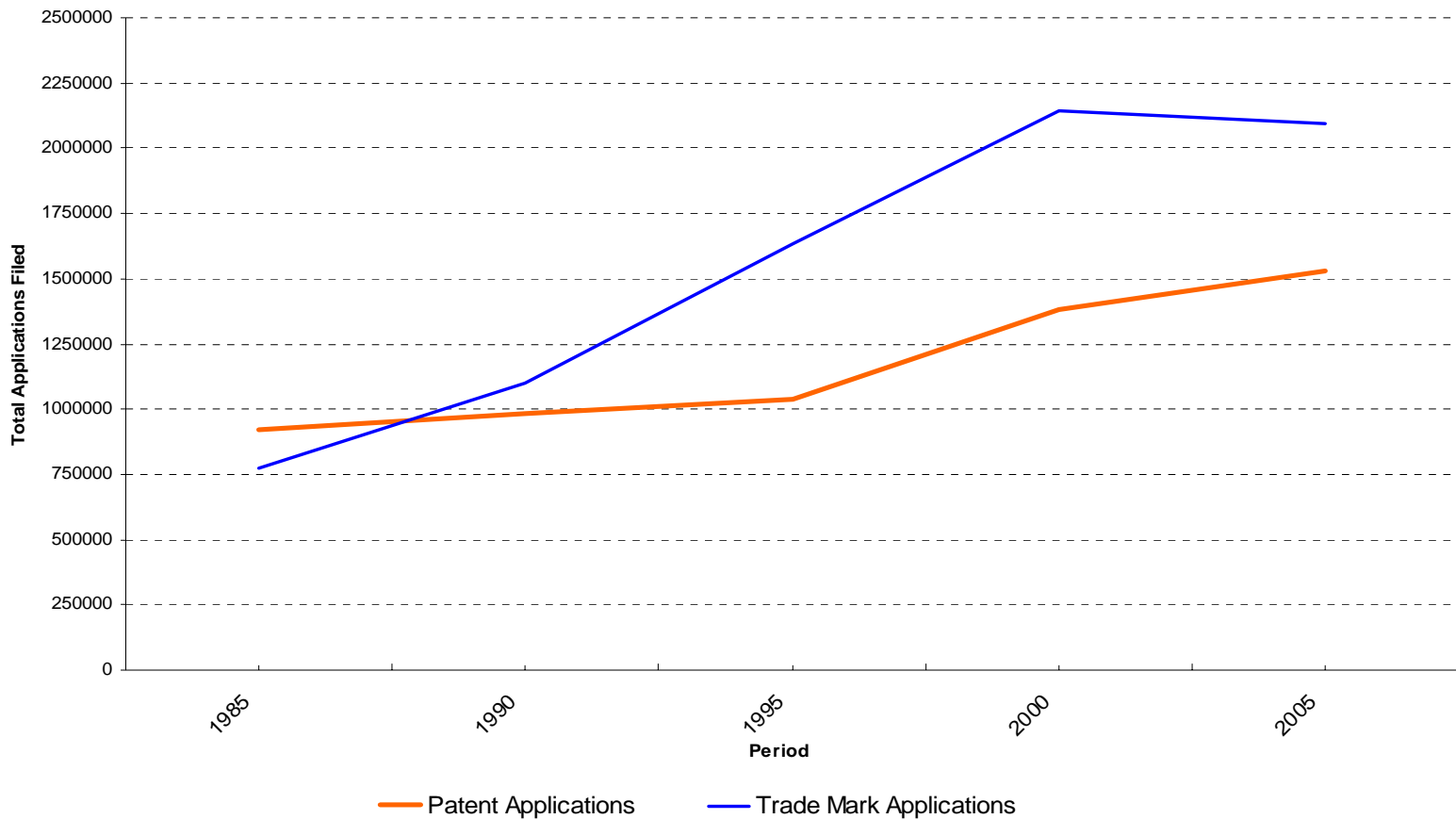
Number of Trade Marks Applications (IP Australia)





Workload

Growth in Patent and Trade Mark Applications Worldwide



Balance of interests in IP Rights



- Global players
- Established IP system

- Domestic players
- Non-standard IP interests



Global interest vs Local interest

Can the IP system support the growth and development of **global companies**

AND

accommodate the interests of **local companies** in promoting their growth and protecting their IP?



Established **IP** system vs Non-Standard **IP** Interests

Can the **IP system** accommodate new forms and principles of **IP** to allow its broader relevance to a diverse trading community?

IP Australia's responses to the challenges

Workload

- Increased recruitment
- Development of IT systems
- Mutual exploitation





Our vision

- ✓ ONE application, ONE search, ONE examination
- ✓ Internationally recognised
- ✓ IP Office of CHOICE

Quality

- ✓ ISO 9001:2000 certification
- ✓ PCT Search & Examination Authority





IP Australia's responses to the challenges

Balance of Interests in IP Rights

- Harmonisation
- Active involvement in the international debate
- Two-tier IP rights
- New Service Models



Future Directions: IP in Asia Pacific

- Global balanced harmonised IP system is worth having...
- We can work more closely to move towards it...
- APEC, WIPO, WTO as well as bilateral processes each offer opportunities for our effective cooperation...



THANK YOU!

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