

New competition is about IP management and strategy: Prof Ho

– *Pamela Pang*

COMPANIES can now assess their Intellectual Property (IP) management processes online.

Strategies for Creation, Ownership, Protection and Exploitation of IP (Scope IP), a new national IP management programme for enterprises in Singapore, was unveiled by the Intellectual Property Office Singapore (Ipos) yesterday.

“In order to stay consistently ahead of competition, companies are learning how to harness their intellectual resources to produce IP and to effectively deploy that IP arsenal for maximum value.

“The new ecology of competition is all about IP management and strategy,” said Associate Professor Ho Peng Kee, Senior Minister of State for Law and Home Affairs, who officiated at the launch.

The first phase of Scope IP is a free online self-assessment diagnostic tool. Hosted on Ipos’s IP portal, Surf IP, the first section of the virtual module will help companies assess how their IP are managed through a series of questions that focus on the five areas of IP management.

The second section allows companies to identify their IP portfolio such as patents, trademarks, copyrights, industrial designs and confidential information and examine if they have the proper system to manage their IP stock.

The second phase of Scope IP, which will take effect early next year, is a development of a set of “best practice” protocols in managing IP.

The “best practice” framework can be used by IP consultants in Singapore to assess the capabilities of enterprises. The framework can also help to facilitate the companies’ future business endeavours such as obtaining financing for new ventures or merger and acquisition activities.