

The UP Diliman IP & Technology Transfer Team

The UP Diliman Intellectual Property (IP) and Technology Transfer Team is composed of individuals with expertise not only in IP, but also in business development, marketing, and the scientific and technical fields to provide a range of specialized services. They also work with patent and technical consultants from the University and prestigious IP law firms. They offer the following services:

IP CONSULTATION

The Team relies on its broad IP knowledge to help you with IP-related concerns. From university research projects and third-party collaborations to contract review for IP provisions, the Team can deliver an assessment of your IP's potentials.

PATENT SEARCH AND PATENT SEARCH TRAINING

Patent Search is a useful tool to determine if there are Prior Arts that may impact the novelty or inventiveness of your invention. It can also guide researchers on unexplored areas of study, related literature, and even possible thesis topics.

MARKET STUDY AND MARKET STUDY TRAINING

Your invention's market potential is crucial not only to successful technology transfer, but also to fostering groundbreaking research. Understanding the market before doing research on a new technology or investing in an IP is a must to maximize resources.

TECHNOLOGY ASSESSMENT

Upon your complete disclosure, the Team will carefully evaluate the patentability and market potential of your invention. With advice from technical and market experts, the Team determines the best protection for your IP.

IP REGISTRATION

The Team provides assistance in filing your patent, utility model, industrial design, trademark, and other IP applications.

COMMERCIALIZATION

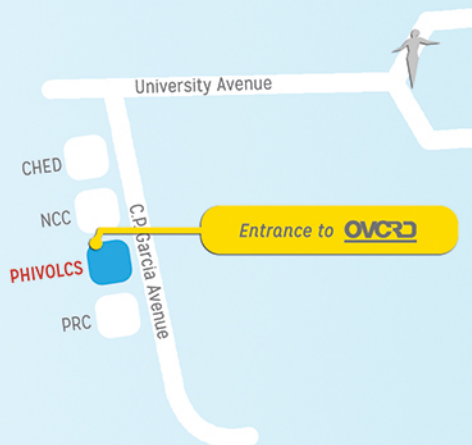
The Team can help you find the right commercial partner by marketing your technologies and exploring business partnerships. They facilitate meetings with interested parties to ensure that no enabling disclosures are made before an agreement is finalized.

PITCH COACHING AND ASSISTANCE




When you are ready to make a pitch to potential investors, the Team also provides coaching and mentoring.

HOW CAN I CONTACT THE TEAM?

Visit the Office of the Vice-Chancellor for Research and Development, which is located at Lower Ground Floor, PHIVOLCS Building, C.P. Garcia Avenue, Diliman, Quezon City. The Team is available from 8:00am to 12:00nn and 1:00pm to 5:00pm.



We'd like to hear from you!

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This guide to Intellectual Property and Technology Transfer is brought to you by



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A Quick Guide to INTELLECTUAL PROPERTY and Technology Transfer



Basics of the Intellectual Property System

What is an Intellectual Property (IP)?

An Intellectual Property or IP is a creation or product of the human mind. In other words, whatever you make or compose: a poem, invention, article, design, and many more, are your IPs. It must be in tangible form to be registered.

What is an IP Right?

An IP Right is the legal right granted to your IP. This legal protection is obtained upon registration of your IP with the proper offices.

Why do I need to register my IP? Don't I have IP Rights from the moment of creation?

You need to successfully register your IP to obtain exclusive rights and enjoy the benefits of your IP Rights. Without your legal IP Right, anyone can simply copy, reproduce, and sell your IP without your permission. Worse, they can claim your IP as their own.

What are the types of IP Rights?

There are 8 different IP Rights and these are: copyright, patent, utility model, industrial design, layout-design of integrated circuits, trade and service mark, geographical indication, and trade secret. Each IP Right is explained further in the Table to the right.

When can I use someone else's IP (specifically, copyrighted materials) without infringement?

When one uses copyrighted material for commentary, criticism, parody, news reporting, research, teaching, library archiving, and scholarship, it is considered **fair use** and may not require permission from the rights owners.

I want to enjoy the full benefits of my IP Rights. How do I register my IP?

Remember: Copyright is granted from the moment of creation, but except for Trade Secrets, registration is key to obtaining full legal rights for all IP. You can file for IP registration at the Intellectual Property Office of the Philippines (IPOPHL). You can also consult the IP and Technology Transfer Team of UP Diliman Office of the Vice-Chancellor for Research and Development (OVCRD). The Team is dedicated to managing the IPs produced in the University and to assisting in IP registration. Filing for an IP Right will take time because the IP office must examine if there is no existing IP identical to yours.

IP Right	Description	Duration of Protection
Copyright	Creative works such as, but not limited to: texts, artistic works, music, computer softwares, audio and video recordings, and films.	Life of author + 50 years from death
Patent	A technical solution to a problem. It can be a product, a process, or an improvement of a product or process. It must be new (<i>no one has done it before</i>), inventive (<i>not obvious to experts in the field</i>), and industrially applicable (<i>can be scaled for production</i>).	20 years
Utility Model	A technical solution to a problem. Similar to a patent, but does not have to be inventive.	7 years
Industrial Design	The aesthetic or visual part of an object. Examples include designs of chairs, shirts, and buildings.	5 years, renewable twice
Layout-Design of Integrated Circuits	The 3-D layout of the interconnections and elements of an integrated circuit.	5 years, renewable twice
Trade or Service mark	A symbol, sign, logo, word, or any combination of these. Usually helps in identifying a company, brand, or product.	10 years, renewable for life
Geographical Indication	Use of places of origin/manufacture in a product or service name, like Kalinga coffee and Darjeeling tea.	
Trade Secret	Any information that can give a competitive business advantage. Can be a patentable invention, process, business practice, formula, and others. The owner takes precautions to keep it a secret. Recipes are usually kept as Trade Secrets.	Indefinite

WHAT IS TECHNOLOGY TRANSFER?

Technology Transfer is the process of transferring a technology, such as a new invention, discovery, or article, from the university to the public for consumption or use. It is a cyclical process that involves the research and development of the invention up to its commercialization or deployment.



RESEARCH which leads to the discovery of the technology
DISCLOSURE to the Technology Transfer Office
ASSESSMENT of the invention by the Technology Transfer Office to determine the most suitable protection
PROTECTION through IP registration
DEPLOYMENT or commercialization, which involves the transfer of the technology to the public sector for consumption
REVENUE from commercialization, which is used to fund future research by the University