



كمنترین تناك
(تناك دان تناك مأنسي) دان فر ایندوسترین

MINISTRY OF ENERGY, MANPOWER AND INDUSTRY

TRADEMARK: EVERYTHING YOU NEED TO KNOW

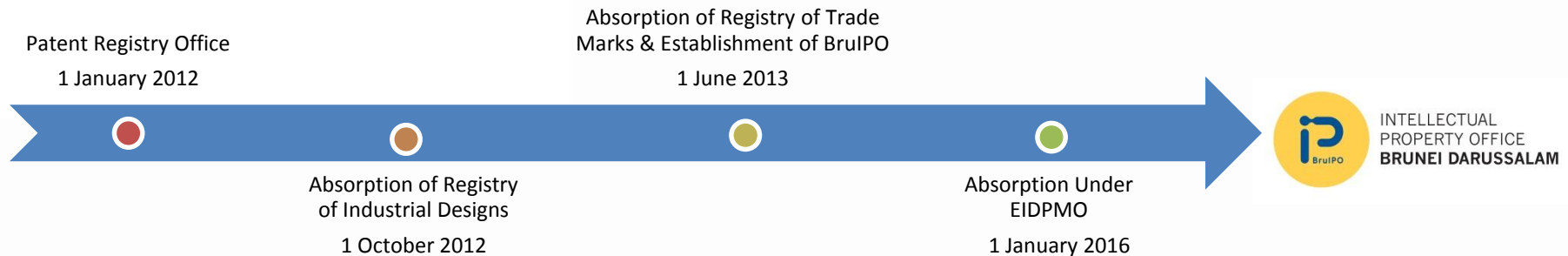


Design & Technology Building
31st January 2019

OUTLINE

- Introduction
- Objectives
- What is IP?
- What is a trademark?
- What is it for?
- Why protect trademark?
- Trademark system
- International system
- How to apply?
- IP Search
- Grounds for rejection
- Checklist for filing
- Awareness & initiatives

INTRODUCTION



- Brunei Intellectual Property Office is a government agency responsible for the registration and renewal of Trademarks, Patents, Industrial Designs and Plant Varieties Protection (PVP); and the administration and development of the national IP system.
- 1 January 2016 – Absorbed under the Energy and Industry Department under the Prime Minister's Office (EIDPMO) and is currently a department under Ministry of Energy, Manpower and Industry (MEMI).
- Core role – To implement a comprehensive and effective intellectual property system adherent to international standards that would contribute to Brunei Darussalam's economic growth.

OBJECTIVES



To raise awareness on the benefits and protection of IPR and to use them to enhance business growth and competitiveness



To promote and develop an 'IP Culture' where creativity and innovation can flourish



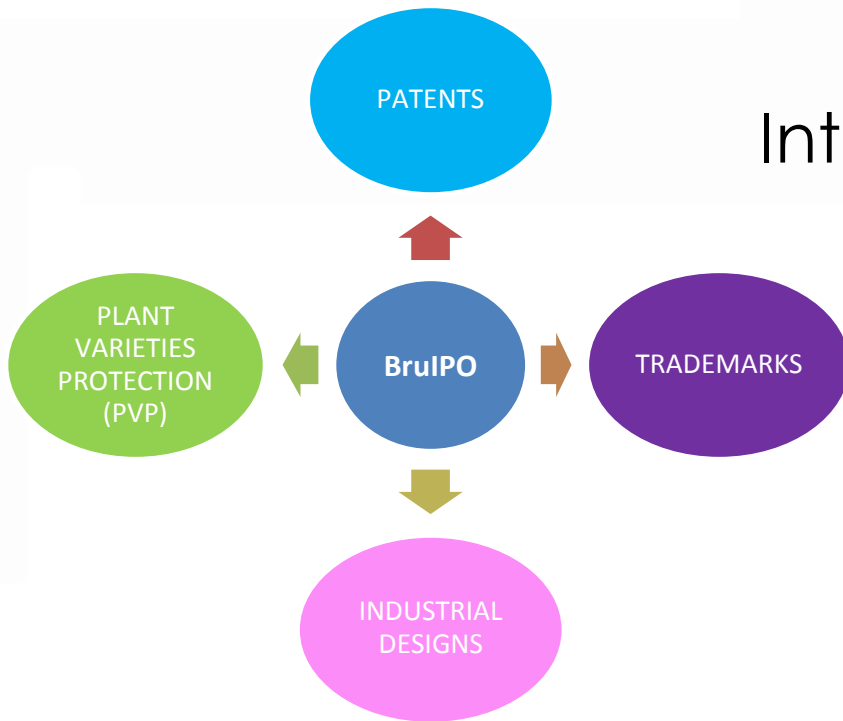
To establish partnership with the relevant stakeholders in support of the national innovation ecosystem



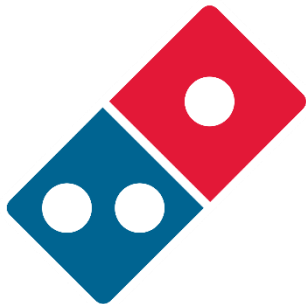
WHAT IS INTELLECTUAL PROPERTY?



Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.



GUESS THE LOGO!



WHAT IS A TRADEMARK?

A sign capable of distinguishing the goods or services produced or provided by one enterprise from those of other enterprises.



L'ORÉAL



Google



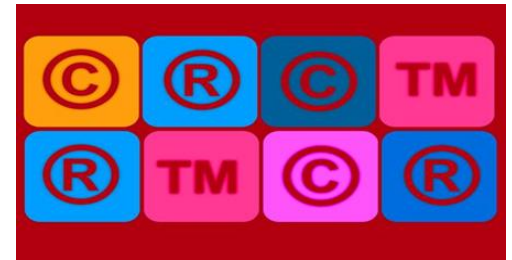
WHAT IS IT FOR?



- Main function – to enable consumers to **identify a product** (whether goods or services)
- Allow for repeat purchases and adds value to the goods and services
- Carefully selected and nurtured – TM a **valuable business asset** for companies
- Ownership of TM with good image and reputation provides companies with **competitive edge**

WHY SHOULD YOU PROTECT YOUR TRADEMARK?

- Registration gives your company the **exclusive right** to prevent others from marketing identical or similar products under the same or a confusingly similar mark
- A registered TM may be **licensed** to other companies or may be a basis for a **franchising agreement**



TRADEMARK SYSTEM IN BRUNEI

- Law: Trade Marks Act (Cap 98)
- Types of marks accepted:
 - ✓ Sound
 - ✓ Scent
 - ✓ 3 Dimensional
- First to File
- 45 different classes
- Protection of 10 years from date of filing
- Protection is only limited to Brunei Darussalam (territorial)



INTERNATIONAL FILING

WIPO | MADRID

The Madrid System is a one stop solution for registering and managing marks in **119** countries by filing one application, in one language and paying one set of fees. [6 January 2017]

www.wipo.int

World Intellectual Property Organization [CH] | <https://www.wipo.int/madrid/en/>

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

IP Services Policy Cooperation Knowledge About IP About WIPO

Home > IP Services > Madrid System On this page ▾

WIPO | MADRID

Madrid – The International Trademark System

The Madrid System is a convenient and cost-effective solution for registering and managing [trademarks](#) worldwide. File a single application and pay one set of [fees](#) to apply for protection in up to [119 countries](#). Modify, renew or expand your global trademark portfolio through one centralized system.

- ▶ [Who can use the Madrid System?](#)
- ▶ [How much does it cost?](#)

Important – As of April 1, 2018, fax communications will no longer be available. Please use the [Contact Madrid service](#) to send us your questions, comments or forms.

Madrid e-services

Search ▶ **File** ▶ **Monitor** ▶ **Manage** ▶



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM

HOW TO APPLY?

Step	Procedure
1	Submit Trademark Application: <ul style="list-style-type: none">• Cover letter;• Form TM1;• Prescribed fee of B\$150 per class; and• A4-sized representation of the proposed mark.
2	A notice will be sent to the applicant with particulars of the trade mark and filing date.
3	Application is examined for any deficiencies (formalities examination) and in accordance with the set requirements under the law (substantive examination).
4	Once Step 3 is completed, BruIPO will issue Form TM27 to the applicant and request for a publication fee of B\$125.
5	The application will be published in the BruIPO Trade Marks Journal for 3 months (Opposition Period) at www.bruipo.gov.bn
6	After 3 months and if no opposition, BruIPO will issue the Certificate of Registration to the applicant.
*7	If there is opposition, applicant will be notified and opposition proceedings will start.



IP SEARCH

- To conduct search at: www.ipsearch.bruipo.gov.bn

← → 🔍 Not secure | ipsearch.bruipo.gov.bn/app/public/trademarks?sessionId=5641396F561792B1B29E4BF24A95999070

INTELLECTUAL PROPERTY OFFICE BRUNEI DARUSSALAM
IP Search

Help About English (0)




Designs Patents Trademarks

Basic Advanced

Enter Keyword(s) Search

Showing 1 - 20 of 45797 results

Filing Date

	Mark: Filing No.: Application Type: Nice Classes: Applicant: Representative: Status:	MAGNOLIA & DEVICE 50216 Normal Mark 29 San Miguel Food and Beverage, Inc. Messrs RamRais & Partners Filed	Filing Date : Reg. Date: Expiration Date:	31.10.2018
	Mark: Filing No.: Application Type: Nice Classes: Applicant: Representative: Status:	MAXHUB 50217 Normal Mark 16, 38 Guangzhou Shirui Electronics Co., Ltd. Messrs CCW Partnership Filed	Filing Date : Reg. Date: Expiration Date:	31.10.2018
	Mark: Filing No.: Application Type: Nice Classes: Applicant: Representative: Status:	MAGNOLIA & DEVICE 50215 Normal Mark 30 San Miguel Food and Beverage, Inc. Messrs RamRais & Partners Filed	Filing Date : Reg. Date: Expiration Date:	31.10.2018



'ABSOLUTE GROUNDS' FOR REJECTION

- **Generic** terms: if your company intends to register the trademark CHAIR to sell chairs – mark would be rejected as “chair” is generic term for the product
- **Descriptive** terms: words that describe the product in question:
 - SWEET for chocolates are deemed descriptive
 - Qualitative or laudatory terms – “RAPID” “BEST” “CLASSIC” or ‘INNOVATIVE’
- **Deceptive** marks: likely to deceive or mislead consumers as to the nature, quality of geographical origin of the product. For example:
 - marketing margarine under a trademark featuring a COW would probably be rejected, as it would be considered misleading for consumers, who are likely to associate the mark with dairy products (i.e. butter).

BATTLE OF THE BRANDS



CHECKLIST FOR SELECTING YOUR TM

- ✓ Check that your trademark of choice meets all the **legal requirements**
- ✓ Do a **trademark search** to make sure that it is not identical or confusingly similar to existing trademarks
- ✓ Make sure the trademark is **easy to read, write, spell and remember**
- ✓ Ensure the mark does not have any **undesired connotations** locally or in potential export markets
- ✓ Check that the corresponding **domain name** (i.e. internet address) is available for registration



WEBSITE



HOME

ABOUT US

IP -

INFORMATION -

IP

SEARCH

INTERNATIONAL

JOURNAL

CONTACT US

gov
.bn

EXCLUSIVE RIGHTS TO YOUR IDEAS



Industry Visit by UBD IE 10/30/2018

Visit by Dr Mohd Ayub Sadiq @ Lin Naing, Assistant Vice Chancellor (Innovation & Enterprise) of Universiti Brunei Darussalam (UBD) and delegation today to BruIPO for a productive sharing session

[Read more >](#)



58th WIPO Assemblies Meeting 9/24/2018

58th Series of Meetings of the Assemblies of the Member States of the World Intellectual Property Organization convened on 24 September in Geneva, Switzerland

www.bruipo.gov.bn



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM

SOCIAL MEDIA



bruipo Follow

155 posts 1,087 followers 87 following

Brunei IP Office (BruIPO)
Responsible for the registration of Patents, Trademarks, Industrial Designs & Plant Varieties Protection (PVP)

•
<http://vimeo.com/217837108/e9def37509>
www.bruipo.gov.bn

POSTS TAGGED



Instagram



Brunei Darussalam
Intellectual Property
Office

@BruIPO

Like Follow Share ...

Send Message

Home

About

Posts

Photos

Videos

Events

Reviews

Community

Info and Ads

Manage Promotions

Write a post... Photo Album Live Video

Write a post...
Photo/Video Feeling/Activ... Write Note ...

Share a recent photo from your Instagram account
Only you can see this



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM

Government Organization in Bandar Seri Begawan, Brunei
4.4 ★★★★★



Our Story

The Brunei Intellectual Property Office (BruIPO) was set up on 1 June 2013 in an effort to restructu...

+ Finish your story to tell people more about your business.



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM

IP CONSULT

- Help Desk at DARE's Business Support Centre (BSC), Level 1, D&T Building;
- Provides general advice on IP and guidance on registration process;
- Assistance in conducting online database searches.



WORLD IP DAY

World Intellectual Property Organization [CH] | <https://www.wipo.int/ip-outreach/en/ipday/>

[Media](#) | [Meetings](#) | [Contact Us](#) | [My Account](#) | [English](#) ▾

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

[IP Services](#) | [Policy](#) | [Cooperation](#) | [Knowledge](#) | [About IP](#) | [About WIPO](#)

Search WIPO

[Home](#) > [About IP](#) > [World IP Day](#)

On this page ▾



World Intellectual Property Day – April 26, 2019 Reach for Gold: IP and Sports

Every April 26, we celebrate World Intellectual Property Day to learn about the role that [intellectual property \(IP\)](#) rights play in encouraging innovation and creativity.

Faster, stronger, higher! The drive to test our abilities, the thrill of competition, and the awe we experience in watching ordinary people achieving extraordinary feats, have fueled our fascination with sports for thousands of years.

This year's World Intellectual Property Day campaign – Reach for Gold – takes a closer look inside the world of sports. It explores how innovation, creativity and the IP rights that encourage and protect them support the development of sport and its enjoyment around the world.

Get involved!

- Organize an event: [Suggested activities](#)
- [Send us details of your events for the World IP Day events map](#)
- Join the conversation on social media using hashtag [#worldipday](#)



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM

Thank you!

nurulain.jaafar@bruipo.gov.bn

**Brunei Darussalam
Intellectual Property Office (BruIPO)**

Patent | Trademark | Industrial Design | Plant Variety
D&T Building, Simpang 32-37
Anggerek Desa Technology Park
Jalan Berakas BB3713
Negara Brunei Darussalam
Tel: 238 0966 | Fax: 238 0545
Website: www.bruipo.gov.bn
Email: enquiries@bruipo.gov.bn



INTELLECTUAL
PROPERTY OFFICE
BRUNEI DARUSSALAM