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Editorial

The 76th Council Meeting of the Asian Patent Attorneys Association (“APAA”) was held during November 18-21, 2024 in Manila, the Philippines. APAA is a non-governmental organization that play an influential role in promoting intellectual property (IP) protection in the Asian region including Australia and New Zealand. Established in December 1969, membership of APAA is open to individuals practicing the profession of patent attorney in the Asian region as well as organizations. The association currently has more than 2,500 members.

The association has continued its annual conference with aims to strengthen IP network, exchange views and update information concerning IP protection in the region and its global situations. The recent conference provides a chance for patent attorneys to discuss specific IP issues on stage and group discussion. During the conference, there are engaging sessions such as Meetings & Workshops, Mock Trial and Roundtable Discussions which offer insights updated in intellectual property laws and practices. The interesting topics of this year including “Enforceability of IP rights, originally applicable to tangible objects in the real world, with regard to counterfeiting in the Metaverse”, “Accelerated and Suspended Examination for Timely Protection of Inventions”, “AI and the Patentability of Computer-Implemented Inventions: How Technical Should “Technical Character” be?”, “Evolving Landscape of Patent Litigation: The Unified Patent Courts and Beyond”.

The APAA conference also has several extraordinary activities, such as “Women in APAA” and “Cultural Evening”. The event not only enriched the IP knowledge but also strengthened friendship and impressed its members with value experience.

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Patent Attorney

1. Cabinet approves 5 measures to curb ultra-cheap imports

(From www.nationthailand.com, September 4, 2024)

Bangkok – The Cabinet approved five measures made up of 63 operational plans to tackle the influx of ultra-cheap and substandard products that flooding Thai markets. The measures were discussed between the Commerce Ministry and more than 50 public and private organizations to prevent products, especially from China from affecting both consumers and local manufacturers. The five

measures include 1) increase import and customs regulations 2) update regulations to align with future trade 3) increase tax measures to reduce imports 4) support Thai small and medium enterprises (SMEs) by promoting business development 5) enhance and expand cooperation with trading partner countries to promote Thai goods and services.

2. Insee Ecocycle leads in eco-friendly destruction of IPR infringing goods

(From www.nationthailand.com, September 5, 2024)

Bangkok – Insee Ecocycle Company, a business in sustainable waste solutions, has participated in the destruction ceremony of “Intellectual Property Rights (IPR) Infringing Goods” for the fifth consecutive year. The Ministry of Commerce’s Department of Intellectual Property organized the final destruction of seized counterfeit goods in Chonburi and Saraburi provinces, with the process being witnessed at the Antiaircraft Artillery Battalion 7, Antiaircraft Artillery Regiment 1 in Bangkok. The destruction used trucks equipped with GPS tracking systems and safety seals to ensure secure transportation. The counterfeit items were segregated and shredded before being co-processed in cement kilns at temperature exceeding 1,800 degrees Celsius. The entire operation was monitored by a closed-circuit system for maximum security and control.

3. 1,000 ASEAN entrepreneurs trained in digital exports, bridging key skill gaps

(From Bangkok Post, Thailand, September 5, 2024)

Bangkok – The Digital Export Enablement Program (DEEP) was designed to empower small and medium-size enterprises across the Association of Southeast Asian Nations (ASEAN). The curriculum covered tools, including ITC’s Export Potential Map, Global Trade Helpdesk, Google’s Market Finder, ICC’s Incoterms and Google Gemini. Participants also gain insights into intellectual property and brand identity. About 95% of the participants indicated they plan to make significant changes to their business based on the knowledge they gained since it will save the company consultancy fees and can thrive them to the global marketplace.

4. Foreign Minister promotes Creative Eco. at ‘Thailand & Creative ASEAN’ seminar

(From www.nationthailand.com, September 18, 2024)

Bangkok – The Department of ASEAN Affairs and the Ministry of Foreign Affairs, in collaboration with the Ministry of Commerce, the Ministry of Culture, the Ministry of Interior, and the Creative Economy Agency (CEA) organized the “Thailand and Creative ASEAN” seminar. The seminar featured two sessions: (1) a discussion on “promoting Creative Economy: Best Practices and

Experiences,” and (2) a panel discussion on “The Current Status and Way Forward in Promoting ASEAN’s Creative Economy.” The exhibition had showcasing products from Thai-owned brands, OTOP products and global brands. It also highlighted information on the creative economy in ASEAN and Thailand.

5. Clock’s ticking for Thai and Japanese auto companies in fast-changing market

(From www.nationthailand.com, September 26, 2024)

Bangkok – Nikkei Asia reported sales of Japanese automaker Toyota Motor in Thailand dropped by 15% in the first half of this year despite its 38% market share. On the contrary, sales of Chinese automaker BYD Auto in Thailand has risen by 32%. Thai Summit Group’s senior vice president Chanaphan Juangroongruangkit said Japanese automakers had started to reduce their production capacity or close manufacturing factories in Thailand. She advised Thai automotive suppliers to take part in the Chinese OEM supplier in the first phase to boost competitiveness. The Federation of Thai Industries expects Thailand to produce only 1.7 million cars this year compared to its previous forecast of 2 million.

6. R&D spending boosts Thai innovation index

(From Bangkok Post, Thailand, September 28, 2024)

Bangkok – Thailand’s ranking in the 2024 Global Innovation Index (GII) rose two spots to 41st out of 133 economics, driven by R&D spending by the private sector. The country is also amending its law on copyright, patents and geographical indication protections, as well as launching a fast-track registration process to align with international standards. The country’s business sophistication factor rose two spots and it has held the top position for share of GDP spent on R&D by businesses for five consecutive years. Sacha Wunsch-Vincent, head of economics and statistics at WIPO, said the nation is competing with more developed countries with strong innovation. He pointed to build products and services that can become global brands or acquire global trademark recognition from intellectual property.

7. Kao, CP forge partnership for sustainable products

(From Bangkok Post, Thailand, October 1, 2024)

Bangkok – Kao Corporation and Thai conglomerate Charoen Pokphand (CP) Group have signed a memorandum of understanding (MOU) to drive collaboration in co-creating sustainable consumer and chemical products. They agreed to jointly create a new house brand for CP Group with product and innovation support Kao Group. Both parties also considered importing environmentally friendly

products from Kao Corporation to be distributed through CP's extensive retail and distribution network. The collaboration will integrate Kao's sustainable innovation with CP's extensive distribution channels. As Thailand is an important market for Kao, the collaboration has marked the strong presence of CP and Kao in Thailand, said Mr. Yuji Shimizu, president of Kao Industrial (Thailand) Co., Ltd.

8. BoI targets Thai digital hub status

(From Bangkok Post, Thailand, October 3, 2024)

Bangkok – Google plans to develop a data centre and cloud region under a US\$ 1-billion investment, said Narit Therdsteerasukdi, secretary-general of the Board of Investment (BoI). The centre will store, process and distribute data, while a cloud region is a cloud service provider operates a number of data centres simultaneously to improve performance. Foreign and Thai companies in the data centre and cloud service businesses have submitted 46 investment proposals, worth 168 billion baht, to the BoI to apply for investment incentive packages. They plan to build facilities to support their businesses in Bangkok, Samut Prakan, Chon Buri and Rayong.

9. Zoo reveals official 'Moo Deng' logo

(From Bangkok Post, Thailand, October 19, 2024)

Thailand – The official "Moo Deng" logo has been announced by the Zoological Park of Thailand (ZPOT). The winning logo will be trademarked for official merchandise of Thailand's latest animal celebrity, a three-month-old pygmy hippo in Chon Buri province. There were nine logos selected from 1,895 designs and voted. The winner was Piyapatsara Kaewteentan. The logo gained over 57,000 of about 100,000 votes. The winner received a 10,000-baht cash prize. The logo will be used as a trademark under the copyright of the ZPOT. Some 36 brands have been granted a licence from the ZPOT to make products in collaboration with the pygmy hippo.

10. Songkran festival could be registered as intellectual property

(From www.nationthailand.com, October 20, 2024)

Bangkok – The National Soft Power Strategy Committee is considering registering the Songkran Festival as intellectual property (IP) to safeguard its use in other countries. This effort is to systematize Thailand's intangible cultural heritage and promote its soft power globally. The registration will ensure that its unique identity and cultural significance are protected. The committee is also working to create a comprehensive ecosystem for soft power promotion, including data collection, talent development, and policy reforms. A training course for festival organizers has attracted over 30,000 applicants.