



ROUSE

Philippines

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About Rouse

Rouse is a specialist IP consultancy, providing the full range of IP services to many of the world's leading IP owners.

Established in the United Kingdom in 1990, it now has 16 offices in Africa, Asia, Europe and the Middle East, as well as an associated office in Saudi Arabia. Rouse is regularly ranked among the leading IP firms in the various jurisdictions in which it operates.

Its team of more than 600 includes IP professionals from a wide range of disciplines. Lawyers, patent and trade mark attorneys, researchers and specialist IP investigators work seamlessly together, combining a high level of professional skills and experience with 'on-the-ground' practical and commercial know-how.





Rouse in the Philippines

Rouse's office in the Philippines, draws on the team's considerable experience in delivering specialist IP services worldwide.

Although the office was established only in 2005, Rouse had enjoyed a long affiliation with a local enforcement agency which was eventually consolidated with Rouse's Philippines operations. We now work closely with Baranda & Associates* in the prosecution and enforcement of IP rights in the Philippines.

Like most developing nations, the Philippines has an unpredictable legal system. IPR enforcement can be challenging. IP litigation can take as long as 10 years and has yet to be proved an effective deterrent against IP violators. The Intellectual Property Office is spearheading efforts to improve IPR awareness and protection, but a lot remains to be done.

The challenging IP environment makes it even more imperative that IPR is adequately protected. Successful IPR protection in the Philippines requires a comprehensive approach involving efficient portfolio management and practical awareness of the threats facing your IP rights. Rouse and its correspondent law firm, Baranda & Associates, are well-placed to provide this, with a dynamic team of IP portfolio managers, investigators and lawyers.



Our Services

Working with Baranda & Associates, we are uniquely positioned to offer comprehensive IP services under one umbrella. We provide practical and cost-effective solutions to your IP issues.

The key services offered are:

- criminal and civil litigation in relation to infringement and unfair competition
- investigation and enforcement- raids, market sweeps and Customs work

- searching, filing and registration for trade marks, patents, utility models and designs
- opposition and cancellation actions at the Intellectual Property Office

Our services are supported by an up-to-date infrastructure to meet client's service expectations. Baranda & Associates works closely with government agencies such as the Intellectual Property Office, the Philippines National Police, the National Bureau of Investigation, the Bureau of Customs, the Department of Justice and its prosecutors on IP matters.

Patents

Two types of patent are recognised in the Philippines – patents and utility models, the latter not requiring an inventive step. 'Use' is not a requirement for maintaining patents in the Philippines: you simply have to pay annual fees, commencing after the end of the fourth year.

In association with local law firm Baranda & Associates, we provide the full range of patent services in the Philippines, from drafting, freedom to operate searches, prosecution and registration to commercialisation and enforcement.



Trade Marks

The Philippines is a major consumer market especially, given its history, for US companies, but it is a challenge for IP owners. There is a legal framework for the protection and enforcement of IP, but previous economic and political upheavals have prevented the country from developing a judicial and administrative infrastructure to make the system effective.

Our team in the Philippines works in conjunction with local law firm Baranda & Associates, which is extremely experienced in trade mark dispute resolution; in particular oppositions before the Bureau of Legal Affairs.

Copyright

In the Philippines, copyright arises automatically when an original work is reduced to material form.

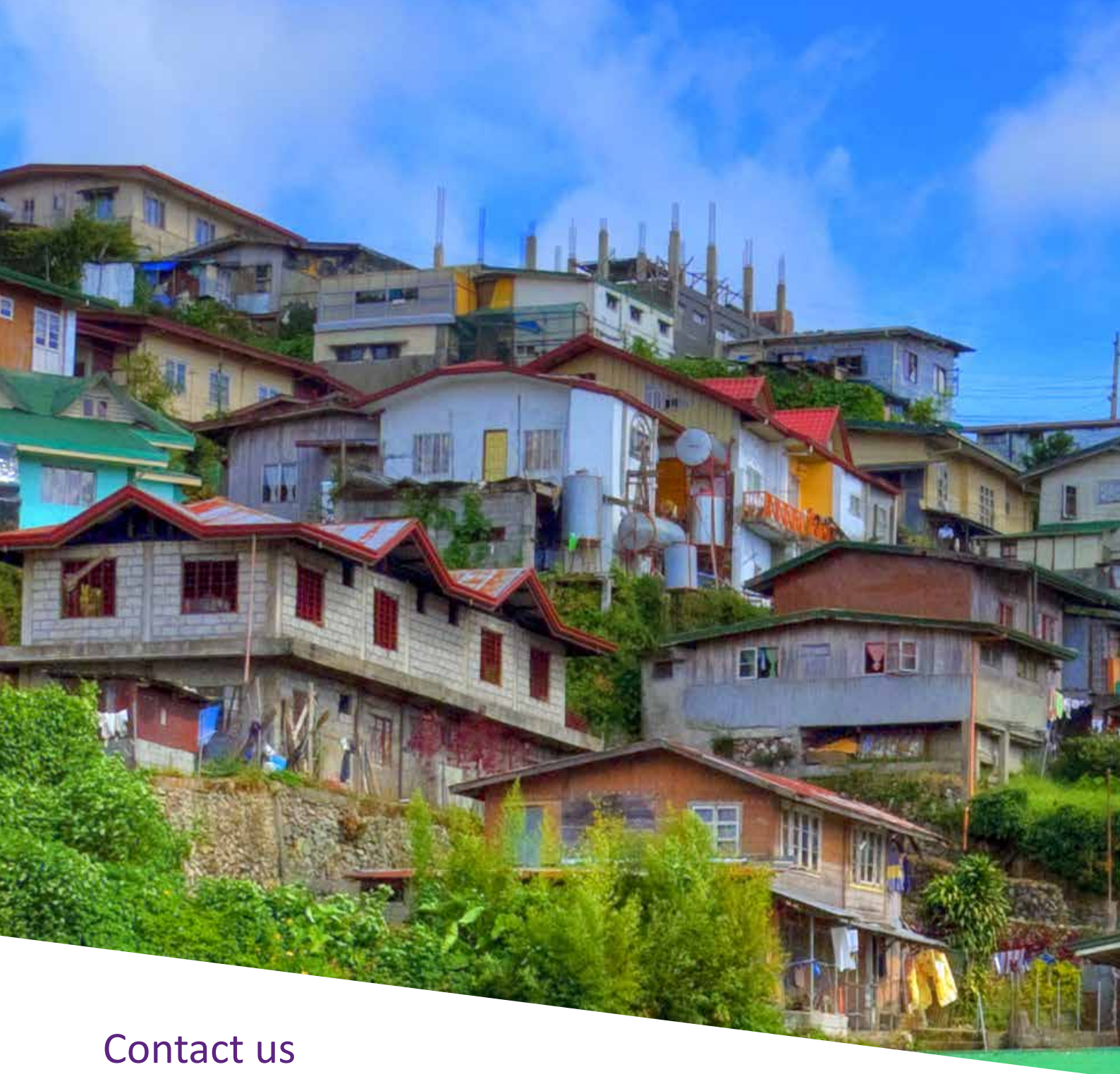
Because the Philippines is a party to the Berne Convention on the Protection of Literary and Artistic Works, the works of the nationals of member states, and works first published in a Berne Union country, will be automatically protected.

We work with local law firm Baranda & Associates in the Philippines who have extensive experience in copyright protection and enforcement.

Designs

Designs can be registered with the IPO. Once registered, a design is protected in the Philippines for five years from the application date but can be renewed for up to two more five year periods.

In association with local law firm Baranda & Associates, we provide the full range of design services in the Philippines, from clearance searches, prosecution and registration to commercialisation and enforcement.



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