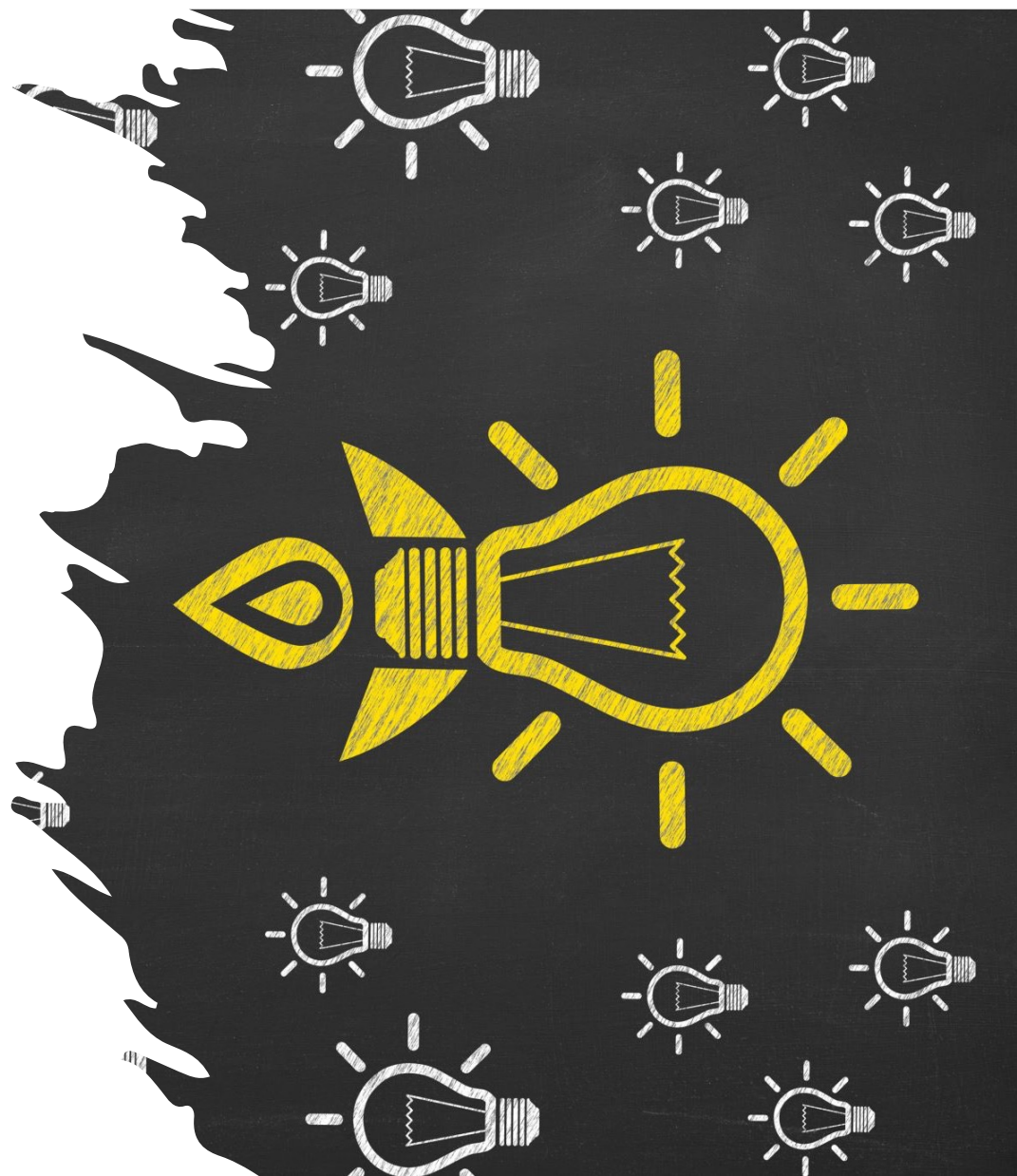


Protect your ideas!

Innovation PNG 2025 Conference | 27 – 28 March 2025 |

Stanley Hotel, Port Moresby, PNG





Agenda

- What are intellectual property rights?
- Why should intellectual property rights be important to you?
- What is the IPR framework in PNG?
- Filing trends of IPRs
- Interplay between GenAI & intellectual property rights

How to protect your idea?

*Develop marketing/business strategy..

*Terms and conditions..

**Legal tools like Non-disclosure Agreements & intellectual property rights..

- Keep secret..

**Your own strategy?





Intellectual Property Rights (IPRs)

Intellectual Property Rights (IPRs)

- legal rights
- granted to creators/innovators
- (for) their creativity (and/or investment/efforts)
- into brands, inventions or creative designs or production processes or product attributes or confidential information
- Intangible assets



Why intellectual property rights?

- Exclusive rights over your creations
- prevents anyone from using without your consent
- Protect your intangible assets & recoup for your creativity/effort/investments/R&D
 - Trademarks – prevent/exclude others from using your brand – specified period (10 years + renewable)
 - Patent – prevent/exclude others from using, manufacturing, selling, producing, distributing your invention for specified period only (20 years)
 - Designs – prevent/exclude others from using your design without your consent – specified period (5 + 5 + 5 years)

Intellectual Property in Papua New Guinea



Legal framework

Trade Marks Act Ch.385 1980

Patents and Industrial
Designs Act 2002

Copyrights and Neighbouring
Rights Act 2000

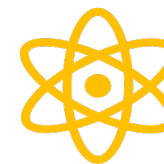


Intellectual Property Office of PNG (statutory organization)

part of Investment Promotion
Authority

responsible for managing
protection of intellectual
property rights in PNG

World Intellectual Property
Organization (WIPO) & WTO



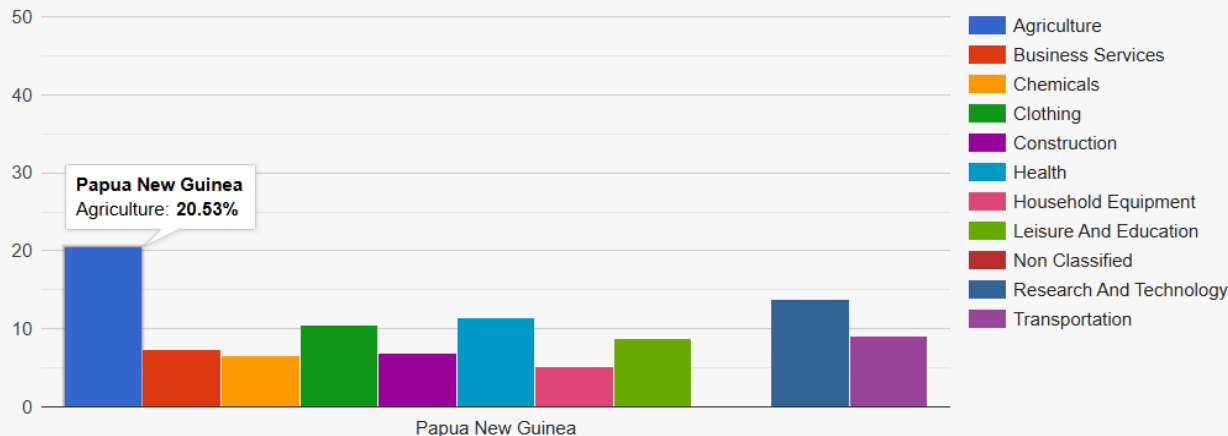
PNG Intellectual Property Strategy –

Development path & roadmap
on intellectual
property/innovation/creativity

Trademarks in PNG

Trademarks filing by Industry sector

You can click on a industry sector to visualize specific information



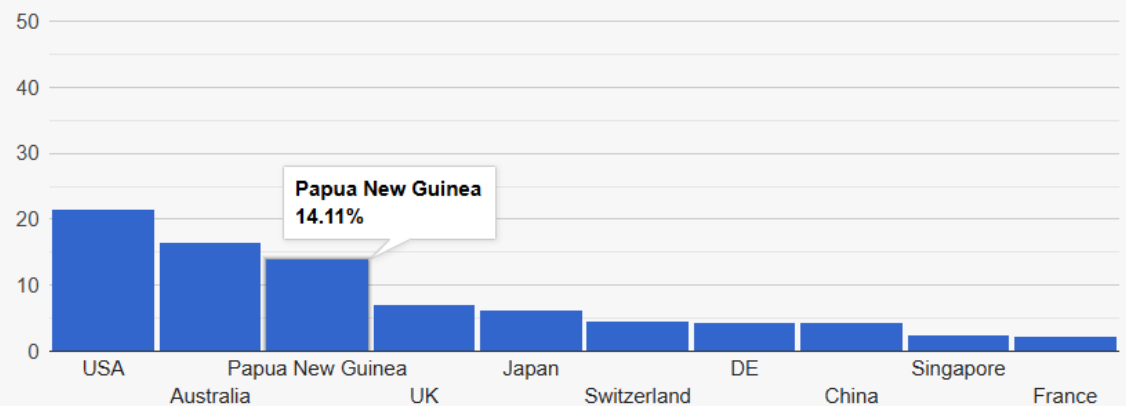
- apparatus and instruments for scientific or research purposes, audiovisual and information technology equipment, as well as safety and life-saving equipment.
- Coffee, tea, cocoa and substitutes therefor; rice, pasta and noodles; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; chocolate; ice cream, sorbets and et
- Advertising; business management, organization and administration; office functions.

Source: IP Search

<https://online.ipopng.gov.pg/ipsearch/public/home;jsessionid=8F35AA16078AA5E64A13DE5500712BCE?0>

Top 10 Applicant countries

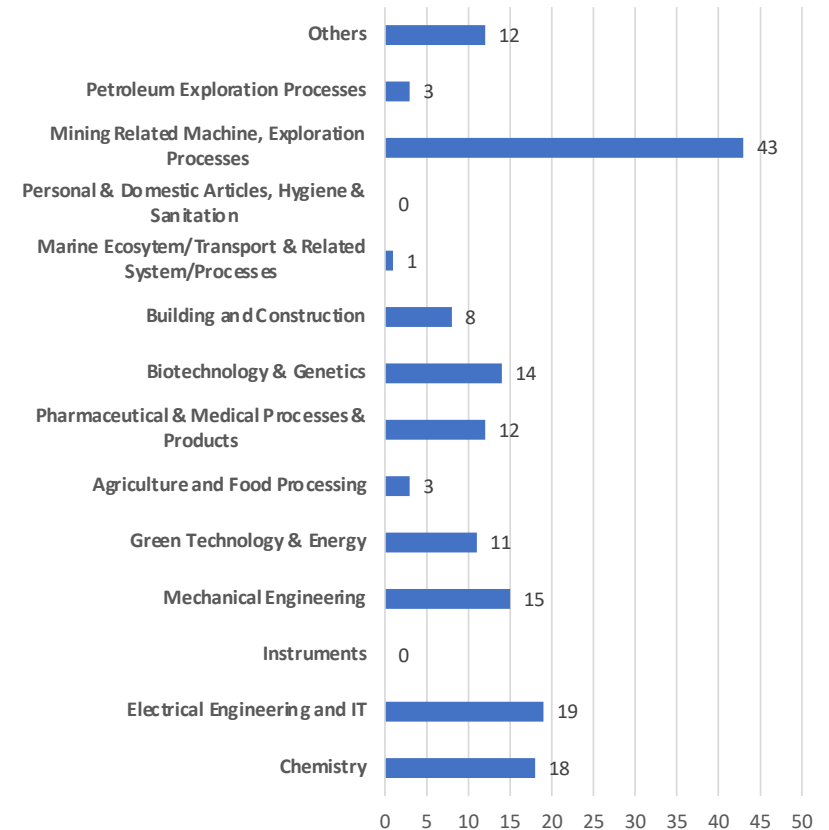
You can click on a country to visualize specific information



Patents

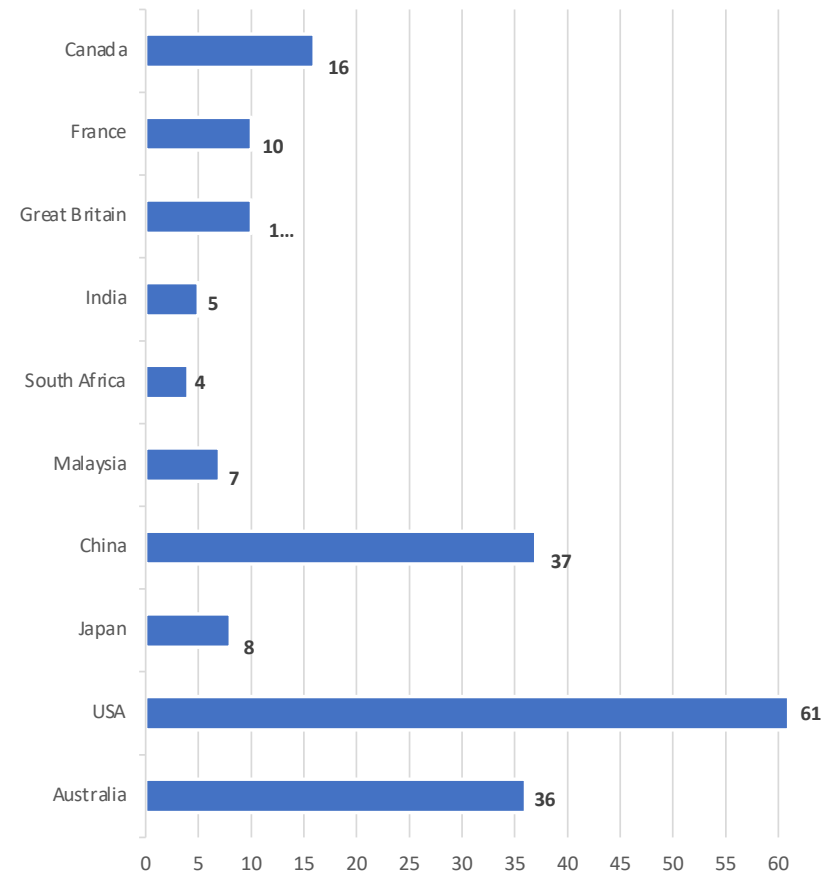
- high filings in mining related machine & exploration processes
- electrical engineering & information technology, and chemistry
- diversification into renewable energy, biotech, and industrial processing.
- Low on technologies on digital transformation, personal & domestic articles, hygiene & sanitation, marine ecosystem, transport & related systems and processes

No. Patent Applications Filed by Sectors 2020 - 2024



- USA, China, and Australia are the top three sources of patent applications.
- Dominance of the USA and China protecting their innovations in PNG, likely in sectors such as mining, telecommunications, chemistry and energy.

Patent Applications Filed by Country
2020 - 2024



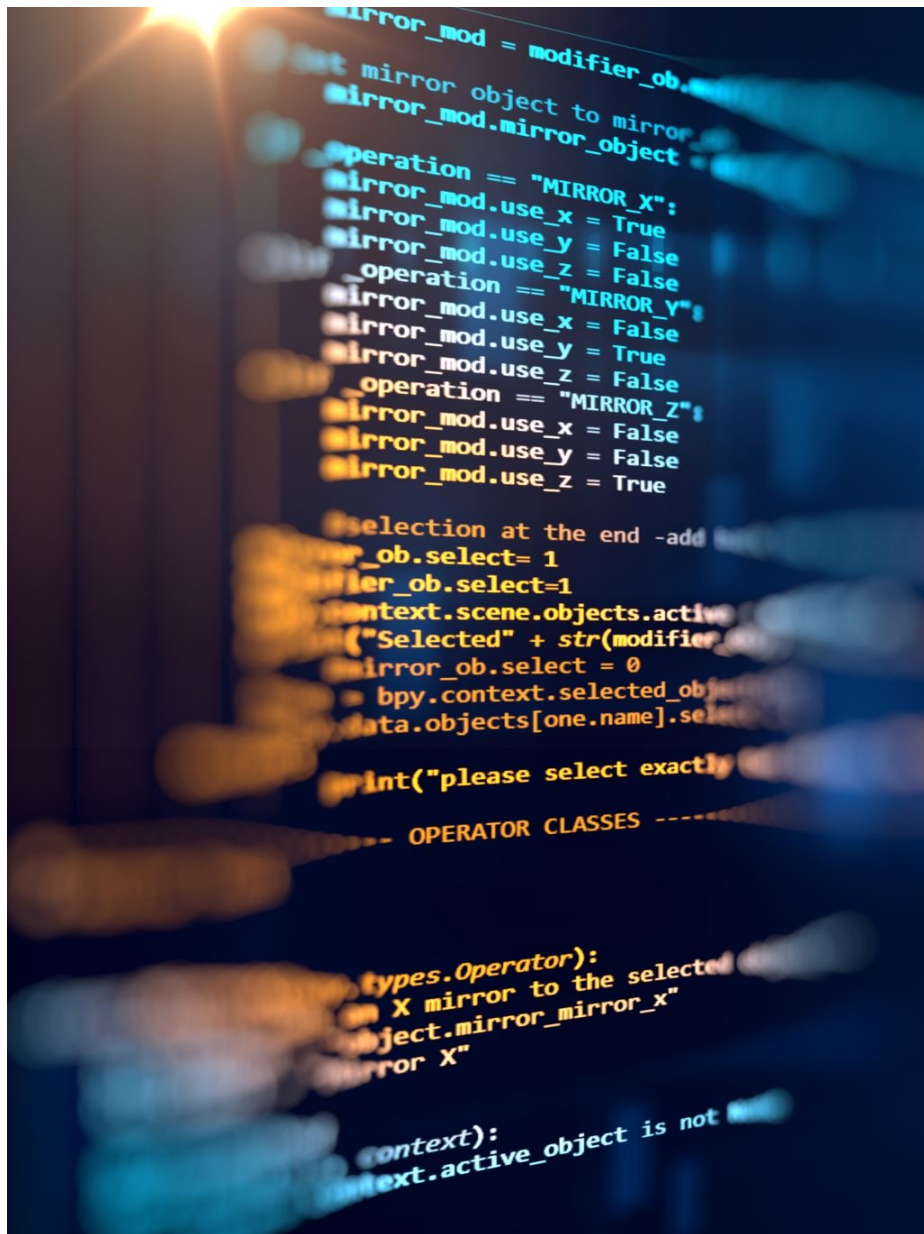
How can you protect your ideas?

- Protect your brand/trademark – markets your business i.e. your products (actual goods) or services – image/reputation
- File for patent/design – protection for your invention – scientific or technological processes or product
- Declare/denote copyrights over your creative work – bundle of rights for work – literature/art/database/computer software language

Generative AI & IP – What/How/Who?

- Lot of the issues are not new – but at a different scale
- Challenge –
 - scale & speed of occurrence of changes (versions/update)
 - challenges of attribution – huge amount of data sets, data feeds, from multiple sources of data results in challenges for attribution
- IP frameworks - trust building – digital trust – user-centric approach – share the learnings across the competitive learnscape
- Self-regulatory approach? AI responsible policies, protocols etc





IPOPNG digital platforms

- Intellectual Property Office website - www.ipopng.gov.pg/
- eFiling platform - www.ipopng.gov.pg/
- IP Search - <https://online.ipopng.gov.pg/ipsearch/>
- Global Brand Database - <https://branddb.wipo.int/>
- Patentscope - <https://patentscope.wipo.int/search/en/search.jsf>
- Youtube channel/Facebook page

THANK YOU

Intellectual Property Office of PNG,
Investment Promotion Authority
www.ipopng.gov.pg/

A logo of a company

