

'Ministry expects hike in trademark registrations'

POSTED ON OCTOBER 24, 2019, THURSDAY AT 12:05 AM

KUALA LUMPUR: The Domestic Trade and Consumer Affairs Ministry (DTCAM) expects trademark registration applications from businessmen and entrepreneurs to increase up to 4,000 requests after the Trademarks Act 2019 is enforced in December.

Its minister, Datuk Seri Saifuddin Nasution Ismail said the Intellectual Property Corporation of Malaysia (MyIPO) expected the surge in registration following the enforcement of the act which would prompt more local entrepreneurs to protect their business trade marks.

"Currently, the act is still in the process of being gazetted by the Attorney General's Chamber.

"MyIPO has made preparations in facing the rise in registrations from trade marks owners including providing training to all the officers involved. We are at the prepared level (receiving new registrations) after the act is enforced," he said.

He said this at a Dialogue With The Media's answer-and-question session on the Modernisation of the Trademark Law in Malaysia: Benefit For The People And The Government here yesterday.

In addition, he said the scope of protection of traditional trade marks was expanded to non-traditional marks.

"Traditional trade marks such as logo, brand, label and words while non-traditional trade marks include sound, colour, form or product packages," he said.

The Trademarks Act 2019, which was approved in Parliament in July, among others enabled the country to join the Madrid Protocol to facilitate local entrepreneurs in making registrations for their product brands in 122 nations.

Malaysia's participation in Madrid Protocol would enable Malaysian businesses to file a protection for their brand ownerships or intellectual properties including in the United States, Australia, United Kingdom, Brazil, Thailand, Singapore and Indonesia.

The Madrid Protocol is an international registration system administered by the International Bureau (IB) of the World Intellectual Property Organisation (WIPO) which would facilitate local businesses to expand abroad. — Bernama