

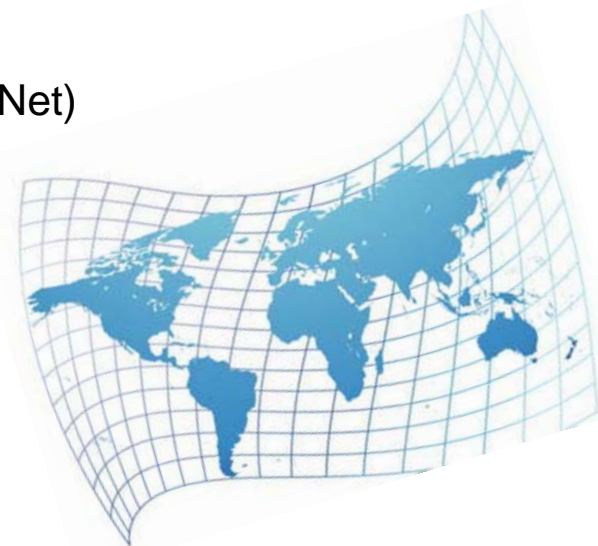
Practical IPR Issues to Consider When Expanding your Business in the Region

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14 May 2012



Outline

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- Tips for Expanding Your Business
- Sample Business Models for Expansion Into Foreign Countries
- Remarks



Tips for Expanding Business

1. Local Success

- Maintain product and service standards
- Be well-known among the public
- High value IPRs



2. Knows The True Value of Your IPRs

- Configure the right vision
- Unnecessary expenses vs. Long-term investment
- License to import and sell



3. Knows What IPRs You Have



- Conduct your own internal audit
- Systemize the collection
- Accumulate and prepare all confidential information, know-how or key formulas for licenses
- Prepare a manual on manufacturing / distribution / services standards for quality control

Relevant Protection in Countries / of Interest

relevant searches

registration 1-3 years prior to expansion

minimum before any exhibition

documentation of non-registrable rights would be



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