

20 Years of IP training

Survey results on the
experiences of participants
in ASEAN-USPTO IP
training programs,
2004-2024

UNITED STATES
PATENT AND TRADEMARK OFFICE



2004-2024 • 20 Years of Partnership

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June 2024 ASEAN-USPTO Colloquium for the Judiciary on Civil and Criminal IP Case Management

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The most significant impact of the ASEAN-USPTO events on my professional work or career is the enhancement of collaboration and knowledge sharing in the field of intellectual property. These events foster networking opportunities, facilitate best practices, and promote innovation across the ASEAN region, which has directly influenced my approach to developing strategies and policies in my professional practice.”

—ASEAN-USPTO survey respondent

*December 2009 ASEAN-USPTO Seminar
on Signal Piracy, Regulation, and Enforcement*



01

Executive summary

The United States Patent and Trademark Office (USPTO) provides training, education, and capacity-building programs designed to foster respect for intellectual property (IP) and encourage the development of strong IP enforcement regimes by U.S. trading partners. In 2024, the USPTO and the Association of Southeast Asian Nations (ASEAN) celebrate 20 years of successful shared capacity building efforts.

Over the past 20 years, the partnership has produced over 100 programs, training over 5,000 people from over 175 organizations in intellectual property topics. To celebrate and demonstrate the positive impact of the ASEAN-USPTO partnership, in July 2024 the USPTO surveyed alumni who attended these programs to gather their perspectives on the relevance and results of the ASEAN-USPTO technical assistance over the last 20 years.

The survey consisted of 20 questions related to how the technical assistance affected their knowledge and understanding of intellectual property rights, how that knowledge has been communicated and applied, and the participants' perceived value of the ASEAN-USPTO events. Over 500 alumni responded from a wide range of countries across different IP topics. Over two-thirds (69.4%) of respondents work at "a national-level government agency", with the remainder being distributed across different types of organizations.

The results were overwhelmingly positive. Some key findings detailed in this report show that these programs:

- Increased knowledge, skills, and support for working in intellectual property rights
- Resulted in knowledge sharing by participants with others
- Positively contributed to participants' careers
- The benefits extend beyond the individual participants to the broader ecosystems

Alumni recommendations included more training courses and seminars on various IP topics, more immersive seminars and workshops—both in-country and abroad—more events and activities related to trade secrets and non-traditional trademarks, more training on IP crime investigation and enforcement, and more training on digital piracy and IP infringement in the digital era.

This report is intended to provide insights not only about the past programming, but about how to assist IP offices and other government agencies around the world as they work together "to develop capacity-building programs" that generate lasting positive impacts on our respective economies, societies, and culture.

02

Alumni survey

To celebrate the 20th anniversary of the ASEAN-USPTO partnership, the USPTO conducted a survey of program alumni from 2004 to 2024. The following report presents the findings of the survey conducted among participants of the program. The survey aimed to assess participant experiences, evaluate the program's effectiveness, and document how alumni of the programs perceived the relevance and significance of the experience related to their careers and to intellectual property rights activities in their country. Insights from the survey provide a comprehensive overview of how the program supports intellectual property (IP) education, capacity building, and cooperation among ASEAN member states. The results will be used to inform future initiatives and enhance the program's alignment with the needs and expectations of its participants.

About the ASEAN-USPTO agreement

In 2004,¹ the ASEAN Secretariat and the USPTO entered into an agreement to enhance cooperation in the field of intellectual property rights through the collaborative development and administration of technical assistance and training programs.

Overview of programs and attendees

According to USPTO records, in the 20 years of the agreement, 5,039 attendees² have participated in 112 programs.³ A complete list of the programs from 2004 to 2024 can be found in Appendix I. A representative list of participating organizations can be found in Appendix II.

Figure 1 presents the number of programs and attendees over the 20-year period.

The 5,039 attendees represent 3,918 unique individuals⁴ from 10 countries as well as the ASEAN Secretariat. Figure 2 presents the percentage of attendees by country.

Program alumni participated on behalf of 175 different organizations from ASEAN member states. Organizations represented government ministries and departments, legal and judicial bodies, law enforcement and regulatory agencies, and other organizations including academic, cultural, media, and information technology organizations. Figure 3 presents an approximate distribution of organization types.⁵

“The ASEAN-USPTO intellectual property activities play a vital role in promoting collaboration and innovation in the region. They provide essential training and resources that help strengthen local IP frameworks and empower entrepreneurs. The emphasis on sharing best practices and fostering dialogue among member countries is particularly important for addressing common challenges.”

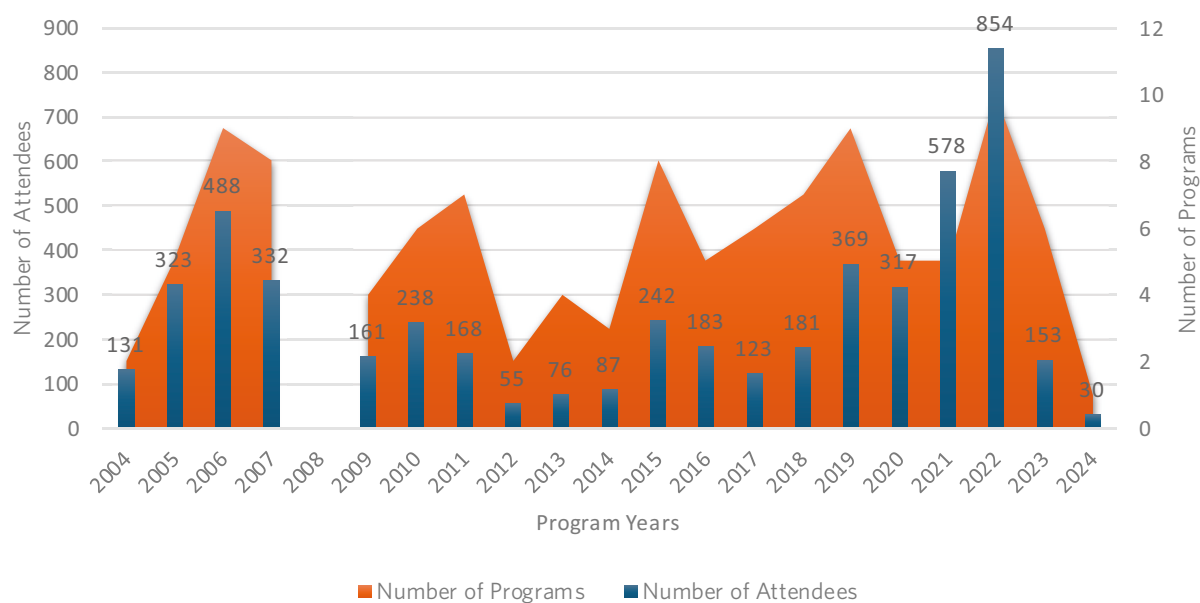
—ASEAN-USPTO survey respondent

¹The agreement was signed April 19, 2005.

²This does not count attendees from five programs attached to USPTO Customer Contact Management System (UCCMS).

³Due to the timing of the study, for the 2024 program year only one program was included in the survey. Additional programs are listed in Appendix I for reference.

⁴Some participants have attended multiple ASEAN-USPTO events.

Figure 1: Number of ASEAN-USPTO programs and attendees 2004-2024

Note: No programs were held in 2008.

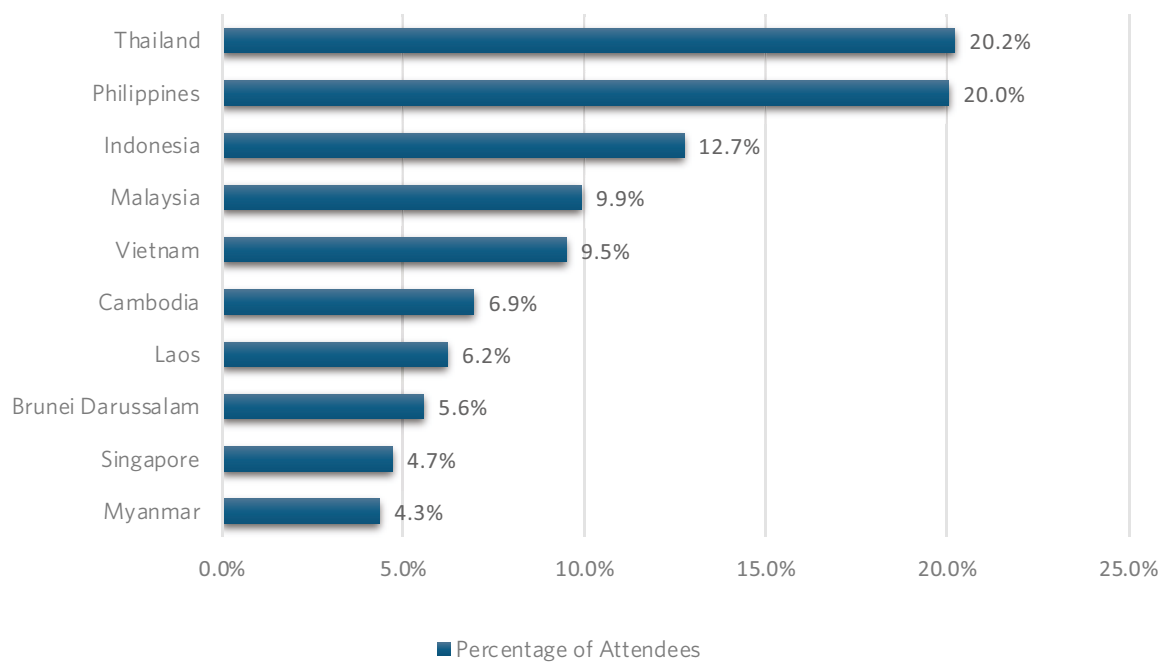
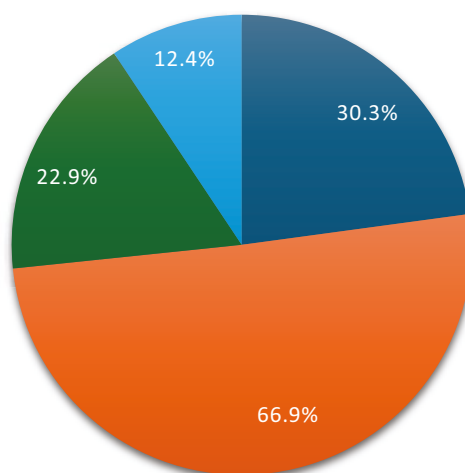
Figure 2: ASEAN-USPTO program attendees by country 2004-2024 (percent distribution; n = 5,039)

Figure 3: Types of organizational affiliations represented by ASEAN-USPTO participants, 2004-2024 (percent; n = 5,039)



■ Government Ministries and Departments
 ■ Court, Judicial and Legal Bodies
■ Law Enforcement and Regulatory Agencies
 ■ Other Organizations and Agencies

Topic areas of the ASEAN-USPTO programs

The 112 training programs conducted under the ASEAN-USPTO agreement cover a wide range of intellectual property topic areas.

- Border enforcement
- Broadcasting and anti-piracy
- Chemical/biotechnology/artificial intelligence
- Combatting trade in counterfeit hard goods
- Copyright
- Customs
- Design examination
- Digital environment protection
- Food fraud and counterfeit agricultural products
- Geographical indications
- Innovation and protection
- Intellectual property capacity building
- Intellectual property enforcement
- Intellectual property legislation initiatives
- Intellectual property office administration and enforcement
- Investigative methods
- Madrid Protocol
- Management and technology commercialization
- Notorious markets
- Judicial and public Prosecution
- Patent examination
- Regulation of optical media
- Technology transfer
- Trademark examination
- Trademark office administration

03 Alumni survey methodology

The USPTO conducted a survey of ASEAN-USPTO program alumni from July 4, 2024, to July 25, 2024, to gather their perspectives on the relevance and results of ASEAN-USPTO technical assistance over the last 20 years. The survey consisted of 20 questions related to how the technical assistance affected their knowledge and understanding of intellectual property rights, how that knowledge has been communicated and applied, and the participants' perceived value of the ASEAN-USPTO events.

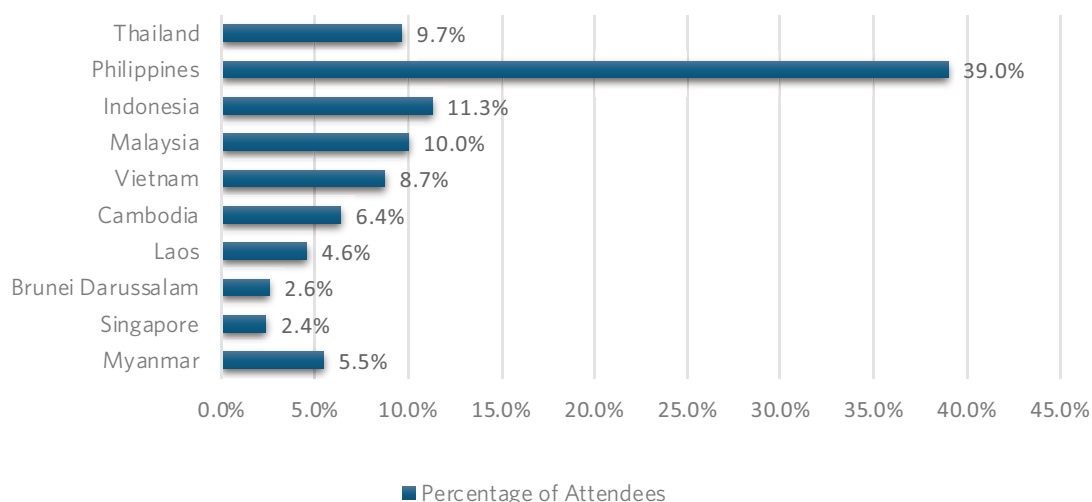
Of the 3,918 unique individuals, the USPTO identified 2,846 with email addresses. After further email address verification the USPTO invited 2,693 individuals to participate in the survey, using a personalized email invitation. From this invite list, 690 email addresses bounced back and 20 alumni opted out of taking the survey, thus leaving a total of 1,983 verified alumni for the survey.

A total of 549 alumni responded to the survey representing a response rate of 27.7%—which falls within the typical ranges of response rates for online surveys. Of the 549 respondents, 438 completed the survey and 111 completed at least the first set of questions.⁶ Based upon the total population of 3,918 individuals, the sample of responses represents a confidence level of 95% with a margin of error of +/- 3.9%, meaning the results from the survey are within acceptable ranges for public opinion polling and peer-reviewed research.

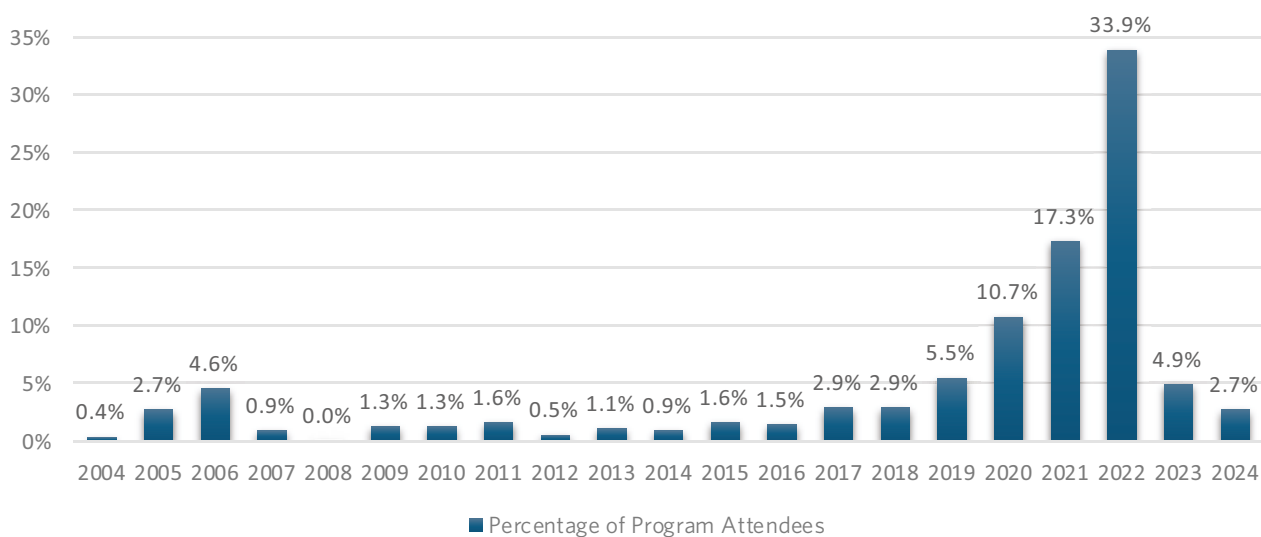
Who responded

For the 549 who responded to the survey, responses were received from all participating countries (Figure 4) and from each program year. As expected, the range of responses by program year is concentrated in the most recent program years (Figure 5).

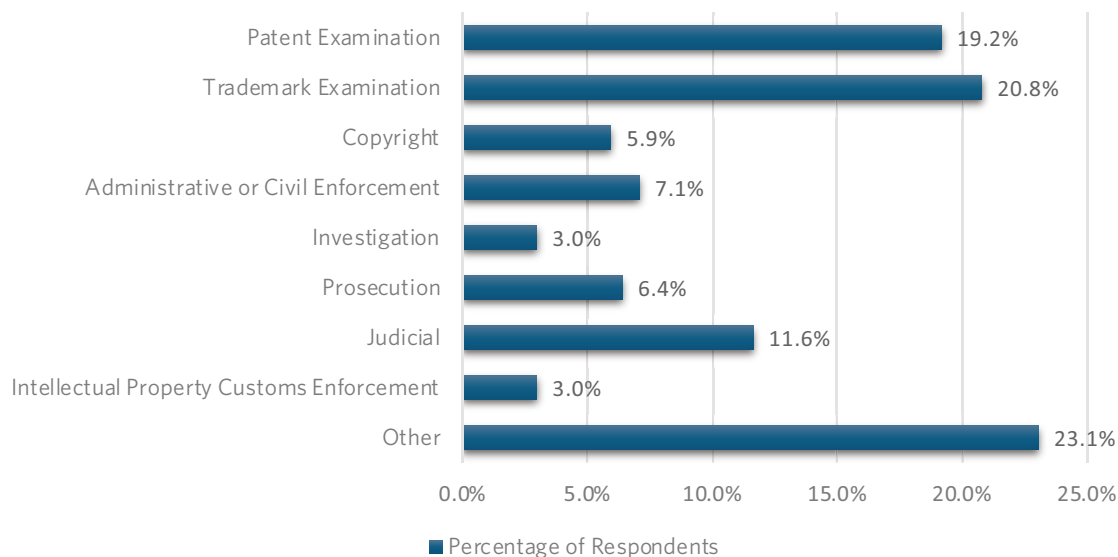
Figure 4: ASEAN-USPTO attendee survey responses by country (n = 549)



⁶For the purpose of analysis, the USPTO used the number of respondents for each question and did not eliminate the partial responses.

Figure 5: ASEAN-USPTO program attendee survey respondents by program year (percent responding, n = 549)

Note: No programs were held in 2008.

Figure 6: Intellectual property functions of ASEAN-USPTO program participants (n = 438)

Respondents work across different intellectual property areas. For those who answered “Other,” they specified a wide range of types of work and roles related to intellectual property, including management of IP functions, IP consulting, mediation and dispute resolution, policy research, and education and training (Figure 6).

Over two-thirds (69.4%) of respondents work at a national-level government agency, with the remainder being distributed across different types of organizations (Figure 7).

For the respondents who selected “Other,” most provided a specific organization that could fall within the existing categories. However, the types of organizations cited that are not within the list included academia, diplomatic posts, and consulting work.

Figure 7: Organizational affiliations of ASEAN-USPTO program participants

Type of organization	Percentage of respondents
"National-level government agency"	69.4%
Judiciary or prosecutor's office	12.3%
Local-level government agency	3.0%
Local-level court	2.1%
National-level court	1.9%
Private or business organization unit	1.4%
Private law firm	1.2%
Non-government organization	0.7%
Other	8.1%



04 Alumni survey: Key findings

Key finding 1: The ASEAN-USPTO programs increased knowledge, skills, and support for working in intellectual property rights.

The survey asked respondents to answer the extent of their agreement to three questions related to the effectiveness of ASEAN-USPTO programs on three areas of knowledge and skill development (Figure 8).

- **96.8%** of respondents report learning new knowledge and skills that have been relevant to their work in intellectual property.
- **91.2%** of respondents report they have increased their advocacy for intellectual property rights and enforcement policies, procedures, and strategies.
- **90.9%** of respondents report improving their ability to work with the complexity and magnitude of today's intellectual property rights threats.

For each of the three areas, less than 4% answered with either "disagree" or "strongly disagree".

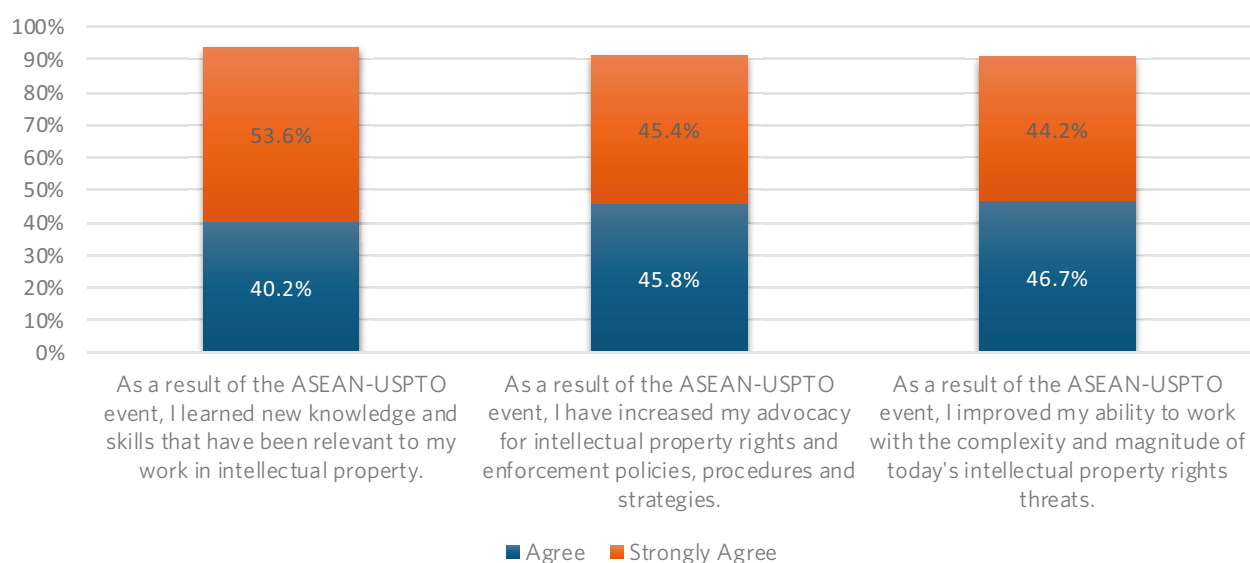
Over three quarters (75.6%) of respondents reported their knowledge and understanding of the event topic(s) increased or improved as a result of the ASEAN-USPTO event experience. A full 97.1% of respondents reported their knowledge or understanding increased a significant amount (23.9%), a lot (51.7%) or a moderate amount (21.5%).

When respondents were asked attitudinal questions related to their support and commitment to intellectual property rights and its importance to their economy, similar levels of agreement resulted.

- **95.3%** of respondents agreed they are committed to protecting and enforcing intellectual property rights.
- **91.6%** of respondents agreed their country has an important role in maintaining a strong national intellectual property system.
- **93.1%** of respondents agreed intellectual property protection is a critical driver of innovation and creativity for their country.

November 2006 ASEAN-USPTO Workshop on Intellectual Property Rights in Broadcasting and Effective Practices in Anti-piracy Enforcement



Figure 8: Program participants reporting new IP knowledge and skills as a result of participating in an ASEAN-USPTO program (n = 549)*February 2019 ASEAN-USPTO Advanced Workshop on Three-Dimensional and Other Non-Traditional Marks*

Key finding 2: The majority of ASEAN-USPTO alumni respondents have applied the knowledge gained to their career and workplace.

The survey asked respondents if they had been able to apply the knowledge and skills learned from the ASEAN-USPTO events to their career and various ways in which they have applied it (Figure 9).

- **88.3%** of respondents report they have applied the knowledge and skills learned from the ASEAN-USPTO events to their career.

When asked to respond to a specific list of actions taken since attending an ASEAN-USPTO event, the majority (55.4%) of respondents have worked to improve intellectual property in their country.

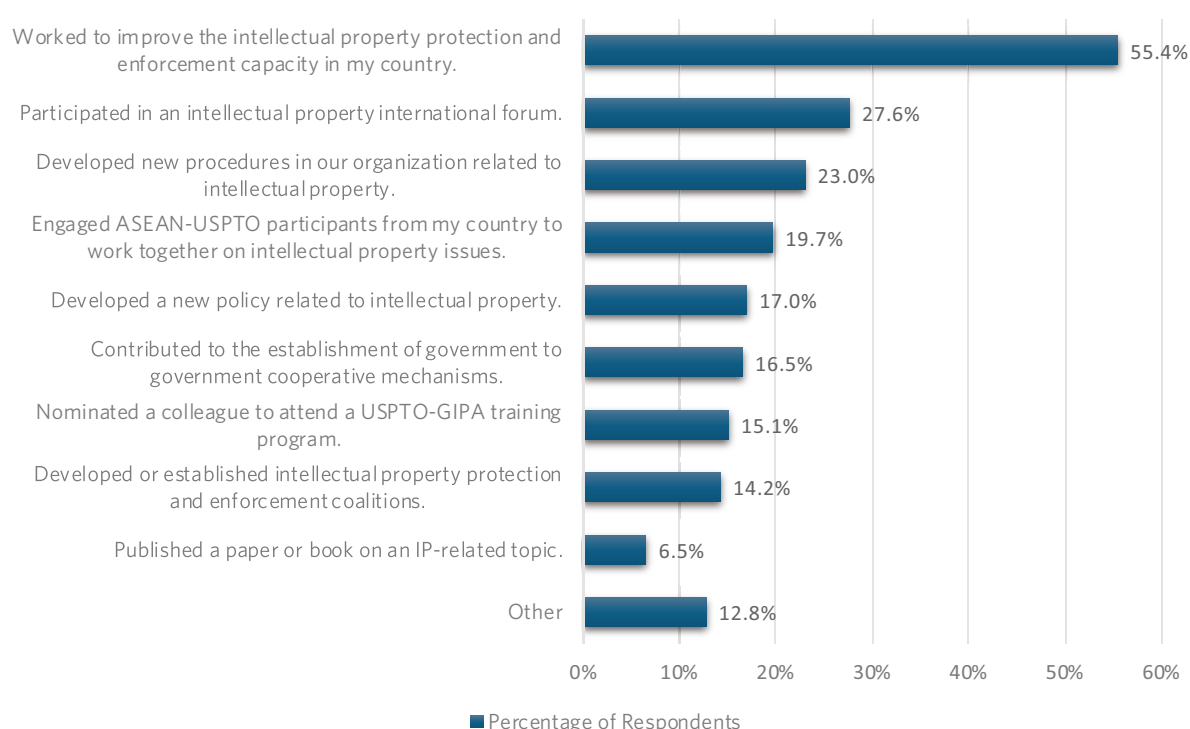
Over a quarter of respondents (27.6%) have participated in an international intellectual property forum and nearly a quarter (23.0%) report developing new procedures in their organization related to intellectual property. For those who selected "Other" as an option, most of the responses related to sharing the information learned with others through talks, lectures, articles, training, and reports, and applying it in specific situations that included promoting cultural industries, prosecuting IP violations, decision writing, vetting provisions, checking laws and policies, and using knowledge for reference.

Key finding 3: The majority of ASEAN-USPTO alumni respondents have further communicated the knowledge gained with others.

The survey asked a specific question about how alumni have further communicated what they learned from the ASEAN-USPTO event to others.

- **59.6%** of respondents report explaining what they learned at the ASEAN-USPTO events to colleagues or friends.
- **56.1%** of respondents report they talked with co-workers about the value of attending an ASEAN-USPTO event.
- **39.3%** of respondents report introducing new ideas and knowledge to their agency, colleagues, or others in their country.
- **23.2%** report they have lectured in public on an IP-related topic.

Figure 9: Activities undertaken by ASEAN-USPTO program participants since attendance (n = 478)



Key finding 4: ASEAN-USPTO alumni have networked and collaborated in a variety of intellectual property activities since attending an ASEAN-USPTO event.

The survey asked several questions related to networking and collaboration since attending an ASEAN-USPTO event. The data indicate that ASEAN-USPTO are active and do engage with one another.

- **51.9%** of respondents report networking with ASEAN-USPTO participants from their own organization.
- **46.7%** of respondents report networking with ASEAN-USPTO participants from their home country.
- **15.7%** of respondents report following up and networking with the experts from the ASEAN-USPTO event.
- **10.3%** and **6.5%**, report further networking with USPTO staff and U.S. embassy personnel, respectively.

Several respondents noted they have networked with participants from other countries and their own colleagues since attending an ASEAN-USPTO event.

The survey asked respondents to select intellectual property areas they have collaborated with other ASEAN-USPTO participants either from their own country or another country (Figure 10). The top five areas of collaboration are:

- International standards of trademarks (33.5%)
- Intellectual property enforcement mechanisms (28.9%)
- Relationship of civil and criminal litigation in intellectual property (25.1%)
- International standards of patents (25.1%)
- International standards of IP enforcement (23.4%)

Figure 10: Areas of ASEAN-USPTO alumni collaboration (n = 478)



Key finding 5-1: ASEAN-USPTO attendance has positively contributed participants' careers and roles in intellectual property rights.

The contribution of the ASEAN-USPTO programs on professionals' work or careers can be grouped into five overarching categories:

- 1 Enhanced knowledge and understanding:**
The events provide workshops, seminars, and discussions on intellectual property (IP) rights, policies, and best practices. Participating in these sessions deepens professionals' understanding of IP law and its implications for their work. It helps them stay updated on the latest trends and developments in IP law.

A number of remarks from the survey participants attested to this:

“The events helped me gain insights into intellectual property laws, regulations, or best practices discussed during the event. This knowledge has enhanced my understanding and improved my ability to handle complex IP cases.”

“The most significant impact the ASEAN-USPTO event[s] has had on my professional work is the valuable knowledge on trademarks they provided, which has made my work significantly easier and more efficient.”

“The events provided me with new insights on how to effectively take up/deal with increasingly divergent challenges in IP case investigation/adjudication.”

“The topics discussed helped me understand/navigate international legal framework; how to handle digital evidence, among others.”

Key finding 5-2:

2 Networking opportunities: The events provide a platform for professionals to network with experts and peers in the field of intellectual property. This allows for the exchange of ideas, best practices, and experiences, which can contribute to professional growth and development.

Alumni provided the following insights:

“Participating the ASEAN-USPTO events, for me the most significant impact is getting more knowledge about IP and more social network within ASEAN countries and USPTO related IP matters.”

“The events provided me with a broader understanding of the IP system, from creation, protection, and commercialization up to enforcement. It also gave me networking opportunities with experts and peers in the field of intellectual property.”

“The most significant impact is the creation of networking for our IP Association of Vietnam and enhancing IP protection of my clients in Vietnam.”

“Participating in these sessions has deepened my understanding of IP law and its implications for my work. It has also allowed me to learn from colleagues in other jurisdictions and discuss their best practices, which has expanded my networking opportunities.”

Key finding 5-3:**3**

Collaboration and cooperation: The events foster collaboration and cooperation among professionals from different countries and organizations. This can lead to joint projects, research studies, and policy development initiatives, enhancing the overall effectiveness of IP protection and enforcement.

Alumni provided the following feedback:

“

Creating a network between each other for the most effective protection of intellectual property rights.”

“The most significant impact of the ASEAN-USPTO events on my professional work or career is the enhancement of collaboration and knowledge sharing in the field of intellectual property. These events foster networking opportunities, facilitate best practices, and promote innovation across the ASEAN region, which has directly influenced my approach to developing strategies and policies in my professional practice.”

“The collaborative nature of the event fosters professional networking, allowing me to exchange best practices and learn from peers' experiences across the ASEAN region.”

“The ASEAN-USPTO events have helped me improve my knowledge on copyright and provided opportunities for me to work closely with other experts in the field. This has enhanced collaboration and cooperation in the intellectual property sector, leading to more effective solutions and strategies in my work.”

Key finding 5-4:

4 Career advancement: The knowledge and skills gained from the ASEAN-USPTO events can contribute to career advancement. Professionals can apply their learnings in their work, demonstrate their expertise, and take on more challenging roles and responsibilities.

Alumni comments included:

“My attendance at the USPTO training led me to the advancement of my career as a patent examiner, which greatly broadened my horizon. I am now heading one of the examination divisions of our IP office and have been sharing the knowledge I learned from the USPTO with my junior examiners.”

“The most significant impact the ASEAN-USPTO event[s] has had on my professional work is the valuable knowledge on trademarks they provided, which has made my work significantly easier and more efficient.”

“Engaging with experts and stakeholders has also enriched my understanding of emerging trends and challenges in IP, ultimately driving more effective solutions in my work.”

“The most significant impact the ASEAN-USPTO event[s] has had on my professional work or career is the enhancement of my understanding of international intellectual property (IP) standards and best practices. This knowledge has allowed me to contribute more effectively to the formulation and implementation of IP policies in my professional practice.”

Key finding 5-5:

5 Increased awareness and appreciation: The ASEAN-USPTO programs increase professionals' awareness and appreciation of the importance of intellectual property rights and their role in innovation, creativity, and economic development. This can lead to a greater commitment to IP protection and enforcement in their work.

Participant comments included:

“Through the ASEAN-USPTO event that I ... attended I was able to increase the appreciation of IP stakeholders in my area; this significantly contributed to the increase of IP filings in the area.”

“The events provided me with a broader understanding of the IP system, from creation, protection, and commercialization up to enforcement.”

“The most significant impact is improving the level of IP skills and sharing new ideas and technologies with our organization.”

“The events have significantly enriched my professional capabilities and opened up new avenues for growth and contribution in the field of intellectual property law.”

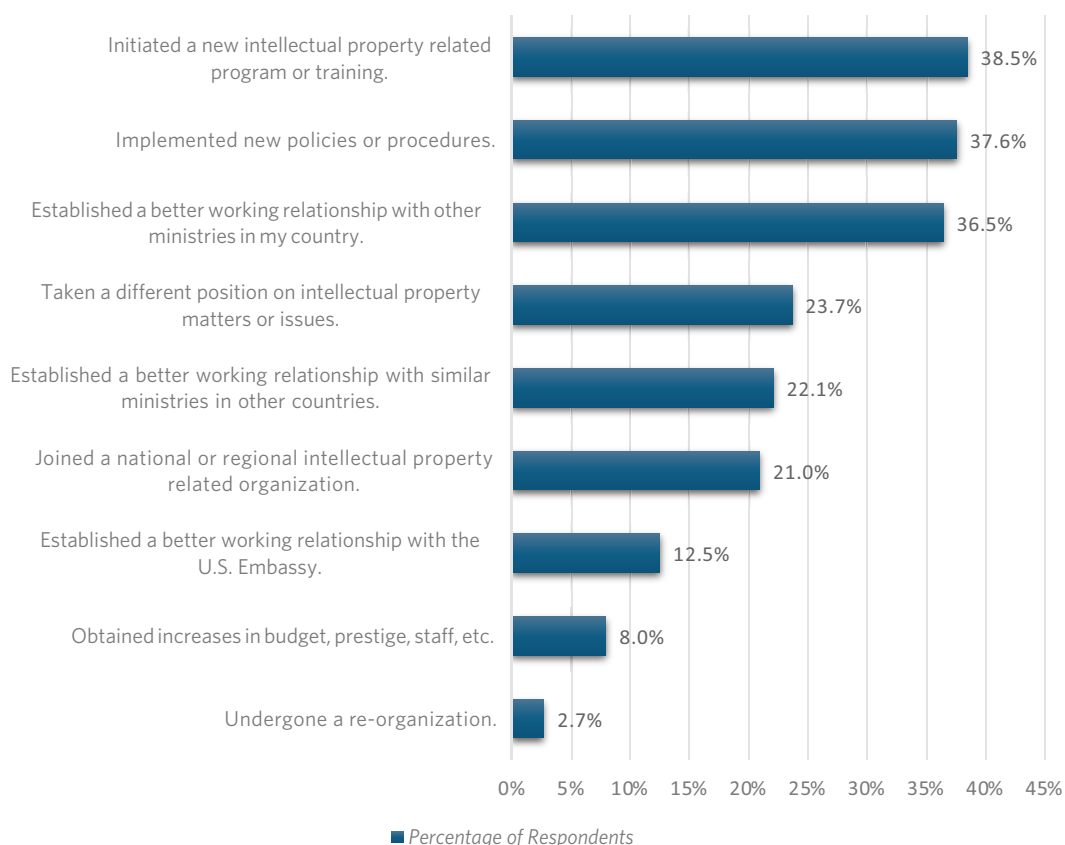
Key finding 6: Benefits of attendance at ASEAN-USPTO events extends beyond the individual participant.

Respondents to the survey provided evidence that attendance at ASEAN-USPTO events can have a multiplier effect, extending beyond contributing to the individual's professional career, to influencing and contributing to intellectual property rights (Figure 11).

Respondents were asked specifically, as a result of their contributions from the knowledge they gained from the ASEAN-USPTO event(s), has their organization engaged in taking particular actions. Over one third of respondents reported their organizations had, as a result of their direct contribution:

- Initiated a new intellectual property related program or training (38.5%)
- Implemented new policies or procedures (37.6%)
- Established a better working relationship with other ministries in their country (36.5%)

Figure 11: ASEAN-USPTO alumni contributions to intellectual property improvements within their organizations (n = 439)

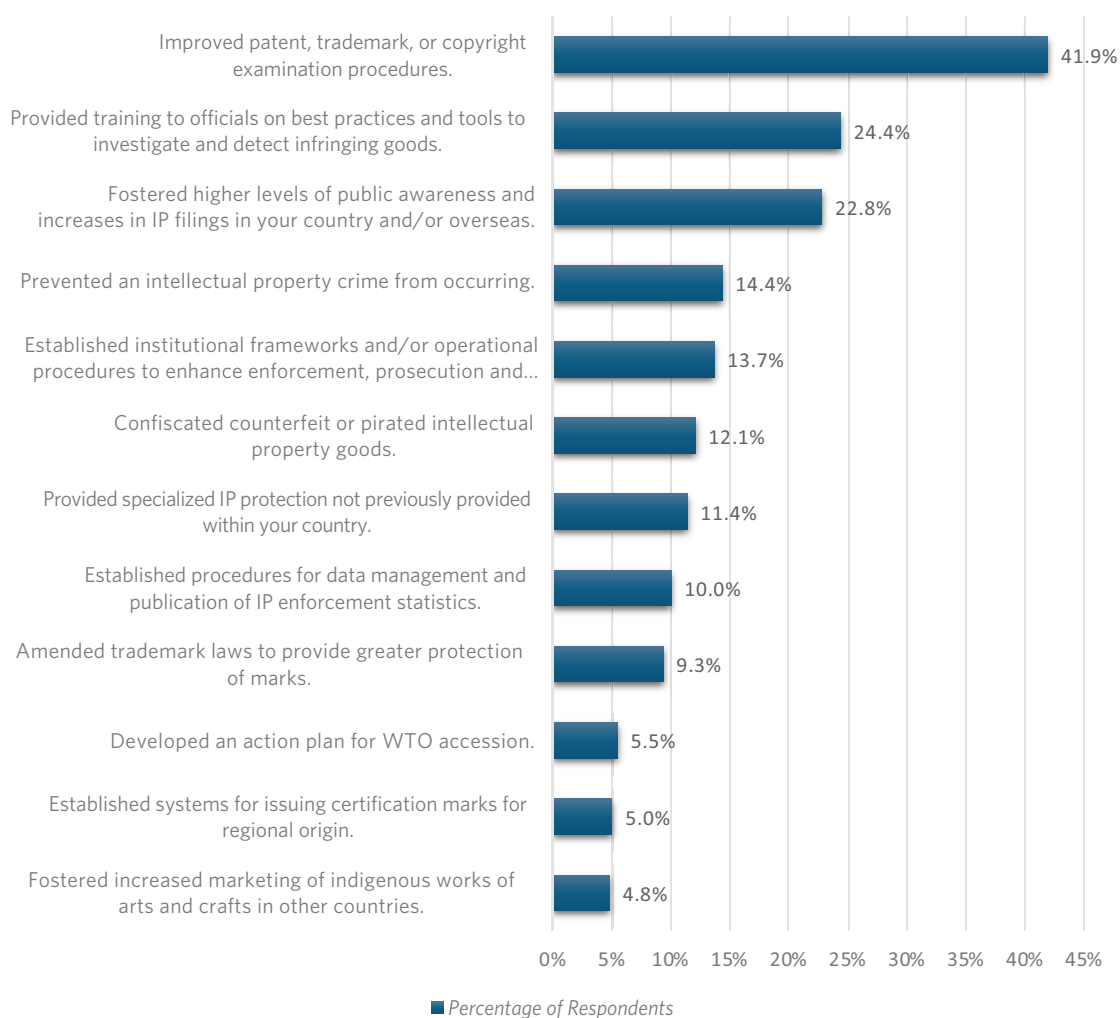


Key finding 6 (continued):

The survey also asked ASEAN-USPTO alumni if they have collaborated with others in their country on intellectual property-related issues (Figure 12). The top three collaborative efforts reported by alumni are:

- **41.9%** of respondents report collaborating with others in their country to improve patent, trademark, or copyright examination procedures.
- **24.4%** of respondents report collaborating to provide training to officials on best practices and tools to investigate and detect infringing goods.
- **22.8%** of respondents report collaborating with others in their country to foster higher levels of public awareness and increases in IP filings for their country and overseas.

Figure 12: ASEAN-USPTO program participants' collaboration with others to improve intellectual property rights regulation and protection (n = 439)





August 2022 ASEAN-USPTO Patent Examination Training in Pharmaceuticals, Biotechnology, Computer Inventions and Artificial Intelligence (Part II)



November 2018 ASEAN-USPTO Workshop on Intellectual Property Enforcement, Public Awareness and Consumer Behavior



June 2018 Kowit Somwaiya Speaks at USPTO ASEAN Judicial Colloquium

Key finding 6 (continued):

For the collaboration efforts, the survey provided an open-ended question to allow respondents to describe the situation and their role in it. Based on the analysis of the data, the three most common activities conducted by alumni in the context of intellectual property enforcement and regulations have been:

1. **Providing training and education** on intellectual property rights, enforcement practices, and best practices to various stakeholders. This activity is crucial in raising awareness and promoting understanding of intellectual property rights and enforcement.
2. **Participating in policy-making and legislative processes**, including amending, and revising intellectual property laws, regulations, and guidelines. Alumni actively contribute to the development and improvement of intellectual property laws and regulations.
3. **Engaging in collaboration and coordination with various stakeholders** to enhance enforcement, prosecution, resolution, and protection of intellectual property rights. This activity is important in strengthening intellectual property enforcement and regulations.

To provide further favor of some of the activities, five examples and one story are presented below and on the following page.

Collaboration activities: How some ASEAN-USPTO program alumni used their new skills and knowledge

One respondent played a crucial role in enhancing intellectual property in their country by organizing and conducting training programs for related ministries on IP enforcement. They worked to ensure that all relevant parties were well-versed in the intricacies of IP laws and regulations, thereby strengthening the overall enforcement mechanism in their country.

Another respondent focused on improving their knowledge and expertise in trademark procedures. They spent many hours studying and understanding the nuances of trademark laws, which they then used to help local businesses protect their brands and logos. Their efforts significantly contributed to the reduction of trademark infringements in their country.

A third respondent spearheaded a series of IP enforcement awareness campaigns and activities. They believed that public awareness was key to curbing IP infringements, so they worked on creating engaging and informative campaigns that reached a wide audience. Their efforts led to a noticeable increase in public understanding and respect for IP rights.

Another respondent was involved in the prosecution of criminal cases related to IP infringement. They worked closely with law enforcement agencies, providing them with the necessary legal expertise to ensure that IP violators were brought to justice. Their work sent a strong message to potential violators about the serious consequences of IP infringement.

A fifth respondent was part of a committee involved in reviewing and amending laws and guidelines related to IP. They worked to ensure that the laws were up-to-date and effective in dealing with the current IP landscape. Their work played a significant role in strengthening the legal framework for IP enforcement in their country.



One respondent's story:

In my role as an intellectual property rights advocate, I've had the opportunity to contribute significantly to the promotion and protection of intellectual property rights in my country. I've been actively involved in organizing intellectual property awareness programs, conducting seminars and workshops, and raising public awareness about the importance of protecting intellectual property.

I remember the first seminar I conducted. It was a small gathering of local business owners who had little understanding of intellectual property rights. I explained to them the importance of protecting their innovations and creations, and how doing so could benefit their businesses. The response was overwhelmingly positive, and I could see a spark of understanding in their eyes. That was the moment I realized the impact of my work.

Since then, I've conducted numerous seminars and workshops, reaching out to individuals, businesses, and government officials. I've shared knowledge and experiences and encouraged them to file for intellectual property protection. I've seen the change in their attitudes toward intellectual property rights, from indifference to respect and understanding.

In addition to these activities, I've also been involved in policy-making, contributing to the development of a robust intellectual property system in my country. I've worked with government officials and stakeholders to draft and revise intellectual property laws and regulations, ensuring that they are effective and enforceable.

Through my work, I've seen the growth of a culture of respect for intellectual property in my country. I've seen businesses thrive because they were able to protect their innovations, and I've seen a decrease in intellectual property crimes. It's been a rewarding journey, and I'm proud to have played a part in it."

Key finding 7: The majority of respondents acknowledge participation in ASEAN-USPTO events prepared them for IP work and their contributions.

Respondents who selected at least one collaboration action in the previous question were asked the extent to which their ASEAN-USPTO experience prepared them for that work. The data indicate:

- **91.3%** of respondents report their ASEAN-USPTO experience prepared them completely (10.0%), very well (55.58%), or moderately well (25.7%) for their contribution.

Only 7% of respondents noted that the ASEAN-USPTO experience was not applicable to their contribution.

Key finding 8: The majority of ASEAN-USPTO respondents value the ASEAN-USPTO program experience.

One of the strongest indicators of satisfaction and value for a program is whether participants would take action to recommend it to a friend or colleague. The USPTO utilized the Net Promoter Score (NPS) to capture this data. The NPS was originally developed for commercial companies. It is based on the principle that every organization's customers can be categorized into three groups:

1. "Promoters" who are loyal enthusiasts who continue to be users of an organization's products or services and urge others to do the same.
2. "Passives" who are satisfied but unenthusiastic customers.
3. "Detractors" who are willing to share their dissatisfaction with others.

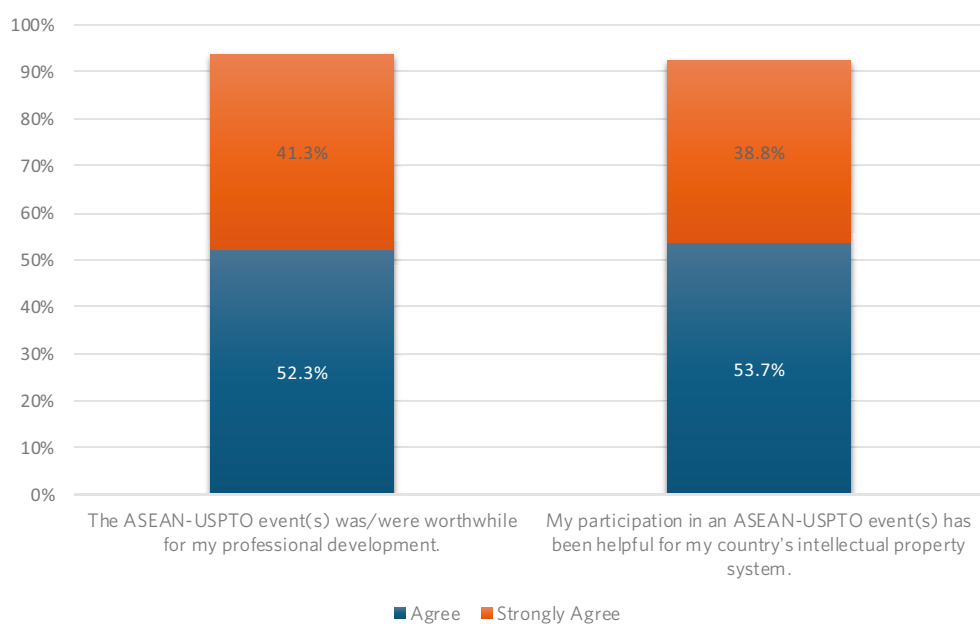
The NPS was calculated based on the responses to the question, "How likely is it that you would recommend ASEAN-USPTO events to a friend or colleague?" Respondents were given a scale of 0 to 10 with 0 being "Not at all likely" and 10 being "Extremely likely." The NPS equation is:

$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

Based upon this formula, the ASEAN NPS score is 46.4. From research conducted by Fred Reichheld and others, top firms have Net Promoter Scores in the 50-80% range. The average organization has scores in the range of 5-10%, while many organizations are in the negative range. When the ASEAN-USPTO program data is analyzed by the distribution of responses, 91.3% rated the program positively (promoters and passives) and 55.0% reported they would be highly likely to recommend an ASEAN-USPTO program to a colleague or friend. Nearly 40% (39.5%) gave ASEAN-USPTO events a perfect score of 10.

Additionally, the survey asked respondents to rate their agreement or disagreement on the perceived value of their experience to their professional development and to helping their country's intellectual property system. The vast majority of respondents indicate the programs are valuable to both themselves personally and to their countries (Figure 13).

Figure 13: Program alumni reporting new IP knowledge and skills as a result of their participation in an ASEAN-USPTO program (n = 549)



April 2006 ASEAN-USPTO Workshop on Effective Practices in the Regulation of Optical Media Production and the Implementation of Anti-piracy Efforts

05 Recommendations

The survey asked respondents to provide any other comments they have about the ASEAN-USPTO programs. Respondents commented that the ASEAN-USPTO intellectual property activities and events have been highly beneficial for the participants, providing opportunities for knowledge sharing, networking, and learning best practices in intellectual property protection and enforcement. Participants have appreciated the interactive and informative sessions, as well as the practical training provided. They have expressed the need for more training sessions, collaboration with other stakeholders, and the organization of more events to enhance technical skills and promote IP enforcement awareness. Specific examples mentioned include the need for training on IP management, trade secret protection, digital piracy, and AI-related patents. Participants also highlighted the importance of sharing experiences and best practices among countries, and the need for continued support and capacity building in the field of intellectual property.

The most common requests made by participants in the ASEAN-USPTO intellectual property activities or events include more training courses and seminars on various IP topics; more immersive seminars and workshops, both in-country and abroad; more events and activities related to trade secrets and non-traditional trademarks; more training on IP crime investigation and enforcement; and more training on digital piracy and IP infringement in the digital era. Other requests include more training on IP management and valuation, patent examination practices and case law, border control and best practices in the ASEAN countries, AI and other technology in conducting trademark examination, IP enforcement, and best practices in cross-border efforts to combat organized crime regarding IP.

Typical of the comments received from survey respondents were the following:

“ASEAN-USPTO events significantly enhanced my professional capabilities, expanded my networks, opened up career opportunities, and provided a platform for influencing policy and gaining cultural insights.”

“Attending ASEAN-USPTO seminars has broadened my perspective on trademark and patent protection strategies across Southeast Asia. Exchanging ideas and knowledge will also contribute to harmonizing existing intellectual property practices. And our office aims to reduce the turnaround time for processing trademark applications, and we are continually implementing improvements.”

06 Lessons learned

The USPTO provides the following lessons learned for future data collection efforts for the ASEAN-USPTO program or similar activities:

- 1 Continue to engage participants/alumni after their participation.** Continued interaction serves multiple purposes. First, it can be a way to provide ongoing technical assistance and support for those who have participated. Second, engagement fosters the networking and collaboration. Third, it helps maintain contact information for subsequent data collection. As with any academic institution, cultivating an “alumni” network and engaging them maintains support for the program and organizations involved.
 - 2 Review and revise the capacity-building/development framework.** As organizations mature, they experience different needs. Of course, this also occurs in the intellectual property environment as new challenges emerge from innovation and technology. It may be useful to review what are considered desired “outcomes” on a regular basis and adjust survey questions or other data gathering accordingly. Approximately every three years would align with the schedule to have survey instruments approved by the U.S. Office of Management and Budget (OMB) through the Paperwork Reduction Act (PRA) process.
 - 3 Minimize burden on respondents by keeping to 20 or fewer questions.** Despite this effort, the survey still experienced a drop-off in respondents after the first set of questions. Reminders appealing to the celebration of 20 years as well as communication on how many days were left to complete the survey did increase the response rates.
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April 2024 ASEAN-USPTO Workshop on Effective Practices in Investigation and Enforcement Against Content Piracy

07 About ASEAN and the USPTO

About the United States Patent and Trademark Office

The United States Patent and Trademark Office (USPTO) is the federal agency for granting U.S. patents and registering trademarks. It also advises the President of the United States, the Secretary of Commerce, and U.S. government agencies on intellectual property policy, protection, and enforcement and promotes stronger and more effective IP protection around the world. The USPTO also provides training, education, and capacity-building programs designed to foster respect for IP and encourage the development of strong IP enforcement regimes by U.S. trading partners. Internationally, these efforts are coordinated through the USPTO's Global Intellectual Property Academy, which is part of the USPTO's Office of Policy and International Affairs.

About the Association of Southeast Asian Nations

The Association of Southeast Asian Nations (ASEAN) was established on August 8, 1967, in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the founders of ASEAN: Indonesia, Malaysia, Philippines, Singapore, and Thailand. Brunei Darussalam joined ASEAN on January 7, 1984, followed by Vietnam on July 28, 1995, Lao Peoples Democratic Republic and Myanmar on July 23, 1997, and Cambodia on April 10, 1999, making up what is today the 10 Member States of ASEAN.

08

Appendix I: ASEAN-USPTO programs, 2004-September 2024

ASEAN-USPTO program list

Start date

Workshop on Intellectual Property Investigations	9/10-12/2024
ASEAN Roundtable on IP Education, Training, Capacity Building, Outreach, and Public Awareness and Engagement Activities	9/4/2024
Indo-Pacific Workshop on Enforcement Against Trade in Counterfeit Goods	7/30-8/2/2024
Training on Trademark Examination	6/24-28/2024
Judicial Colloquium on Intellectual Property Case Management	6/3-7/2024
Effective Practices in Investigation and Enforcement Against Content Piracy	4/23-25/2024
Workshop on Policy and Practical Considerations of GIs, Common Names and Disclaimers	3/4-8/2024
Workshop on Patent Protection for Industrial Designs and the Hague Agreement	1/17-19/2024
ASEAN-USPTO Workshop on Patent Protection for Industrial Designs and the Hague Agreement	1/17/2024
IP Criminal Enforcement Network Conference	11/13/2023
ASEAN Workshop in Developments in Copyright Law and Enforcement	9/13/2023
Indo-Pacific Judicial Colloquium on IP, Innovation, and Technology	7/25/2023
Workshop on USPTO Practice Concerning Madrid Protocol Filings & Advanced Trademark Concepts	5/22/2023
Indo-Pacific Workshop on Enforce Against Food Fraud & Trade in Counterfeit Agricultural Products	5/9/2023
Intellectual Property Rights Investigative Methods Workshop	1/30/2023
ASEAN Workshop on IP and Consumer Protection, Unfair Business Practices, and Public Awareness	11/8/2022
TCTP Course on Digital Economy	10/31/2022
Indo-Pacific Regional Workshop on Handling, Storage, Disposal and Destruction of Counterfeit Goods	10/25/2022
USPTO Electronic Tools Available on the USPTO Website	8/22/2022
ASEAN IP Academy-USPTO Train-the-Trainers Program on Trademark Protection	7/12/2022
ASEAN-USPTO Advanced Patent Searching and Examination: Chemical/Biotechnology/AI Part 1 (Day 1)	7/6/2022
Indo-Pacific Workshop on Enforcement Against Trade in Counterfeit Goods	6/27/2022
ASEAN Workshop on Developments in Copyright Law and Enforcement	5/10/2022
Roundtable Series (Overview of IP Laws) Day 1	3/15/2022
Webinar on the US GIs Policy and Disclaimers of Generic Terms	2/9/2022
IP and the Digital Economy - Day 2	9/7/2021
Day 1: ASEAN Workshop on Trade Secret Protection and Enforcement	8/17/2021
United States Protection of Well-Known Marks and Solutions for Bad Faith Filings	8/4/2021
USPTO-ASEAN Seminar on Patent Office Administration	7/20/2021
US ASEAN Connect Digital Economy Series: Copyright Protection and Enforcement in the Online Digital	3/18/2021
ASEAN Judicial Roundtable on IP Case Management Webinar Series #2	12/1/2020
Webinar Series 2 for Indo-Pacific Region on Enforcement Against Trade in Counterfeit Goods (Oct 12)	10/12/2020
APEC IPEG workshop on Industrial Design Protection - Session 1	10/6/2020
Webinars on Enforcement Against Counterfeit Medicines	9/29/2020

Adapting IP to Promote Innovation and Creativity in New Technologies (24 Sep 2020)	9/24/2020
Judicial Education & Exchange on IP Enforcement 1/3 - Hanoi	12/4/2019
Patent Examination Training in Pharmaceuticals and Biotechnology	9/25/2019
Workshop on the Prosecution of Intellectual Property Cases for Public Prosecutors	8/8/2019
ASEAN / USPTO Workshop on Utilizing ADR in IP Disputes	8/7/2019
Workshop on the Overview and Benefit of Plant Variety Protection	7/26/2019
ASEAN Secretariat / USPTO GIPA / USDOJ - Workshop for Public Prosecutors on IP Criminal Enforcement	6/18/2019
Workshop on the Prosecution of Intellectual Property Cases for Public Prosecutors	5/16/2019
ASEAN-Advanced Workshop on Three-Dimensional and Other Non-Traditional Marks	2/13/2019
Judicial Colloquium on Civil and Criminal Infringement of Intellectual Property	1/30/2019
Workshop on IP Enforcement and Public Awareness	11/7/2018
ASEAN Workshop on Enforcement Against Online Trade in Pirated Content and Counterfeit Goods	8/21/2018
Workshop on Creating Outreach Initiatives in the ASEAN Region	7/23/2018
Judicial Colloquium on Administrative, Civil and Criminal IP Cases	7/11/2018
ASEAN Judicial Colloquium on Civil and Criminal IP Infringement Cases	6/19/2018
Workshop on the Prosecution of Intellectual Property Cases for Public Prosecutors	5/10/2018
ASEAN / USPTO Advanced Trademark Examination Training	1/29/2018
ASEAN-USPTO Colloquium for the Judiciary on Civil and Criminal IP Appellate Cases	9/20/2017
Roundtable and Meeting with ASEAN IP Enforcement Initiatives Committee (ANIEE)	9/12/2017
Workshop on Trademark Examination of Non-Traditional and Trade Dress Marks	8/14/2017
IP Office Administration Part IV: "Conception to Commercialization"	8/14/2017
Advanced Workshop on Online IP Crime	4/4/2017
Judicial Roundtable on IPR Enforcement	2/28/2017
Workshop on Best Practices in Intellectual Property Enforcement	11/28/2016
Workshop on Effective Practices in Transnational Cooperation in the Border Enforcement of IPR	11/7/2016
ASEAN-USPTO Workshop on IP Enforcement for Judges and Public Prosecutors	8/23/2016
Workshop for Police and Prosecutors on the Protection of Intellectual Property Rights	5/23/2016
Workshop on the Madrid Protocol	1/5/2016
Advanced Judicial Seminar on Criminal Adjudication and Enforcement of Intellectual Property	9/26/2015
Workshop for Public Prosecutors on Online Content Piracy and Counterfeiting	9/17/2015
Roundtable for the Judiciary on IPR Issues and Enforcement program	9/9/2015
Workshop on the Protection of Trade Secrets	7/28/2015
Workshop on IP Online Piracy and Counterfeiting	7/23/2015
IP Office Administration Part II: Creating an Electronic Workplace	7/6/2015
Workshop on IP Online Piracy and Counterfeiting	5/28/2015
ASEAN-USPTO Regional Workshop on Effective Practices Against Counterfeit Agricultural chemicals	3/24/2015
Z942_ASEAN-USPTO Roundtable for the Judiciary on Intellectual Property Rights Issues and Enforcement	10/21/2014
Workshop on the Examination of Certification Marks	7/9/2014
ASEAN / USPTO GIPA Intellectual Property Office Administration Program	6/23/2014
ASEAN-USPTO IP Enforcement Workshop on Notorious Markets	11/18/2013
Madrid Protocol Training for ASEAN Countries	11/4/2013
ASEAN REGIONAL "Seminar on Trademark Administration & Examination" & "Workshop on Design Protection"	9/1/2013
Regional IP Enforcement Program for Judges	3/20/2013

ASEAN Workshop on Patent Protection, Licensing and Enforcement from A to Z	10/15/2012
ASEAN / USPTO IPR Enforcement Workshop	3/12/2012
ASEAN-USPTO Advanced IPR Border Enforcement Program and U.S. Study Visit for ASEAN Customs Officers	9/19/2011
IPR Border Enforcement US Study Visit for ASEAN Customs Officers	9/19/2011
ASEAN Train the IP Trainers Workshop	7/19/2011
ASEAN-USPTO IP Management and Technology Commercialization	6/14/2011
Workshop on Trademark Office Administration	5/10/2011
Workshop on Design Examination	5/10/2011
ASEAN Regional Copyright and Digital Piracy Workshop	3/22/2011
ASEAN-USPTO IP Management and Technology Commercialization Workshop	8/3/2010
USPTO-ASEAN Advanced Judicial Colloquium/Seminar for Judiciary on IP Enforcement	7/20/2010
ASEAN – Seminar and Practical Visit on Innovation and Protection and Enforcement of IPR	6/21/2010
ASEAN-USPTO Criminal Enforcement of IPR	5/18/2010
Technical Workshop on Implementation of ASEAN Patent Examination Co-operation	4/19/2010
USPTO-ASEAN Sub Regional IPR Border Enforcement Training	3/9/2010
Seminar on Signal Piracy, Regulation, and Enforcement in a Convergent World	12/16/2009
Sub-Regional Workshop on Effective Practices in Border Enforcement of Intellectual Property Rights	11/12/2009
ASEAN-USPTO Program on Technology Transfer	7/2/2009
ASEAN USPTO - Seminar on Patent Examination	4/1/2009
ASEAN-USDOJ-USPTO Workshop on Developing a Successful Intellectual Property Law Enforcement Network	11/14/2007
USPTO-ASEAN Global Intellectual Property Academy Enforcement of Intellectual Property Rights Program	9/19/2007
ASEAN-USPTO Seminar on Intellectual Property Rights Enforcement Capacity-Building for Small and Medi	8/23/2007
ASEAN-USPTO Workshop on Digital Copyright and Copyright Collective Management	7/17/2007
ASEAN-USPTO Workshop on Intellectual Property Rights Enforcement and Combating Trade Counterfeit Pro	7/11/2007
ASEAN-USPTO Seminar on Intellectual Property Rights Enforcement for the Judiciary and Public Prosecution	6/7/2007
USPTO in cooperation with ASEAN Global IP Academy on the Enforcement of Intellectual Property Rights	3/28/2007
ASEAN-USPTO Workshop on Geographical Indications	2/28/2007
ASEAN-ECAPII-USPTO Workshop on Intellectual Property Protection and Enforcement in the Digital Envi	12/8/2006
ASEAN-USPTO Workshop on IPR in Broadcasting and Effective Practices in Anti-Piracy Enforcement	11/16/2006
APEC-USPTO Workshop on Effective Practices of Border Enforcement of Intellectual Property Rights Pro	9/28/2006
ASEAN-USPTO Workshop on Effective Practices in Border Enforcement of Intellectual Property Rights	8/17/2006
USPTO-WIPO-ASEAN Global IP Academy on the Enforcement of Intellectual Property Rights Program	7/19/2006
ASEAN-USPTO Workshop on Trademark Examination, Geographical Indications, and the Administration of Trademarks	6/7/2006
ASEAN-USPTO Workshop on Intellectual Property Rights Enforcement for Prosecutors	5/24/2006
ASEAN-USPTO-OMB Regional Workshop on Effective Practices in the Regulation of Optical Media Production	4/7/2006
ASEAN-USPTO Workshop on Intellectual Property Rights Enforcement for Judges	3/8/2006
ASEAN-USPTO Workshop on Cutting Edge IPR Legislation and Enforcement Initiatives	11/30/2005
ASEAN-USPTO Workshop on Intellectual Property Office Administration and Enforcement	10/26/2005
APEC-USPTO-USDOJ Workshop on Developing a Successful Intellectual Property Enforcement Regime	10/4/2005
ASEAN-USPTO Seminar on IPR Capacity-Building for Small and Medium-Sized Enterprises	6/30/2005
ASEAN-USDOJ-USPTO Workshop on Effective Practice in Combating Trade in Counterfeit Hard Goods	4/5/2005
ASEAN-USPTO Workshop on Effective Practices in the Regulation of Optical Media Production	10/22/2004
Workshop for Public Prosecutors and the Judiciary Enforcement of Intellectual Property Rights	5/19/2004

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Appendix II: Organizations that participated in ASEAN-USPTO IP programming



Government ministries and departments

- Ministry of Law
- Ministry of Culture and Fine Arts
- Ministry of Industry and Trade
- Ministry of Justice & Human Rights
- Ministry of Information and Culture
- Ministry of Industry and Handicraft
- Ministry of Domestic Trade and Consumer Affairs
- Ministry of Trade and Industry
- Ministry of Culture and Information
- Ministry of Finance
- Ministry of Interior
- Ministry of Science, Technology and Innovation
- Ministry of Planning and Investment
- Ministry of Public Security
- Ministry of Education
- Ministry of Communications and Information Technology
- Ministry of Agriculture and Fisheries
- Ministry of Health



Court, judicial, and legal bodies

- Appellate Court, Supreme People's Court
- Central Intellectual Property and International Trade Court
- Commercial Court
- Court of Appeals
- District/Commercial Court
- Directorate General of IPR
- Criminal Court
- Office of the Attorney General
- Office of the Prosecutor
- People's Court
- Regional Trade Court
- Regional Trial Court, Branch 93
- State/Commercial/Human Rights/Criminal Corruption Court
- Supreme Court
- Supreme People's Procuracy



Other agencies and organizations

- Optical Media Board
- Institute for Cultural Research
- Broadcasting Commission
- Association of Patent Agents
- University of Technology



Law enforcement and regulatory agencies

- Anti-Counterfeiting Division
- International Airport Customs Bureau
- Bureau of Customs
- Criminal Investigation and Detection Group
- Directorate for Investigation and Detective Management
- Economic and Technological Crime Suppression Division
- Economic Development Board
- Economic Police Department
- Enforcement and Appeals Division
- INTERPOL
- Intellectual Property Rights Division
- Market Control Department
- Market Surveillance Agency
- National Bureau of Investigation
- National Office of Intellectual Property (NOIP)
- National Police Commission
- National Telecommunication Commission
- Office of Prevention and Suppression of IPR Violation
- Office of Trademark Information
- Police Force

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