

## **Abstract of Presentation and Discussion Slides**

### **Intellectual Property Protection and Economic Development: Lessons from Thailand and Trademark Developments in Myanmar**

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This presentation provides a comprehensive overview of intellectual property (IP) protection in Thailand, emphasizing practical registration and enforcement mechanisms, the economic significance of trademarks, the recent developments in Myanmar's trademark system, and suggested measures for local and global collaborations for enhancing IP promotion and protection to support economic growth.

#### **Part 1: IP Protection and Enforcement in Thailand**

Thailand has a robust legal and institutional framework for IP protection. The country enforces both registered and unregistered trademarks, with stronger protections available to registered marks, and copyrights. Enforcement is supported by the Intellectual Property and International Trade Court (IPIT Court), specialized police and units, the Department of Special Investigation, and the Customs Department.

Recommended best practices for trademark protection include:

- Early registration (preferably single-class applications).
- Strategic use of international mechanisms like the Madrid Protocol.
- Ongoing evidence collection, brand monitoring, and swift legal actions.

Enforcement actions range from cease-and-desist letters and criminal prosecutions to customs seizures and online takedown orders. Case statistics from the IPIT Court demonstrate the high volume and effective resolution of IP disputes in Thailand.

#### **Part 2: Economic Role of Trademarks**

Trademark activity is presented as a leading economic indicator. High volumes of trademark filings correlate with business confidence, product innovation, and sectoral expansion.

Countries with efficient IP systems like China, Thailand, and increasingly Myanmar local innovation and attract greater foreign direct investment (FDI), especially in consumer-facing industries.

Data comparisons show:

- China led global filings in 2023 with over 7 million applications, despite a policy-driven decline to curb bad-faith registrations.
- Thailand recorded stable trademark activity (40,545 class filings) and modest GDP growth (1.9%), linked to strong tourism and export sectors.
- Myanmar launched a first-to-file trademark system in April 2023 and recorded 19,710 filings, reflecting economic recovery and legal modernization.

### **Part 3: Trademark Registration in Myanmar**

The Myanmar's Trademark Law 2019, effective from April 2023, marked a significant milestone in aligning with global IP norms. Key institutional actors include the Central IP Committee (CIPC), the Department of Intellectual Property of the Ministry of Commerce, and the newly formed Intellectual Property Agency (IPA).

Trademark registration now follows a structured process:

1. Filing
2. Formal and substantive examination
3. Publication for opposition
4. Final decision and registration.

The law also protects service marks, certification marks, collective marks, and geographical indications.

### **Part 4: Recommendations for Regional Collaboration**

To enhance IP protection and drive economic development, the presentation recommends:

- Accession to core WIPO treaties
- Establishment of specialized IP courts
- Training for enforcement officials
- Investment in digital infrastructure for IP management
- Promotion of IP awareness among SMEs and the public.

International cooperation and capacity building are essential for creating a trustworthy IP environment that supports innovation, investment, and local and regional economic growth.