

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

Kowit Somwaiya

Abstract

This paper 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. 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. Trademark activity is presented as a leading economic indicator. 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. 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). The law also protects service marks, certification marks, collective marks, and geographical indications. This paper is to explore the trademark developments in Thailand and Myanmar and to enhance IP protection and drive economic development.

Keywords: Intellectual Property (IP), Trademark, Geographical Indications, IP Protection, Enforcement Mechanisms, Economic Growth, Thailand, Myanmar, Legal Framework.