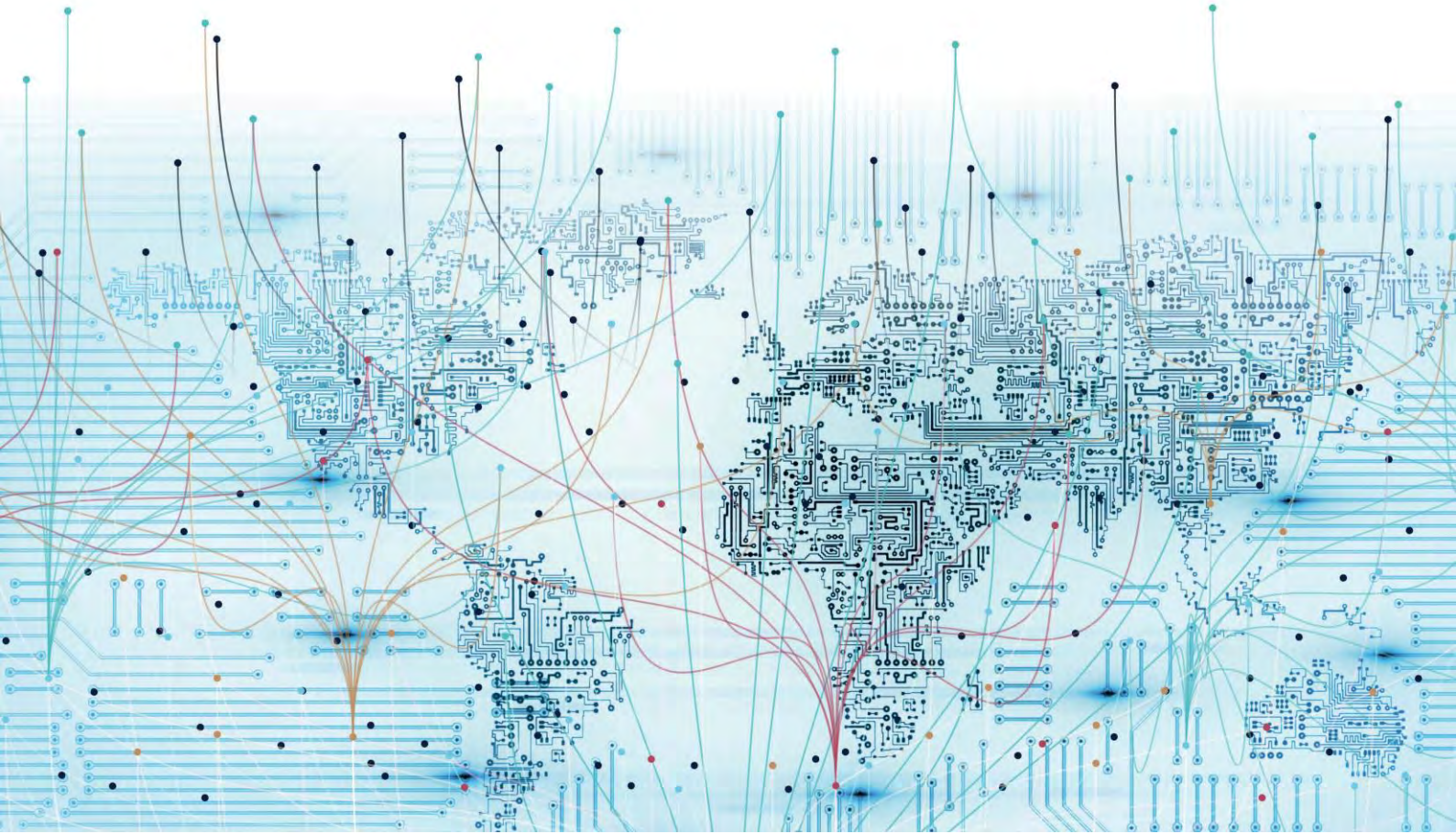




WIPO-ASEAN Design Manual

WIPO Development Studies



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WIPO-ASEAN Design Manual

**Prepared by WIPO Secretariat
Economics and Statistics Division**

in collaboration with

**Centre of Strategic International Studies (CSIS),
Indonesia**

**Dr. George Manzano, University of Asia and the Pacific (UA&P)
Philippines; and**

**Thailand Development Research Institute (TDRI)
Thailand**

© WIPO, 2018

World Intellectual Property Organization
34, chemin des Colombettes, P.O. Box 18
CH-1211 Geneva 20, Switzerland



Attribution 3.0 IGO (CC BY 3.0 IGO)

The user is allowed to reproduce, distribute, adapt, translate and publicly perform this publication, including for commercial purposes, without explicit permission, provided that the content is accompanied by an acknowledgement that WIPO is the source and that it is clearly indicated if changes were made to the original content.

Suggested citation: WIPO (2018). WIPO-ASEAN Design Manual. *Development Studies Series*. Geneva: World Intellectual Property Organization.

Adaptation/translation/derivatives should not carry any official emblem or logo, unless they have been approved and validated by WIPO. Please contact us via the [WIPO website](#) to obtain permission.

For any derivative work, please include the following disclaimer: “The Secretariat of WIPO assumes no liability or responsibility with regard to the transformation or translation of the original content.”

When content published by WIPO, such as images, graphics, trademarks or logos, is attributed to a third-party, the user of such content is solely responsible for clearing the rights with the right holder(s).

To view a copy of this license, please visit <https://creativecommons.org/licenses/by/3.0/igo/>

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of WIPO concerning the legal status of any country, territory or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This publication is not intended to reflect the views of the Member States or the WIPO Secretariat.

The mention of specific companies or products of manufacturers does not imply that they are endorsed or recommended by WIPO in preference to others of a similar nature that are not mentioned.

Photo credit: Getty Images / wigglegstick – MicrovOne

Printed in Switzerland

Table of Contents

Acknowledgements.....	5
1 Introduction	6
2 Institutional arrangements	6
2.1 Pre-survey launch workshop	7
3 How we designed the survey.....	7
3.1 The questionnaire	8
3.1.1 Industrial design owner.....	8
3.1.2 Design specific questions	8
3.2 When there are multiple applications and/or designers	9
3.2.1 Multiple application per owner	9
3.2.2 Multiple designers per application	9
4 Implementing the survey.....	10
4.1 Raw ID data collection	10
4.2 Survey questionnaire	10
4.3 Sending out the questionnaire.....	10
4.4 Guiding the researchers	11
4.4.1 Guideline for completing ID questionnaire.....	11
4.4.2 ID survey implementation guideline.....	11
5 How we collected the data.....	12
5.1 Following-up with the respondents	12
5.1.1 Identifying missing contact information.....	12
5.1.2 Cold calls, e-mails and targeted workshops.....	12
5.2 Minimizing human error	19
5.3 Data processing.....	19
6 Challenges and lessons learned	20
6.1 Survey length.....	20
6.2 Missing contact detail	20
6.3 Survey implementation method	21
References	22
Appendix.....	23
A.1 Launch workshop agenda	23
Indonesia - March 1, 2017	23
Philippines - June 13, 2016	23
Thailand - June 17, 2016.....	24
A.2 Example of the survey questionnaire.....	25
For businesses	25
For individuals.....	33
A.3 Guideline for completing the ID questionnaire	37

A.4	ID survey implementation guideline	38
A.5	Interview protocol	43
A.6	Follow-up questions	47
	Thailand only: 20 respondents and non-respondents	47
	Questions for phone-call follow-up	49
A.7	Workshop	51
	Workshop program in the Philippines	51
	Workshop program in Indonesia.....	52

ACKNOWLEDGEMENTS

This document is a manual which provides the technical detail of the survey questionnaire designed and implemented for the study on “Understanding the Use of Industrial Designs – the Case of Indonesia, Philippines and Thailand.” It was prepared for the Project on Intellectual Property (IP) and Socio-Economic Development – Phase II, which addresses Development Agenda Recommendations 35 and 37. This second phase of the project was approved by the Committee on Development and Intellectual Property (CDIP) at its Fourteenth Session held in November 10-14, 2014 (CDIP/14/7). The result of the study was presented at the Twenty-Second session of the CDIP meeting held in November 19 to 23, 2018 (CDIP/22/INF/2).

This manual is designed to help and guide other researchers who wish to carry out a similar study in their countries of interest. The steps undertaken to mitigate the challenges and the lessons learned will hopefully inform researchers on their own endeavors.

The survey study was prepared and coordinated by a team led by Carsten Fink (Chief Economist) and comprising Intan Hamdan-Livramento (Economist) and Maryam Zehtabchi (Economist).

The study was carried out by the following research teams in the three countries: Yose Rizal, Dandy Rafitrandi and Ilma Fadli at the Centre of Strategic International Studies (CSIS) in Indonesia, George Manzano, Mary Grace Agner and Nikka Pesa from the University of Asia and the Pacific in the Philippines (UA&P), and Deunden Nikomborirak and Weerawan Paibunjitt-aree at the Thailand Development Research Institute (TDRI).

WIPO Secretariat appreciates and gratefully acknowledges the strong support provided by the national IP offices in carrying out this ambitious study, in particular the Director-General Freddy Harris as well as Erni Widhyastari, Andrieansjah, and Irni Yuslianti at the Indonesian Directorate General of Intellectual Property (DGIP); Director-General Josephine Santiago, as well as Lolibeth Medrano and Amelita Amon at the Intellectual Property Office of Philippines (IPOPPL); and the Director-General Chakra Yomani as well as Kitiyaporn Sathusen at the Thai Department of Intellectual Property (DIP).

This report benefitted greatly from external review of the draft chapters by Myriam Mariani from Bocconi University.

Additional input, comments and data management assistance were provided by Kyle Bergquist and Julio Raffo. Alex Cuntz, Alica Daly, and Giulia Valacchi kindly reviewed the survey questionnaire carried out in this study and commented on earlier drafts of this report.

WIPO colleagues from the Brands and Design Sector, in particular Marcus Höppenger and Grégoire Bisson, made important and relevant contributions in the design of the survey questionnaire. Andrew Ong and Ye Min Than of WIPO’s Regional Bureau for Asia and Pacific (ASPAC) provided important support in liaising with the national IP offices.

1 INTRODUCTION

Industrial designs (IDs) are an intellectual property (IP) instrument that is heavily used by most developed countries. Protected IDs are commonly associated with products such as automobiles or, more recently, smartphones and tablet computers. In developing countries, industrial design use appears uneven. However, looking at aggregate filings statistics, some middle-income countries – notably, Thailand and Indonesia – show intensive use of the system with several thousand filings each year. This may not be surprising, as design activity takes fewer resources than capital-intensive research and development (R&D).

However, little documented evidence exists on patterns of ID use in less developed economies and what difference the system makes for designers and companies. In this context, the Economics and Statistics Division (ESD) under the supervision of WIPO's Chief Economist carried out a survey to fill this knowledge gap by providing insights on why users of ID rights apply for this IP instrument in three ASEAN countries, namely Indonesia, the Philippines and Thailand. The study was part of the WIPO's Development Agenda mandate which tasked the Chief Economist to undertake studies to help understand the use of IP in less developed economies.¹

The outcome of the study is published in the three national country reports available online at WIPO's website.²

This document is a manual which provides the technical detail of the survey for the study. It is designed to help and guide other researchers who wish to carry out a similar study in their countries of interest. The steps undertaken to mitigate the challenges and the lessons learned will hopefully inform researchers on their own endeavors.

The document is organized in the following order. The next section describes the institutional arrangements in place that allowed us to carry out the survey work. The third section then provides information on how the survey questionnaires were designed. The fourth section chronicles how this survey instrument was implemented in the three countries. The penultimate section reports on the data collection and cleaning efforts, and the final section concludes with lessons learned.

2 INSTITUTIONAL ARRANGEMENTS

The countries selected for study were mainly middle-income countries geographically located in Southeast Asia, namely Indonesia, the Philippines and Thailand. These countries were chosen on the basis of the ID filing volume and the availability of their historical unit-record data.

In carrying out the survey, WIPO-ESD partnered with local expert consultants in each of the three countries: Dr. Yose Rizal Daimuri, Dandy Rafitrandi and Ilma Fadhil at the Centre of Strategic International Studies (CSIS) in Indonesia; Dr. George Manzano, Mary Grace Agner and Nikka Pesa at the University of Asia and the Pacific (UA&P) in the Philippines; and Dr. Deunden Nikomborirak and Weerawan Paibunjitt-aree at the Thailand Development Research Institute (TDRI) in Thailand.

Hiring local consultants served three objectives. Firstly, the consultants were better experienced at reaching the respondents and knew the local culture and language well. Secondly, the consultants were in better position to liaise directly with the IP offices to encourage participation

¹ WIPO (2014).

² See http://www.wipo.int/econ_stat/en/economics/studies/.

from the targeted survey respondents. And lastly by collaborating with the local teams, WIPO-ESD helped build the research capacity of the local researchers to carry out IP-related economic studies.

The Indonesian Directorate General of Intellectual Property (DGIP), the Intellectual Property Office of the Philippines (IPOP HL), and the Thai Department of Intellectual Property (DIP) provided strong and important support throughout the study's implementation.

2.1 PRE-SURVEY LAUNCH WORKSHOP

Three national workshops were held in the selected countries to launch the ASEAN Design survey project. These workshops served three important goals: (i) advertise the project to potential respondents, (ii) gain insights into the industrial design application process, and (iii) coordinate with the local counterparts to implement the survey questionnaires. One of the countries served as a pilot test of the first draft of the survey questionnaire.³

These half-day workshops targeted known users of industrial design rights in the selected countries (see subsection A.1 in the appendix for the agenda of the workshop programs in each country). In this regard, significant effort was placed on identifying and reaching out to the participants of the launch workshop in the countries. The goal was to involve relevant ID stakeholders, including current ID owners, designers, law firms specialized in IP filings, ID examiners working in the national IP offices, as well as IP academics and researchers.

The launch workshop participants in the Philippines and Thailand informed the survey questionnaire design and implementation approach. With the help of the IPOP HL, four workshop participants tested out the pilot survey questionnaire. They helped time how long it would take each participant to fill out the questionnaire and gave comments and feedback on the ease of filling out the survey. While noting that the questionnaire was lengthy, the survey respondents were optimistic that future survey respondents would be able to fill them out.

Industrial design examiners from the national IP offices were also invited to participate in the workshop. Their presence served two roles, first to answer questions from the users of the IP system, and secondly to help us understand the application and granting processes for industrial design rights.

The launch visit also served as a coordination meeting with the local counterparts and the national IP offices. Based on the workshop and discussion with the IP offices, the survey would be implemented in a hybrid manner. First, respondents would receive the questionnaires through e-mail. Second, the remaining respondents would be sent hardcopies of the questionnaires to their mailing addresses.

3 HOW WE DESIGNED THE SURVEY

The survey questionnaire is based on the patent inventor surveys conducted in Europe, Japan and the United States. It is based heavily on the European effort of PatVal-EU, which surveyed inventors on questions on the invention processes to their associated values.⁴

However, unlike the inventor survey, this questionnaire is targeted at the applicant rather than the designer; the innovation and creativity processes of design are different from those of patentable inventions. We asked questions on the importance of design activity to the firms'

³ Philippines.

⁴ See Gambardella *et al* (2007).

businesses, such as whether the design department is under the R&D department or closer to the marketing department, and if it has a self-standing budget. A few other questions refer to the short life cycle of designs and the ease of imitation.

The questionnaire is tailored to two types of industrial design applicants: the individual and the firm.⁵ For the two applicant types, we ask questions about the applicant in the first part (Part I), and then about the industrial design application in the second part (Part II).

In Part II, we ask questions relating to a specified ID application owned by the ID applicant. There are five sections in Part II, which relate to: (i) the designer/inventor; (ii) the design process; (iii) commercialization efforts; (iv) enforcement of the design right; and (v) the ID application process.

3.1 THE QUESTIONNAIRE

The survey is aimed to the industrial design applicant, regardless of whether the application is finally registered or not.

In the case of individual applicants, the target respondent is the listed applicant named in the industrial design application – the rights holder.

In the case for firm applicants, we targeted someone in the firm who is either the IP manager, or the person who makes the decision on the firms' IP strategy (such as the owner, the chief executive officer, chief financial officer or designer).

Subsection A.2 in the appendix provides an example of the survey questionnaire.

3.1.1 Industrial design owner

Part I of the questionnaire asks questions about the owner of the industrial design application. It is tailored to whether the owner is an individual or a business.⁶ Questions in this part relate to the characteristics of the firm, their core business, and whether they serve the local market or export overseas as well.

When the owner of the industrial design is an individual, we pose four additional questions regarding the owner and try to ascertain if the owner is affiliated to any firm that may commercialize her protected designs. If yes, then we ask questions regarding the commercializing firm. Subsection A.2 "For individuals" provides an example of the questionnaire targeted at individual applicants.

3.1.2 Design specific questions

Part II are design-specific questions and refers to the design for which an industrial design right was applied for. We ask questions on who created the design and how the design process took place. These seek to shed light on the creative process underlying design innovation.

The next set of questions relates to how the design was used. In particular, we ask if the design in question was produced, sold, licensed out or not.

⁵ For this particular survey, we have excluded applicants that are categorized as "academia" or other. This is because the share of applicants categorized under academia is very small, less than eight percent of all filings.

⁶ The applicant type is determined based on the name listed. Names that include any suffixes such as Ltd., Co., and so on, are categorized as firms. For an example on name cleaning, see (Callaert et al., 2011)

If produced, in how many products were the design used in, the sales volume of the products, other IP instruments that may have been applied for, and for how long the product was in the market.

We also ask a hypothetical question, in line with the PatVal-EU survey, to ascertain the value of the protected design. The question asks the ID applicant to establish a minimum price for which she would have sold her design to a potential competitor on the day she had applied for ID protection on her design, knowing what she knows today.

The background research and workshop held in the different countries suggest that enforcement posed a challenge for many design owners. We ask questions on how the owners determined if infringement of their design right occurred and if they took steps to enforce their rights.

Lastly, the questionnaire asks questions relating to the ease of applying for ID rights.

3.2 WHEN THERE ARE MULTIPLE APPLICATIONS AND/OR DESIGNERS

In the simplest case, every listed applicant in an ID application applied during the targeted survey years received a survey questionnaire.

However, there were instances when an applicant has applied for more than one application during the targeted years. There were also cases where each application contained more than one designer.

The following subsections detail how we dealt with the prolific applicants as well as the applications which contained more than one designer.

3.2.1 Multiple application per owner

When an applicant who applied for more than ID right during the targeted survey year, they would be asked to fill out Part II of the questionnaire more than once, up to the maximum of four randomly selected industrial design applications.⁷ For instance, a highly active industrial design applicant who has filed for six industrial design applications will receive a questionnaire with the Part II repeated four times. Part II will target four randomly chosen applications out of the six the applicant has applied for.

In practical terms, we generated the questionnaires based on the applicant's filing behavior. Industrial design applicants – who have filed for at least two industrial design applications – would find themselves with a more voluminous questionnaire than those that have filed for only one application.

3.2.2 Multiple designers per application

For each designer listed in the selected application(s), there are five general characteristic questions and two questions that are application specific (for each application they appear in).

If a designer is repeated over two or more of the selected applications with the same applicant, their first appearance in the survey will have the five general questions plus the two application specific questions, and all subsequent designer appearances will be followed by just the two application specific questions.

⁷ Prolific ID applicants file for an average of four additional ID applications in the survey years.

4 IMPLEMENTING THE SURVEY

Before selecting the targeted years for survey, a descriptive profile of ID activity in the three countries were established using unit-record ID filing data. The years for survey were selected based on the trade-off between two important elements. First, respondents need to be able to recollect information on the creativity process, composition of design team and so on (the input). This is juxtaposed to the second element which refers to the realized commercial effort of the design for which ID protection was sought (output), which could span two years or more.⁸

Finally, the survey targeted ID applicants for the years 2012-2013. In the case of the Philippines, we added one more year, 2011, as the number of the unique applicants was much smaller than Thailand and Indonesia.

4.1 RAW ID DATA COLLECTION

We collected unit-record ID data from our national IP offices for all available years, and identified applications that were filed by residents of the countries. We cleaned the names of the applicants and grouped the applications by the applicant names. In practical terms this implies that an applicant who may have filed for more than one application would find all her applications grouped together under her name. We do this for all the applications listed in the application, not just for the first applicant.

We provided descriptive statistics using the cleaned and harmonized applicant names for the countries selected. In addition, we used the descriptive statistics generated for the targeted survey years to help design our survey questionnaire.

4.2 SURVEY QUESTIONNAIRE

Based on the feedback at the national survey launch workshops held in both the Philippines and Thailand, we decided to send out the questionnaires in both soft and hard copies. The soft copies of the survey instrument was sent to all available e-mail addresses listed in the ID data provided by the national IP offices, while hardcopies were sent to those who had not replied to the e-mail requests and the remaining survey respondents with missing e-mail details.

To minimize the number of hardcopies sent to the mailing addresses, our research teams in the countries attempted to collect e-mail addresses of the survey respondents through internet search engines, trade and design associations in the respective countries as well as through other publicly available means.

4.3 SENDING OUT THE QUESTIONNAIRE

The survey questionnaires we generated were tailored according to the ID applicant and to their specific applications. Along with the questionnaires, we included an invitation to participate in the survey from the national IP offices and WIPO.

For each survey respondent – the ID applicant – we multiplied the number of questions regarding the ID application by how many applications she may have filed for in the targeted survey years. On average, each applicant filed for one ID application during the surveyed year.

However, there are a non-trivial number of applicants – prolific applicants – who filed for more than one application in the surveyed years, four filings per applicant on average. For these

⁸ Note, the launch for the workshop was carried out in mid-2016, but the conceptualization and agreement with partners were done in 2015.

applicants, Part II of the questionnaire was repeated four times to reflect the four applications filed. In the case where there are more than four applications per applicant, we randomly chose four applications to include in the survey.

In Part II of the questionnaire, we asked questions specific to the design for which ID was applied for, including questions regarding the designer or inventor of the design. In many cases, there is one designer per design. When there was more than one designer per design, we replicated the questions about the designer for all the designers listed in the application.

Approximately two to four weeks after we sent out the questionnaires by e-mail, we sent out a second e-mail reminding the respondents to fill out the survey.

4.4 GUIDING THE RESEARCHERS

We provided our local research teams with three documents to help standardize the approaches across the countries. The first one-page document provided more information on questions we thought would require further clarification. The second document outlined how the surveys were to be implemented or carried out in the respective countries.

And finally the third document was the interview protocol on techniques and follow-up instructions on how the interviewer should conduct an interview when undertaking a phone-call or face-to-face interview. See subsection A.5 for the full document.

4.4.1 Guideline for completing ID questionnaire

The survey questionnaire contains many specific questions that can be interpreted in several ways. To minimize this different interpretation of questions as possible, we provided definitions on terms such as those listed in Box 1. Another example is the definition of company's headquarters as "as a place where a company's executive offices and executive direct support staff are located".

Box 1: Defining terms used in the questionnaire

Industrial design applicant: the name listed on the industrial design application, either an individual or firm name. The name listed in also considered the design owner.

Industrial design application: the unique number corresponding to the filing for industrial design right.

Inventor/designer: the name listed on the industrial design application as the inventor or designer of the design for which protection was sought.

Product: the final product which included the design for which protection was sought. There may be multiple products per design.

Subsection A.3 in the appendix provides the document shared with our research teams in the three countries.

4.4.2 ID survey implementation guideline

The ID Survey Implementation Guideline aims to ensure a harmonized approach to implementing the survey in the different countries, from updating the survey respondent contact list with missing e-mail addresses to how to ensure data collected are stored in a similar manner.

When following up with the survey respondents, the Guideline recommends that the researchers to encourage responses from both individuals and firms with varied background to avoid potential bias in the selection of respondents.

It also provides suggestions on how to ensure confidentiality of the data collection.

Subsection A.4 in the appendix provides the full document.

5 HOW WE COLLECTED THE DATA

Each country's research team adapted the guidelines and interview protocols to the local customs and practices when following up with the survey respondents.

Moreover, the differing levels of completeness of the ID applicants' contact details necessitated a different approach in following up with the respondents. For example, our research team in Thailand was able to call many of the targeted ID applicants due to the available contact details provided in the unit-record data. On the other side, our research team in Indonesia had to rely on more face-to-face contact to solicit responses from our target respondents. The Indonesian unit-record data had the most missing contact details.

In addition, the staggered strategy of rolling out the survey instruments in the three countries provided valuable feedback and lessons learned to the local research teams. Lessons learned in Thailand, which was the first country where we launched the survey, informed the follow-up in the Philippines and later Indonesia.

5.1 FOLLOWING-UP WITH THE RESPONDENTS

5.1.1 Identifying missing contact information

The national IP offices provided raw unit-record data on industrial designs applications filed between the years 2012-2013 as recorded in systems.⁹ The contact information associated with each filing had varying level of detail and completeness. Thailand had the most number of e-mail and phone contacts listed while Indonesia had only mailing addresses. Where possible, the research assistants in the team would try to complete the missing or outdated information with those they could gather publicly, especially for firms. For individual applicants, our teams liaised with design and trade associations (where possible) to gather the information on these individuals with no success.

5.1.2 Cold calls, e-mails and targeted workshops

Thailand was the first country to have the survey carried out through sending the questionnaires via e-mail. The Philippines and Indonesian surveys were sent out a few months later.

5.1.2.1 *Thailand*

For the questionnaires sent via e-mail, we generated 1,227 surveys, corresponding to the number of unique applicants we identified through the raw ID data. After dropping the applicants with no e-mail address or e-mails that were no longer working, we finally sent out the survey questionnaires to less than half of the original number of potential respondents.¹⁰

⁹ In the case of The Philippines, we expanded the years to 2011-2013.

¹⁰ 579 respondents had valid working e-mail addresses. 455 applicants did not have any e-mail associated with it, which left us with 775 applicants. From the e-mails sent, 241 e-mail contacts were not working and bounced back.

From our e-mail efforts, the first initial blast and a reminder, we managed to gather a total of 19 completed survey questionnaires.

Given that Thailand was the first country where we launched the survey instrument, we conducted an additional step on the follow-up strategy that was not applicable in the Philippines and Indonesia cases.

Stage 1 – calling 20 survey respondents and 16 that responded

We asked the TDRI research team to call 20 randomly selected survey respondents with specific questions intended to encourage them to reply to the questionnaires.¹¹ We also conducted a follow-up with 16 of the respondents who had filled out the questionnaires based on the e-mail sent.¹²

From the list of 20 respondents identified, 12 answered their phones.¹³ Nearly all of them, except for one, had not received the e-mail regarding the survey questionnaire. Two of the 11 preferred to answer the questionnaire based on a hard copy while the rest preferred to answer and return the questionnaires via e-mail.

The 16 survey respondents who had already filled in the questionnaires were contacted via phone calls to ask them to fill out a question which had been accidentally left out in the initial survey blast, and to inquire about the ease of filling out the questionnaire. In particular, we were interested in the respondents' comments regarding the length, clarity and ease of recalling information about an ID design filed four to five years ago. The question that was accidentally dropped in the initial survey sent dealt with the perceived valuation of the design for which the ID was applied for in 2012-2013.

Stage 2 – reaching out via phone call

The second follow-up stage in Thailand was suggested by our local research team. They called all the survey respondents with phone numbers on our list to see if they could fill out the questionnaires, similar to Stage 1 with the randomized 20 non-respondents' case.

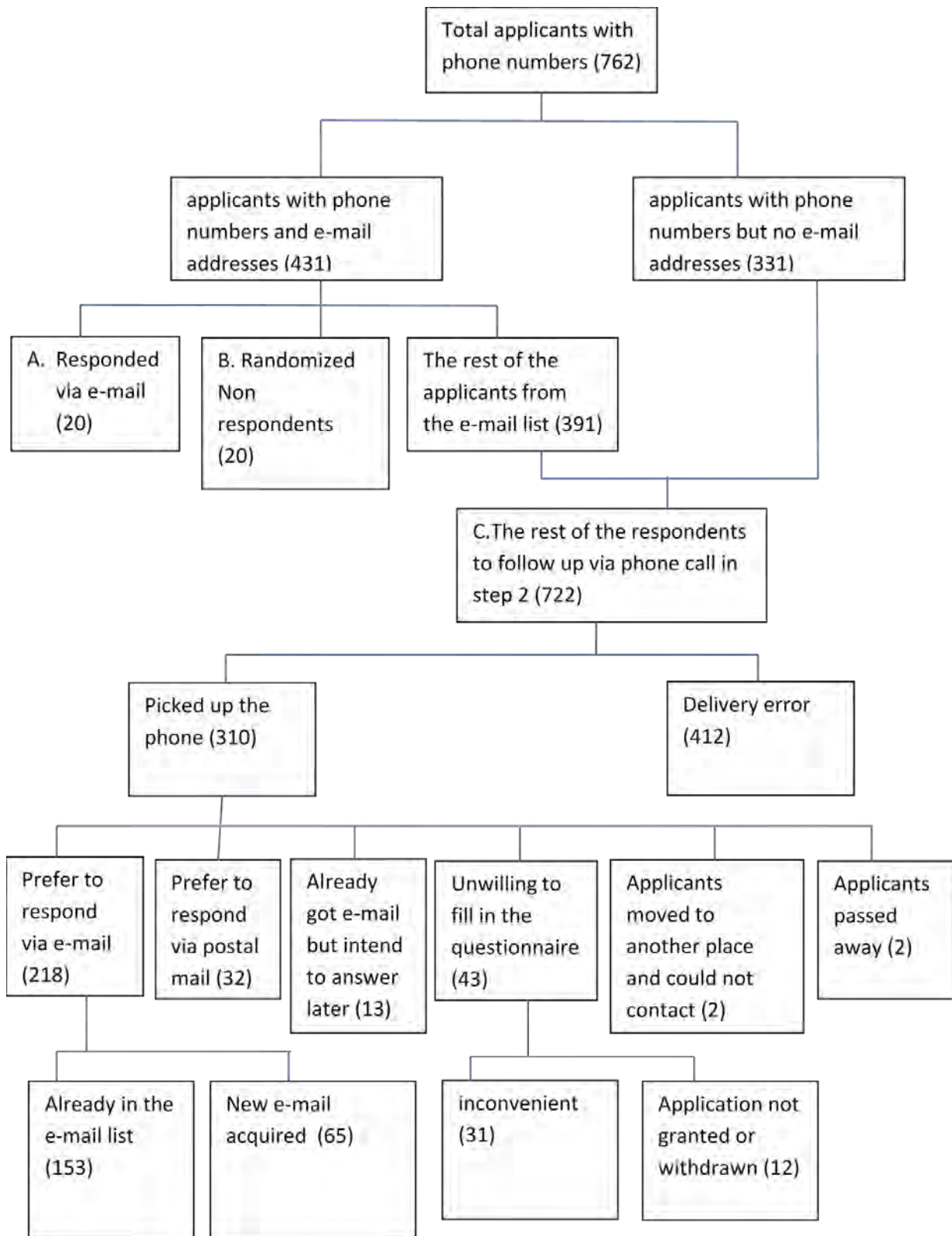
The local research team called 722 applicants with a phone number that did not respond in order to find out about reasons they have not responded, their willingness to participate after the call and the preferred channel for receiving and sending the questionnaire.

More than half of the 722 applicants called did not have the correct or working phone number as listed in their ID applications. The remaining 310 responded in the following manner:

¹¹ The 20 randomly selected respondents were chosen from the sample of the Thai ID population in 2012-2013 that had a phone number listed.

¹² The 16 ID respondents were the ones who had filled out the questionnaires based on the first e-mail sent.

¹³ These 20 respondents were randomly selected.



Stage 3: sending hardcopies to mailing address

In the final stage, the remaining 969 survey respondents were sent the tailored questionnaires along with the invitation to fill out the form jointly signed by WIPO and the Thai DIP and a postage-paid return envelope via postal mail. The letters were sent out in September 2017 and responses were received during September to November 2017. We received 78 completed questionnaires, while 27 envelopes were returned for invalid addresses.

Table 1 provides a summary of the follow-up stages and their corresponding response rates. The respondents are grouped according to the strategies employed to solicit their responses.

Table 1: Summary of follow-up stages and response rates for Thailand

Items	Target	Responses	Delivery error
Group 1 via e-mail	754	15 (2.7%)	207 (27%)
- The reminder	573	5 (0.9%)	43 (7.5%)
Group 2 Follow up phone call	218	7 (3.6%)	28 (12.8%)
Group 3 via postal mail	969	78 (8.2%)	27 (2.78%)
Sum	1,227	105 (8.6%)	305 (25%)

5.1.2.2 The Philippines

Tailored survey questionnaires were prepared for 402 ID applicants in the Philippines. Over slightly half of these respondents were sent the questionnaires via their e-mail addresses on June 2017.¹⁴ An e-mail reminder was sent a month later. Twelve filled out responses were received using this strategy.

The remaining survey respondents, 194 ID applicants, neither had e-mail addresses nor phone numbers. This group of applicants was sent hardcopies of the questionnaires to their mailing addresses.

Our research team explored several ways to increase the number of survey responses from our targeted list of ID applicants. One unique way considered was to match the names of targeted survey respondents with those who have recently filed for ID applications at the IPOPHL. The plan was to ask if those applicants would fill out the questionnaires and encourage their response when they arrived at the IPOPHL to claim their ID registration certificates. While 76 ID applicants in our targeted list of survey respondents had filed for ID protection during the time of study, only five were due to claim their certificates during the surveyed period. Unfortunately, those five survey respondents sent messengers to pick up their certificates.

Another method of increasing the number of responses in the Philippines was for IPOPHL to follow-up with the survey respondents with phone numbers to encourage their participation in the survey by agreeing to have phone call interviews. Three survey questionnaires were completed from this exercise.

Stage 1: reaching out with phone call

One week after the reminder e-mail was sent, the research team in the Philippines followed-up with the ID applicants with known phone numbers using the follow-up guidelines established earlier.

Our UA&P research team continued the phone call follow-up strategy throughout the duration of the survey implementation until June 2018.

¹⁴ One sixth of the questionnaires (33 in total) sent via e-mail addresses bounced back.

Most of the identified survey respondents contacted through phone call were hesitant to fill out the questionnaire. Only one person agreed to a phone interview through this strategy.

Stage 2: seminar attendance at October workshop

Together in close coordination and with strong support of the IP office of the Philippines, our research team organized a workshop targeting the identified ID applicants. The objective was to solicit more responses from these applicants. Thus all 402 ID applicants identified, except for the 33 applicants with no contact information, for the survey were invited to the workshop.

The agenda of the workshop as well as the list of participants were jointly decided upon by the research team and IPOPHL (see subsection A.7 on “Workshop program in the Philippines” for the workshop agenda and list of speakers).

Thirty individuals attended the workshop. From this list of participants, 19 completed questionnaires were filled and submitted; eight of the respondents were reached through their mailing addresses.

Stage 3: engaging additional research team to conduct interviews

As a final push, our research team asked the assistance of a team of researchers to help organize additional telephone, and if needed, face-to-face interviews with survey respondents over a three months duration.

Five survey questionnaires were completed using this strategy; three questionnaires were filled through face-to-face interviews while two forms were filled through phone interviews.

Table 2 below provides a summary of the response rates through the different strategies employed throughout the survey duration in the Philippines. The respondents are grouped according to the strategies employed to solicit their responses.

Table 2: Summary of responses from survey questionnaire for the Philippines

Items	Target	Responses	Delivery error
Group 1 via e-mail	208	12 (5.8%)	33 (16%)
Group 2 via phone call follow-up	175	0	
Group 3 via hardcopies	194	0	41 (21%)
Group 4 via workshop ¹⁵	369	19 (5.1%)	
Group 5 via phone and face-to-face interviews	366	20 (5.5%)	
Sum	402	51 (12.7%)	74 (18.4%)

5.1.2.3 Indonesia

We generated 1,469 unique survey questionnaires tailored to the targeted ID applicants in Indonesia.

However, unlike Thailand and the Philippines, the country’s unit-record data did not have any other contact details except for the physical mailing addresses. Our research team in Indonesia managed to collect e-mail addresses for less than one-sixth (14%) of our targeted ID respondents, mostly consisting of firms, through searching publically available data.

¹⁵ Excludes the 33 applicants whose ID e-mail addresses bounced back.

In September 2017, 210 tailored questionnaires sent to the survey respondents via e-mail. There were no bounced back messages, suggesting that all of the addresses were valid.

A reminder e-mail was sent two weeks later.

Unfortunately this strategy did not work well in reaching the Indonesian applicants. Several factors can account for this. First, the e-mail addresses gathered for the firms were general contact addresses. In particular, the email addresses seemed to general customer service or administration e-mails. This issue might have been resolved if the team had identified a contact person in the firm to send the questionnaire. Moreover, questionnaires sent to the identified Chief Executive Officer (CEO) of the firms did not yield any success

Second, our research partners were unable to gather information on individual applicants. They reached out to the designer trade association and even trade associations to help identify and update the contact sheet. Unfortunately, none of our targeted list of applicants were in the database of the different Indonesian design and trade associations.

Hardcopies of the tailored survey questionnaires were sent out in early October 2017. To facilitate the recovery of the questionnaires, the local team employed two different strategies for the applicants residing within and outside the Jabodetabek area. The Jabodetabek area includes Jakarta, Bogor, Tangerang, Depok and Bekasi. For survey respondents residing in the Jabodetabek area, they used courier service to make sure that the questionnaires were received by the intended survey respondents. Moreover, they collected the contact person's name, telephone and email to track who received the questionnaires.

For the survey respondents residing outside the Jabodetabek area, the questionnaires were sent via post. Nearly 1,000 questionnaires were sent throughout the country in November. The DGIP team kindly helped by providing official envelopes from the Ministry of Law and Human Rights to encourage responses.

In addition, the team also set up a contact center for the survey for respondents who may have any questions or would require further clarifications on the questionnaires. For the respondents who lived in the Jabodetabek area, an additional option of returning the questionnaires by courier was provided. Respondents who lived outside of Jabodetabek area were sent fully paid return envelopes to send their filled out questionnaires in.

Stage 1 – reaching out via phone call

Follow-up efforts were carried out two weeks after all hardcopies of the survey questionnaires for firms were sent. The follow-up team consisted of four persons. After a half-day workshop to train the researchers on how to fill the questionnaires, they started to follow up by phone call to firms listed in our survey for the following two days.

Only about 25% of the firms were successfully contacted, corresponding to around 100 companies out of 400 companies. The telephone numbers listed on the internet and database were either not updated, always busy or changed.

When contacting the firms in the target survey respondent list, the local research team verified that someone in the firm had received the questionnaire. They then tried to identify the relevant person who should fill out the questionnaire. In most of the cases, our local team found that the questionnaires were received by the General Affairs Department or receptionist, and that the

questionnaires were usually handled by the Legal Division, the CEO or the Human Resource Department.

One of biggest hurdle reported to the team was that filling out the questionnaire was lengthy as it required input from different departments. In some cases questionnaires were lost in the process of gathering data from the different departments. In this type of cases, the research team re-sent the questionnaires.

This first stage follow-up strategy generated 34 filled-in questionnaires, consisting of 16 individual applicants and 18 firms.

Stage 2 – attending workshop seminar in January

Following the success of the workshop organized in the Philippines, we had encouraged the Indonesian research team to organize a workshop on industrial design filing in close collaboration with the DGIP, and to invite the survey respondents who have not replied to our questionnaires. To encourage attendance, the DGIP invited a WIPO official from the Singapore office to introduce the Hague System to the public.¹⁶ The workshop also included a presentation from our research team on the initial survey results gathered.

The workshop was held in late January 2018. The DGIP considered the workshop a success. The research team managed to identify and match 20 firms who were on the target list of survey respondents. However, only two firms completed and returned the questionnaire.

Stage 3 – engaging additional research team to conduct interviews

Given the low response rate from the first two follow-up strategies, our local consultants proceeded with face-to-face interviews to generate additional responses.

From the original list of ID applicants identified for the survey years 2012-2013, and excluded those that had already responded, the CSIS team had 1,419 potential survey respondents, of which 392 were firms and 1,027 were individual applicants.¹⁷

The CSIS team then hired additional manpower – two field supervisors and ten researchers – to conduct the face-to-face interviews. They covered the areas of Jakarta, Bogor, Depok, Tangerang, Banten, Bekasi and Bandung in Indonesia.

The team found that there were many hurdles in reaching the respondents. First, many of the ID applicants had changed addresses. Some addresses listed in the database were for registration formalities and did not reflect the applicants' actual residence. Second, the team found it difficult to interview the firms. Many were unwilling to respond to the questionnaire due to its length and the time necessary to collect the information necessary. The firms that had agreed to the interviews often had lengthy and bureaucratic processes for the interview. In many cases, the researchers had to return to the office several times during the follow-up sessions.

Lastly, the fact that this final follow-up process took place during the fasting month of Ramadan was not conducive to this stage of survey implementation.¹⁸

¹⁶ Indonesia is not yet a member to the Hague System but is considering to become a contracting party.

¹⁷ This figure excludes the 36 ID applicants who had responded earlier.

¹⁸ Indonesia is a predominantly Muslim country, accounting for nearly 88 percent of the population. See ("The World Factbook 2018,")

The team successfully completed 78 additional questionnaires out of the 467 targeted respondents. 206 respondents were unwilling to fill the questionnaire while 183 were not reachable due to the wrong listed addresses.

In total, CSIS gathered 114 completed questionnaires.

Table 3: Summary of responses from survey questionnaire in Indonesia

Items	Target	Responses	Delivery error
Group 1 via e-mail	210	0	0
Group 2 Phone call follow-up	400	34 (8.5%)	
Group 3 via postal mail	1,000	0	183 (39%)
Group 4 via workshop ¹⁹	20	2	
Group 5 via face-to-face interview	467	78 (18%)	
Sum	1,469	114 (7.8%)	183 (12.5%)

5.2 MINIMIZING HUMAN ERROR

In trying to minimize human error when collecting and recording the survey responses, we decided to employ an online-based survey tool called the Survey Gizmo. We chose this survey tool mainly because it allowed us to use different languages for the survey, such as in Thai Sanskrit and Bahasa Indonesia. The aim was to make it as user-friendly for the respondents as possible.

Due to many factors, including the significant number of missing e-mail addresses, the online survey tool was used by the local research teams in the three countries to input the data from the filled survey.

Nevertheless, this tool was useful as it ensured that we had all the responses filled in neatly according the questionnaires.

5.3 DATA PROCESSING

As indicated in previous sections the collected data was recorded in the SurveyGizmo platform. The main motivation for this decision was to centralize and harmonize the data recording process among the three countries. Further on, WIPO economic team cleaned and treated the bulk data downloaded from SurveyGizmo to make it compatible for further statistical analysis. The process involved several stages. The first step involved deleting the duplicate records of questionnaires. As a rule of thumb, we used the SurveyGizmo's automatically generated variables that indicate the time, date and status of the recorded questionnaires. At every instance the "complete" questionnaire was preferred over the "partial" one. When duplicates included equally complete questionnaires, we used the time and date stamp recorded in the SurveyGizmo to identify the most recent version. As a final stage the national local research teams were consulted to identify and select the most accurate record.

As mentioned above, our initial motivations for choosing SurveyGizmo platform for data-entry were harmonization, ease of use and reduction of human error. However in retrospect we faced some challenges using the platform. SurveyGizmo has a one-stop shop system designed for the simple most common questionnaires therefore it could not fully accommodate our very tailor-made and complicated questionnaire. When re-creating the survey in the platform we had to incorporate several modifications to make it resemble the original questionnaires that were sent to the respondents. This process made the final bulk data even more lengthy and complicated.

¹⁹ From those who attended the workshop only 20 participants were matched to our targeted ID survey respondents.

Also the platform did not allow for saving or modification of the incomplete questionnaires. Our local researcher had to start from scratch and re-enter the records that resulted in numerous duplicates.

Table 4 below provides the final count of responses collected by our research teams located in Indonesia, the Philippines and Thailand. In total, our survey collection effort resulted in filled questionnaires from 268 unique applicants across the three countries. Most of the responses came from individual type applicants, while firms accounted for 46% of the responses received. Indonesia, however, had slightly more questionnaires filled by businesses rather than individuals. This could, however, be explained by the ease of contacting existing businesses to follow-up rather than individual applicants.

Table 4: Summary of responses for all three countries by applicant type

Application sequence no.	Indonesia			Philippines			Thailand			Sum
	Firm	Person	Total	Firm	Person	Total	Firm	Person	Total	
1	57	55	112	23	28	51	45	60	105	268
2	31	20	51	15	10	25	26	23	49	125
3	20	7	27	11	6	17	13	10	23	67
4	16	4	20	9	6	15	9	8	17	52
Sum	124	86	210	58	50	108	93	101	194	512

6 CHALLENGES AND LESSONS LEARNED

Running a regional survey requires significant resources. Its implementation took more time than had been initially planned. Several lessons learned in the course of carrying out this study could be used for future studies.

6.1 SURVEY LENGTH

WIPO-ESD and the local research teams were concerned with the length of the survey questionnaire. Two pilot tests were carried out before the surveys were launched. The first set of interviews with designers was conducted at the internationally known design conventions held yearly in Milan, Italy.²⁰ The second pilot test was carried out in the Philippines with a small group of Filipino ID applicants. In both instances, the survey respondents were able to fill out the questionnaire despite its length.

We had anticipated this issue and suggested two ways to address the matter to our research teams. Firstly, we tried to shorten length of the questionnaire by allowing the survey respondents the possibility of filling out a shorter version of the questionnaire. This possibility was proposed to the respondents during the survey follow-up stage. Secondly, our research teams offered to conduct a phone interview to the respondents, effectively going through each question in the questionnaire with the respondents.

6.2 MISSING CONTACT DETAIL

The unit-record data used to identify the survey respondents had varying levels of completeness. This was particularly the case in regards to the applicants' contact details. In the case of Indonesia, the missing contact details made it difficult to reach out to individual-type applicants. Companies, on the other hand, had most of their details available either online or in other public databases and could be reached.

²⁰ Milan Design Week 2016 (*Salone del Mobile 2016*) held in Milan, Italy April 14 to 17, 2016.

In addressing the number of missing contact details, our local research teams invested significant resources in finding and filling in these details through publicly available information before launching the survey instruments. This was particularly the case for Indonesia and the Philippines.

In addition, particularly due to the strong backing of the national IP offices, our research teams were able to reach out to trade and design associations to help complete the survey respondents' details.

6.3 SURVEY IMPLEMENTATION METHOD

Our strategy of first sending out the survey questionnaires through e-mail addresses and later to the physical mailing addresses had limited success. In particular, this strategy was predicated on the availability of working e-mail addresses in the data provided by the IP offices. In Thailand, the country with the highest number of e-mail addresses available, nearly four percent of the survey respondents contacted through their e-mail addresses filled and returned the survey questionnaires. Philippines did slightly better with approximately five percent of the applicants responded to the questionnaire via e-mail.

We were able to learn from the missteps and successes of each country's survey instrument launch and implement them to the other countries due to the staggered survey roll-out strategy across the countries. When in Thailand we had waited approximately a month before sending out the reminders, our e-mail reminders in the cases of the Philippines and Indonesia was much shorter – approximately two weeks between the first e-mail sent and the reminder. Our research team in Thailand called the targeted ID applicants to request their participation in the survey rather than wait for the hardcopies to be sent out. This method was also applied to the other two countries.

Lastly, many respondents were hesitant to fill out the questionnaire. However, the strong backing from the three IP offices proved crucial in helping elicit additional survey responses. Moreover, the additional workshops co-organized with the IP offices and the research teams in the Philippines and Indonesia helped put us in direct contact with the survey respondents and lent credibility to the study.

REFERENCES

- Callaert, J., Du Plessis, M., Grouwels, J., Lecocq, C., Magerman, T., Peeters, B., et al. (2011). *Patent Statistics at Eurostat: Methods for Regionalisation, Sector Allocation and Name Harmonization*. Luxembourg: Eurostat.
- Gambardella, A., Giuri, P., & Luzzi, A. (2007). The market for patents in Europe. *Research Policy*, 36(8), 1163-1183.
- WIPO. (2014). Project on Intellectual Property (IP) and Socio-Economic Development - Phase II, *Document prepared for the Committee on Development and Intellectual Property (CDIP), Fourteenth Session, Geneva, November 10 to 14, 2014, CDIP/14/7*. Geneva.
- The World Factbook 2018. Washington, D.C.: Central Intelligence Agency.

APPENDIX

A.1 LAUNCH WORKSHOP AGENDA

Indonesia - March 1, 2017

9.00 – 9.30	Registration
9.30 – 9.45	Opening ceremony Welcome addresses by: Mr. Ahmad M. Ramli, Director General, Directorate General of Intellectual Property (DGIP), Jakarta, Indonesia Mr. Carsten Fink, Chief Economist, Economics and Statistics Division (ESD), World Intellectual Property Organization (WIPO), Geneva, Switzerland
9.45 – 10.15	Presentation of the Project “Understanding the Use of Industrial Designs in Southeast Asian Countries” Mr. Carsten Fink
10.15 – 10.45	Discussion
10.45 – 11.00	Coffee break
11.00 – 11.30	Experience sharing: Perspective of an Industrial Design rights holder
11.30 – 12.00	Presentation of the Survey Instrument Ms. Maryam Zehtabchi, Project Officer, Innovation Economics Section, ESD, WIPO, Geneva Mr. Yose Rizal Damuri, Head of the Department of Economics, Centre for Strategic and International Studies (CSIS)
12.00 – 12.15	Open floor discussions
12.15 – 12.30	Closing remarks
12:30	Lunch

Philippines - June 13, 2016

9.00 – 9.30	Registration
9.30 – 10.00	Opening ceremony Welcome addresses by: Ms. Josephine Santiago, Director General, Intellectual Property Office of the Philippines (IPOPIL), Manila, Philippines Mr. Carsten Fink, Chief Economist, Economics and Statistics Division (ESD), World Intellectual Property Organization (WIPO), Geneva
10.00 – 11.00	Presentation of the Project “Understanding the Use of Industrial Designs in Southeast Asian Countries” Mr. Carsten Fink
11.00 – 11.15	Coffee break

11.15 – 12.30	Discussion
12.30 – 14.30	Lunch
14.30 – 15.30	Presentation of the Survey Instrument
	Ms. Maryam Zehtabchi, Project Officer, Innovation Economics Section, ESD, WIPO, Geneva
15:30 – 15.45	Coffee break
15.45 – 17.00	Open floor discussion
17.00 – 17.30	Closing remarks

Thailand - June 17, 2016

9.00 – 9.30	Registration
9.30 – 9.45	Opening ceremony
	Welcome addresses by:
	Ms. Nuntawan Sakuntanaga, Director General, Department of Intellectual Property (DIP), Bangkok, Thailand
	Mr. Carsten Fink, Chief Economist, Economics and Statistics Division (ESD), World Intellectual Property Organization (WIPO), Geneva
9.45 – 10.15	Presentation of the Project “Understanding the Use of Industrial Designs in Southeast Asian Countries”
	Mr. Carsten Fink
10.15 – 10.45	Discussion
10.45 – 11.00	Coffee break
11.00 – 11.30	Presentation of the Survey Instrument
	Ms. Intan Hamdan-Livramento, Economic Officer, Innovation Economics Section, ESD, WIPO, Geneva
	Dr. Deunden Nikomborirak, Research Director, Economic Governance, Thailand Development Research Institute (TDRI), Bangkok
11.30 – 12.00	Open floor discussion
12.00 – 12.15	Closing remarks
12.15	Lunch

A.2 EXAMPLE OF THE SURVEY QUESTIONNAIRE

For businesses

Industrial Design Questionnaire

This questionnaire is divided in two parts. "Part 1" is about you – the applicant – and "Part 2" is about one or more particular Industrial Design application(s) that you filed at the Intellectual Property Office of the Philippines and that are depicted below.

Application number:
[application number 1]

Design:
[image1]

For the respondent of this questionnaire: What position do you have in your company?

- Designer or professional in research and development team*
- Professional in legal department/ specialized intellectual property team*
- Professional in manufacturing/ production team*
- Professional in marketing / advertising / sales team*
- Chief Executive Officer or professional in the senior management*
- Other (Please specify) _____*

Part I: About the applicant

Section A: Information about the applicant as indicated in the Industrial Design application(s): [applicant name]

I.A.1. Please specify the type of your company's majority **ownership structure** in 2013:

<input type="checkbox"/> State ownership	<input type="checkbox"/> Filipino private ownership	<input type="checkbox"/> Subsidiary of foreign enterprise	<input type="checkbox"/> Other _____
--	---	---	--------------------------------------

(More than one answer is possible).

I.A.2. Approximately, how many **employees** were working in your company in 2013?

<input type="checkbox"/> 1-9 people	<input type="checkbox"/> 50-99 people	<input type="checkbox"/> 200-499 people	<input type="checkbox"/> More than 10,000 people
<input type="checkbox"/> 10-49 people	<input type="checkbox"/> 100-199 people	<input type="checkbox"/> 500-10,000 people	<input type="checkbox"/> I don't know

I.A.3. Is your company **headquartered** in the Philippines?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
------------------------------	-----------------------------	---------------------------------------

I.A.4. Do you have subsidiaries or branch offices in other countries? (More than one answer is possible).

<input type="checkbox"/> Other ASEAN countries	<input type="checkbox"/> Asia (except ASEAN)	<input type="checkbox"/> North America	<input type="checkbox"/> Western Europe	<input type="checkbox"/> Other	<input type="checkbox"/> Not applicable
--	--	--	---	--------------------------------	---

*ASEAN countries: Malaysia, Singapore, Indonesia, Thailand, Brunei Darussalam, Philippines, Cambodia, Viet Nam, Myanmar and Lao People's Democratic Rep.

I.A.5. How **old** was your company in 2013?

<input type="checkbox"/> 2 years or younger	<input type="checkbox"/> 6-10 years old	<input type="checkbox"/> 21 years or older
<input type="checkbox"/> 3-5 years old	<input type="checkbox"/> 11-20 years old	<input type="checkbox"/> I don't know

I.A.6. What was your company's **main line of business** in 2013?

<input type="checkbox"/> Agriculture, forestry and fishing	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Other services
<input type="checkbox"/> Mining and quarrying	<input type="checkbox"/> Design services	<input type="checkbox"/> Other _____

I.A.7. Please indicate your company's annual **sales figures** in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,000-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,000-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,000-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.8. Please indicate your company's **export sales** in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,000-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,000-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,000-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.9. Please indicate your company's approximate **export shares** in 2013 in each of the regions below. (The shares should sum up to 100% in total)

Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other countries	Not applicable
___%	___%	___%	___%	___%	<input type="checkbox"/>

*ASEAN countries: Malaysia, Singapore, Indonesia, Thailand, Brunei Darussalam, Philippines, Cambodia, Viet Nam, Myanmar and Lao People's Democratic Rep.

I.A.10. Please indicate your company's **research and development (R&D)** expenditure in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,000-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,000-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,000-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.11. Did your company have a **self-standing department devoted to design innovation** in 2013?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
------------------------------	-----------------------------	---------------------------------------

I.A.12. Roughly how many **employees with professional experience as designers** were employed in your company in 2013?

Women	_____	people
Men	_____	people
Total	_____	people

I.A.13. Which of the following would best describe the **financing** of the design activities in your company in 2013? (More than one answer is possible).

<input type="checkbox"/> Self-standing design budget	<input type="checkbox"/> Share of advertising, marketing, and sales budget	<input type="checkbox"/> Other _____
<input type="checkbox"/> Share of research and development budget	<input type="checkbox"/> Share of manufacturing budget	

I.A.14. Who manages the application, registration, and maintenance of Industrial Designs in your company?

<input type="checkbox"/> Designers/ design department	<input type="checkbox"/> Legal department/ specialized intellectual property department
<input type="checkbox"/> Chief Executive Officer	<input type="checkbox"/> Other _____

I.A.15. Please indicate if your company owns the following **intellectual property rights (IPR)** in the different regions indicated. (Please focus on the number of rights currently in force).

Regions IPR	The Philippines	Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other Countries	I don't know
Patents	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Utility Models	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Trademarks	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Industrial Designs	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>

I.A.16. Are you aware of **WIPO's Hague System** for the International Registration of Industrial Designs?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

I.A.17. You have opted for **industrial design** rather than only **copyright** protection for your designs because: (More than one answer is possible)

<input type="checkbox"/> I was not aware that my designs are protected by copyright	<input type="checkbox"/> I need a documented proof of ownership for my design
<input type="checkbox"/> Copy right only protects certain elements of my design	<input type="checkbox"/> My lawyer advised me to
<input type="checkbox"/> Industrial design provides a stronger protection for my design	<input type="checkbox"/> Other _____

Part II: About the Industrial Design

Application number:
[application number 1]

Design:
[image1]

Section A: About designer [name]

II.A.1. What was the **age of the designer** in 2013?

<input type="checkbox"/> <18 years old	<input type="checkbox"/> 25-34 years old	<input type="checkbox"/> 51-65 years old	<input type="checkbox"/> I don't know
<input type="checkbox"/> 18-24 years old	<input type="checkbox"/> 35-50 years old	<input type="checkbox"/> >65 years old	

II.A.2. **Gender:**

<input type="checkbox"/> Female	<input type="checkbox"/> Male
---------------------------------	-------------------------------

II.A.3. When did the designer **join** your company?

<input type="checkbox"/> Between 2011 and 2013	<input type="checkbox"/> Between 2002 and 2004	<input type="checkbox"/> Before 1996
<input type="checkbox"/> Between 2008 and 2010	<input type="checkbox"/> Between 1999 and 2001	<input type="checkbox"/> Other _____
<input type="checkbox"/> Between 2005 and 2007	<input type="checkbox"/> Between 1996 and 1998	<input type="checkbox"/> I don't know

II.A.4. What is the highest **level of education** attained by the designer?

<input type="checkbox"/> Secondary school or lower	<input type="checkbox"/> Master's degree or equivalent	<input type="checkbox"/> Design-equivalent degree
<input type="checkbox"/> High school diploma or equivalent	<input type="checkbox"/> Doctoral degree or equivalent	<input type="checkbox"/> Other _____
<input type="checkbox"/> Bachelor's degree or equivalent	<input type="checkbox"/> Post-doctoral degree	<input type="checkbox"/> I don't know

II.A.5. What is the **professional background** of the designer? (More than one answer is possible).

<input type="checkbox"/> Architecture	<input type="checkbox"/> Art	<input type="checkbox"/> Other Engineering fields _____
<input type="checkbox"/> Business and economics	<input type="checkbox"/> (Industrial) Design	<input type="checkbox"/> Other _____
<input type="checkbox"/> Computer science and IT	<input type="checkbox"/> Design Engineering	

Section B: Contribution of designer [name] to application # [number 1]

II.B.1. Please indicate the **function or department** where the designer was employed, during the time of the development of the design:

<input type="checkbox"/> Design innovation	<input type="checkbox"/> Manufacturing/Production	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Senior management
<input type="checkbox"/> Research and Development	<input type="checkbox"/> Marketing / Advertising / Sales	<input type="checkbox"/> Logistics	<input type="checkbox"/> Other _____

II.B.2. Did the designer receive any of the following **benefits** as a result of this Industrial Design? (More than one answer is possible).

<input type="checkbox"/> Permanent salary increase	<input type="checkbox"/> Promotion/new career opportunity/ permanent contract
<input type="checkbox"/> Bonus payment in addition to a fixed salary	<input type="checkbox"/> The designer did not receive any additional compensation as it was included in the salary
<input type="checkbox"/> Payments conditional on the actual commercial application of the design (e.g., sales of the product or royalties from licensing)	<input type="checkbox"/> Not applicable

Section C: Design Process

II.C.1. Which one of the following statements below best **describes how the design was created**?

<input type="checkbox"/> The whole design process took place internally within our company
<input type="checkbox"/> The whole design process was outsourced to an external entity
<input type="checkbox"/> Part of the design process was internal and part of it external

II.C.2. How did you **finance** the creation and development of this Industrial Design? (More than one answer is possible).

<input type="checkbox"/> Internal funds	<input type="checkbox"/> External venture capital
<input type="checkbox"/> External loans (e.g.: Bank, family and friends, etc.)	<input type="checkbox"/> Government subsidies
<input type="checkbox"/> External venture capital	<input type="checkbox"/> Other external sources _____

II.C.3. Please indicate in which **department** the idea for this Industrial Design **originated**?

<input type="checkbox"/> Design innovation	<input type="checkbox"/> Manufacturing/Production	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Senior management
<input type="checkbox"/> Research and Development	<input type="checkbox"/> Marketing / Advertising / Sales	<input type="checkbox"/> Logistics	<input type="checkbox"/> Other _____

II.C.4. Please indicate the **sources of inspiration** for the design and their importance:

Sources		Not important	Somewhat important				Very important	Not relevant
		1	2	3	4	5		
Variation on previous own design		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Inspired by other designs in the marketplace, as revealed in:	Industrial Design filing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Design magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Trade, design, or art fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Products sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	User and customer feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Supplier feedback		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Educational institute via:	Scientific publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Science fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Design competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Student project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other _____.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

II.C.5. **How long** did the development of the design require in total? (Regardless of the number of people working on the design)

< than 1 week 1-4 weeks 1-3 months 4-6 months 7-12 months 1-2 years > than 2 years I don't know

Section D: The following questions refer to the design associated with this Industrial Design

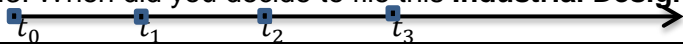
II.D.1. Why did you apply for an Industrial Design right for your design? Please rate the following reasons:

Reasons for Industrial Design filing	Not important	Somewhat important				Very important	Not relevant
	1	2	3	4	5		
Prevent imitation of my design innovation (<i>benefit from exclusivity when commercializing the design</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Freedom to operate (<i>prevent other companies from registering the same or similar Industrial Designs, which could entail legal conflicts</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Licensing (<i>obtain exclusive right to license the design in order to generate licensing revenues</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reputation (<i>the Industrial Design filing enhances my reputation as a design innovator</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other _____.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I don't know				<input type="checkbox"/>			

II.D.2. What is the **current status** of this Industrial Design application?

Granted Pending Canceled
 Rejected Abandoned I don't know

II.D.3. When did you decide to file this **Industrial Design application**?



t_0 : as soon as the design was created Approximately at the same time as creation and commercialization
 t_1 : after creation of the design but before commercialization Not applicable
 t_2 : during commercialization stage I don't know
 t_3 : after commercialization

II.D.4. Has the Industrial Design associated with this design been **sold** to a third party (not related to the original owner)?

<input type="checkbox"/> Yes, to a party in the Philippines	<input type="checkbox"/> No, and I would be unwilling to sell
<input type="checkbox"/> Yes, to a party abroad	<input type="checkbox"/> I don't know
<input type="checkbox"/> No, but I would be willing to sell	

II.D.5. Has the Industrial Design associated with this design been **licensed** to a third party (not related to the original owner)?

<input type="checkbox"/> Yes, to a party in the Philippines	<input type="checkbox"/> No, and I would be unwilling to license
<input type="checkbox"/> Yes, to a party abroad	<input type="checkbox"/> I don't know
<input type="checkbox"/> No, but I would be willing to license	

II.D.6. This is a hypothetical question. Suppose that on the day on which this Industrial Design was applied for, you had all the information that you have today regarding the value of this design. In case a potential competitor had been interested in buying this Industrial Design, what would have been the minimum price for which you would have been willing to sell this Industrial Design?

<input type="checkbox"/> 0	<input type="checkbox"/> 138,000-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,000-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	
<input type="checkbox"/> 46,000-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

II.D.7. Compared to other Industrial Designs of your **company**, how would you **rate the economic value** of this Industrial Design?

<input type="checkbox"/> Top 10%	<input type="checkbox"/> Bottom 50%
<input type="checkbox"/> Top 25%, but not top 10%	<input type="checkbox"/> I don't know
<input type="checkbox"/> Top 50%, but not top 25%	

II.D.8. Compared to other Industrial Designs in your **industry field**, how would you **rate the economic value** of this Industrial Design?

<input type="checkbox"/> Top 10%	<input type="checkbox"/> Bottom 50%
<input type="checkbox"/> Top 25%, but not top 10%	<input type="checkbox"/> I don't know
<input type="checkbox"/> Top 50%, but not top 25%	

II.D.9. Has this Industrial Design won any **international award(s)**?

<input type="checkbox"/> Yes, without any financial prize	<input type="checkbox"/> No, but has been nominated for an award by a selection committee
<input type="checkbox"/> Yes, with financial prize	<input type="checkbox"/> No

Section E: The following questions refer to the product(s) associated with this Industrial Design.

II.E.1. How many **products** incorporate this Industrial Design?

<input type="checkbox"/> 0 product (proceed to Section F)	<input type="checkbox"/> 2-5 products	<input type="checkbox"/> >10 products
<input type="checkbox"/> 1 product	<input type="checkbox"/> 6-10 products	<input type="checkbox"/> I don't know

II.E.2. Which **intellectual property** rights have you used in relation to the **main product** associated with this design filing to protect it from imitation, both nationally and internationally? Please tick all relevant boxes.

Intellectual property right	The Philippines	Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other
Patents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utility Models	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trademarks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial Designs	application # <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.E.3. How does this design contribute to the following **improved functionalities** of the main product?

Functional quality	Very low					Very high	Does not improve at all
	1	2	3	4	5		
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Durability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved ergonomics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recyclability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighter weight (due to new material, new process)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.E.4. Has the main product associated with this Industrial Design been **commercialized**?

<input type="checkbox"/> Yes, commercialization began in year __ and still in the market	<input type="checkbox"/> No, never commercialized
<input type="checkbox"/> Yes, commercialization began in year __ but stopped in year __	<input type="checkbox"/> I don't know
<input type="checkbox"/> Preparing for commercialization	

II.E.5. Please indicate the accumulated **sales of the main product associated with this Industrial Design** (since market introduction to the latest relevant year):

<input type="checkbox"/> 0	<input type="checkbox"/> 138,000-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,000-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,000-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

Section F: Fighting infringement of Industrial Design

II.F.1. Has this design been **imitated**?

<input type="checkbox"/> Yes, in the Philippines	<input type="checkbox"/> No (proceed to Section G)
<input type="checkbox"/> Yes, abroad	<input type="checkbox"/> I don't know (proceed to Section G)

II.F.2. **How soon** after you revealed the design to the public was the design **imitated**?

<input type="checkbox"/> < than 1 week	<input type="checkbox"/> 1-3 months	<input type="checkbox"/> 7-12 months	<input type="checkbox"/> > than 2 years
<input type="checkbox"/> 1-4 weeks	<input type="checkbox"/> 4-6 months	<input type="checkbox"/> 1-2 years	<input type="checkbox"/> I don't know

II.F.3. How were you made **aware** that your design was **imitated**?
(More than one answer is possible).

<input type="checkbox"/> Product sold to the public	<input type="checkbox"/> Customers/users	<input type="checkbox"/> I don't know
<input type="checkbox"/> Magazine or other media	<input type="checkbox"/> Supplier	
<input type="checkbox"/> Trade or design fair	<input type="checkbox"/> Other _____	

II.F.4. Please rate the level of **financial loss due to infringement** relative to your total sales of this product.

Level of financial loss	Very low	Somewhat high			Very high	No loss
	1	2	3	4	5	
Level of financial loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.F.5. Have you taken actions to **stop infringement**? (More than one answer is possible)

<input type="checkbox"/> Yes, through court order authorizing raid of infringing producer	<input type="checkbox"/> Yes, through other means _____
<input type="checkbox"/> Yes, through media exposure	<input type="checkbox"/> No (go to Q.II.F.7)
<input type="checkbox"/> Yes, through cease and desist letter	<input type="checkbox"/> I don't know
<input type="checkbox"/> Yes, through seizure of goods at border/ customs	

II.F.6. If yes, was this **action effective** to stop the imitation? Yes Not yet Partially effective No

II.F.7. If you did **not take any actions to stop infringement, why not?** (More than one answer is possible)

<input type="checkbox"/> Short product life cycle in relation to any legal remedy	<input type="checkbox"/> Legal costs of fighting infringement too high
<input type="checkbox"/> Different geographic market, not harming my sales	<input type="checkbox"/> Other _____.
<input type="checkbox"/> Difficulty of proving infringement	

Section G: Application Process

II.G.1. Did you file this Industrial Design through an **agent**? Yes No I don't know

II.G.2. Which one of the statement(s) below describes the **main hurdle(s)** you faced in applying for this Industrial Design? (More than one answer is possible).

Issue	Least burdensome	Somewhat burdensome			Most burdensome	Not relevant
	1	2	3	4	5	
Application fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawyer's/agent's fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drafting of application	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of application process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding how the application process works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.G.3. Did a third party file an **opposition** to your Industrial Design filing? Yes No I don't know

II.G.4. If you did **not file** for Industrial Design protection abroad, what were the **reasons**?

Issue	Least burdensome	Somewhat burdensome			Most burdensome	Not relevant
	1	2	3	4	5	
Commercial activity abroad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawyer's/agent's fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drafting of foreign application	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of application process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enforceability of Industrial Design rights abroad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any additional comments?

_____.

Thank you very much for your participation in this survey. If you are interested in receiving the report of this study, please indicate your email address here; it will be kept confidential and only used for the purpose of this survey.

e.mail: _____.

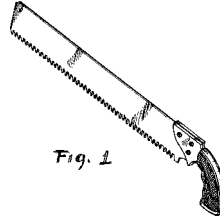
For individuals

This questionnaire is divided in two parts. "Part 1" is about you – the applicant – and "Part 2" is about one or more particular Industrial Design application(s) that you filed at the Intellectual Property Office of the Philippines and that are depicted below.

Application number:

#####

Design:



For the respondent of this questionnaire: What position do you have in your company?

- Designer or professional in research and development team
- Professional in legal department/ specialized intellectual property team
- Professional in manufacturing/ production team
- Professional in marketing / advertising / sales team
- Chief Executive Officer or professional in the senior management
- Other (Please specify) _____

Part I: About the applicant

Information about the applicant as indicated in the Industrial Design application(s): XXXXXXX

I.1. What was **your status** in 2013?
(More than one answer is possible)

<input type="checkbox"/> Employed	<input type="checkbox"/> Unemployed
<input type="checkbox"/> Self-employed	<input type="checkbox"/> Student
<input type="checkbox"/> Owner or co-owner of a company	<input type="checkbox"/> Other _____

I.2. Why did you **decide to apply** for the Industrial Design **individually** rather than in the name of a company? (More than one answer is possible)

<input type="checkbox"/> I was not affiliated with any company through ownership or employment	<input type="checkbox"/> Managerial reasons (e.g. retaining full control)
<input type="checkbox"/> Financial reasons (e.g. to protect industrial design from company bankruptcy, tax benefits)	<input type="checkbox"/> Being the applicant enhances my reputation
<input type="checkbox"/> Lower application fee	<input type="checkbox"/> Other _____

I.3. Did you work for and/or own the **main commercializing entity** of your Industrial Design(s)?

	#####	Not Applicable	Not Applicable	Not Applicable
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial Design has not been commercialized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I.4. What was **your position** in 2013 in the main commercializing company of your Industrial Design(s) listed above?

<input type="checkbox"/> Not applicable (Either I did not own and/or work for the companies in question 3 or none of the Industrial Designs listed above have been commercialized)(Go to Part II)	<input type="checkbox"/> Professional in manufacturing/ production team
<input type="checkbox"/> Designer or professional in research and development team	<input type="checkbox"/> Professional in marketing / advertising / sales team
<input type="checkbox"/> Professional in legal department/ specialized intellectual property team	<input type="checkbox"/> Chief Executive Officer or professional in the senior management
	<input type="checkbox"/> Other _____

Section A: Information about the commercializing company.

Please answer the following questions with reference to the company that is in charge of commercializing the majority of the Industrial Design(s) listed above, in Question I.3.

I.A.1. Please specify the type of your company's majority **ownership structure** in 2013: (More than one answer is possible)

<input type="checkbox"/> State ownership	<input type="checkbox"/> Filipino private ownership	<input type="checkbox"/> Subsidiary of foreign enterprise	<input type="checkbox"/> Other _____
--	---	---	--------------------------------------

I.A.2. Approximately, how many **employees** were working in your company in 2013?

<input type="checkbox"/> 1-9 people	<input type="checkbox"/> 50-99 people	<input type="checkbox"/> 200-499 people	<input type="checkbox"/> More than 10,000 people
<input type="checkbox"/> 10-49 people	<input type="checkbox"/> 100-199 people	<input type="checkbox"/> 500-10,000 people	<input type="checkbox"/> I don't know

I.A.3. Is your company **headquartered** in the Philippines?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
------------------------------	-----------------------------	---------------------------------------

I.A.4. Do you have subsidiaries or branch offices in other countries? (More than one answer is possible)

<input type="checkbox"/> Other ASEAN* countries	<input type="checkbox"/> Asia (except ASEAN*)	<input type="checkbox"/> North America	<input type="checkbox"/> Western Europe	<input type="checkbox"/> Other	<input type="checkbox"/> Not applicable
---	---	--	---	--------------------------------	---

*ASEAN countries: Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Rep., Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

I.A.5. How old was your company in 2013?

<input type="checkbox"/> 2 years or younger	<input type="checkbox"/> 6-10 years old	<input type="checkbox"/> 21 years or older
<input type="checkbox"/> 3-5 years old	<input type="checkbox"/> 11-20 years old	<input type="checkbox"/> I don't know

I.A.6. What was your company's main line of business in 2013?

<input type="checkbox"/> Agriculture, forestry and fishing	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Other services
<input type="checkbox"/> Mining and quarrying	<input type="checkbox"/> Design services	<input type="checkbox"/> Other _____

I.A.7. Please indicate your company's annual sales figures in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.8. Please indicate your company's export sales in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.9. Please indicate your company's approximate export shares in 2013 in each of the regions below:

Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other	Not applicable
__%	__%	__%	__%	__%	<input type="checkbox"/>

*ASEAN countries: Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Rep., Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

I.A.10. Please indicate your company's research and development (R&D) expenditure in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.11. Did your company have a self-standing department devoted to design innovation in 2013?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
------------------------------	-----------------------------	---------------------------------------

I.A.12. Roughly how many employees with professional experience as designers were employed in your company in 2013?

Women	___ people
Men	___ people
Total	___ people

I.A.13. Which of the following would best describe the financing of the design activities in your company in 2013? (More than one answer is possible)

<input type="checkbox"/> Self-standing design budget	<input type="checkbox"/> Share of advertising, marketing, and sales budget	<input type="checkbox"/> Other _____
<input type="checkbox"/> Share of research and development budget	<input type="checkbox"/> Share of manufacturing budget	

I.A.14. Who manages the application, registration, and maintenance of Industrial Designs in your company?

<input type="checkbox"/> Designers/ design department	<input type="checkbox"/> Legal department/ specialized intellectual property department
<input type="checkbox"/> Chief Executive Officer	<input type="checkbox"/> Other _____

I.A.15. Please indicate if your company owns the following **intellectual property rights (IPR)** in the different regions indicated. (Please focus on the number of rights currently in force).

Regions IPR	The Philippines	Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other	I don't know
Patents	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Utility Models	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Trademarks	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>
Industrial Designs	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/>

I.A.16. Are you aware of **WIPO's Hague System** for the International Registration of Industrial Designs?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

I.A.17. You have opted for **industrial design** rather than only **copyright** protection for your designs because: (More than one answer is possible)

<input type="checkbox"/> I was not aware that my designs are protected by copyright	<input type="checkbox"/> I need a documented proof of ownership for my design
<input type="checkbox"/> Copy right only protects certain elements of my design	<input type="checkbox"/> My lawyer advised me to
<input type="checkbox"/> Industrial design provides a stronger protection for my design	<input type="checkbox"/> Other _____

A.3 GUIDELINE FOR COMPLETING THE ID QUESTIONNAIRE

This questionnaire is divided in two parts. "Part I" is about you – the applicant – and "Part II" is about one or more particular Industrial Design application(s) that you filed at your national Intellectual Property Office between 2011- 2013. Please rest assured that your responses will be treated confidentially. In particular, they will never be disclosed in a way that would identify you or associate your name with your answers.

General comments to have in mind when answering this questionnaire:

- Please always choose only one option unless stated otherwise (e.g. "more than one answer is possible" or "tick as relevant").
- Please always refer to the year 2013 unless another time reference point is stated (e.g."since market introduction").
- Please note that the reference to 2013 is regardless of an application's filing date, which may well be 2011 or 2012 .The decision to choose "2013" as the time reference point was made so as to promote the comparability of responses.
- In some questions an option with "other" is followed by a line where the respondent can indicate the most relevant response.
- In some questions an option is followed by items in parenthesis that ask the respondent to skip one or more question(s) and proceed to the following Section.

Additional definitions and clarifications for specific questions:

Q. I.A.3: Headquarter is defined as a place where a company's executive offices and executive direct support staff are located.

Q. I.A.6: Main line of business is defined as the activity that drives the largest share of sales.

Q. I.A.12: Please calculate the number of employees regardless of whether they were full/part-time employee.

Q. I.A.15: Please indicate if your company owns the following **intellectual property rights** (IPR) in the different regions indicated. (Please focus on the number of rights currently in force).

Filled in response for a sample scenario where an applicant owns 4 Industrial designs in the Philippines, 5 Trademarks in ASEAN and 1 Utility model in Western Europe and has no patents.

IPR \ Regions	The Philippines	Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other Countries	I don't know	
Patents	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/>
Utility Models	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/>	
Trademarks	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/>	
Industrial Designs	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input checked="" type="checkbox"/> 2-5	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/> 1 <input type="checkbox"/> >5 <input type="checkbox"/> 2-5 <input checked="" type="checkbox"/> None	<input type="checkbox"/>	

Q. II.A.4: Design equivalent certificates are those degrees obtained from art institutes, academies, etc.

Q. II.E.2: In case there is more than one product incorporating a design, the main product is defined as the one that drives the largest share of sales.

A.4 ID SURVEY IMPLEMENTATION GUIDELINE

INTRODUCTION

The purpose of this survey is to better understand how industrial design (ID) rights are being used in the Southeast Asian region, in particular Indonesia, the Philippines and Thailand.

The survey intends to achieve the following objectives:

- Identify the reasons for applying for an industrial design right;
- Determine the traits and characteristics of the design team;
- Examine how this right has been used with regards to commercialization efforts; and
- Assess the ease for applying and enforcing an ID right

This document provides guidance for the local research partner in the process of implementing the survey questionnaire in the respective countries. It attempts to harmonize the approaches in the different countries to allow for comparable results across the countries surveyed.

A separate and detailed guideline, *Guideline on the Industrial Design Questionnaire*, and the document on *Interview Protocol* should be consulted when carrying out the survey interviews, follow-up calls, and when collecting and coding the responses.

STAGE 1: PRE-SURVEY LAUNCH

Identifying the respondents and validity checks

Target population

The target population of this survey is the industrial design (ID) applicants residing in the country for the years 2011-2013, depending on the country of study.²¹ These survey respondents are identifiable from the detailed ID data provided by the national intellectual property (IP) offices.

The survey questionnaire will be sent to unique local ID applicants. In many cases, the first applicant of the ID filing will be the target respondent. When there is more than one applicant listed for a particular ID filing, we decide based on the average and maximum number of the applicants listed per application. If this maximum is below 5 the survey is sent to all the applicants. However, if the maximum is above 4, the survey is only sent to the first 4 applicants listed on the application. It is possible for the particular ID filing to be surveyed more than once but by different applicants in the case when there are more than one applicant listed for a particular ID filing.

In addition, if the ID applicant is seen to have more than one ID application filed for the years selected, the applicant will be asked to fill out up to four (4) questionnaires related to four (4) different ID rights. In case an applicant filed for more than 4 IDs in the time period under consideration, a randomized selection of four (4) ID rights will be employed to select the target IDs for these prolific applicants.

In the case of individuals, the ideal respondent for the survey would be the owner of the ID right. In the case of firms, the ideal respondent is the person responsible for deciding on the IP strategy for the firm such as the IP manager, the Chief Executive Officer or the Chief Legal Counsel.

Contact information collection

²¹ The questionnaire will be sent to local applicants who have filed for industrial design (ID) rights in Indonesia, the Philippines and Thailand for the years 2012-2013, 2011-2013, and 2012-2013, respectively.

The mode selected for survey implementation is through a combination of online reach and an editable survey questionnaire form. In this regard, respondents will receive an e-mail with a questionnaire tailored to their ID application number(s).

For each of the targeted respondents, their names and in particular their e-mail addresses should be collected – if possible reflecting the ideal respondent identified above. For e-mail addresses not provided by the national IP office, the full name and contact information listed in the ID filing document should be used when searching publicly available database, e.g. countries' yellow or white pages, websites, to name a few.

Keep track of any useful information when conducting the verification process of the applicant's name and contact information. For example, if the applicant is out of business, if the designer has moved firms, and so on. Note down the relevant information such as date and reasons for why the firm is no longer in business, sector, type of organization, to name a few for use in the analysis of the results.

STAGE 2: SURVEY IMPLEMENTATION

The questionnaire will be sent to each unique applicant with a cover letter explaining the objective of the survey, endorsements of WIPO and the national IP office. In the case of Indonesia and Thailand, respondents will receive the translated questionnaires in Indonesian and Thai, respectively. However, they can also opt for the English version upon request.

The survey respondents with e-mail addresses will be sent a soft copy of the tailored survey questionnaire, while those with invalid or no known e-mail addresses will be sent a hard copy.

Survey respondents should choose how they would prefer to fill out the survey. For those who received the questionnaire via e-mail, the default is through returning the filled out questionnaire in editable Word document format by replying to the original message. Other means include:

- (i) manually filling out the questionnaire and returning the scanned version by email, via fax or by post; or
- (ii) telephone interview.

Those survey respondents who received the survey in hard copy form may also have recourse to the editable Word document, provided they give a valid e-mail address during the follow-up.

The respondents will be able to choose the alternative options by sending an email to the local researchers. For the postal option, the respondents should be provided with a hard copy of the questionnaire and a postage-paid return envelope. For the telephone options, the researchers will call the respondents to set up a time convenient to conduct the interview.

WIPO's Economics and Statistics Division Development Studies page will contain information concerning the ASEAN Design survey such as the following:²²

- The objective of the project;
- Endorsements of WIPO, the national IP offices and research institutes involved in the project;
- A standard questionnaire in downloadable format;
- A guideline on how to fill out the questionnaire;
- Contact information of the local research institutes;
- Translation of all the above information and documents into the local languages; and
- Updates about the project.

²² WIPO's Development Studies page is available online at: http://www.wipo.int/econ_stat/en/economics/studies/.

Filling out the questionnaire

There are two types of questionnaires, one targeted at individuals, and the other at firms. Both types ask similar questions, though they are tailored to the two applicant types.

The questionnaires are structured as follows:

- (Part I) About the Applicant
- (Part II) About the Industrial Design. (Part II)'s sub-sections are:
 - (A+B) About the designer
 - (C) Design process
 - (D) Design itself
 - (E) Product(s) associated with the design
 - (F) ID infringement
 - (G) Application process

Dealing with unique applicants with multiple filings

Respondents who have filed for more than one ID application for the years surveyed should fill out (Part I) once, while the questions pertaining to the ID filed and the designers should be filled out per ID application number (max. four ID applications). Respondents may choose to only fill out the questionnaire relating to ID filed less than four (4) times, but preference would be to respond to all of the multiple ID filings.

The same applies in the case of more than one designer. Respondents may choose to fill out the section on the designer for only one designer, but preference would be for up to four (4) designers per ID filing. If the same designer appears in several ID filings, the respondents may choose to fill out the information once and ignore filling out the same information for the other filings. However, if there are significant changes with regards to the designer, for example if the designer's role or title has changed, this information should be captured.

Follow-up

Two weeks after the first e-mail blast is sent, a reminder will be sent to the survey respondents with valid e-mail addresses.

One month after survey instrument is sent

Approximately one month after the survey instrument has been sent, verify how many responses have been filed and returned. A general characterization of the responses should be collected. Some of the characterization of the responded surveys should include the following:

- Whether images are included in the survey questionnaire;
- Applicant type;
- For multiple design applications per applicant, how many were answered and if the answers are different or exactly the same across designs; and
- Frequently omitted questions

A descriptive statistics of the returned and completed questionnaires should be compiled and the results should be discussed with the WIPO research team.

Two months after survey instrument is sent

Those that have not returned the questionnaire should be contacted through a telephone call.

Using the *Interview Protocol* document, verify the main reason for no response, e.g. loss of questionnaire, length, and so on. Provide an option to fill out the survey instrument through either a telephone interview or a face-to-face interview. If the respondent agrees, set aside a

time to conduct the interview. Send the respondent the questionnaire via e-mail to give ample time for the respondent to find the correct responses.

When helping the survey respondent fill out the questionnaire, clarify and explain any confusion using the *Guideline for Completing the Industrial Design Questionnaire*.

Missing or invalid contact information

If the name and contact information of the targeted respondent are no longer valid, check if there is a second applicant listed in the ID filing. If so, verify the name and contact information using the same approach as above.

Should the second (or third, and so on) applicant name and contact information not be verifiable, identify the first designer in the same application and conduct the name and contact information verification process as outlined above. If the first designer's information is not valid, move to the second designer and so on. If possible, verify if the designer continues to work for the company that originally filed the ID or not.

After first round of telephone interview

Take stock of the responses received from the respondents, and assess which targeted respondents have not responded to the questionnaire.

Conduct a descriptive statistics based on the existing stock of surveys completed, and consult with the WIPO research team on next steps.

STAGE 3: DATA COLLECTION

Detailed record keeping should be maintained to ensure proper implementation of the survey.

The surveyed responses should be stored according to their given filenames. Questionnaires returned in hardcopies should be scanned and stored under their filenames (e.g. DesignSurvey_####).

For responses collected through phone call interview, the following documents should be used and kept together for record keeping either soft or hard copy:

1. Interview information²³;
2. Preliminary call interview questions; and
3. Survey questionnaire

Important: When saving the survey questionnaire per respondent, save the documents under the folder with the given filename of the survey questionnaire, (e.g. DesignSurvey_###) and always keep track of the application number(s).

When filling out the questionnaire in hard copy, please make sure that the information is legible. Any open-ended responses recorded should be clear, and the answers should also be written in full sentences and not in abbreviations.

Inputting the responses

The local research partners should input the responses of the respondents into the online survey tool (SurveyGizmo).

Reviewing the responses

When more than one response for the same ID number has been filed

²³ Includes information on interviewer's name, survey respondent questionnaire filename, and date of the interview.

There may be more than one filled questionnaire for the same ID filing number, especially when the ID application lists more than one applicant. This can happen either as result of error (i.e. same applicant submits the questionnaire twice, or same company submitting two answers) or the co-applicant(s) responds to the same questionnaire. In this particular case, check the consistency of answers between the two documents; *match and integrate the answers where possible*. Always keep track of the source of the answers (e.g. ID applicant 1 or ID applicant 2).

In the case of incomplete surveys

In the case of an incompletely filled survey instrument, follow-up with the respondent through a telephone call. Verify the main reason for the incomplete survey, and where possible, clarify and explain any confusion using the *Guideline for completing the Industrial Design Questionnaire*.

Provide an option to fill out the questionnaire through either a phone or a face-to-face interview. If the respondent agrees, set aside a time to conduct the interview. Send the respondent the survey instrument via e-mail to give ample time for the respondent to find the correct responses.

EXPECTED RISKS AND RISK MANAGEMENT STRATEGIES

Carrying out this survey in three different countries pose many challenges, one of which is to induce adequate number of responses to the questionnaire. The following are some of the possible ways to mitigate the risks associated with running a survey.

Potential selection bias in survey participation

The questionnaire will most likely be filled and completed by respondents with more resources available, in particular larger and well financed firms. This would lead to a bias toward large ID users, and neglect the population of ID users that may come from small and medium sized firms. Geographic location can create another type of bias, for instance, when the collected responses are heavily favoring the applicants residing in the capital city. In this case the collected data may not be geographically representative of the distribution of the whole data.

To address these problems, local research partner should endeavor to follow-up with these smaller sized and/or geographically scattered firms, and/or individual respondents and interview them either by phone or face-to-face. In addition, the ESD team will consult with a survey expert to ensure that the follow-up strategy to ensure proper representation of the ID population in the survey is statistically valid.

MAINTAINING CONFIDENTIALITY

In ensuring survey responses are treated confidentially, the research partner should make sure that the data collected is not revealed to any third parties. This implies that the partner should ensure that all safeguard measures are in place to prevent leaking of any information related the survey. These measures include, but are not limited to, keeping all the documents and data related to this study on a server that is only accessible by research teams involved in the project, guaranteeing the anonymity of the respondents and publishing the results of the study at an aggregated level. Another example may include specifying data confidentiality requirement in the contracts signed with temporary research assistants hired for the project.

In addition, efforts should be expanded to ensure the confidentiality of the responses received, as well as the identity of the respondents. For example, the identity of the respondents would be anonymized to eliminate any possible inferences to their identities when the data is disclosed for research purposes.

A.5 INTERVIEW PROTOCOL

INTRODUCTION

The World Intellectual Property Organization (WIPO) – with the support of the national intellectual property (IP) offices and in close collaboration with local research partners – is carrying out a survey to better understand the use of industrial design rights in three ASEAN countries, namely Indonesia, the Philippines and Thailand.²⁴

This accompanying document attempts to standardize the telephone interview process for the survey questionnaire implementation. For a general guideline of the survey implementation, see the “Design Study Implementation Guideline.”

INTERVIEWER INSTRUCTIONS

The purpose of the phone call is to follow up with the identified respondents to encourage their participation in the survey. There are two types of survey respondents: firms and individuals.

Target respondent

For the individuals, the interviewer should ask to speak directly to the applicant of the design patent. The interviewer should then confirm that the person s/he is talking to is the owner of the ID in question.

For the firms, the interviewer should ask to speak to someone in the firm who is either the IP manager, or the person who makes the decision on the firms’ IP strategy (such as the owner, CEO, CFO or designer).

Follow-up groups

There will be three groups to follow-up.

[This part is only relevant for Thailand]

The first group (1) for phone call follow-up consists of the 16 respondents who have filled in the original questionnaire and 20 non-respondents randomly picked from the e-mail list.

[For the Philippines and Indonesia]

The first group (1) refers to the list of ID applicants with e-mail addresses, who were sent the tailored survey questionnaires.

[For all three countries]

The second group (2) refers to the all the ID applicants who will be followed-up through their phone numbers.

And the third group (3) comprises all the targeted survey respondents who will be sent hardcopies of the survey instrument to their mailing addresses. They include all respondents who have not replied to the questionnaire.

Call duration

Each preliminary call should last about 8 minutes.

Filling out the complete survey questionnaire should take approximately 30-45 minutes.

Preliminary call

The interviewer will ask approximately five preliminary questions before delving into the survey questionnaire. See the corresponding document on these five preliminary questions. The document provides the introductory text (as an example) for the phone call as well as the questions.

²⁴ For more information on the project, please refer to the ASEAN Industrial Design study proposal.

Each of the groups (1-3) will have slightly different preliminary questions. Note that for Group 1 – those that have responded – only ask questions from the preliminary call text.

Survey questionnaire

The survey questionnaire has been designed to minimize ambiguity.²⁵ Most of the questions posed are self-explanatory and consist of closed-ended questions.

Nevertheless, see the “Detailed Survey Questionnaire” for a more comprehensive guide to question-by-question explanation where needed.

Asking questions

When asking the questions, stick to the following guideline to avoid biased answers and ensure comparability of the answers:

- Read the questions as they are written in the text. Do not change the wording.
- Do not change the order of the questions.
- Read the questions and options slowly and clearly.
- Read the entire question to the respondent and make sure s/he has heard it completely.
- Do not skip questions.
- Verify information given by respondent by repeating the answer provided.

When clarification is needed

Provide clarification when the respondent:

- Is unable to answer the question asked;
- Does not seem to understand the question and gives an inappropriate reply;
- Does not seem to have heard the question;
- Is taking time to answer the question and hesitates;
- Asks about a specific part of the question to be repeated. It is acceptable for the interviewer to repeat only that part;
- Asks for one option to be repeated. The interviewer should read all options again but may omit one option if it has clearly been eliminated by the respondent;
- Asks for one term to be clarified. The interviewer should refer to the definitions provided. Otherwise the respondent should answer the question according to whatever the questions means to him/her.

Probing

Probing is needed when the respondent:

- Does not seem to understand what is asked;
- Misinterprets the question;
- Cannot make up his/her mind;
- Digresses from the topic or gives irrelevant information;
- Needs to expand on what s/he has said or clarify his/her response;
- Gives incomplete information or his/her answer is unclear;
- Says that s/he doesn't know the answer.

Common probing situations

²⁵ The following recommendations are heavily based on the World Health Organization's 2003 Survey methodology paper.

When the respondent says “I don’t know” to a question, the general rule is to repeat the question. If the respondent still does not know, the interviewer should probe once before recording “don’t know”. An effort at recall should be encouraged with a probe such as:

- Could you give me your best estimate?
- Which would be closer?

Probing techniques:

- Simply repeat the question. The respondent may come up with the right answer if s/he hears the question a second time;
- Pause. This gives the respondent time to collect his/her thoughts and expand on his/her answer if s/he has more to say. The interviewer must be sensitive enough to know when to use a pause and for how long;
- Repeat the respondent’s reply. This is often a very effective way of having the respondent reflect of the answer s/he has just given;
- Use neutral introductions to avoid biasing responses. Do not ask leading questions or suggest answers such as “I guess you mean...”, as they may influence the respondent. Instead say: “overall, generally speaking....” The interviewer should never give the impression that s/he approves or disapproves what the respondent says, or that his/her answer is right or wrong. If the respondent asks for his/her opinion, the interviewer should say that s/he is interested in what the respondent has to say and that s/he needs to keep the interview going.

If respondent prefers to skip the question, try to probe using the probing examples above. Otherwise, note “refuse to answer” as a response for that particular question.

If a question is accidentally missed

If the interviewer noticed that s/he missed a question, s/he should go back and ask that question. A note should be made at the margin that the question was asked out of sequence.

For missing information that is not discovered until after the interview, the research assistant should contact the respondent again.

RECORDING THE ANSWERS

Detailed record keeping should be maintained to ensure proper implementation of the survey. Survey responses should be stored according to their name files. For those that have returned hard copies of the questionnaire, the interviewers should scan these responses and store them with their given questionnaire filenames.

For responses collected through phone call interview, the following documents should be used and kept together for record keeping either soft or hard copy:

4. Interview information²⁶;
5. Preliminary call interview questions; and
6. Survey questionnaire

Important: When saving the survey questionnaire per respondent, save the documents under the folder with the given filename of the survey questionnaire, (e.g. DesignSurvey_###) and always keep track of the application number(s).

²⁶ Includes information on interviewer’s name, survey respondent questionnaire filename, and date of the interview.

When filling out the questionnaire in hard copy, please make sure that the information is legible. Any open-ended responses recorded should be clear, and the answers should also be written in full sentences and not in abbreviations.

Once the questionnaire has been filled, the responses should be recorded into the Survey Gizmo platform.

A.6 FOLLOW-UP QUESTIONS

Thailand only: 20 respondents and non-respondents

NON-RESPONDENTS

1. Have you received an e-mail regarding this survey questionnaire? (The e-mail address from which the survey was sent is: designsurvey2017@xyz.th.) Tick the following that apply:
 - Received but did not open
 - Received but plan to act on it later
 - Did not receive
 - Other: _____

2. If you received the e-mail, why have you not responded?
 - Questionnaire is too long (go to Question 3)
 - Do not trust the (e-mail) sender (go to Question 4)
 - Confidentiality concerns (go to Question 4)
 - Purpose of questionnaire unclear (go to Question 5)
 - Other: _____ (go to Question 5)

3. *[If respondent has more than one design patent application filed in 2012-2013 in the questionnaire. If not, skip to Question 5.]* What if we were to allow you to only answer for one design patent would you be interested in filing out the questionnaire?
 - Yes (go to Question 6)
 - No

4. Let me assure you once again that your responses will be kept strictly confidential. If you would prefer, you may skip answering questions that are you don't feel comfortable answering. Would this help in encouraging your participation in this survey?
 - Yes (go to Question 6)
 - No

5. As I mentioned earlier, we are carrying out this survey with support from the Thai Department of Intellectual Property and the World Intellectual Property Organization to better understand the use of design patents in the country. Would you be interested in filling out the questionnaire after our conversation?
 - Yes
 - No (go to Question 7)

6. How would you prefer to answer the questionnaire?
 - Send in response by e-mail (go to Question 9)
 - Send in response by mailing in hard copy (go to Question 9)
 - Phone interview (go to Question 8)

7. What if you could answer the questionnaire via phone? Would you be interested to fill out this survey?
 - Yes
 - No (go to Question 10)

8. Are you available to fill in the questionnaire now? The questionnaire will take approximately 30 minutes to fill. Or would you like to arrange a more convenient time and day for you? I would be happy to call you then.
 - Yes, now is convenient (start the survey questionnaire)
 - No, phone call arranged for _____

9. I am happy to send you the questionnaire once again to help refresh your memory. Would you prefer that I send a soft copy via e-mail or a hard copy to your mailing address?
- Yes, soft copy to e-mail address: _____
 - Yes, hard copy to mailing address: _____
 - No

RESPONDENTS

1. What issues did you find with the survey questionnaire? Tick the following that apply:
- Questionnaire is too long
 - Questions were unclear
 - Can't remember what I did 4/5 years ago
 - Other: _____
2. If you could kindly recall your design patent(s) filed in 2012/2013, in particular the design application number [*insert number*], which is [*provide a description of the design image*]. [*Repeat this question for those with multiple design applications*].

II.D.8. Compared to other Industrial Designs in your **industry field**, how would you **rate the economic value** of this Industrial Design?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Top 10% | <input type="checkbox"/> Bottom 50% |
| <input type="checkbox"/> Top 25%, but not top 10% | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Top 50%, but not top 25% | |

3. From the designs that you have filed in 2012/2013, how similar were they?
- Not similar
 - Somewhat similar
 - Very similar

Questions for phone-call follow-up

1. Have you received an e-mail regarding this survey questionnaire? (The e-mail address from which the survey was sent is: designsurvey2017@xyz.th.) Tick the following that apply:
 - Received but did not open
 - Received but plan to act on it later
 - Did not receive
 - Other: _____

2. I would like to take this time to ask if you would be willing to fill out the questionnaire.
 - Yes (go to Question 6)
 - No

3. [If respondent has more than one design patent application filed in 2012-2013 in the questionnaire. If not, skip to Question 5] What if we were to allow you to only answer for one design patent (if respondent has more than one design patent application filed in 2012-2013 in the questionnaire), would you be interested in filing out the questionnaire?
 - Yes (go to Question 6)
 - No

4. Let me assure you once again that your responses will be kept strictly confidential. If you would prefer, you may skip answering questions that are you don't feel comfortable answering. Would this help in encouraging your participation in this survey?
 - Yes (go to Question 6)
 - No

5. As I mentioned earlier, we are carrying out this survey with support from the Thai Department of Intellectual Property and the World Intellectual Property Organization to better understand the use of design patents in the country. Would you be interested in filling out the questionnaire after our conversation?
 - Yes
 - No (go to Question 7)

6. How would you prefer to answer the questionnaire?
 - Send in response by e-mail (go to Question 9)
 - Send in response by mailing in hard copy (go to Question 9)
 - Phone interview (go to Question 8)

7. What if you could answer the questionnaire via phone? Would you be interested to fill out this survey?
 - Yes
 - No (go to Question 10)

8. Are you available to fill in the questionnaire now? [The questionnaire will take approximately 30 minutes to fill.] Or would you like to arrange a more convenient time and day for you? I would be happy to call you then.
 - Yes, now is convenient (start the survey questionnaire)
 - No, phone call arranged for _____

9. I am happy to send you the questionnaire once again to help refresh your memory. Would you prefer that I send a soft copy via e-mail or a hard copy to your mailing address?
 - Yes, soft copy to e-mail address: _____
 - Yes, hard copy to mailing address: _____
 - No

Ending the call

Thank you very much for your time and patience.

If you are interested, I would be happy to send you information when the project comes to an end, and share the findings with you.

- Yes, please send to my e-mail _____
- Yes, please send me a hard copy to _____
- No

A.7 WORKSHOP

Workshop program in the Philippines

“Seminar on Intellectual Property Rights: How to Prepare for an Integrated Market?”

*Intellectual Property Office of the Philippines, IPOPHL Multipurpose Hall,
Intellectual Property Center, #28 Upper McKinley Road,
Fort Bonifacio, Taguig City, Philippines
26th October 2017*

PROGRAMME

- 8:00 - 8:30 am Registration
- 8:40 - 8:50 am Opening Remarks
Deputy Director General Nelson P. Laluces
Intellectual Property Office of the Philippines
- 8:50 – 9:30 am **Talk 1:** Importance of Industrial Design Protection to Businesses, Success Stories/Testimonials from Designers/Intellectual Property Rights Applicants
Speaker: **Atty. Ferdinand Negre**,
*Partner, Bengzon Negre Puntalan,
Intellectual Property Attorneys*
- 9:30 – 11:00 am **Workshop:** Answering of Industrial Design Survey
- 11:00 – 11:20 am **Talk 2:** ASEAN Economic Community: Imperatives for Operating in an Integrated Region
Speaker: **Dr. George Manzano**,
Vice Dean, University of Asia and the Pacific
- 11:20 – 11:40 am **Talk 3:** Regulation Updates and Recent Trends on Industrial Design Rights
Speaker: **Atty. Lolibeth R. Medrano**
Assistant Director, Bureau of Patents
- 11:40 – 12:00 nn Question and Answer Forum
- 12:00 – 1:00 pm Lunch

Workshop program in Indonesia

DRAFT PROGRAMME **Workshop on “The Utilization of Industrial Design Rights in Indonesia”** **Wednesday, 31st January 2018**

Event Information:

Date: Wednesday, 31st January 2018
Time: 09.00 – 12.00
Venue: Hall room, 8th Floor, Directorate General of Intellectual Property (DGIP)
Ministry of Law and Human Rights
Jl. H. R. Rasuna Said Kav. 8-9
South Jakarta, DKI Jakarta 12940

Time	Agenda
09.30 – 09.45	Opening remarks Dr. Freddy Harris, ACCS. (tbc) General Director of Intellectual Property, DGIP
09.45 – 10.45	Session I The Implementation of Hague System <ul style="list-style-type: none">• Denis Croze Director, WIPO Singapore Office Study Project by WIPO and CSIS on “the Use of Industrial Design Rights in Indonesia” <ul style="list-style-type: none">• Yose Rizal Damuri Head of Department of Economics, CSIS Jakarta Discussion and Q&A
10.45 – 11.00	Coffee Break
11.00 – 11.45	Session II Opportunities and Challenges of the Use of Industrial Design Rights and the Implication of accession to the Hague System for Indonesia <ul style="list-style-type: none">• Dr. Dra. Erni Widhyastari, APT., M.Si. (tbc) Director of Copyright and Industrial Design, DGIP Indonesia The use of Industrial Design Rights in Indonesia: Perspective of Designers <ul style="list-style-type: none">• Andar Bagus Sriwarno, Ph.D. (tbc) Lecturer from Product Design Studies Program, Faculty of Art and Design Institute of Technology Bandung (ITB) Business Perception on the Utilization of Right of Industrial Design <ul style="list-style-type: none">• Dr. Cita Citrawinda (tbc) Chairman of the Indonesian Association of Intellectual Property Rights Consultants (AKHKI)
11.45 – 12.00	Q&A session
12.00 – 13.00	Lunch