



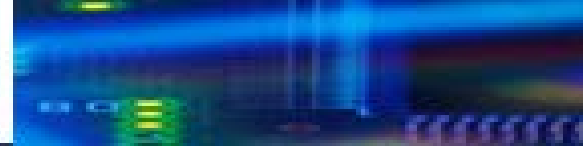
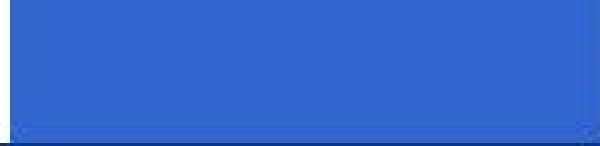
E-trademark registration services to improve process performance and prevent trademark infringement

Group 5 EEI Final Report

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Section outline

- **Ch1 Introduction**
- **Ch2 Literature Review**
- **Ch3 Method**
- **Ch4 Case Study**
- **Ch5 Conclusion**



Background

Motivation & Background

- ❖ The importance of Trademark registration is increasing because of the global access to products and services.



But...

- ❖ In order for enterprises to maintain competitive, build brand equity, secure consumer trust, a trademark is essential intangible asset.



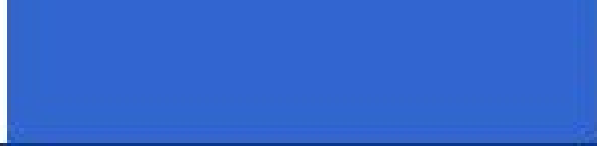
Problem

- ❖ The process of Trademark registration still exists many bottlenecks and non-value steps.



- ❖ There are many wasteful resources in information transmit process if customers contact agent directly.





Ch1 Introduction

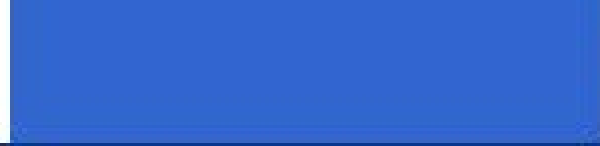
What is Trademark?

1.1 Trademark(1/2)

- ❖ Trademark is customer identity – **the way show who you are and it also called the brand.**
- ❖ **Only** registered trademarks can carry the ® symbol.
- ❖ Trademark's type involved
 - Word
 - Phrase
 - Sound
 - Movement
 - Logo
 - Picture
 - Combination of the above.

1.1 Trademark(2/2)

- ❖ The trademark serves as an agreement between the seller and the buyer that the mark seals and certifies and extended product as something more than a commodity.



Objective

1.2 Goal and objective

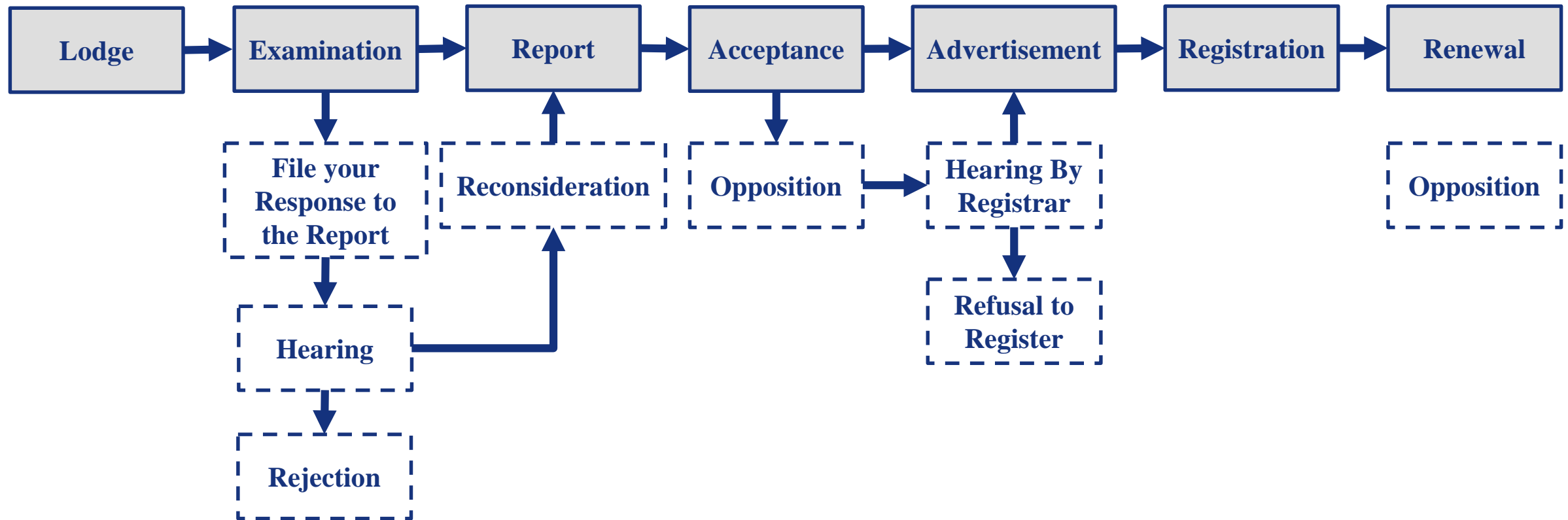
- ❖ The goal of this research is to use business process analysis to diagram the objects, processes, costs, and the players involved in registering a trademark in a country of origin.
- ❖ The research create an e-trademark platform to improve the process flow of registering a trademark.

Ch2 Literature Review

2.1 Trademark Registration

- ❖ **Registration of a trademark is a systematic procedure that is controlled by the state**
- ❖ **Once the mark is registered in a country, the Madrid system may be used by member countries to simultaneously register trademarks among 114 global participating member countries**

2.1 Process of Trademark Registration

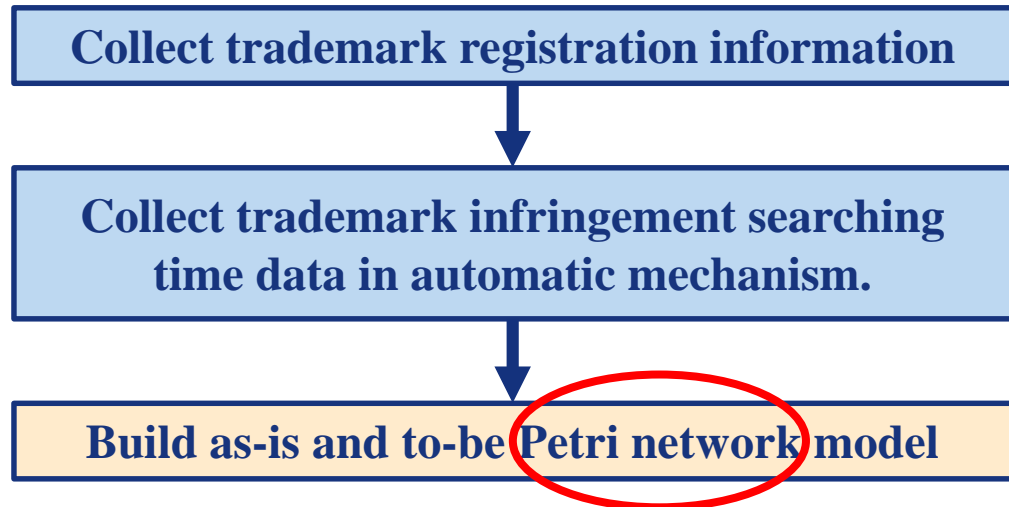


2.2 Web Mining

- ❖ **Web mining describes the automatic search of information resources available on-line, i.e. Web content mining, and the discovery of user access patterns from Web servers, i.e., Web usage mining.**
- ❖ **The techniques used for mining structured data are**
 - Web Crawler
 - Wrapper Generation
 - Page content Mining.

Ch3 Method

Method



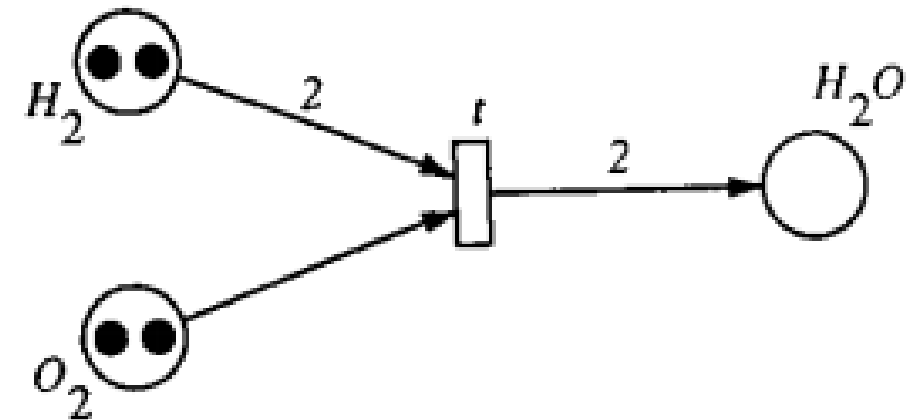
Australian Government
IP Australia

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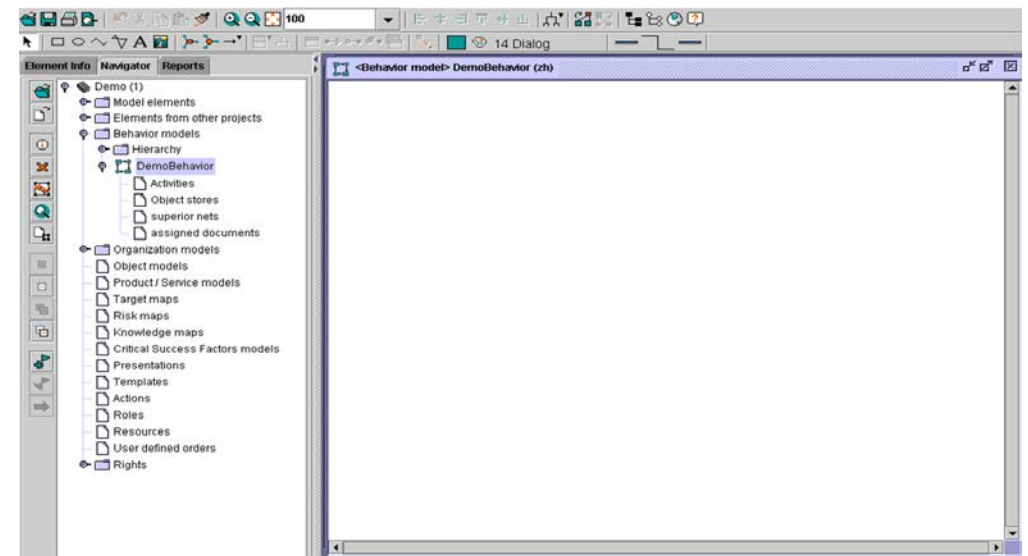
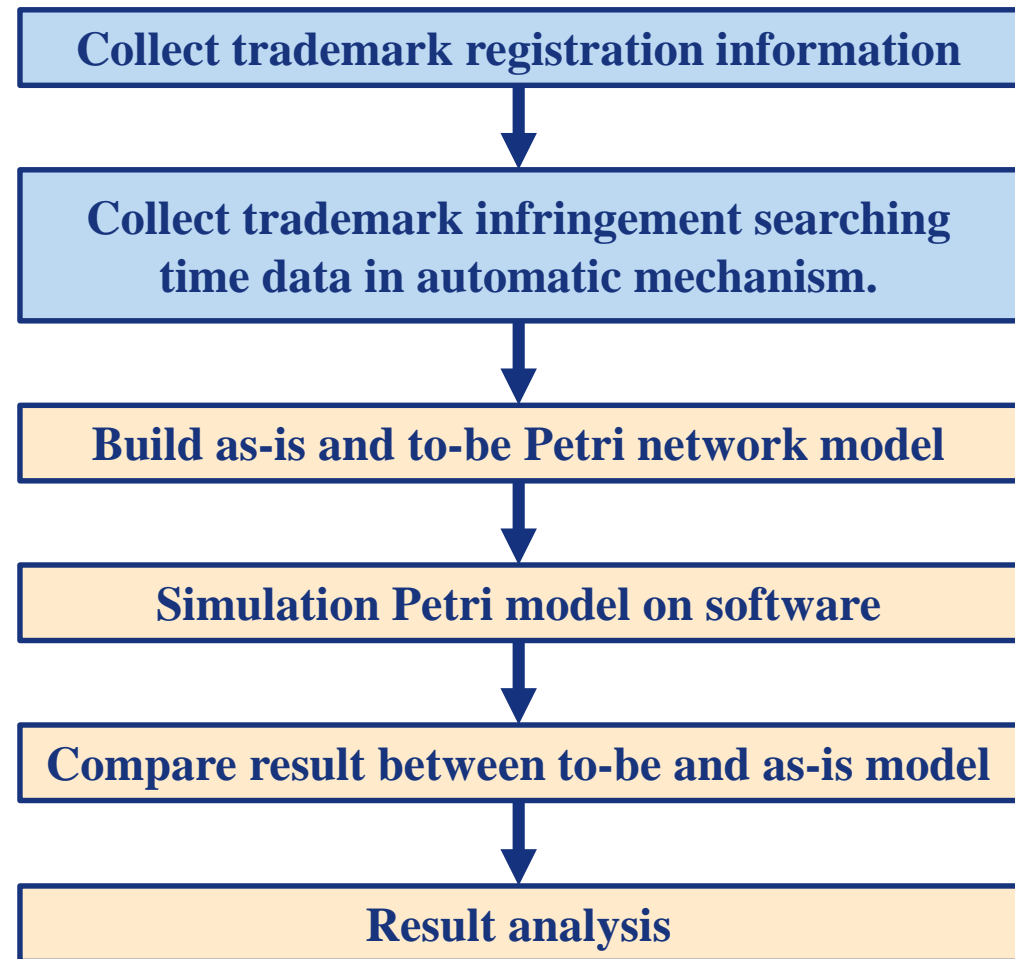
smart law for business

Petri Nets

- ❖ A **graphical** and **mathematical** modeling tool which widely apply to many systems.
- ❖ Promising tool for describing information processing systems and can be used as a visual communication aid similar to flow charts, block diagrams, and network.
- ❖ Simulate the dynamic and concurrent activities of systems



Method



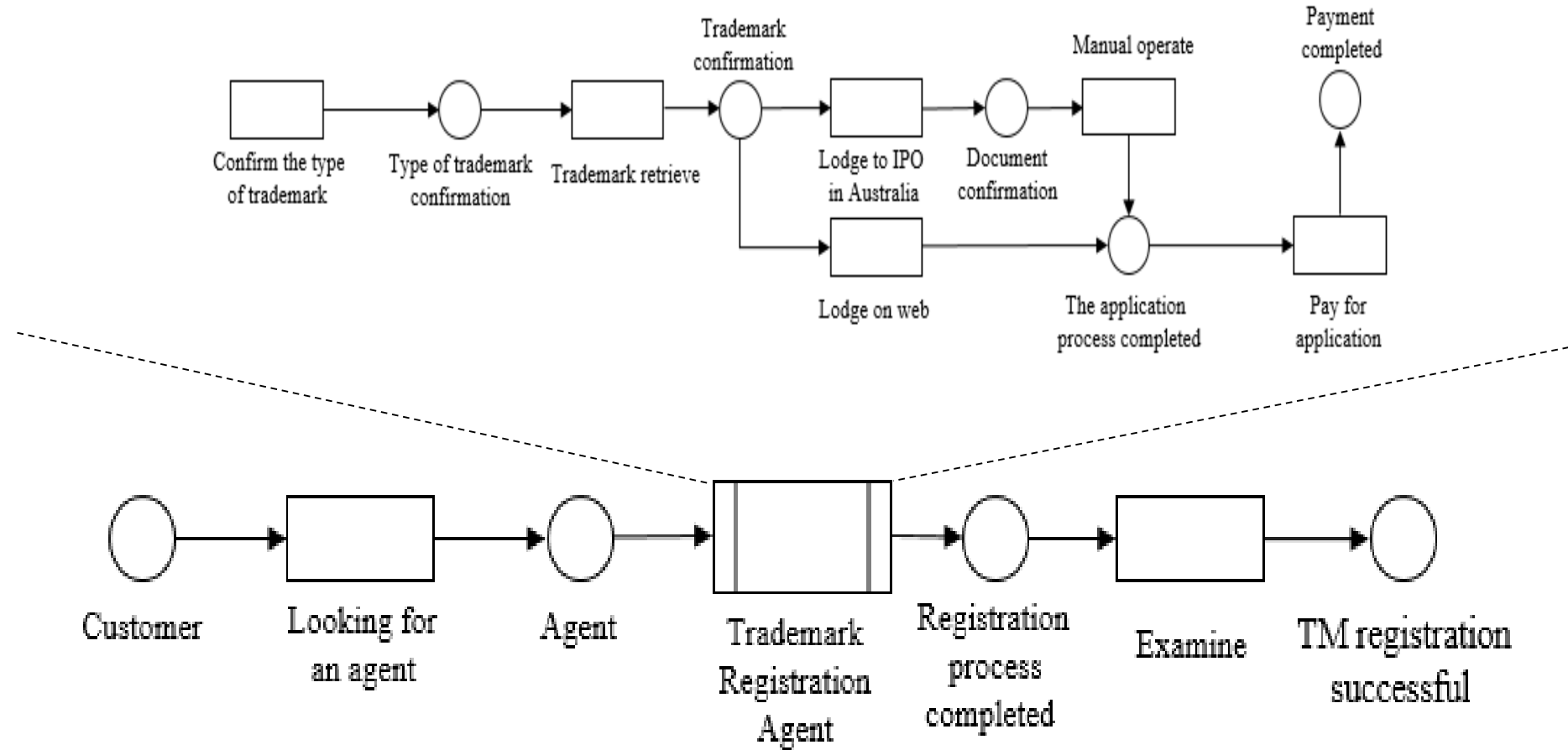
Ch4 Case Study

4.1 Data collection

❖ Collect trademark registration information

- The study is focused on the trademark registration process of Australia, data is according to the web of IP Australia
- Searching every parts of the process and make the process as a diagram to show every steps
- The rules formulated by the government of Australia also extend to the As-is model which was made in the study.

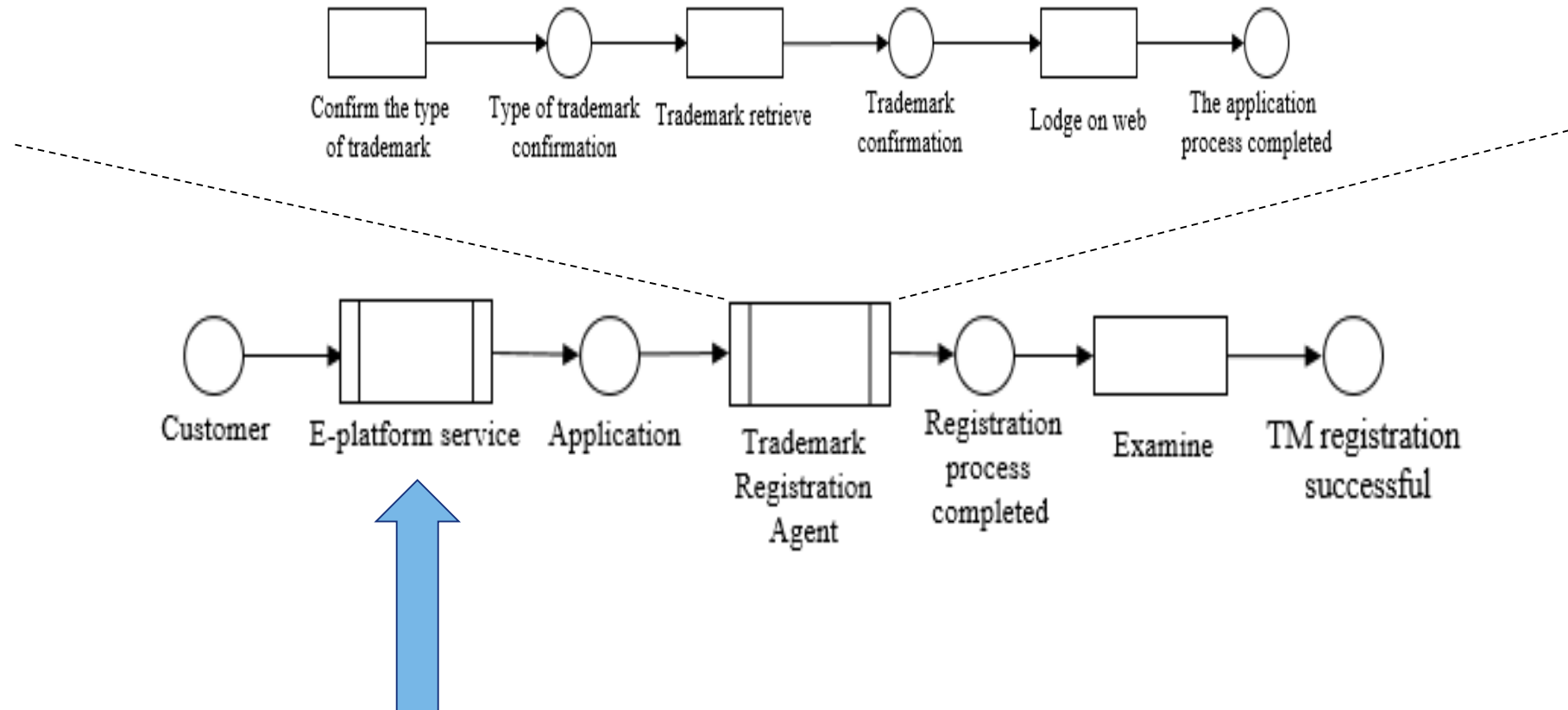
4.2.1 As Is Model



4.2.2 The Problems in As-is Model

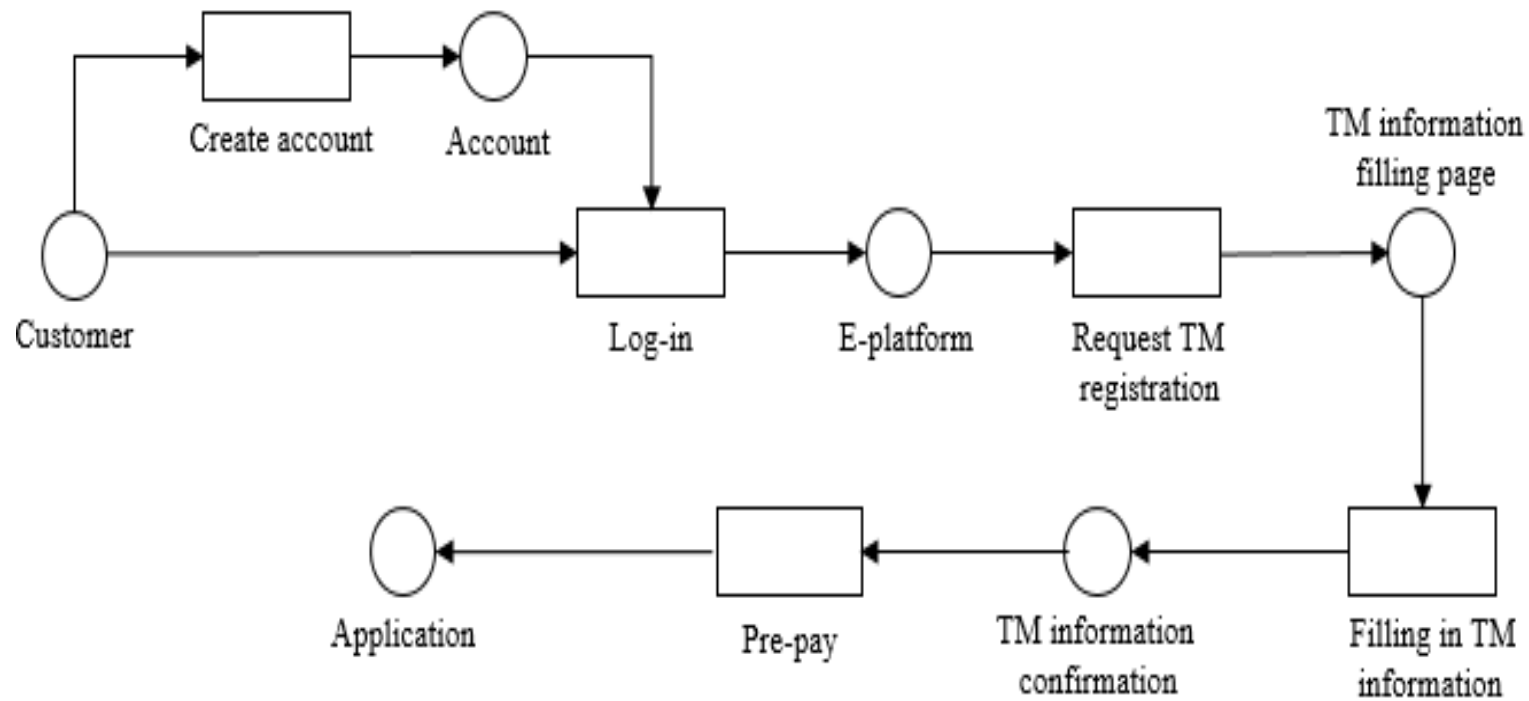
- ❖ It spend a customer too much time to find an agent.
- ❖ It cost a customer too much money to find an agent.
- ❖ There exist communication problems between the customer and the agent.
- ❖ The process is too complex for both of the customer and the agent.

4.3.1 To-Be Model



The biggest point we had changed

4.3.1 To Be Model (Drilled Down)

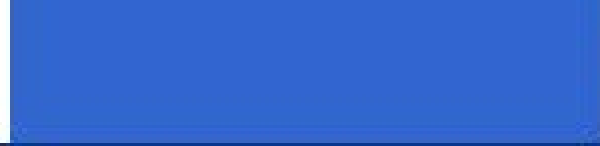


4.3.2 The Improvement in To-be Model

- ❖ We build a platform trying to solve the communication problems between the customer and the agent.
- ❖ Customers can find the suitable agent by the platform.
- ❖ Customer and agent can match with each other by the platform, it can not only save the time but also save the money.
- ❖ The platform provide a charging system, it can not only protect the customer but also the agent.

4.4 Simulation Result

	Trademark registration service		
	As-is	To-be	*Improvement
Time (hour)	7494.5	5105.5	31.87%
Cost	1015520	715520	29.54%
Value-added	208000	258000	24.03%
Manpower	7	3	57.14%



Ch5 Conclusion

5.1 Conclusion

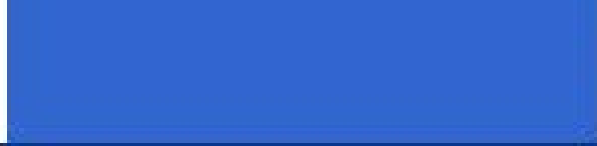
- ❖ The trade is the most valuable thing in 21st century, our project provide a easier way for the people who need to register trademark.
- ❖ The platform provide a more efficient way for client to register trademark and a shorten information delivery path between client and agent.

5.2 Academic contribution

- ❖ A comparative study both of model will generate statistics to measure the significant improvement.
- ❖ In the future, the study will further develop web mining tools and the E-platform so that companies can better protect sensitive and highly valuable intellectual property



→ Web mining → Infringement or not?



Thanks for your listening~