

# August 2008

## PINTAS IPOTENTIAL NEWSLETTER

"Your Intellectual Property Partners In Asean Countries"

August 2008 Issue

PINTAS is a multi-disciplinary IP boutique firm based in Malaysia and Singapore with special focus on intellectual property services in Asian region. We specialise in providing professional services in securing, protecting, managing and commercially exploiting your Intellectual Property Rights (IPRs).

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- Philippines: BSA lauds creation of inter-agency piracy body
- Malaysia: Government Targets Five Per Cent Of Varsity R&D Work For Commercialisation
- Thailand: Geographical protection sought for Hom Mali
- Vietnam: New Customs laws protect IP
- Malaysia: Malaysian companies undervaluing intangible assets

### 1. Today News

#### i. Philippines: BSA lauds creation of inter-agency piracy body

MANILA, Philippines &mdash; The Business Software Alliance (BSA) praised recent anti-piracy efforts by the government but noted that the current piracy rate has seen little improvement....Read more

#### ii. Malaysia: Government Targets Five Per Cent Of Varsity R&D Work For Commercialisation

The government is targeting at least five per cent of the research and development (R&D) conducted at universities for commercialisation, Higher Education Minister Datuk Seri Mohamed Khaled Nordin said Sunday. ....Read more

#### iii. Thailand: Geographical protection sought for Hom Mali

Thailand is applying with the European Union for geographical indication (GI) protection for Thai Hom Mali rice from Thung Kula Ronghai, the country's largest planting area in the Northeast.....Read more

#### iv. Vietnam: New Customs laws protect IP

Viet Nam has nearly 60 border gates along its borders with China, Laos and Cambodia - and its sea ports provide access for goods from all around the world.....Read more

#### v. Malaysia: Malaysian companies undervaluing intangible assets

KUALA LUMPUR: Malaysian companies are undervaluing their intangible assets, according to a report by leading independent brand valuation consultancy Brand Finance.....Read more

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