



Australian Government
IP Australia



Patents



Trade Marks



Designs



Plant Breeder's
Rights

Blockchain and Intellectual Property

Martin Devlin

Assistant Director

International Policy & Cooperation

IP Australia





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PATENTS



TRADE MARKS



DESIGNS



PLANT BREEDER'S
RIGHTS







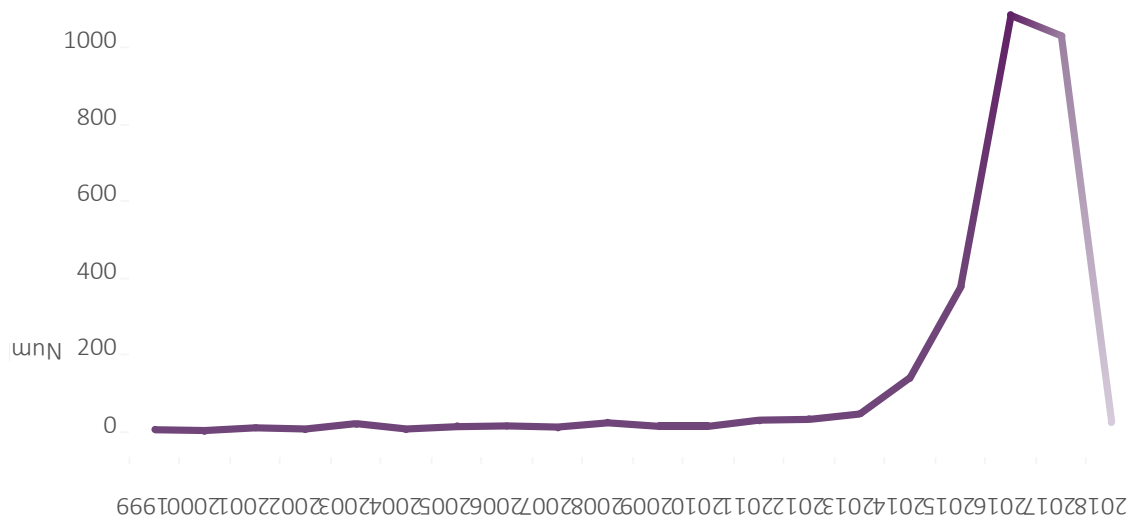
ACS report





Patent Activity

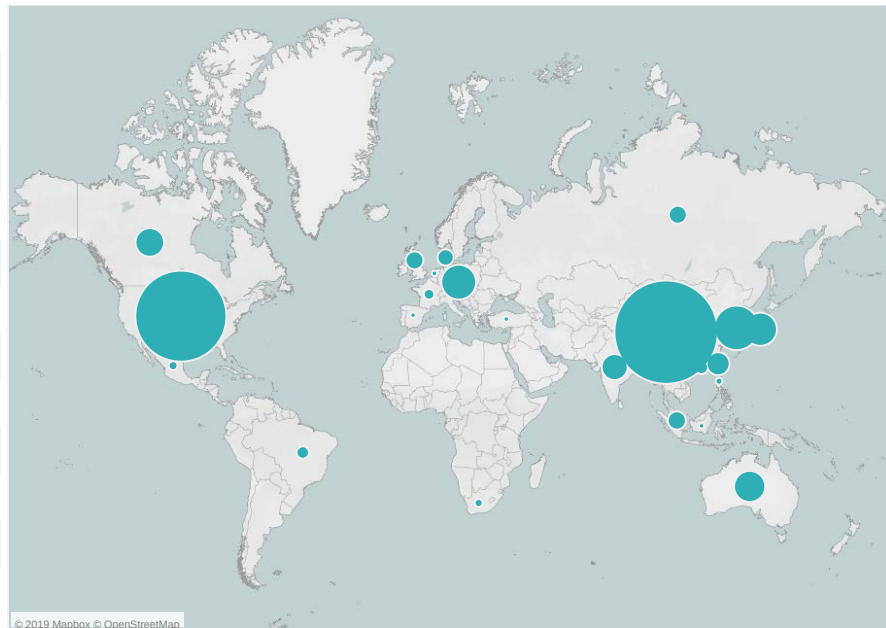
Source: Derwent Innovation, accessed June 2018





Patent Destination

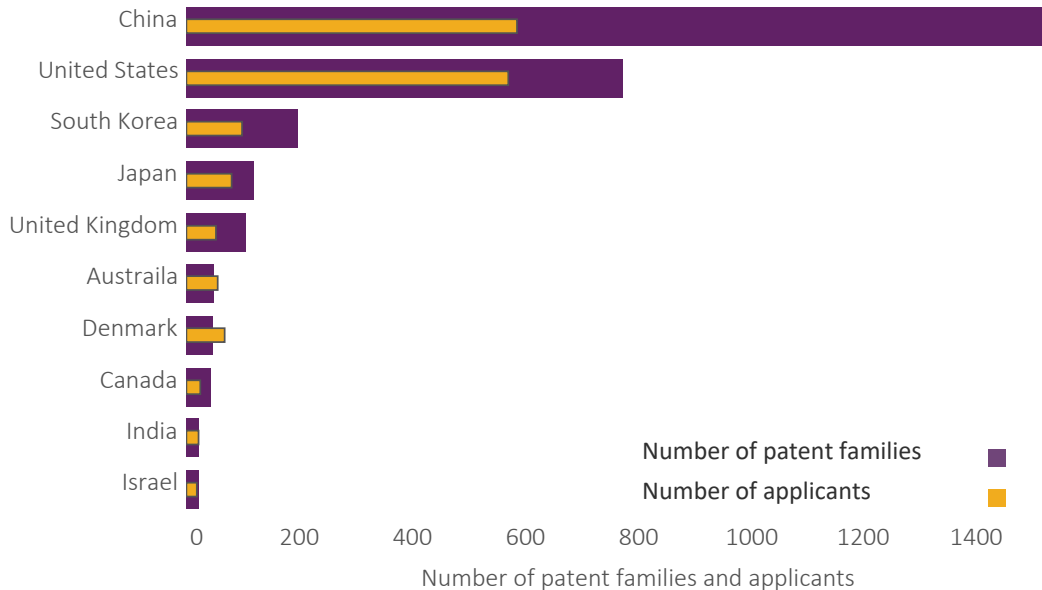
China	1581
United States	951
South Korea	220
Japan	137
Europe	131
Australia	87
Canada	69
India	65
Taiwan	53
Denmark	36
United Kingdom	28
Russia	24
Singapore	23





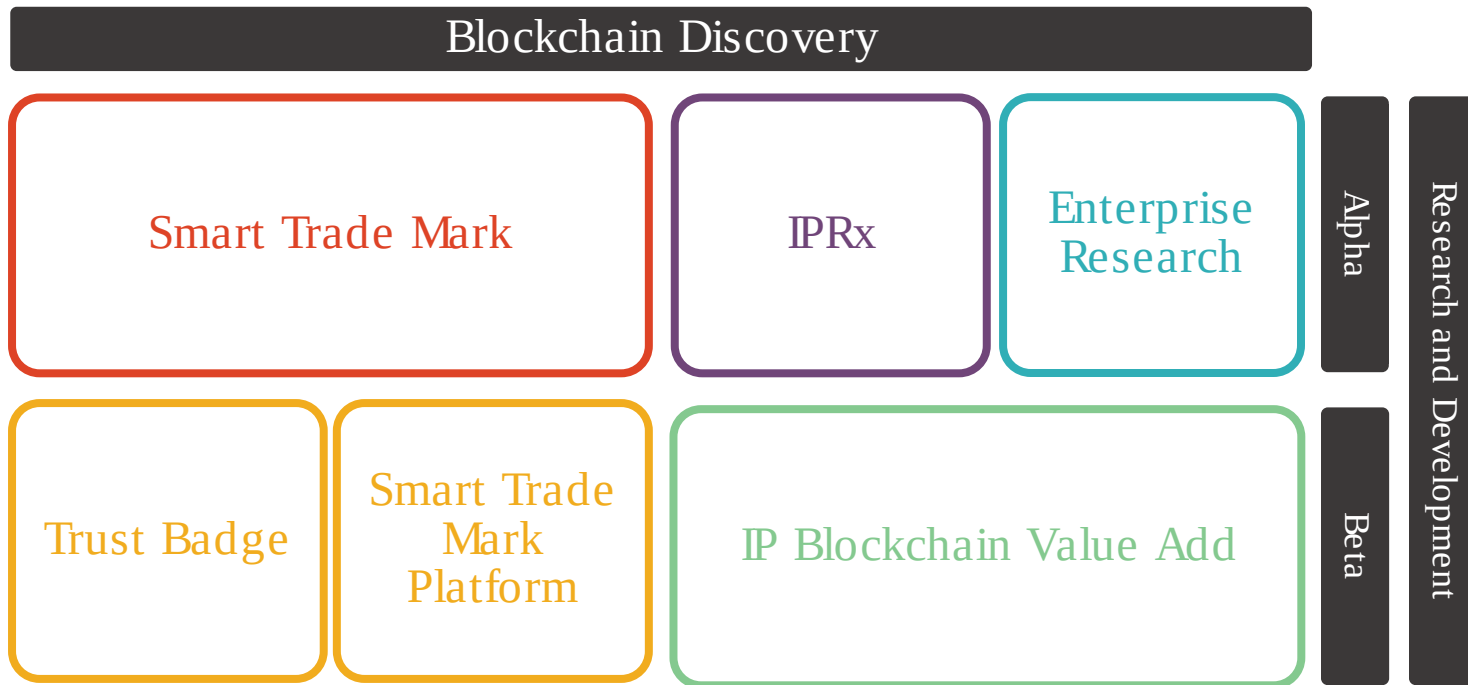
Patent Origin

Source: Derwent Innovation, accessed June 2018





IP Australia Blockchain Overview



Smart Trade Mark



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Alpha Introduction

APIs

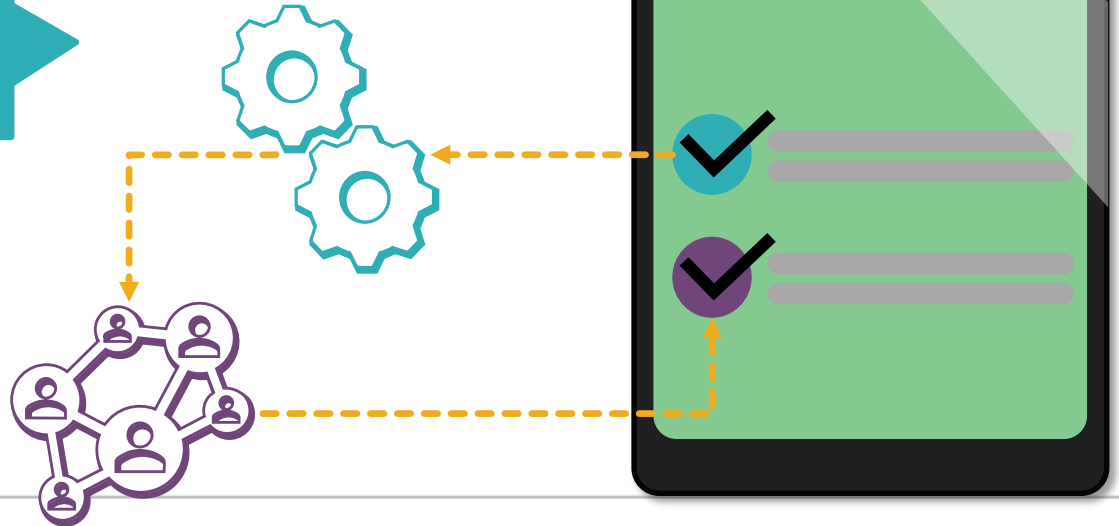
A Secure API allows the TM owner and their supply chain to leverage the trade mark to notarise events as the product moves from entity to entity.

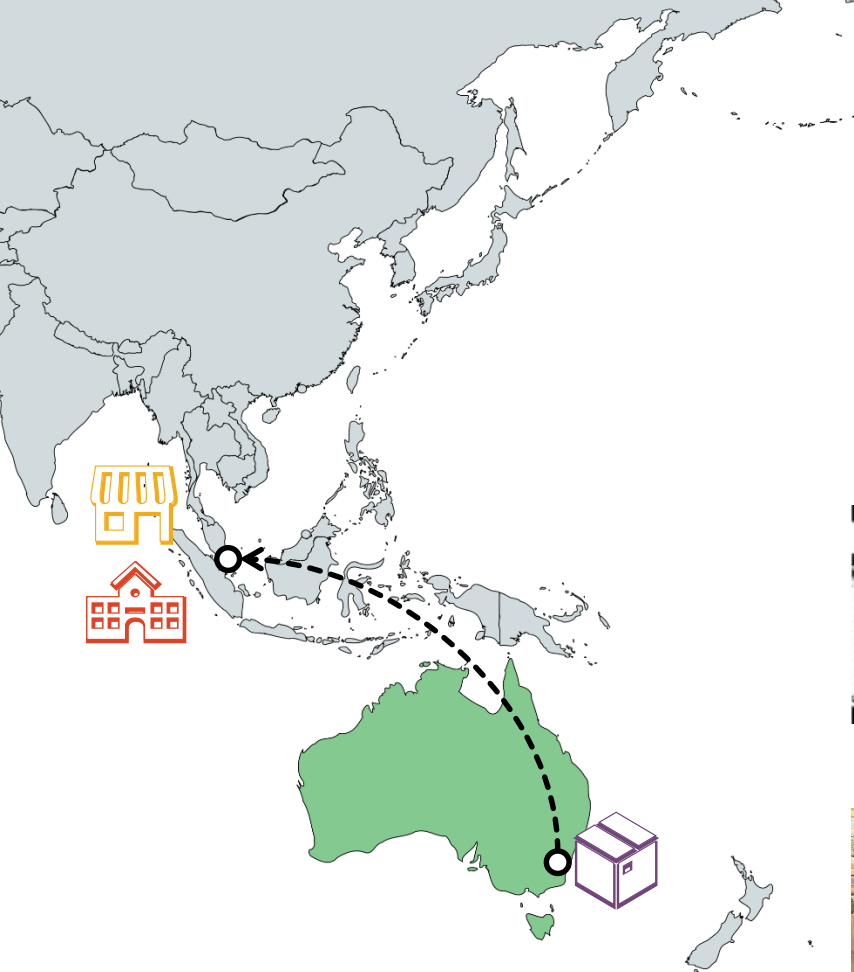
Blockchain

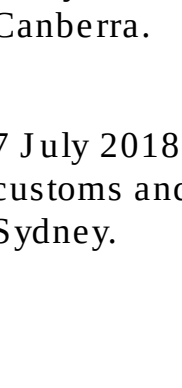
The blockchain allows the immutable storage of the supply details such as the location, event type etc as well as TM details which are securely hashed then stored.

Mobile Apps

2 Mobile apps made up the experience layer of the service. The first app allowed for the recording of supply events then second app displayed product





- 
- A vertical dashed line with circular markers at the top, middle, and bottom, representing a timeline. The markers are white with black outlines. The text is positioned to the right of the line.
- 6 July 2018 – Items labelled and packed ready for distribution from Pialligo Estate, Canberra.
 - 7 July 2018 – Package escorted through customs and product history recorded, Sydney.
 - 7 July 2018 – Produce delivered to Little Farms, Singapore.
 - 8 July 2018 – Produce delivered to Grand Hyatt, Singapore.

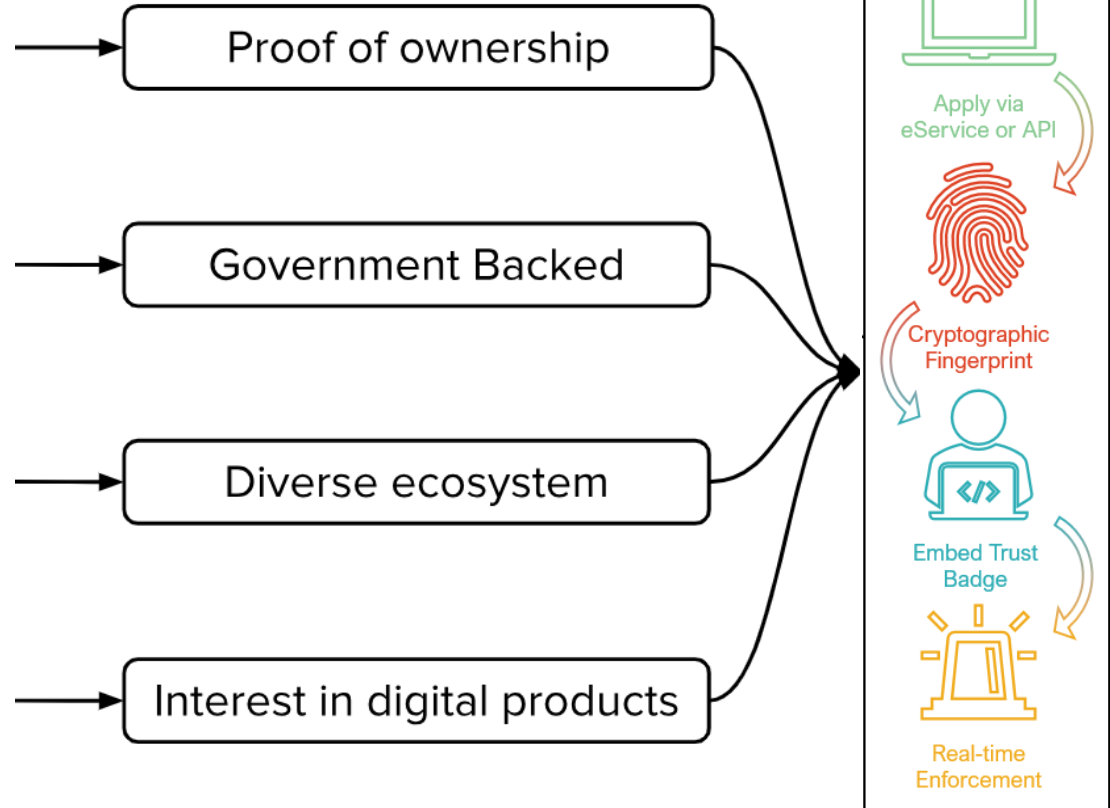
Beta Introduction

Proof of authenticity via the Smart Trade Mark was viewed as high value for participants.

Leveraging trade marks from government services gave consumers confidence in the products.

Both participants had experienced issues in supply including digital fraud, counterfeits and delays.

There is a large diversity of available supply chain application that TM holders are using/investigating.





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A product ID such as a barcode number or global identifier can be linked to the smart trade mark.



A domain can be linked to a smart trade mark.



Physical products can be verified by integrating the Smart Trade Mark URL onto the product.



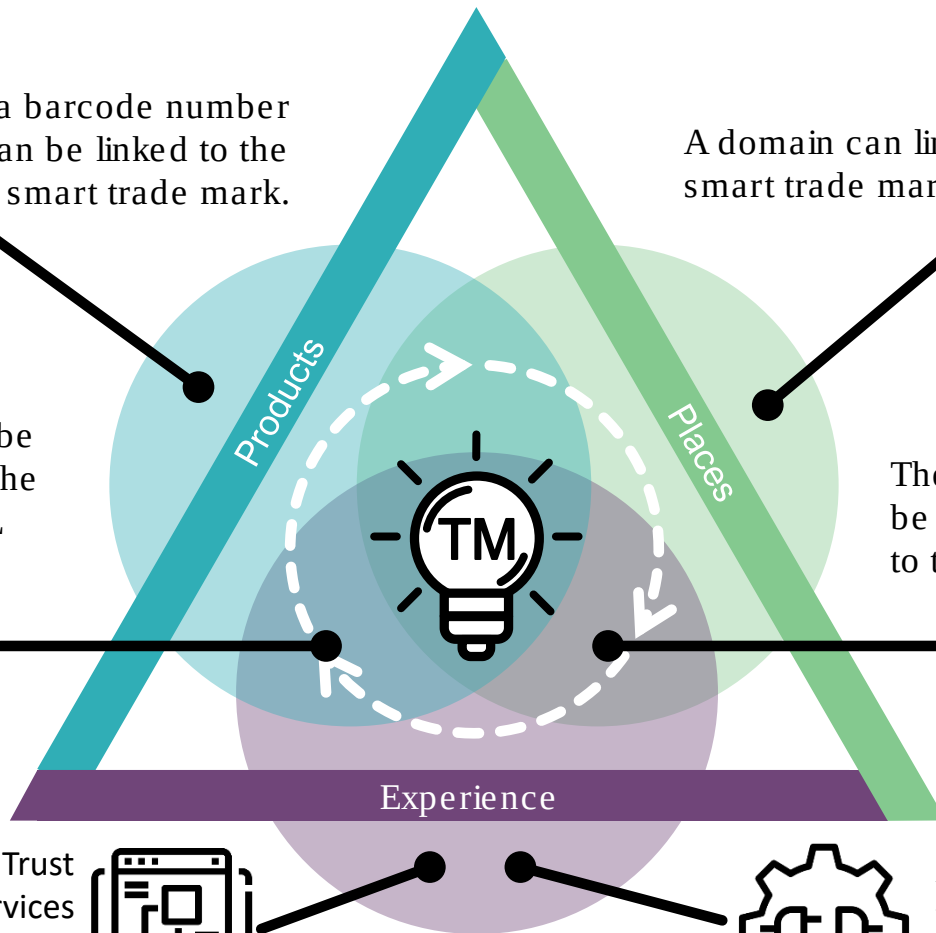
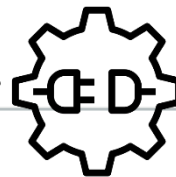
The linked domains can be verified as associated to the TM.



Small enterprise can create Trust Badges via Online Services



API Integration will provide users to create new opportunities to create and audit Smart Trade Marks.



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Smart Trade Mark - Trust Badge



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Smart Trade Mark - Trust Badge



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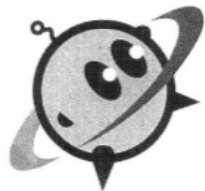
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This website uses IP Australia's Smart Trade Mark.

Trade mark 849968

[See details](#)



Status: ● Registered: Renewal due

Priority date: 12 Sep 2000

Class: 9, 41

Owner: The Crown in Right of the Commonwealth of Australia
C/- IP Australia.

✓ Verified for use on ipa-smart-seal.s3-ap-southeast-2.amazonaws.com

✓ Trade mark verified on the blockchain

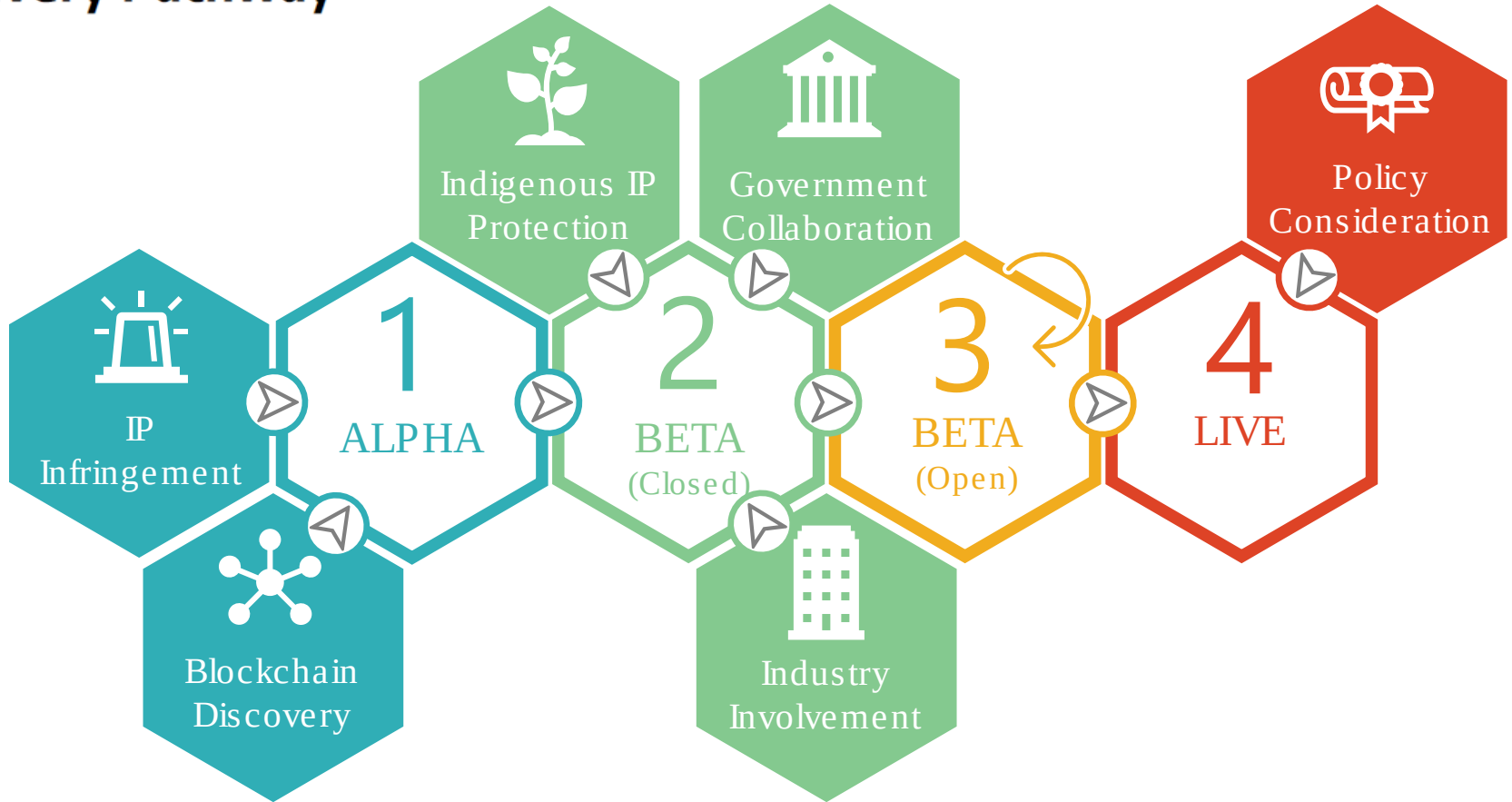
Encrypted trade mark hash

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033855504DFC8EE4B6AAB62496001B30

80435BBA

Delivery Pathway



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Update on CWS Task Force

Key Milestones:

- Round 1 discussions and circular survey January 2019
- Task Force workshop and meeting held April/May 2019.
- Skeleton Standard and workplan Developed.
- WIPO Membership into ISO to leverage ISO TC307 for blockchain standard harmonisation.
- Development of first use cases.



Task Force Member States



Survey results -
Suggested joint projects



Survey results - High value
Functions



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Contact us

1300 65 1010 (9am – 5pm)

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