

MEMORANDUM OF UNDERSTANDING

This Memorandum, made and executed this 28th day of October, 2005, in the City of Makati, Philippines, by and between:

The INTELLECTUAL PROPERTY OFFICE, a government agency created under Republic Act No. 8293, with address at No. 351 Sen. Gil Puyat Avenue, Makati City, Philippines, represented in this instance by its Director-General, Honorable Adrian S. Cristobal, Jr., hereinafter referred to as the "IPO";

And

The INTELLECTUAL PROPERTY COALITION, a no-stock, non-profit corporation organized and existing under Philippine law, with address at West Tower 2106A, Philippine Stock Exchange Centre, Exchange Road, Ortigas Center, Pasig City 1605, Philippines, represented in this instance by its Chairman, John J. Lesaca, hereinafter referred to as the "IP Coalition".

WITNESSETH, that

WHEREAS, the IPO is mandated by law "to protect and secure the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations xxx;" to promote the diffusion of knowledge and information for the promotion of national development and progress and the common good; and to "streamline administrative procedures of registering patents, trademarks and copyright, to liberalize the registration on the transfer of technology, and to enhance the enforcement of intellectual property rights in the Philippines.

WHEREAS, the IP Coalition is an umbrella organization of various IP rights stakeholder associations and other members, including the *Asosasyon ng Musikong Pilipino* Foundation (AMP), Association of Video Distributors of the Philippines (AVIDPHIL), Business Software Alliance (BSA), Council to Combat Counterfeiting and Piracy of Patents, Copyrights & Trademarks (COMPACT), Filipino Society of Composers, Authors and Publishers (FILSCAP), Organization of Filipino Composers (KATHA), Motion Picture Association (MPA), Movie Producers Distributors Association of the Philippines (MPDAP), Philippine Association of Recording Industries, Inc. (PARI), Philippine Software Industry Association (PSIA), the Quezon City Chamber of Commerce and Industry (QCCCI), the American Chamber of Commerce of the Philippines (AMCHAM); the Philippine Internet Commerce Society (PICS).

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WHEREAS, the IP Coalition aims to promote and protect Intellectual property rights by enabling institution and capacity building and serving as the primary policy caucus of the private sector.


NOW, THEREFORE, FOR AND IN CONSIDERATION of the foregoing premises and the mutual covenants set forth hereunder, the IPO and IP Coalition jointly subscribe, as follows:


1. An effective and efficient intellectual and industrial property system is vital to the development of domestic and creative activity, facilitates transfer of technology, attracts foreign investments, and ensures market access for Philippine products and services.
2. A partnership between the government and the private sector in the drive to promote and protect intellectual property rights can yield faster, far better and more meaningful results that will redound to the benefit of people.
3. Believing in this truth and the imperatives it spawns, the IPO and the IP Coalition profess to harness their respective energies to
 - Advocate for a progressive agenda of legislative and administrative reforms in matters affecting intellectual property rights;
 - Educate and enhance public awareness of intellectual property rights in order to cultivate a culture of intellectual integrity; and
 - Monitor the implementation of laws and regulations affecting intellectual property rights to ensure genuine protection and promotion of IPR.
4. In the pursuit of the ideals and objectives set forth in this Memorandum, the IPO and IP Coalition pledge to support each other and nurture a strategic partnership that will work to open the gateway to economic growth and progress through genuine protection and promotion of intellectual property rights.

IN WITNESS WHEREOF, the Parties have set their hand at the place and on the date first above written.

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Adrian S. Cristobal, Jr.
Director General
Intellectual Property Office


John J. Lesaca
Chairman
Intellectual Property Coalition

SIGNED IN THE PRESENCE OF

