



REPUBLIC OF THE PHILIPPINES

PHILIPPINE STATISTICS AUTHORITY

## PRESS RELEASE

### **PSA Grants Clearance for the Conduct of the Baseline Survey on Intellectual Property Awareness**

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The Philippine Statistics Authority (PSA) granted clearance to the conduct of the Baseline Survey on Intellectual Property Awareness by the Intellectual Property Office of the Philippines (IPOP HL) in cooperation with the World Intellectual Property Organization (WIPO).

The nationwide survey, which will be conducted in April to June 2021, aims to:

- a. establish a baseline level of intellectual property awareness in the Philippines;
- b. gauge the general perception of the public on the effects of the use of infringing, counterfeit, and pirated goods to rights holder, consumers, and the local industry; and
- c. measure the effectiveness of the government's campaign on respect for IP and efforts against infringement, counterfeiting, and piracy.

The results of the survey will serve as basis in gauging the effectivity of the IPOP HL current programs as well as in formulating future plans and strategies. It will also guide IPOP HL in crafting initiatives as well as develop needed programs and policies to address other issues that may surface especially during the pandemic such as low intellectual property (IP) awareness in some areas and low appreciation on the effects of the use of counterfeit goods due to limited physical mobility and access to markets.

Some of the major data items to be collected in this undertaking are about the following:

- a. Socio-demographic characteristics;
- b. Awareness of the different types of intellectual property;
- c. Strategies to fight counterfeiting and piracy;
- d. Awareness on government programs and laws on intellectual property;
- e. Effectiveness of government programs on intellectual property;
- f. Factors affected by counterfeiting and piracy; and



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g. Beneficiaries of intellectual property protection.

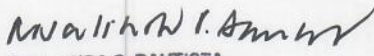
A total budget amounting to PhP4.5 million will be utilized in the survey. Results of the survey are targeted to be released in July 2021.

This undertaking was reviewed and cleared for conduct under the Statistical Survey Review and Clearance System (SSRCS), a mechanism being implemented by the PSA by virtue of Rule 28 of Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 10625 to:

- a. ensure sound design for data collection;
- b. minimize the burden placed upon respondents;
- c. effect economy in statistical data collection;
- d. eliminate unnecessary duplication of statistical data collection efforts; and
- e. achieve better coordination of government statistical activities.

In line with this, the PSA enjoins the public to support the said survey.

For further information on the SSRCS, please contact the Statistical Standards Division (SSD) of the Standards Service (SS) with telephone numbers (02) 8376-1928 and (02) 8376-1931, and email addresses [ssd.staff@psa.gov.ph](mailto:ssd.staff@psa.gov.ph) or [ssdss.staff@gmail.com](mailto:ssdss.staff@gmail.com).



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