

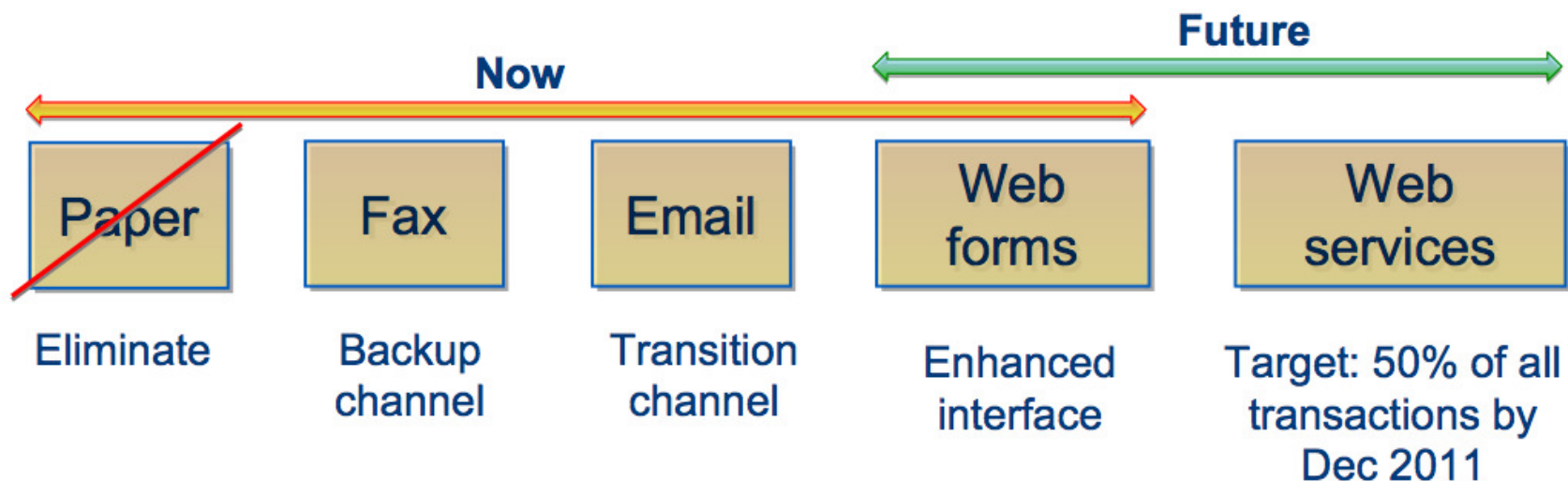


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Services Update and Future Initiatives

CPASS Asia/Pacific Inprotech Client Conference
19 November 2010

Inward Communication Channels



Transactions initiated from
www.business.govt.nz in
2011



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Online Service Adoption

| | May 2010 | Oct 2010 | Change |
|-------------------------------|----------|----------|--------|
| Patent application | 54% | 68% | +14 |
| Design application | 81% | 84% | +3 |
| Trade mark application | 93% | 97% | +4 |

| | | | |
|---------------------------|-----|-----|-----|
| Patent renewal | 60% | 81% | +21 |
| Design renewal | 61% | 62% | +1 |
| Trade mark renewal | 89% | 85% | -4 |

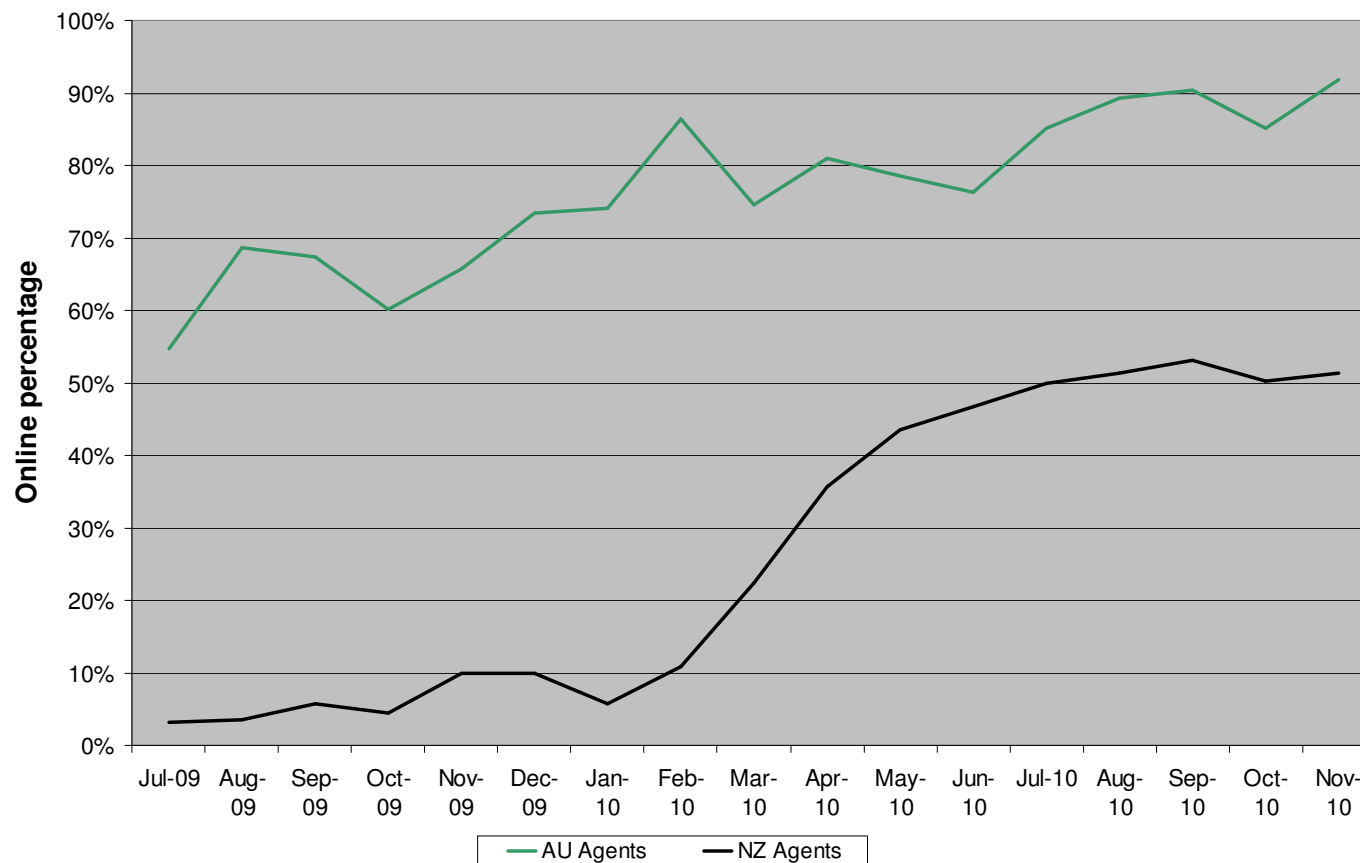
| | | | |
|-----------------------------|-----|-----|-----|
| Correspondence (all) | 34% | 57% | +23 |
|-----------------------------|-----|-----|-----|

Online filing percentage



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PCT Online Filing Uptake



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Electronic Correspondence

- Letterhead and signature incorporated into electronically available IPONZ documents
- Cross-government branding
- 2010 – Available in View IP History
- 2011 – Emailed to client



3 August 2010

IP Agent & Associates
542 Distinctive Road
Innovation Heights
Noveltyville, 3342
New Zealand

IP Number: 978654
Trade Mark: Product Spec Systems
Classes: 9,33
Proprietor: Company Systems Limited

Request for Trademark Information

We acknowledge receipt of your request of 23 July 2010 for more information.

We have considered your request in accordance with Regulation 123 of the Trade Marks Regulations 2003, which states:

The Commissioner may, if satisfied in a particular case that there are genuine and exceptional circumstances that justify it, provide information, except where these regulations stipulate that information may not be provided.

Therefore, where the Applicant fails to demonstrate the existence of genuine and exceptional reasons for more information, the Office will refuse the request. No, this is not a real regulation.

As you have provided no reasons for your request, we are unable to determine if genuine and exceptional circumstances exist. Therefore, we cannot provide the requested information.

If you have any questions, please contact me on +64 4 978 3616.

Your sincerely

Joe Bloggs
Examiner
For the Commissioner of Patents, Trade Marks and Designs

IT Systems Replacement

| | |
|--|-------------|
| Case management high level requirements defined | ✓ |
| Vendor selected (Sword Group) | ✓ |
| Internal search tools operational | ✓ |
| Patents (EPOQUENet) | ✓ |
| Trade marks and designs (Accepto) | ✓ |
| Case management, database, website systems replacement | In progress |
| National Trade Marks and Designs | Dec 2011 |
| International Trade Marks (Madrid) | |
| Patents and Plant Variety Rights | Jun 2012 |



BusinessData Web Services

- Ministry of Economic Development web service platform
- Authentication and billing provision
- Secure web services
- IPONZ services first available April 2010
- Customer management portal undergoing pre-release testing



IPONZ Web Services

| Service | Status | Release Date |
|-----------------------------|------------|--------------|
| Trade mark application | Production | Apr 2010 |
| Design application | Production | Apr 2010 |
| Patent national phase entry | In test | Dec 2010 |
| Trade mark renewal | Production | Apr 2010 |
| Design renewal | Production | Apr 2010 |
| Patent renewal | Production | Apr 2010 |
| GetIP trade mark | In test | Dec 2010 |
| GetIP design | In test | Dec 2010 |
| GetIP patent | In test | Dec 2010 |



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| Services | | | | |
|---|-------------------------------|--|--|----------------------|
| Services | Description | Version | Status | Test Service |
| Your current version is 1.0 | | | | |
| IPOL Trademark Application | Trademark application service | <div>Version 2.0 Version 2.0 10pm</div> <div>15/11/2010</div> <div>CANCEL >> SAVE >></div> | Upgrade Available | Test |
| IPOL Trademark Renewal | Trademark renewal service | 1.0 | <div>EDIT >></div> Upgrade Available | Test |
| TestServiceTwo | TestServiceTwo Description | 2.0 | On Latest Version | Test |
| TestServiceOne | TestServiceOne Description | <input type="checkbox"/> Request Access | On Latest Version | Test |
| IPOL Get Design Object | Get Design Object | <input type="checkbox"/> Request Access | <div>SAVE >></div> Please Request Access | Test |
| IPOL Get Design Information | Get Design Information | <input type="checkbox"/> Request Access | <div>SAVE >></div> Please Request Access | Test |

Future Web Services

- Direct system-to-system transfer of case correspondence
- Retrieval of IPONZ customer data for use in new applications
- Other customer-driven ideas...



Questions



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