

IPONZ INTERNATIONAL STRATEGY

OUR VISION

To increase the global competitiveness of New Zealand businesses by helping them protect and leverage their intellectual property (IP) in overseas markets.

OUR OPERATIONAL ENVIRONMENT

We operate IP registration systems that are governed by international treaties. New Zealand businesses use these systems to protect their IP in global markets and 60% of our incoming work volume comes via these channels.

OUR ENGAGEMENT PRINCIPLES

- › We fulfil our legal, international treaty and trade obligations
- › We leverage relationships to support New Zealand's overseas interests
- › We focus and prioritise relationships based on mutual benefits
- › We invest in building medium to long-term, targeted relationships

OUR ENGAGEMENT DRIVERS

Customers

- › Enabling international ease of doing business
- › Contributing to improved international consistency and efficiency in IP decision making

Systems

- › Using international tools
- › Gaining specialist guidance and sharing our expertise with others
- › Enabling the flow and availability of information

People & capability

- › Learning from other IP offices and related agencies
- › Improving skills and professional development
- › Promoting work-sharing with other jurisdictions

Profile

- › Maintaining visibility, reputation and influence

OUR DESIRED OUTCOMES

Consistent

- › Consistent and predictable outcomes for clients operating in international markets
- › Harmonised practices for better results, decisions and outcomes for clients

Ease of doing business

- › Improved access to international markets with the right IP protection

Collaborative

- › International standards, practices and rules are fit for purpose for NZ businesses
- › International cooperation that is harmonised where possible
- › Benefits are realised from work-sharing and the use of shared technology

Credible

- › Recognised for delivering efficient, high quality IP rights
- › Recognised as a valued contributor in international settings

OUR FOCUS AREAS

IP agencies

World Intellectual Property Organization, International Union for the Protection of New Varieties of Plants

Countries & regions

Australia, China*, Europe, Japan (Global Patent Prosecution Highway), Pacific, Singapore, UK, USA

Trade

Association of Southeast Asian Nations, Asia-Pacific Economic Cooperation

Industry bodies

International Trademark Association, The Institute of Patent and Trade Mark Attorneys of Australia

*bilateral agreements