

## Industrial Design Questionnaire

*This questionnaire is divided in two parts. "Part 1" is about you – the applicant – and "Part 2" is about one or more particular Industrial Design application(s) that you filed at the Intellectual Property Office of the Philippines and that are depicted below.*

***Application number:***

#####

***Design:***

*For the respondent of this questionnaire: What position do you have in your company?*

- Designer or professional in research and development team*
- Professional in legal department / specialized intellectual property team*
- Professional in manufacturing / production team*
- Professional in marketing / advertising / sales team*
- Chief Executive Officer or professional in the senior management*
- Other (Please specify) \_\_\_\_\_*

## Part I: About the applicant

### Section A: Information about the applicant as indicated in the Industrial Design application(s): XXXXXXX

I.A.1. Please specify the type of your company's majority **ownership structure** in 2013: (More than one answer is possible)

<input type="checkbox"/> State ownership	<input type="checkbox"/> Filipino private ownership	<input type="checkbox"/> Subsidiary of foreign enterprise	<input type="checkbox"/> Other _____
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I.A.2. Approximately, how many **employees** were working in your company in 2013?

<input type="checkbox"/> 1-9 people	<input type="checkbox"/> 50-99 people	<input type="checkbox"/> 200-499 people	<input type="checkbox"/> More than 10,000 people
<input type="checkbox"/> 10-49 people	<input type="checkbox"/> 100-199 people	<input type="checkbox"/> 500-10,000 people	<input type="checkbox"/> I don't know

I.A.3. Is your company **headquartered** in the Philippines?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
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I.A.4. Do you have subsidiaries or branch offices in other countries? (More than one answer is possible)

<input type="checkbox"/> Other <b>ASEAN*</b> countries	<input type="checkbox"/> Asia (except <b>ASEAN*</b> )	<input type="checkbox"/> North America	<input type="checkbox"/> Western Europe	<input type="checkbox"/> Other	<input type="checkbox"/> Not applicable
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\***ASEAN countries:** Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Rep., Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

I.A.5. How **old** was your company in 2013?

<input type="checkbox"/> 2 years or younger	<input type="checkbox"/> 6-10 years old	<input type="checkbox"/> 21 years or older
<input type="checkbox"/> 3-5 years old	<input type="checkbox"/> 11-20 years old	<input type="checkbox"/> I don't know

I.A.6. What was your company's **main line of business** in 2013?

<input type="checkbox"/> Agriculture, forestry and fishing	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Other services
<input type="checkbox"/> Mining and quarrying	<input type="checkbox"/> Design services	<input type="checkbox"/> Other _____

I.A.7. Please indicate your company's annual **sales figures** in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.8. Please indicate your company's **export sales** in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.9. Please indicate your company's approximate **export shares** in 2013 in each of the regions below. (The shares should sum up to 100% in total)

Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other	Not applicable
__%	__%	__%	__%	__%	<input type="checkbox"/>

\***ASEAN countries:** Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Rep., Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

I.A.10. Please indicate your company's **research and development (R&D)** expenditure in 2013:

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

I.A.11. Did your company have a **self-standing department devoted to design innovation** in 2013?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> I don't know
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I.A.12. Roughly how many **employees with professional experience as designers** were employed in your company in 2013?

Women	_____	people
Men	_____	people
Total	_____	people

I.A.13. Which of the following would best describe the **financing** of the design activities in your company in 2013? (More than one answer is possible)

<input type="checkbox"/> Self-standing design budget	<input type="checkbox"/> Share of advertising, marketing, and sales budget	<input type="checkbox"/> Other _____
<input type="checkbox"/> Share of research and development budget	<input type="checkbox"/> Share of manufacturing budget	

I.A.14. Who manages the application, registration, and maintenance of Industrial Designs in your company?

<input type="checkbox"/> Designers/ design department	<input type="checkbox"/> Legal department/ specialized intellectual property department
<input type="checkbox"/> Chief Executive Officer	<input type="checkbox"/> Other _____

I.A.15. Please indicate if your company owns the following **intellectual property rights (IPR)** in the different regions indicated. (Please focus on the number of rights currently in force).

IPR	Regions		The Philippines		Other ASEAN countries		Asia (except ASEAN)		North America		Western Europe		Other		I don't know
	1	>5	1	>5	1	>5	1	>5	1	>5	1	>5	1	>5	
Patents	<input type="checkbox"/>														
Utility Models	<input type="checkbox"/>														
Trademarks	<input type="checkbox"/>														
Industrial Designs	<input type="checkbox"/>														

I.A.16. Are you aware of **WIPO's Hague System** for the International Registration of Industrial Designs?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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I.A.17. You have opted for industrial design rather than only copyright protection for your designs because: (More than one answer is possible)

<input type="checkbox"/> I was not aware that my designs are protected by copyright	<input type="checkbox"/> I need a documented proof of ownership for my design
<input type="checkbox"/> Copyright only protects certain elements of my design	<input type="checkbox"/> My lawyer advised me to
<input type="checkbox"/> Industrial design provides a stronger protection for my design	<input type="checkbox"/> Other _____

## Part II: About the Industrial Design

**Application number:**

**Design:**

#####

### Section A: About designer YYYYYYY

II.A.1. What was the **age of the designer** in **2013**?

<input type="checkbox"/> <18 years old	<input type="checkbox"/> 25-34 years old	<input type="checkbox"/> 51-65 years old	<input type="checkbox"/> I don't know
<input type="checkbox"/> 18-24 years old	<input type="checkbox"/> 35-50 years old	<input type="checkbox"/> >65 years old	

II.A.2. **Gender:**

<input type="checkbox"/> Female	<input type="checkbox"/> Male
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II.A.3. When did the designer **join** your company?

- |  |  |                                       |
|--|--|---------------------------------------|
| <input type="checkbox"/> Between 2011 and 2013 | <input type="checkbox"/> Between 2002 and 2004 | <input type="checkbox"/> Before 1996  |
| <input type="checkbox"/> Between 2008 and 2010 | <input type="checkbox"/> Between 1999 and 2001 | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Between 2005 and 2007 | <input type="checkbox"/> Between 1996 and 1998 | <input type="checkbox"/> I don't know |

II.A.4. What is the highest **level of education** attained by the designer?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Secondary school or lower         | <input type="checkbox"/> Master's degree or equivalent | <input type="checkbox"/> Design-equivalent degree |
| <input type="checkbox"/> High school diploma or equivalent | <input type="checkbox"/> Doctoral degree or equivalent | <input type="checkbox"/> Other _____              |
| <input type="checkbox"/> Bachelor's degree or equivalent   | <input type="checkbox"/> Post-doctoral degree          | <input type="checkbox"/> I don't know             |

II.A.5. What is the **professional background** of the designer? (More than one answer is possible)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Architecture            | <input type="checkbox"/> Art                 | <input type="checkbox"/> Other Engineering fields _____ |
| <input type="checkbox"/> Business and economics  | <input type="checkbox"/> (Industrial) Design | <input type="checkbox"/> Other _____                    |
| <input type="checkbox"/> Computer science and IT | <input type="checkbox"/> Design Engineering  |   |

## Section B: Contribution of YYYYYY to application #####

II.B.1. Please indicate the **function or department** where the designer was employed during the time of the development of the design:

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Design innovation        | <input type="checkbox"/> Manufacturing/Production        | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Senior management |
| <input type="checkbox"/> Research and Development | <input type="checkbox"/> Marketing / Advertising / Sales | <input type="checkbox"/> Logistics       | <input type="checkbox"/> Other _____       |

II.B.2. Did the designer receive any of the following **benefits** as a result of this Industrial Design? (More than one answer is possible)

- |   |  |
|---|--|
| <input type="checkbox"/> Permanent salary increase  | <input type="checkbox"/> Promotion / new career opportunity / permanent contract                                   |
| <input type="checkbox"/> Bonus payment in addition to a fixed salary  | <input type="checkbox"/> The designer did not receive any additional compensation as it was included in the salary |
| <input type="checkbox"/> Payments conditional on the actual commercial application of the design (e.g., sales of the product or royalties from licensing) | <input type="checkbox"/> Not applicable  |

## Section C: Design Process

II.C.1. Which one of the following statements below best **describes how the design was created**?

- |  |
|--|
| <input type="checkbox"/> The whole design process took place internally within our company |
| <input type="checkbox"/> The whole design process was outsourced to an external entity     |
| <input type="checkbox"/> Part of the design process was internal and part of it external   |

II.C.2. How did you **finance** the creation and development of this Industrial Design? (More than one answer is possible)

- |  |   |
|--|---|
| <input type="checkbox"/> Internal funds  | <input type="checkbox"/> External venture capital     |
| <input type="checkbox"/> External loans (e.g.: Bank, family and friends, etc.) | <input type="checkbox"/> Government subsidies         |
| <input type="checkbox"/> External venture capital                              | <input type="checkbox"/> Other external sources _____ |

II.C.3. Please indicate in which **department** the idea for this Industrial Design **originated**?

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Design innovation        | <input type="checkbox"/> Manufacturing / Production      | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Senior management |
| <input type="checkbox"/> Research and Development | <input type="checkbox"/> Marketing / Advertising / Sales | <input type="checkbox"/> Logistics       | <input type="checkbox"/> Other _____       |

II.C.4. Please indicate the **sources of inspiration** for the design and their importance:

Sources		Not important	Somewhat important				Very important	Not relevant
		1	2	3	4	5		
Variation on previous own design		<input type="checkbox"/>						
Inspired by other designs in the marketplace, as revealed in:	Industrial Design filing	<input type="checkbox"/>						
	Design magazines	<input type="checkbox"/>						
	Trade, design, or art fairs	<input type="checkbox"/>						
	Products sold	<input type="checkbox"/>						
Supplier feedback		<input type="checkbox"/>						
Educational institute via:	Scientific publications	<input type="checkbox"/>						
	Science fairs	<input type="checkbox"/>						
	Design competitions	<input type="checkbox"/>						
	Student project	<input type="checkbox"/>						
Other _____.		<input type="checkbox"/>						

II.C.5. **How long** did the development of the design require in total? (Regardless of the number of people working on the design)

< than 1 week    1-4 weeks    1-3 months    4-6 months    7-12 months    1-2 years    > than 2 years    I don't know

## Section D: The following questions refer to the design associated with this Industrial Design

II.D.1. Why did you apply for an Industrial Design right for your design? Please rate the following reasons:

Reasons for Industrial Design filing	Not important	Somewhat important				Very important	Not relevant
	1	2	3	4	5		
<b>Prevent imitation of my design innovation</b> ( <i>benefit from exclusivity when commercializing the design</i> )	<input type="checkbox"/>						
<b>Freedom to operate</b> ( <i>prevent other companies from registering the same or similar Industrial Designs, which could entail legal conflicts</i> )	<input type="checkbox"/>						
<b>Licensing</b> ( <i>obtain exclusive right to license the design in order to generate licensing revenues</i> )	<input type="checkbox"/>						
<b>Reputation</b> ( <i>the Industrial Design filing enhances my reputation as a design innovator</i> )	<input type="checkbox"/>						
Other _____.	<input type="checkbox"/>						
I don't know				<input type="checkbox"/>			

II.D.2. What is the **current status** of this Industrial Design application?

Granted    Pending    Canceled  
 Rejected    Abandoned    I don't know

II.D.3. When did you decide to file this **Industrial Design application**?

$t_0$ : as soon as the design was created    Approximately at the same time as creation and commercialization  
  $t_1$ : after creation of the design but before commercialization    Not applicable  
  $t_2$ : during commercialization stage    I don't know  
  $t_3$ : after commercialization

II.D.4. Has the Industrial Design associated with this design been **sold** to a third party? (not related to the original owner)

<input type="checkbox"/> Yes, to a party in the Philippines	<input type="checkbox"/> No, and I would be unwilling to sell
<input type="checkbox"/> Yes, to a party abroad	<input type="checkbox"/> I don't know
<input type="checkbox"/> No, but I would be willing to sell	

II.D.5. Has the Industrial Design associated with this design been **licensed** to a third party? (not related to the original owner)

<input type="checkbox"/> Yes, to a party in the Philippines	<input type="checkbox"/> No, and I would be unwilling to license
<input type="checkbox"/> Yes, to a party abroad	<input type="checkbox"/> I don't know
<input type="checkbox"/> No, but I would be willing to license	

II.D.6. This is a hypothetical question. Suppose that on the day on which this Industrial Design was applied for, you had all the information that you have today regarding the value of this design. In the case where a potential competitor had been interested in buying this Industrial Design, what would have been the minimum price for which you would have been willing to sell this Industrial Design?

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

II.D.7. Compared to other Industrial Designs of your **company**, how would you **rate the economic value** of this Industrial Design?

<input type="checkbox"/> Top 10%	<input type="checkbox"/> Bottom 50%
<input type="checkbox"/> Top 25%, but not top 10%	<input type="checkbox"/> I don't know
<input type="checkbox"/> Top 50%, but not top 25%	

II.D.8. Compared to other Industrial Designs in your **industry field**, how would you **rate the economic value** of this Industrial Design?

<input type="checkbox"/> Top 10%	<input type="checkbox"/> Bottom 50%
<input type="checkbox"/> Top 25%, but not top 10%	<input type="checkbox"/> I don't know
<input type="checkbox"/> Top 50%, but not top 25%	

II.D.9. Has this Industrial Design won any **international award(s)**?

<input type="checkbox"/> Yes, without any financial prize	<input type="checkbox"/> No, but it has been nominated for an award by a selection committee
<input type="checkbox"/> Yes, with financial prize	<input type="checkbox"/> No

## Section E: The following questions refer to the product(s) associated with this Industrial Design.

II.E.1. How many **products** incorporate this Industrial Design?

<input type="checkbox"/> 0 product (proceed to Section F)	<input type="checkbox"/> 2-5 products	<input type="checkbox"/> >10 products
<input type="checkbox"/> 1 product	<input type="checkbox"/> 6-10 products	<input type="checkbox"/> I don't know

II.E.2. Which **intellectual property** rights have you used in relation to the **main product** associated with this design filing to protect it from imitation, both nationally and internationally? (Please tick all relevant boxes)

Intellectual property right	The Philippines	Other ASEAN countries	Asia (except ASEAN)	North America	Western Europe	Other
Patents	<input type="checkbox"/>					
Utility Models	<input type="checkbox"/>					
Trademarks	<input type="checkbox"/>					
Industrial Designs	#####	<input type="checkbox"/>				

II.E.3. How does this design contribute to the following **improved functionalities** of the main product?

Functional quality	Very low					Very high	Does not improve at all
	1	2	3	4	5		
Ease of use	<input type="checkbox"/>						
Durability	<input type="checkbox"/>						
Improved ergonomics	<input type="checkbox"/>						
Greater security	<input type="checkbox"/>						
Recyclability	<input type="checkbox"/>						
Portability	<input type="checkbox"/>						
Lighter weight (due to new material, new process)	<input type="checkbox"/>						
Other _____	<input type="checkbox"/>						

II.E.4. Has the main product associated with this Industrial Design been **commercialized**?

<input type="checkbox"/> Yes, commercialization began in year __ and still in the market	<input type="checkbox"/> No, never commercialized
<input type="checkbox"/> Yes, commercialization began in year __ but stopped in year __.	<input type="checkbox"/> I don't know
<input type="checkbox"/> Preparing for commercialization	

II.E.5. Please indicate the accumulated **sales of the main product associated with this Industrial Design** (since market introduction to the latest relevant year):

<input type="checkbox"/> 0	<input type="checkbox"/> 138,001-460,000 ₱	<input type="checkbox"/> 4.6-13.8 Million ₱	<input type="checkbox"/> 138-460 Million ₱	<input type="checkbox"/> More than 4,600 Million ₱
<input type="checkbox"/> 1-46,000 ₱	<input type="checkbox"/> 460,001-1.38 Million ₱	<input type="checkbox"/> 13.8-46 Million ₱	<input type="checkbox"/> 460-1,380 Million ₱	<input type="checkbox"/> I don't know
<input type="checkbox"/> 46,001-138,000 ₱	<input type="checkbox"/> 1.38-4.6 Million ₱	<input type="checkbox"/> 46-138 Million ₱	<input type="checkbox"/> 1,380-4,600 Million ₱	

## Section F: Fighting infringement of Industrial Design

II.F.1. Has this design been **imitated**?

<input type="checkbox"/> Yes, in the Philippines	<input type="checkbox"/> No (proceed to Section G)
<input type="checkbox"/> Yes, abroad	<input type="checkbox"/> I don't know (proceed to Section G)

II.F.2. **How soon** after you revealed the design to the public was the design **imitated**?

<input type="checkbox"/> < than 1 week	<input type="checkbox"/> 1-3 months	<input type="checkbox"/> 7-12 months	<input type="checkbox"/> > than 2 years
<input type="checkbox"/> 1-4 weeks	<input type="checkbox"/> 4-6 months	<input type="checkbox"/> 1-2 years	<input type="checkbox"/> I don't know

II.F.3. How were you made **aware** that your design was **imitated**?  
(More than one answer is possible)

<input type="checkbox"/> Product sold to the public	<input type="checkbox"/> Customers / users	<input type="checkbox"/> I don't know
<input type="checkbox"/> Magazine or other media	<input type="checkbox"/> Supplier	
<input type="checkbox"/> Trade or design fair	<input type="checkbox"/> Other _____	

II.F.4. Please rate the level of **financial loss due to infringement** relative to your total sales of this product.

	Very low	Somewhat high			Very high	No loss
	1	2	3	4	5	
Level of financial loss	<input type="checkbox"/>					

II.F.5. Have you taken actions to **stop infringement**? (More than one answer is possible)

<input type="checkbox"/> Yes, through court order authorizing raid of infringing producer	<input type="checkbox"/> Yes, through other means _____.
<input type="checkbox"/> Yes, through media exposure	<input type="checkbox"/> No (go to Q.II.F.7)
<input type="checkbox"/> Yes, through cease and desist letter	<input type="checkbox"/> I don't know
<input type="checkbox"/> Yes, through seizure of goods at border / customs	

II.F.6. If yes, was this **action effective** to stop the imitation?  Yes  Not yet  Partially effective  No

II.F.7. If you did **not take any actions** to stop infringement, **why** not? (More than one answer is possible)

<input type="checkbox"/> Short product life cycle in relation to any legal remedy <input type="checkbox"/> Different geographic market, not harming my sales <input type="checkbox"/> Difficulty of proving infringement	<input type="checkbox"/> Legal costs of fighting infringement too high <input type="checkbox"/> Other _____
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## Section G: Application Process

II.G.1. Did you file this Industrial Design through an **agent**?  Yes  No  I don't know

II.G.2. Which one of the statement(s) below describes the **main hurdle(s)** you faced in applying for this Industrial Design? (More than one answer is possible)

Issue	Least burdensome	Somewhat burdensome			Most burdensome	Not relevant
	1	2	3	4	5	
Application fee	<input type="checkbox"/>					
Lawyer's / agent's fees	<input type="checkbox"/>					
Drafting of application	<input type="checkbox"/>					
Length of application process	<input type="checkbox"/>					
Understanding how the application process works	<input type="checkbox"/>					

II.G.3. Did a third party file an **opposition** to your Industrial Design filing?  Yes  No  I don't know

II.G.4. If you did **not file** for Industrial Design protection abroad, what were the **reasons**?

Issue	Least burdensome	Somewhat burdensome			Most burdensome	Not relevant
	1	2	3	4	5	
Commercial activity abroad	<input type="checkbox"/>					
Application fee	<input type="checkbox"/>					
Lawyer's / agent's fees	<input type="checkbox"/>					
Drafting of foreign application	<input type="checkbox"/>					
Length of application process	<input type="checkbox"/>					
Enforceability of Industrial Design rights abroad	<input type="checkbox"/>					

Do you have any additional comments?

\_\_\_\_\_

Thank you very much for your participation in this survey. If you are interested in receiving the report of this study, please indicate your email address here; it will be kept confidential and only used for the purpose of this survey.

e.mail: \_\_\_\_\_