

Superbrands

Media Coverage

Country	Date	Publication
Philippines	2015	Press Clippings

AWARDED
Superbrands
Philippines' Choice

Superbrands

VOLUME IX
2nd Certificate Award
CROWN REGENCY HOTEL MAKATI
DECEMBER 9, 2015

Awardees and Hosts: A group of approximately 15 people, including brand representatives and Superbrands officials, are posed together. Several individuals are holding framed certificates that read "Superbrands Volume IX 2nd Certificate Award".

Logos of Awarded Brands:

- A BONNE, Asahi, Chooks to Go, EM-CORE DOT NET, J&T, Sante Barley, Solignum, spark, supreme deals, Yakult.

The Superbrand Volume IX Program celebrates the Awardees of the 2nd Certificate composed of sustaining renewal brands as well as new entrants. These Awardees are the living testament to the sustaining efforts and success of brands participating in the Superbrand program. It is not enough they stand out in their individual categories much less lead amongst competing brands but the fact that their brand deliverables are consistent making them the brand. These brands enjoy not just an awareness in the marketplace but the trust and confidence they enjoy with their consumers. Superbrands congratulates Chooks to Go, Cherubin, Yakult, Solignum, Asahi, A Bonne, Eng Bee Tin, Supremedeals.com, PixelPlusOne, Em-Core Dotcom and Spark Psychology Review Center.

Logos of Participating Brands:

- ALLIANCE GLOBAL, Burlington, Boardwalk, BusinessWorld, bwl, FERN-C, FERN-D, FERN-CTV, FORTRESS, FORTRESS ADMIXTURES, FSC, FUJI, "STONE WORKS", healthwell, Harva's, JAKA, Milk Magic, FRENCHIES, MYVIEW, OROCAN, Organique, PAPERTECH, INC., PHILFLEX, Regus, SALEM, SAN-YANG, The Manila Times, Uratex, WAKI, Whealth.

SMI (Superbrand Marketing International Inc.)
904, Rufino Building,
6784 Ayala Avenue, Makati City, 1226
Phone (0372) 808-55-01
Fax 808-80-80
harry.tamburao@superbrand.com
www.superbrands.com.ph

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World Intellectual Property Day 2016
April 26
Digital Creativity: Culture Reimagined

Director General's World Intellectual Property Day 2016 Message



World Intellectual Property Day, which we celebrate each year on April 26, is an opportunity to celebrate the creators and innovators who enrich our world, and who are at the base of our cultural and technological development. This year our theme for World Intellectual Property Day is Digital Creativity: Culture Reimagined.

Culture has already been reimagined through digital creativity. The whole way in which creative works are produced around the world, the sorts of works that are produced, the way they are distributed, and the way they are consumed or enjoyed worldwide has been reimagined as a consequence of digital technology.

The internet is a world stage. It provides an enormous opportunity for creators. Think of the evolution of the creator across the ages and the way in which creators and performers interact with their audiences. Once this interaction was confined to those who were within immediate reach of the performance. Now, with the internet, the audience has become potentially the whole world. That is an enormous creative opportunity. It's an enormous cultural opportunity. And it's an enormous economic opportunity. It is this opportunity which we want to celebrate on World Intellectual Property Day in 2016.

On this day, as we celebrate digital creativity across the world, we should also think about how to find the right balance - one which recognizes the importance of creators and innovators to all the progress that we see, culturally and technologically, as a consequence of digital technology.

So please join us on World Intellectual Property Day, whether it's at one of the numerous events that are being held around the world, or by participating through Facebook, Twitter, or other social media. And please join in this challenge of finding the right balance to reward the creators and innovators who enrich our lives, while at the same time ensuring the social benefit of widespread access to their works.

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On The Occasion of World IP Day - 26 April 2016



Today, April 26, the Intellectual Property Office of the Philippines (IPOPHIL) joins the rest of the member states of the World Intellectual Property Organization (WIPO) in celebrating the World Intellectual Property (IP) Day. April 26 is earmarked each year to celebrate and recognize the creative and inventive potential of the human mind. It is also an occasion to highlight the importance of intellectual property in our daily lives and the need to respect the creative genius of gifted individuals. This year's celebration highlights creativity focused in the digital environment, thus the theme is "Digital Creativity: Culture Reimagined".

Our country has proven time and again how innovative and artistic Filipinos are and we have produced some of the world's best in any field of endeavors. IPOPHIL believes that one way of encouraging the production of more creative and innovative products and services is to provide Filipinos with the necessary tools and incentives to fully realize their creative potential, reap economic rewards for their works, and thus make the Philippine IP system work for the benefit of our people. Guided by its vision of an intellectual property-conscious Philippines in a demystified, development-oriented, and democratized intellectual property system by 2020, IPOPHIL continuously embarks on projects geared toward this realization.

Our future plans and programs are now encapsulated in our slogan of "Revitalizing IP through M-E-E". "M" stands for our mind to market initiatives which seek to bridge the gap between concept to utilization. We will continue to work on groundbreaking projects focusing on research and innovation, IP utilization, promoting IP valuation, and linking IP creators with investors and IP users. "E" stands for education and awareness, which will remain among the agency's top priorities. We will also focus on developing and mainstreaming a national IP curriculum, nurturing IP youth advocates, and institutionalizing partnerships with academic institutions to entrench IP in our educational system. Lastly, we intend to maintain the momentum of the substantial gains already achieved on the aspect of IP enforcement and adjudication - the last "E". We will continue to cultivate a culture of respect for IP in the country to enable IP owners to fully enjoy the rewards and benefits of their IP assets and to protect consumers from substandard products. This hopefully will serve as an incentive for investors and creators to continue inventing and creating high quality goods and services.

With these projects, IPOPHIL is going beyond its traditional mold of regulation and registration, and moving towards for a more dynamic role as other IP Offices around the globe. Together with the highly competent and professional employees and officials of the IPOPHIL, our stakeholders, and our partner agencies in the national government, I am confident that great things lie ahead as the IPOPHIL embarks on our role as a driver of innovation and creativity in the country, and in the world.



Superbrands
VOLUME IX

Today we celebrate World Intellectual Property Day, led by the Intellectual Property Office of the Philippines (IPOPHIL) through Director General Josephine Santiago and the World Intellectual Property Organization (WIPO) through Director General Francis Gurry.

Intellectual property pertains to creations of the mind as protected by law in the form of patents, trademarks, and copyright. The legal protection enables us to create more, to build more and to enrich the country more, socially and economically.

We at Superbrands in the Philippines are staunch advocates for the respect of intellectual property. Not only are all participants to the Superbrands programme registered trademark owners (or copyright, or patent, as the case may be) they are also leading the way towards digital commerce. Consumers continue to seek out the Superbrands award seal in many products and services knowing that it is a reference for excellence. With the Superbrand online store, anybody anywhere can now have access to the country's most successful brands through www.superbrandonline.com

Respect for intellectual property is vital in encouraging creative minds to produce more creative and innovative works that fuel economic growth. Without the IP system, there will be no incentive to create and to work hard towards progress. As we all go digital, the challenges faced by creators, inventors, innovators and brand owners offline will remain the same online, but because of the IP system in place, the values attached to protecting IP owners will, and should, remain paramount.

Again, we congratulate the IPOPHIL and WIPO in leading today's global celebration of World Intellectual Property Day!



MORE POWER TO THE INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES!

*Passion for Service...
...Service with Integrity*



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Address: Ground Floor Salustiana D-Ty Tower, 104 Paseo de Roxas cor. Perea Street, Legaspi Village, Makati City 1229, Philippines
Email: mail@hechanova.com.ph P: 804-2317 / 893-4878
Website: www.hechanova.com.ph

Best Wishes to the Intellectual Property Office of the Philippines

HECHANOVA BUGAY VILCHEZ & ANDAYA-RACADIO, Lawyers

New Office Address:

GF Salustiana D. Ty Tower
104 Paseo de Roxas corner Perea Street
Legaspi Village, Makati City 1229

Tel. Nos.: 804-2317; 893-4878
Email: mail@hechanova.com.ph



superbrand marketing international inc.

904, Rufino Plaza,
6784 Ayala Avenue, Makati City, 1226
Phone (632) 869-55-04
Fax 869-80-40
harry.tambuto@superbrands.com
www.superbrands.com/ph

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Misuse of Psychological Tests are Punishable Under the Law

Psychological tests are being used in wide array of applications such as diagnosis, screening and employment, interventions, and evaluations. It is most used in clinics, hospitals, recruitment centers, school setting, government, and research setting. In the Philippines, psychologists and psychometricians are legally allowed to administer psychological tests and interpret its results as mandated by RA 10029 also known as the Philippine Psychology Act of 2009. According to this law, psychological assessment is "...accomplished through a variety of tools, including individual tests, projective tests, clinical interview and other psychological assessment tools, for the purpose of assessing diverse psychological functions."

However, the popular use of psychological tests in different settings is plagued by misuse and disregard of copyright laws inherent to these tests. Within the psychology community, reports about psychological tests being photocopied and reproduced by HR departments of companies and institutions are rampant. Oftentimes, these illegal practices are being done by unqualified employees doing testing for purposes of employee selection or school admissions. In a recent discussion about Continuing Professional Development sponsored by the Professional Regulation Commission, Psychology Board Member Imelda Villar mentioned that up to this day there are reports about companies delegating psychological testing even to a high-school graduate employee. In most cases, these companies are unaware of the laws affecting the use of psychological tests.

Revisiting Intellectual Property Code

The Intellectual Property Code of the Philippines considers copyrighted works having "intellectual property rights" and these includes every production in the literary, scientific and artistic domain. Books, writings, pictorial illustrations, and scientific works are some of the works covered by copyright protection under Section 172 of the IP Code. Under the intellectual property rights, the authors have the right to reproduce the work and to make alterations.

Regarding psychological tests, Emily Campbell of the University of Nebraska College of Law made a compelling synthesis about the basis for granting copyright protection to psychological tests. In general, psychological tests are considered as "writings" of "original works of authorship". Even short statements and item questions as in the case of MMPI and other Likert-type tests are copyrightable. Campbell also argued that psychological tests are not merely "discoveries which are not covered by copyright" but rather a product of a certain discovery or theory. Campbell cited a case about Rubin's 26-item Scale about Love where the courts ruled that Rubin does not claim copyright protection about the theory of love but of the questions used to explain the theory.

Publishers of different psychological tests both local and abroad have unanimously expressed their position regarding psychological tests. In a position paper released by PAR Inc., who publishes tests like Stanford-Binet, NEO-PI-R, and Mini Mental State Examination, PAR views copying of its tests without specific



Original materials from the publisher should be used for testing. Shown here is MMPI-IV used in intelligence testing. Courtesy of PearsonClinical.com

written permission as copyright infringement. According to Pearson who publishes MMPI-IV and MMPI, test materials including the manuals, answer sheets, profile sheets, and interpretation tables are considered trade secrets and must be protected for future utility and validity of the tests. The Code of Ethics for Psychologists and Psychometricians published by the Psychological Association of the Philippines asserts that "the administration and handling of all test materials (manuals, keys, answer sheets, reusable booklets, etc.) shall be handled only by qualified users or personnel." In the Philippines, local test distributor and publishers like PhilPscor and BDI are implementing qualifications for test administrators and buyers to ensure that only qualified and trained professionals can use specific psychological tests.

Enforcement is Needed

Despite reports about misuse of psychological tests, cases are seldom filed against companies and institutions. Advocacy, information dissemination, and enforcement are needed. The Psychology Regulatory Board of the Philippines encourages the community to report cases of

misuse of psychological tests. Section 33-34 of the Psychology Act of the Philippines considers the practice of psychological assessment by an unqualified professional as prohibited and can be punished with imprisonment of not less than six (6) months but not more than three (3) years, or a fine of not less than Ten thousand pesos (P10,000.00) but not more than One hundred thousand pesos (P100,000.00), or both. The law also states that "No corporation, partnership, association or entity shall operate a psychology or psychometrics office, center, clinic or otherwise engage in the practice or allow the practice of psychology or psychometrics within its premises without securing a permit therefrom from the Board."

For copyright infringement, Section 217 of the IP Code of the Philippines imposes a punishment of up to 3 years and fine of up to Php 150,000 for first offense, up to 6 years and a fine of up to Php 500,000 for 2nd offense, and 9 years plus fine of up to Php 1,500,000 for third and subsequent offense.

Remember, photocopying and reproduction without permission from the test publishers is clearly a crime punishable under the Law.

SAY NO TO PHOTOCOPYING OF PSYCHOLOGICAL TESTS!

Psychologists and Psychometricians in the Philippines respects the intellectual property rights of psychological tests, research papers, and other copyrighted materials.

Whether you are in an HR company, school, clinic, hospital, or government institution, photocopying and reproduction of psychological tests without specific written permission from the respective publishers is ILLEGAL.

Psychologists and Psychometricians urges the public to report cases of misuse of psychological tests and malpractice of psychological services by reporting to the Psychological Association of the Philippines and the Psychology Regulatory Board of the Philippines. A formal complaint can be filed in PNP-CIDG as detailed in Chapter III, Manual on Law Enforcement and Prosecution of Intellectual Property Rights (<http://www.ipophil.gov.ph/images/1PEenforcement/Manual/Manual.pdf>)

A public reminder from:



Psychlink Consulting



Psychlink Consulting designs customized programs to suit clients' specific training requirements. Established in 2013, our company has completed several research capability building activities and received high satisfactory feedbacks from our clients. Our facilitators and program development experts come from a diverse academic and industry backgrounds which enables us to cater to real world problems. Our expertise includes:

Organizational Research - Corporate Culture Analysis - Training and Development Test Development for Employment - Skill-Building Seminars and Workshops Work Behavior Enhancement - Management and Supervisory Development and more...

Our growing list of clients includes:



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