

WIPO
ICT Leadership
Dialogue
(WILD)

Principal Drivers, Challenges, Artificial Intelligence, and Cooperation.

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INAPI-CHILE



DRIVERS OF DIGITAL TRANSFORMATION

- ❑ Modernizing technological infrastructure
- ❑ Accelerating the modernization of administrative procedures.
- ❑ Improving document management.
- ❑ Enhancing efficiency, quality, and productivity.
- ❑ Improving public service delivery.
- ❑ Complying with Chilean government regulations.

CHALLENGES FACED

- ❑ Documenting, analyzing, and optimizing administrative processes.
- ❑ Change management.
- ❑ Systems integration.

IMPLEMENTED STRATEGIES

- Modernize its industrial property rights management system.
- Adopt a user-oriented service approach.
- Implement online processing services.
- Improve office efficiency and quality.
- Increase information security and data protection
- The adoption of advanced electronic signatures .

AI IMPLEMENTATION IN THE DETECTION OF SIMILAR BRANDS



FONDEF
Fondo de Fomento al Desarrollo Científico y Tecnológico

Búsqueda de Marcas Similares

Proyecto Fondef ID16I10290

Detección Automática de Similitudes entre Imágenes de Marcas para su Registro y Protección

Buscar Archivo Marca :

Metodos de búsqueda:

- Visual con regiones
- Conceptual
- Incremental con regiones

Modo evaluación

Filtros:

- Estado de Marcas:

- Clases de Niza:

AI IMPLEMENTATION IN THE DETECTION OF SIMILAR BRANDS

Imagen Original	Imagen Recortada	Top 1	Distancia: 0.5632	Top 2	Distancia: 0.5689	Top 3	Distancia: 0.5694	Top 4	Distancia: 0.5751	Top 5	Distancia: 0.5770	Top 6	Distancia: 0.5812
Top 7	Distancia: 0.5821	Top 8	Distancia: 0.5826	Top 9	Distancia: 0.5851	Top 10	Distancia: 0.5853	Top 11	Distancia: 0.5856	Top 12	Distancia: 0.5858	Top 13	Distancia: 0.5868
Top 15	Distancia: 0.5883	Top 16	Distancia: 0.5895	Top 17	Distancia: 0.5899	Top 18	Distancia: 0.5905	Top 19	Distancia: 0.5906	Top 20	Distancia: 0.5922	Top 21	Distancia: 0.5936
Top 22	Distancia: 0.5938												

COLLABORATION WITH THE UNIVERSITY OF CHILE

NEWS

Representative of the World Intellectual Property Organization visited FCFM

Takagi Yoshiyuki, deputy director of the World Intellectual Property Organization (WIPO), visited the Department of Electrical Engineering of the Faculty of Physical Sciences and Mathematics of the University of Chile, together with authorities of the National Institute of Industrial Property (INAPI) of our country.

Published on Tuesday, January 30, 2018

On Monday, January 29, representatives of both institutions went to the units of the FCFM, to learn in detail about the Fondef research project "Automatic detection of similarities between images of brands for their registration and protection," led by the academic of the Department of Electrical Engineering (DIE), Claudio Pérez.

After a meeting with the dean of the FCFM, Patricio Aceituno, and having toured the academic and research facilities of the DIE, the representative of WIPO - accompanied by the national



On January 29, 2018, the deputy director of the World Intellectual Property Organization, Takagi Yoshiyuki, visited the FCFM with INAPI members.

Source: [University of Chile website](#)

COLLABORATION WITH THE UNIVERSITY OF CHILE

NEWS

DIE launches new tool based on Artificial Intelligence "Deep Learning"

The initiative, which is part of a Fondef project led by the academic of the Department of Electrical Engineering, Prof. Claudio Pérez allows to compare images of marks objectively and in a few seconds.

Published on Wednesday, October 31, 2018

At the meeting, the director of the FONDEF project 'Automatic detection of similarities between brand images for registration and protection,' Prof. **Claudio Pérez** announced the developed system, which aims to detect quickly and accurately whether a brand requested violates industrial property rights.

This tool detects similarities between new images of brands requested and those that are in the INAPI database, but not only using graphic, but also conceptual criteria. It is not an easy task, as even images of the same mark captured in different moments have differences between them due to the noise inherent in the sensors that capture them. Moreover, the similarity between images is a multifactorial problem. For example, it is possible to analyze color, texture, text content, shape, gradients, scales, rotations and deformations, among others.



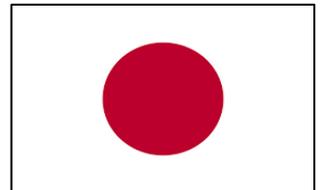
The tool allows to compare marks images objectively and in a few seconds.



CLASSIFICATION OF PRODUCTS AND SERVICES OF BRANDS.

Solicitud Nacional					Detalles
Clase	File Nbr	Descripción	Resultado		File Nbr
9	1.611.898	quevedos	ok		1.611.898
9	1.611.898	gafas de sol	ok		Clase
9	1.611.898	gafas de natación	ok		9
9	1.611.898	gafas de submarinismo	ok		Descripción
9	1.611.898	estuches, cadenas y cordones para gafas de sol y p...	revisar		sistemas y componentes de audio de alta fidelidad
9	1.611.898	gemelos (óptica)	ok		Resultado
9	1.611.898	imanes decorativos	ok		revisar
9	1.611.898	brújulas	ok		Analisis_IA
9	1.611.898	baterías para vehículos	ok		Basándome en la información de los documentos adjuntos, puedo sugerir que los "sistemas y componentes de audio de alta fidelidad" corresponden a la **Clase 9 de NIZA**.
9	1.611.898	conjuntos de instrumentos de control electrónicos	revisar		Ejemplos de coberturas pre-aprobadas encontradas en los documentos:
9	1.611.898	aparatos de mando a distancia para abrir y cerrar pu...	ok		1. "sistemas de audio de alta fidelidad" (Clase 9)
9	1.611.898	sistemas y componentes de audio de alta fidelidad	revisar		2. "sistemas de sonido de alta fidelidad" (Clase 9)
9	1.611.898	aparatos para grabar, transmitir, editar, mezclar y rep...	revisar		3. "sistemas estéreo de alta fidelidad" (Clase 9)
9	1.611.898	aparatos de radio	ok		Estos productos están relacionados con equipos electrónicos para la reproducción de sonido de alta calidad, que se clasifican en la Clase 9 según la clasificación de NIZA.
9	1.611.898	televisores	ok		

INTERNATIONAL COLLABORATION.



PROSUR - EXISTING REGIONAL COLLABORATION MODEL.

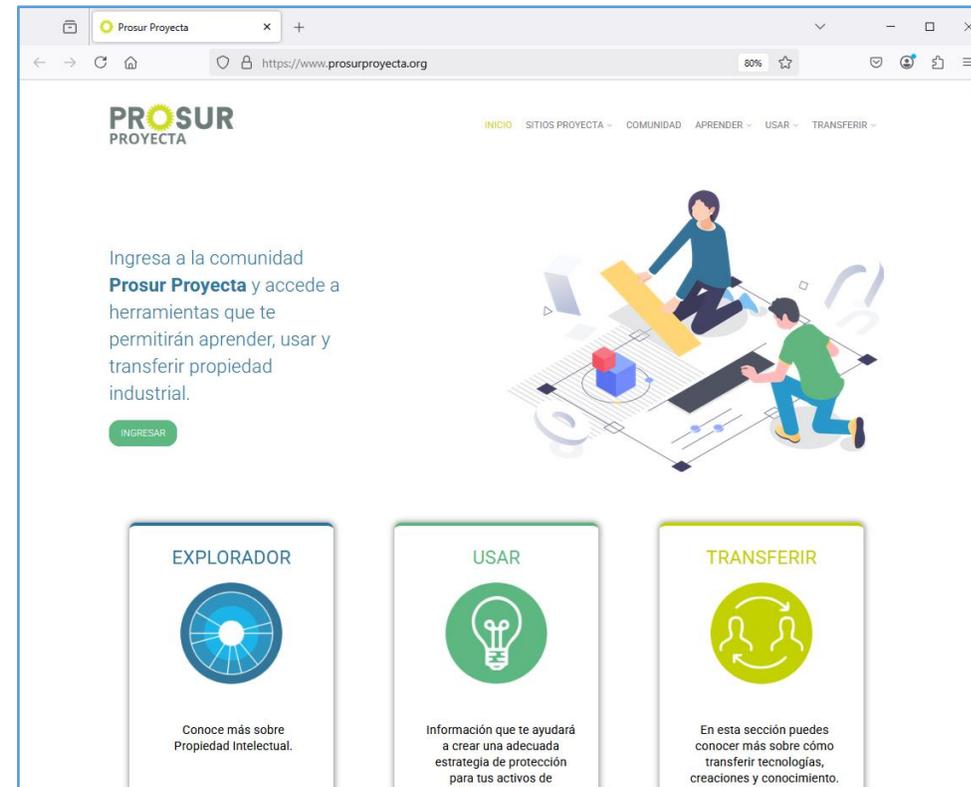


WebSite Prosur

Key collaborators.
IDB and WIPO

13 Latin American member countries.

WebSite ProsurProyecta



FINAL REFLECTIONS

While digital transformation may appear to be a primarily technological process, our experience has identified critical factors for its success: the sponsorship and vision of the institution's leadership, the talent and commitment of the project team, the active involvement of business units, and the importance of international collaboration.



CALL TO ACTION.

The technological future is already here – and working together is our strongest way to meet its challenges.



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Thank you!

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WIPO