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IP-TBMIN FOCUS

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PSAU Sibul TBI's Board of Advisors, in session

The starting point for an organized agri-aquabiz startup ecosystem in the province was made as the PSAU Sibul TBI Board of Advisors (BOA) convened on August 11 at the Farmers' Training Center, PSAU Campus.

The first advisory board meeting gathered startup key players who are championing for the PSAU Sibul TBI to be at the forefront of agri-aquabiz development.

During the event, the advisors discussed and approved, subject to the revision based on the comments and recommendations, the operations manual, five-year agenda, and terms of reference.

The BOA was led by PSAU Officer-in-charge and Vice President for Academic Affairs Dr. Anita G. David, as represented by Vice President for Research, Extension and Training Dr. Geraldine C. Sanchez during the meeting.

DOST-PCAARRD Executive Director, concurrent Sibul TBI Board Co-chairperson Dr. Reynaldo V. Ebora said, "Kahit mayroong resources, kung walang magaling na implementing agencies, hindi namin magagawa nang maayos ang trabaho [para sa TBI program]."

Ebora then commended the PSAU Sibul TBI for holding said meeting, for it showed the commitment and intention of the TBI management refining its processes for a successful incubation program.

Also part of the BOA were TTPD Director Noel A. Catibog, DA RFO III Director Engr. Crispulo G. Bautista, Jr., DOST Central Luzon Regional Director Dr. Julius Caesar V. Sicat, DTI III Regional Director Leonila T. Baluyut, BSU ATBI and Innovation Center Director Dr. Ruth C. Diego, CLAARRDEC Director Dr. Maria Excelsis M. Orden, PamCham Agriculture Committee Chairman Dr. Robert Lo, MACCII President Elizabeth Carlos-Timbal, and OPA Officer-in-charge Jimmy S. Manliclic. ###



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Changing Mindsets From Researchers to Innovators



The IP-TBI series took off with the first session entitled “Changing Mindsets: From Researchers to Innovators” held on September 13 and 14 at the University Food Center’s Conference Room.

More than 30 faculty-researchers and research personnel participated in the two-day seminar-workshop.

In her welcome remarks, Dr. Jasmin S. Villanueva, assistant R&D director, underscored, “Right now, we find it an opportune time to embark on another journey that would help us in concretizing our goal of technology commercialization.”

“As researchers, it is also imperative that we appreciate the notion of innovation so that we could realize the soonest our mission of promoting the agri-fisheries sector through and impact-driven R&D at its core,” she community-oriented added.

Dr. Lily Ann D. Lando headed the discussion to strengthen the participants’ innovative mindset and to help them welcome change in their respective fields.

During her talk, Lando said, “Research can be a good start, but it is not the center of the innovation process.”

She added, “If everyone thinks the same, no innovation is going to happen, [so] it is important that some of us have different mindset.”

The jam-packed workshop included the following topics: the innovator mindset, mindset and why it matters, choosing your mindset, innovation, developing an innovator’s mindset, and the innovation leader.

The IP-TBM Office has prepared a series of seminars to provide knowledge on how the potential and value of IP may extend into commerçiable and income-generating endeavor – all in the hope for an innovation-driven learning community.

What's next on IP-TBI Series?

- Intellectual Property Masterclass
- Technology Readiness Level
- Technology Pitching

R&D, business industry experts convene for 2nd patent mining consultative meeting

Public-private partnership was at its all-time high on August 18 as various R&D and business industry experts convened virtually for the subsequent consultative meeting for the patent mining on the milkfish project.

Dr. Lily Ann D. Lando, meeting facilitator, acknowledged, "The inputs of the experts are valuable to put together the final direction on how we will structure our R&D in the future."

From the patent mining report provided by the project team, the experts shared their comments and recommendations on the different technology areas, namely aquaculture, feeds and nutrition, fish health and diseases, breeding, and post-harvest handling.

Such comments and recommendations were then consolidated and arranged logically to come up with the final report, which is still being revised as of writing.

Through this project, Lando said, "We have another guidance, seeing that there are already existing

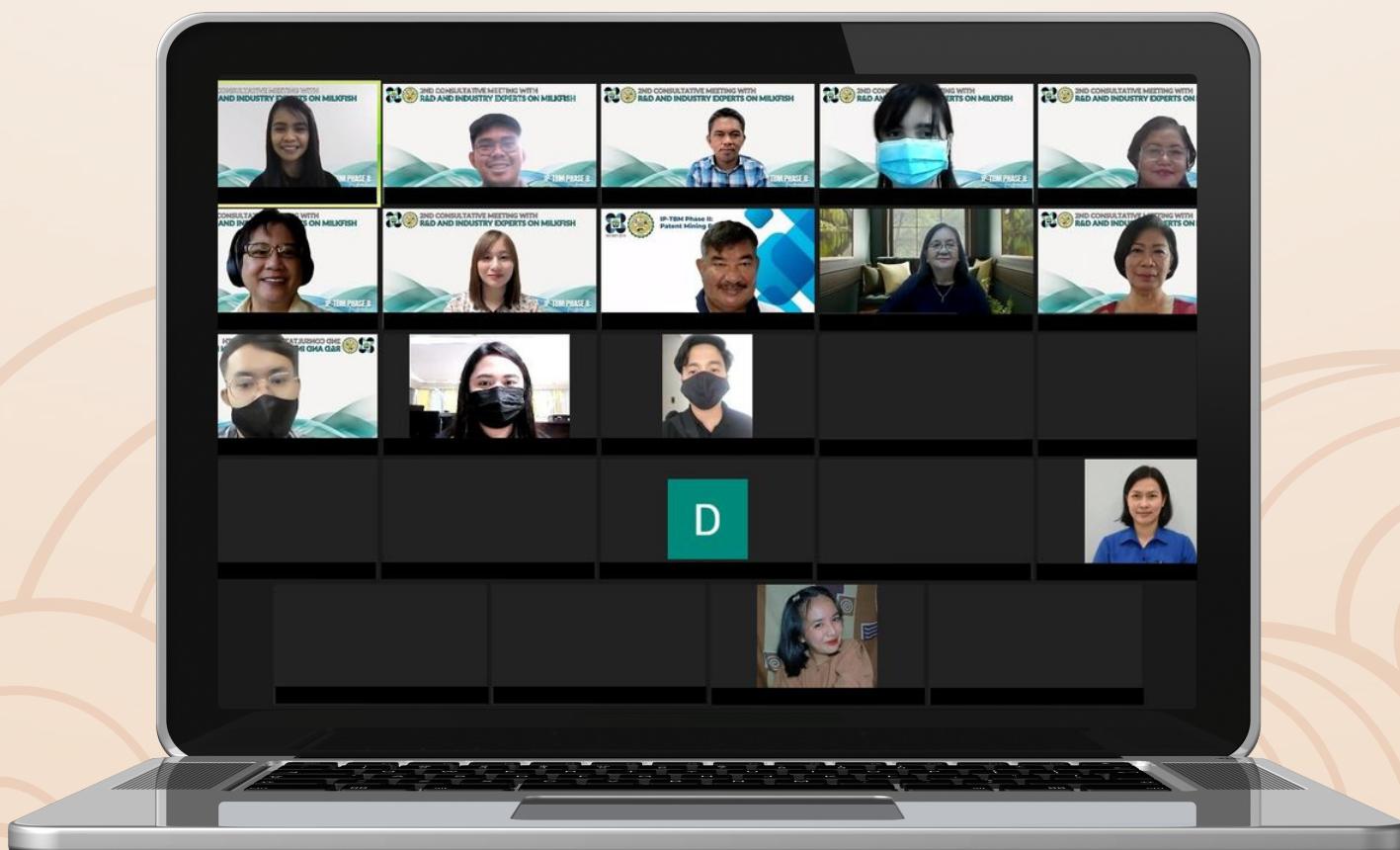
technologies out there that maybe we could adopt, study, or further investigate."

Present during the meeting were Fedelia Flor C. Mero, PCAARRD ISP manager for milkfish, TTPD Director Noel A. Catibog and his team, Mae A. Dagaas

Experts from the R&D industry were Dr. Erlinda C. Lacierda of UPV, Dr. Veronica O. Grande of MMSU, Dr. Wilfredo M. Cruz of BFAR Central Luzon, Dr. Rosario Segundina P. Gaerlan of BFAR RFO 1, Dr. Mudjekeewis D. Santos of DA-NFRDI, Dr. Dennis D. Tanay of BFAR-NFTDC.

In addition, experts from the business industry were Neil Raphael Jamon of Hoc Po Feeds Co. and Philip Ong of Santeh Feeds Co.

Moving forward, the PSAU Patent Mining team will share the findings to concerned stakeholders – from fishfarmers to policy makers – in order to help in R&D prioritization and technology transfer schemes of the milkfish industry, at large.###



Knowledge Management Center, now part of IP-TBM

The IP-TBM Office now takes the helm of the Knowledge Management Center.

Effective in September, the KMC shall be in close coordination with the IP-TBM Office's sub-units, IPR Office and Sibul TBI, in order to ensure the effective realization of the research and technology management continuum.

Previously under the auspices of the VP-RET Office, the center is currently being revamped to serve its purpose for the acquisition, generation, and promotion of knowledge-based resources in the University.

ABOUT US >>>

**ACQUIRING
PROMOTING
SHARING**

The PSAU KMC acquires, promotes, and shares knowledge resources in the University through a systematized management to foster a culture of learning

IP-TBM Director Walter L. Pacunana also filled in the KMC coordinatorship, a designation previously held by Assistant R&D Director Dr. Jasmin S. Villanueva.

Pacunana said, "We are grateful to the VP-RET Office led by Dr. Geraldine C. Sanchez for seeing the relevance of knowledge management in pursuing our mission of effective IP management and tech transfer mechanism."

The KMC offers anti-plagiarism testing and pursues preliminary survey of technologies and creations for potential IP application.

Get in touch with the center through kmc@psau.edu.ph or +63906-257-4350.###



DA CLIARC UD, Sibul TBI hold mushroom production training for incubatees

The Sibul TBI, in collaboration with the DA CLIARC UD, held a mushroom production training for their four incubatees on August 5 to equip the latter in the technical know-how needed for mushroom cultivation.

Dr. Emily A. Soriano, DA CLIARC UD station chief and concurrent TBI study leader, led the lecture titled "Pagpapatubo ng Kabuteng Pamaypay".

Meanwhile, Isrelee S. Roque, DA CLIARC UD staff, facilitated the actual demonstration of pure culture, grain spawn separation, fruiting bag preparation, and mushroom cultivation.

Incubatees present were Analyn Caasi, Clara Ortega, Benedicto Galang, and Maria Concepcion Arcega.

Galang, incubatee, shared enthusiasm about the training.

"Malaking tulong ito sa amin para malaman kung paano mag-alaga ng mushroom at kung paano ito mapagkakitaan," said Galang.

As of writing, the incubatees are engaged in mushroom production and processing, albeit at small-scale.###

PSAU chosen as lead for regional IP-TBM under RAISE Batch 2

LOS BAÑOS, LAGUNA – The University, through the IP-TBM Office, was chosen as the project lead of the regional IP-TBM network under the second batch of the DOST-PCAARRD's RAISE program during the two-day proposal packaging writeshop held August 18-19, here.

IP-TBM Director Walter L. Pacunana said, "This is a great opportunity for the office as it would help us coordinate with various consortium member institutions with their respective IP-TBM offices."

According to TTPD Director Noel A. Catibog, the RAISE Program seeks to take the sectoral council's technology commercialization initiatives up a notch. The program calls on key players from the R&D industry to commit themselves in working together to raise the competitiveness of all regional agri-aqua innovation ecosystems, Catibog added.

For Central Luzon, Dr. Pablo J. Rafael, Jr. of CLSU will serve as the regional program leader, who will oversee its four component projects and the entire consortium in its two-year duration.

Aside from the regional program, Rafael will take his 10-year experience as the CLSU AFTBI director in handling the regional ATBI.

In addition, CLAARRDEC's Maria Adrielle S. Estigoy will be at the helm of the regional Knowledge Management Hub.

PCC will take charge in handling the regional Agribusiness Hub project, albeit the project leader has not been finalized yet.

As of writing, the RAISE Central Luzon has had subsequent virtual meetings to discuss how to go about the formal proposal packaging which is set sometime in October this year.

Currently, there are seven regional consortia established thru the RAISE program, namely Cordillera Administrative Region, Ilocos Region, Southern Tagalog Region, Bicol Region, Western Visayas Region, Eastern Visayas Region, and Southern Mindanao Region.###



PSAU joins Pampanga biz group anew

The University once again joined PamCham after a year of unrenewed membership.

Represented by Mr. Christian Manalac, Jr., Project Development Officer III of Sibul Technology Business Incubator (TBI), PSAU took oath as a member of PamCham during the latter's General Membership Meeting on August 18.

Also, through an audio-visual presentation, PSAU was able to showcase the Sibul TBI and its services before more than 200 businessmen and professionals who attended the event.

Manalac said that joining an organization such as PamCham brings a good opportunity to network and build linkages for the TBI's clientele or incubatees for possible collaboration and partnerships on business and market development and access to financing and funding.

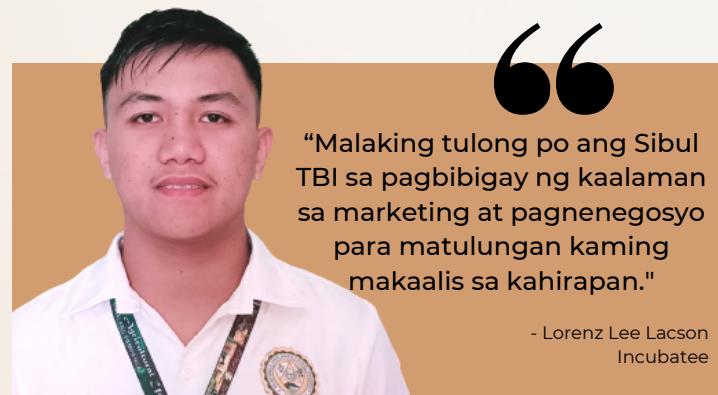
Also present during the event is Dr. Robert Lo, a member of the Board of Advisors of Sibul TBI and the Committee Chairman for Agriculture and Environment of PamCham.###



2 Sibul TBI incubatees win pre-seed funding from Young Farmers Challenge, provincial level

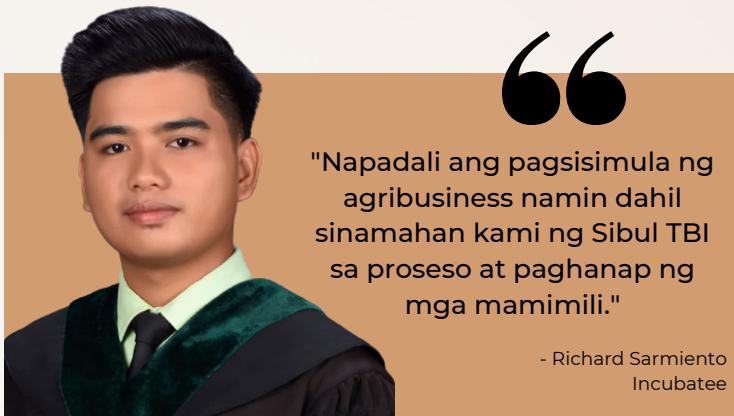
Two young agribusiness venture ideas will now come to fruition as Lorenz Lee Lacson and Richard Sarmiento, incubatees of the PSAU Sibul TBI, were declared as provincial awardees of the Young Farmers Challenge Competitiveness Grant Assistance Program 2022.

On August 25, Lacson won Php 50, 000 for his 4L Organically Grown Poultry Farm. Meanwhile, Sarmiento won Php 100, 000 for his R&E Catfish Hatchery, co-owned with Ella Marie Pangilinan.



“Malaking tulong po ang Sibul TBI sa pagbibigay ng kaalaman sa marketing at pagnenegosyo para matulungan kaming makaalis sa kahirapan.”

- Lorenz Lee Lacson
Incubatee



“Napadali ang pagsisimula ng agribusiness namin dahil sinamahan kami ng Sibul TBI sa proseso at paghanap ng mga mamimili.”

- Richard Sarmiento
Incubatee

The two are also eligible to proceed to the regional level competition where they could win Php 150, 000 each in order to further upscale their agribusiness operations.

The Young Farmers Challenge program of the DA-AMAD encourages young Filipinos aged 18 to 30 to begin their agribusiness on production, value-adding, or agrinovation.###

Sibul TBI goes to CapSU for ATBI review



ROXAS CITY, CAPIZ – The PSAU ATBI project, led by IP-TBM Director and concurrent project leader Walter L. Pacunana, joined the Agri-Aqua Technology Business Incubators Consultation Meeting and Project Review at Capiz State University, here.

The 22 ATBIs across the country participated in the three-day meeting to discuss the accomplishments, areas for improvement, startup opportunities, and future activities of the network.

Dr. Ruth C. Diego, BSU ATBI/IC director and concurrent national ATBI program leader, led the discussion saying, “We just have to do the right things to be in the race because this is a race whether we like it or not... Nagbabago ang mundo.”

“Technologies change every three to six months, and you get left behind... Innovation calls for continuous innovating,” Diego added.

(Continued on Page 11)



Sibul TBI holds “Design Thinking Para Sa Mga Agripreneurs”



The incubatees are no longer farmers alone -- they are now considered as agripreneurs. As such, the Sibul TBI held its second business incubation session on design thinking on July 20 at the University Food Center, VIP Room.

Design Thinking

Isang proseso ng "problem solving" sa pagnenegosyo kung saan isinasaalang-alang ang mga pangangailangan at kagustuhan ng mga tao o konsyumer upang makapagbigay ng mga human-centric solutions.

Marcel B. Ramos and Christian M. Manalac, Jr. of the Sibul TBI facilitated said session in order to introduce the concept of design thinking as an important tool in the business journey from ideation to implementation.

During said session, Ramos and Manalac introduced the design thinking process, along with some theoretical underpinnings, and how the process relates to the agribusiness field.

To practice the process, the incubatees participated in workshop-style tasks to collaboratively brainstorm and identify ideas to come up with creative agribusiness solutions.###

Agri-Supply & Value Chain

Pinag-uusapan sa agri-supply chain ang end-to-end delivery ng isang commodity. Ang value chain naman ay tumutukoy sa mga aktibidad upang mabenta ang mga agricultural crops sa mga konsyumer.

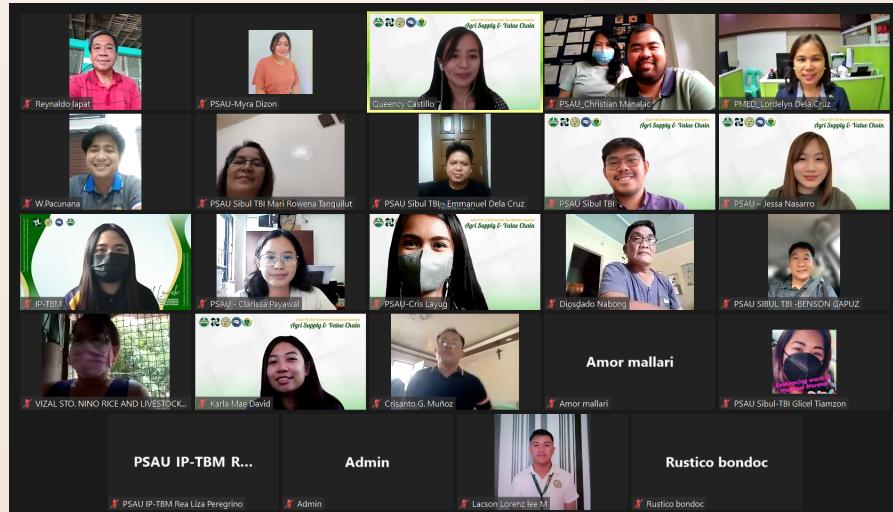
DA RFO III, Sibul TBI discuss agri-supply & value chain

The Sibul TBI, in collaboration with the DA RFO III, conducted a business development mentorship and training on agri-cultural supply and value chain, held September 1 via Zoom, with the purpose of upskilling the incubatees' entrepreneurial know-how for their career development as agripreneurs.

Lordelyn S. Dela Cruz, planning officer of DA Regional Office Field III, served as the resource speaker of the session.

Dela Cruz said, "We hold this training to enhance the capacity of the participants in adopting and promoting the value chain approach for inclusive and sustainable development of the supply chain."

"This will help our incubatees develop their



excess harvest into value-added products and packaging," Dela Cruz added.

IP-TBM Director Walter L. Pacunana said, "I hope this training will provide opportunities to our dear incubatees the knowledge on upgrading their strategies for the development of their products and services."

Concepts and principles of the supply chain, value chain development (VCD), and the steps in conducting value chain analysis were highlighted during the seminar. Also present during the seminar were municipal agriculturists and some faculty-researchers in the university.###

IPR Office adds 6 UMs in registration roster

The following faculty-researchers and technology generators for their newly registered utility models:

(2-2019-000676) Dr. Geraldine Sanchez, Dr. Ma. Fe Bulao, Dr. Norman De Jesus, and Dr. Arnold Villanueva

(2-2019-000678) Ms. Divine Reine Aquino, Mr. Walter Pacunana, Mr. Dante Mendoza, Dr. Rodrigo Baysa, and Mr. John Bryle Manabat

(2-2019-001654) Mr. Dante Mendoza and Mr. Walter Pacunana

(2-2020-050881) Dr. Estrella Zabala, Dr. Norman De Jesus, and Dr. Rafael Rafael

(2-2020-050882) Dr. Mari Rowena C. Tanquilut

(2-2021-051208) Mr. Dante Mendoza and Ms. Divine Reine Aquino

These UMs were filed during the implementation of the IP-TBM Phase I (2018) and Phase II (2021) projects supported by DOST-PCAARRD.

The call for IP applications this 2022 is still ongoing.

Submit your applications now at the IP-TBM Office or just fill out this online form: bit.ly/iptbm_IDF.



IP, TBI managers hailed best presenters during agency in-house review; agri & dev't categories



The IP and TBI managers brought home the bacon after besting various researchers in the University as the best presenters for the development and agriculture categories of the Agency In-House Review on August 3 held via Zoom.

IP Manager Divine Reine S. Aquino was named as the best presenter of the ongoing development researches for the project entitled "PSAU IP-TBM Phase II: Patent Mining on Selected ISP as an Approach in Advancing Industry-based S&T for Milkfish."

Meanwhile, TBI Manager Jacob Anderson C. Sanchez was recognized as the best presenter of the agriculture category for the project entitled "Genomic Characterization for Improvement of Sour and Sweet Tamarind Varieties," under the NICER Tamarind, for which he serves as the project leader.

Together, they bested 16 ongoing researches.

Keanu Aebramh G. Costales, project development officer, presented the DA-BAR TBI & DOST-PCAARRD ATBI projects.###

TTPD conducts monitoring activity on IP-TBM, ATBI projects



Two DOST-PCAARRD-funded projects in the Office were put under the microscope as the TTPD team went to the University on August 30 for a monitoring activity.

Lucy A. Lastimosa, supervising science research specialist, led the team on behalf of TTPD Director Noel A. Catibog to discuss in detail the projects entitled "PSAU IP-TBM Phase II: Patent Mining on Selected ISP as an Approach in Advancing Industry-based S&T for Milk" and "DOST-PCAARRD-PSAU Agri-Aqua Technology Business Incubator".

During the activity, Dr. Mari Rowena C. Tanquilit and Warlina M. Guzman, technology generators and concurrent IP coordinators of COECS and Tamarind RDE Center, respectively, were invited to discuss the services rendered by the Office since its inception in 2018.

Some incubatees of the Sibul TBI – Benson Gapuz, Maria Concepcion Arcega, and Benedicto Galang – also graced the activity to report how the TBI has been of help since its launch in March 2022.

Also present from TTPD were Ranzelle A. Pasang and Kariza M. Geminiano, science research specialists.###



Sibul TBI taps CHEFS food techs for product dev't

On July 22, the Sibul TBI team met with the CHEFS' Department of Food Technology faculty members who nodded to becoming technical experts on food processing for the incubation program.

Since most of the incubatees signed up in the program for food innovation mainly, the participation of resident food technologists is imperative, said Christian M. Manalac, Jr., TBI project development officer.

During the alignment meeting, Dr. Evangeline A. Galatierra, DFT chairperson, said that the partnership with the Sibul TBI is a welcome treat for the college, for they also want to guide more people interested in food processing.

Initially, the team and faculty members agreed on holding Good Manufacturing Practices (GMP) and food safety training as prerequisite to the food processing endeavors.

After the said training, food processing on four commodities such as banana, ampalaya, papaya, and onion were also scheduled.

For their part, the Sibul TBI team offered to teach basic costing and business planning for the products developed therein.

Also present during the meeting were Prof. Colleen S. Tolentino, Donna Leah Paras, and Annabelle O. Anonuevo.###



Pampanga MSME Dev't Council welcomes PSAU in core group



BACOLOR, PAMPANGA – The Pampanga MSME Development Council formally welcomed the University, through the Sibul Technology Business Incubator, in its core group on July 11 at the DHVSU University Hostel, here.

PMSMEDC Chairperson Teresa David-Carlos said, "We are more than happy to welcome you as a core member to represent the academe alongside HAU and DHVSU."

The council and its project management teams convened for the planning session on the programs, projects and activities for 2022-2023, as agreed upon, aimed at supporting MSMEs in the province.

During the council's planning, committee heads presented their respective accomplishments for business enabling environment, financing, capacity building, training of designers for bamboo and

furniture industries, digitalization and innovation, advocacy, and members' internal growth.

PSAU was invited to join the committee on capacity building led by the DOST-PSTC Pampanga.

For their part, Assistant TBI Manager Chonnie Cholla R. David said, "We place great premium in multi-sectoral and inter-agency collaboration, so the team is one with the council in assisting and supporting MSMEs through the Sibul TBI."

"With our constantly expanding ecosystem, we hope to reach and serve more Pampanga-based entrepreneurs aside from our own incubatees," David added.

Present during the planning session were Pampanga offices of DOST, DTI, PIA, DILG, DOLE, DICT, PCEDO, HAU, DHVSU, PamCham, PhilExport, and Bank of Florida. ###

from ATBI review ... (Page 9)

She then introduced the AABINPhil, where she urged the ATBIs to future possibilities they could partner with the said network.

Also present during the event was Dr. Melvin B. Carlos, deputy executive director DOST-PCAARRD-ARMSS, who underscored, "The ATBI Program presents us with a myriad of opportunities for continuous innovation, with the policy environment's continuous expansion and improvement, that further makes our country more conducive to initiatives such as the technology business incubation program."

DOST PCAARRD is positioning itself for the changes that shall take place as we involve more players, other stakeholders, as well as community members to intensify our efforts in painting a more vibrant innovation ecosystem in the AANR," Carlos furthered.

The 2nd National ATBI Conference and 1st ATBI Incubatee Summit are set to take place in November.

The University is one of the SUCs that comprise the ATBI Batch 4. Other agencies under said batch are BPSU, IFSU, and CTU.###

Mga uri ng Yamang Isip

at pag-rehistro ng mga ito



Ano nga ba ang Karapatang Yamang Isip (Intellectual Property Rights)?

Ito ay tumutukoy sa mga eksklusibong karapatang (exclusive rights) ipinagkakaloob sa mga lumikha ng mga bagay tulad ng imbensyon, solusyon, produkto, likhang sining, at pampanitikang gawa.

Narito ang iba't-ibang uri ng Yamang Isip (Intellectual Property) na maaaring irehistro.

PATENT



Ito ay nagbibigay ng mga eksklusibong karapatan sa imbentor na pigilan ang iba sa paggawa, paggamit, pagkakaroon o pagbenta ng kanilang likha at gawa.

KARAPATANG SIPI



Ito ay tumutukoy sa grupo ng mga eksklusibong karapatan ng mga manlilikha sa mga likhang sining o pampanitikang gawa.

KARAPATANG PANCKALAKAL



Ito ay tumutukoy sa anomang palatandaan na nagpapaalam ng pinagmulan ng mga produkto o serbisyo sa merkado.

Ang mga eksklusibong karapatan na ito ay ipinagkakaloob ng isang sangay ng pamahalaan (IP Office) at panghahawakan ng indibidwal sa loob ng limitadong taon lamang.

Ang mga marka ng trademark ay karaniwang nakatatak o nakalagay sa mga produktong ibinibenta ng mga indibidwal o negosyo.

KAGAMITANG MODELO



Ito ay ipinagkakaloob sa imbensyon o solusyon kung ito ay kapaki-pakinabang, magagamit sa industria at hindi pa umiiral sa larangan kung saan ito kabilang.

DISENYONG PANG-INDUSTRIYAL



Ito ay nakatuon sa panglabas na itsura ng isang likha na may kinalaman sa kombinasyon ng mga kulay, hugis o linya.



Aspiring agri-aqua entrepreneurs urged to avail incubation program

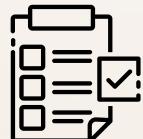
MAGALANG, Pampanga (PIA) – Farmers, fisherfolks, and agripreneurs may now avail the services of the Sibul Technology Business Incubator (TBI) for the development of their agribusinesses.

The project, offered by Pampanga State Agri-cultural University (PSAU), is an agriculture-based business incubator geared to contribute to long-term growth, and sustainability of agriculture-related enterprises through entrepreneurial and skills development, technology commercialization, and partnerships. Those who are interested in the incubation program may email sibul@psau.edu.ph.

IP APPLICATION PROCESS

1

SUBMISSION



PSAU stakeholders technology generators, and other makers shall submit the filled-out forms and documents needed for the IPR protection of their technology/ work/ plant/ variety/ creation to the IP-TBM Office - either online or in person.

2

EVALUATION



The IPR Office shall check the completion of the submitted documents and assess if the disclosed IP passes the criteria set by the IP Code of the Philippines.

3

VERIFICATION



The IPR Office shall coordinate with the concerned inventor/ maker in preparing its patent specification/ additional forms and verify the accuracy and details included in the application drafts before filing.

4

APPLICATION



Once the patent specification and application forms were verified and finalized by both the inventor/ maker and agent-in-charge, the IPR Office shall then facilitate the submission and application to the IPOPHL / NLP / PVPO.

5

MONITORING & MAINTENANCE



The inventor / maker shall follow up on the status of his / her application and coordinate with the IPR Office or agent-in-charge from time to time in securing and maintaining the protection of the concerned creation.



Scan this QR code to access the [Invention Disclosure Form](#).

For inquiries, email us at ip-tbm@psau.edu.ph.



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C. Sanchez



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Congratulations!
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OIC, Office of the President



From PSAU IP-TBM

Congratulations
Dr. Rogelio P. Carandang
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