

# INDUSTRIAL TRAINING REPORT INTELLECTUAL PROPERTY :... CORPORATION OF MALAYSIA (MYIPO)



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan



PERBADANAN HARTA INTELEK MALAYSIA  
INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA



**2023**

MGT666  
INTERNSHIP  
OFFICE SYSTEM  
MANAGEMENT

1 MARCH 2023- 15 AUGUST 2023

SHARIFAH NURFAIQAH BINTI  
SYED MOHD FADHILLAH  
2021101755



## EXECUTIVE SUMMARY

This executive summary provides an overview of the industrial training experience conducted at the Intellectual Property Corporation of Malaysia (MyIPO) during 5 months and 15 days, which started on the 1<sup>st</sup> of March 2023 until 15<sup>th</sup> of August 2023. The purpose of the training was to gain practical exposure to the functioning and operations of MyIPO as a regulatory body responsible for intellectual property rights in Malaysia.

The industrial training at MyIPO was undertaken as part of the academic requirements for internship (MGT666). The main objective was to bridge the gap between theoretical knowledge and real-world applications in the field of office system management and working environment.

I have been assigned to work in Copyright Department in MyIPO headquarters in Petaling Jaya. I had learned the general knowledge on intellectual property and the work conducted by the copyright department. Throughout the training period, I had been assisting accepting application, submitting application to the system, key in data and relevant data to the system, issuing copyright notice and certificate, and learn more on what are copyright issues and what are collective management organizations (CMO) that are working with Copyright Department in MyIPO.

The industrial training at MyIPO proved to be an enriching experience, providing a deeper understanding of the practical aspects of intellectual property rights in copyright. The exposure to hands-on involvement in key processes have significantly contributed to personal and professional growth. Overall, the training has equipped with valuable skills and knowledge that will be beneficial in future academic pursuits and professional endeavours related to intellectual property.

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## ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude and appreciation to all those who have contributed and supported me throughout my industrial training at the Intellectual Property corporation of Malaysia (MyIPO). Without their guidance, encouragement, and assistance, this report would not have been possible.

First and foremost, I extend my deepest gratitude to the Almighty Allah SWT for granting me the strength and perseverance to successfully complete my industrial training at MyIPO. I am immensely indebted to Mr. Kuljit Singh Ojagar Signh and Ms. Marliana Binti Lukman, my industrial training supervisor at MyIPO, for his/her continuous support and valuable insights throughout the entire training period. They provided me with valuable guidance, constructive feedback, and encouragement, which played a pivotal role in shaping the course of my training and enriching my understanding of intellectual property matters.

I would also like to extend my gratitude to all the staff members at MyIPO especially to the staff members at copyright department who graciously extended their support and cooperation during my time there. Their willingness to share their expertise and knowledge with me has been instrumental in broadening my horizons and enhancing my practical skills in the field of intellectual property. I would like to acknowledge the support and understanding of my fellow intern at MyIPO. Working alongside such talented and motivated individuals has been a tremendous source of inspiration, and I am grateful for the camaraderie we shared during this journey.

A special mention goes to my academic advisor, Ms. Afrah Hayati Abdul Rahman, for their constant encouragement and for providing me with valuable advice throughout the industrial training process. Their guidance helped me align my academic knowledge with real-world applications, making this experience even more fulfilling. My sincere appreciation also goes to the faculty members of Business and management Faculty at UiTM Bandaraya Melaka for designing a comprehensive curriculum that laid the foundation for my professional development. The knowledge and skills I acquired during my academic studies have undoubtedly contributed to my success during the industrial training.

Finally, I would like to extend my gratitude to my family and friends for their unwavering support and encouragement throughout this entire endeavour. Their belief in my abilities and constant motivation provided the strength needed to overcome challenges and accomplish my goals.

In conclusion, I express my profound thanks to all individuals and organizations that played a role, however big or small, in making my industrial training at MyIPO a valuable and rewarding experience. This opportunity has not only enriched my academic journey but also equipped me with practical skills and experiences that will undoubtedly benefit me in my future career. Thank you all for being an essential part of this transformative journey.



## 1.0 STUDENT'S PROFILE



**SHARIFAH NURFAIAH BINTI  
SYED MOHD FADHILLAH**

### LANGUAGE

- Bahasa Malaysia Native
- English Proficient

### SKILLS

- Microsoft Office Word Advance
- Microsoft Office PowerPoint Intermediate
- Microsoft Office Excel Intermediate
- Canva Beginner
- Typing 45WPM
- Computer skills
- Communication skills
- Data entry skills

### AWARDS

- Vice - Chancellor Awards, 2021
- Dean List Awards, 2018 - 2020
- 2nd in Kedah State Level Aerobics Competition, 2019

### REFERENCES

Puan Nur Hazwani Binti Mohd Roseli  
Internship Coordinator  
Faculty Business and management  
University Technology MARA (UiTM)  
Campus Bandaraya Melaka, Melaka

## INTERNSHIP APPLICATION

Duration: 1st March - 15 August 2023 (6 Months)

### SUMMARY

I am a final year student Bachelor Degree in Office System Management (Hons.) from University Technology MARA (UiTM). Good in terms of database, software documentation and other office management related task. Active in participating extracurricular activities, such as program society and clubs.

### EDUCATION

#### BACHELOR DEGREE IN OFFICE SYSTEM MANAGEMENT

University Technology MARA (UiTM) Campus Bandaraya  
Melaka, Melaka

Current CGPA: 3.42  
2021 - 2023

#### DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

University Technology MARA (UiTM) Campus Sungai  
Petani, Kedah

CGPA: 3.75  
2018 - 2021

#### SIJIL PELAJARAN MALAYSIA

Sekolah Menengah Kebangsaan Bukit Jalil  
SPM: 2A, 1A-, 1B+, 1B, 3C, 1D  
2013 - 2017

### EXTRACURRICULAR EXPERIENCE

#### SPORT EXCO

Bachelor of Office Systems Society (BOSS)  
2021 - Present

- Teamwork with team members in organizing event.
- Adaptable to change in position for different programs.
- Communicate and manage athlete that represent BOSS during sports festival.

#### PROJECT LEADER

Stranger to Family Program  
2022

- Managed a team of 23 people.
- Plan and organize event.
- Distribute task and communicate effectively between team members.

#### TREASURER

Program Siswa Sihat (PROSIS) Club  
2019 - 2020

- Manage time between study and zumba practice.
- Keep record of the club expense.
- Collaborate with other clubs.

Figure 1: Updated student resume

## 2.0 COMPANY'S PROFILE

### 2.1 COMPANY'S BACKGROUND



## **PERBADANAN HARTA INTELEK MALAYSIA** *INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA*

Figure 2: MyIPO's logo

Figure 2 above shows the logo of Intellectual Property Corporation of Malaysia (MyIPO) which represent and symbolize MyIPO organization.

The Malaysian Intellectual Property Corporation (MyIPO) was established on 3 March 2003 with the enactment of the Malaysian Intellectual Property Corporation Act 2002. MyIPO is a statutory body responsible for the administration and development of the intellectual property system and acts as a government agency under the Ministry of Domestic Trade and Cost Livelihood (KPDN).

MyIPO administers and enforces Intellectual Property Legislation consisting of the Trade Marks Act 2019, the Patents Act 1983, the Copyright Act 1987, the Industrial Designs Act 1996, the Integrated Circuit Layout Designs Act 2000, the Geographical Indications Act 2000 and the Regulations thereunder.

MyIPO is the only agency that provides intellectual property registration services in Malaysia. MyIPO also holds an awareness program on the importance of intellectual property protection and provides intellectual property training conducted by the Intellectual Property Academy.





Figure 3: Location of MyIPO of Petaling Jaya

The headquarters for MyIPO is located at Petaling Jaya. MyIPO has branches in Selangor, Pulau Pinang, Melaka, Johor Bahru, Kuantan, Sabah and Sarawak. The branch where I do my practical training is at their headquarters in Petaling Jaya, Selangor. Figure 3 above shown MyIPO of Petaling Jaya is located at Menara MyIPO, PJ Sentral, Lot 12, Persiaran Barat, Seksyen 52, 46200 Petaling Jaya, Selangor. The operation hour is from 9.00am to 4.30pm (Monday to Thursday) and 9.00am to 12.15pm, 2.45pm to 4.30pm (Friday)

## 2.2 VISION, MISSION AND OBJECTIVE

### 2.2.1 VISION

To be one of the leading intellectual property organisations.

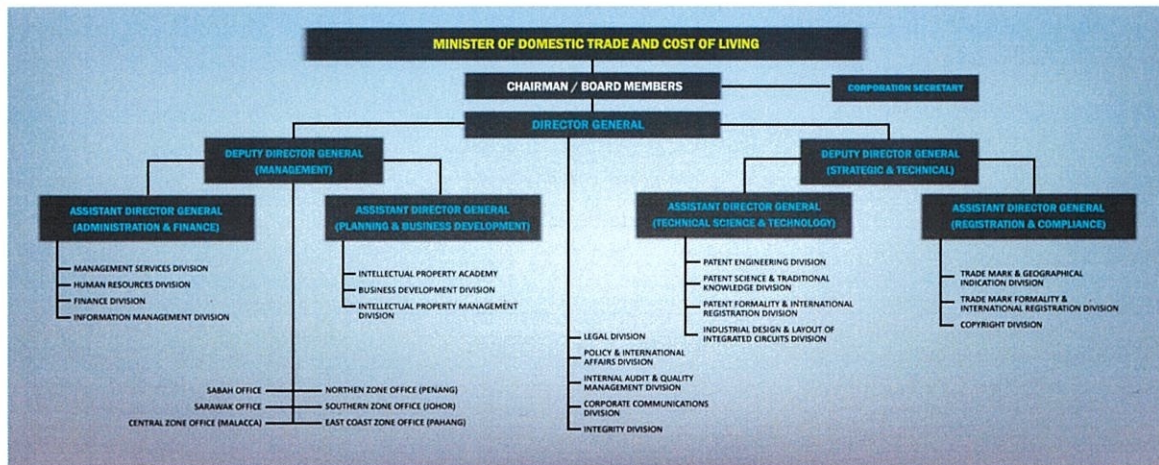
### 2.2.2 MISSION

Is to providing strong legal infrastructure and effective administration regime to enhance greater creativity and exploitation of intellectual property.

### 2.2.3 OBJECTIVE

- Establishing strong and effective administration
- Strengthening intellectual property laws
- Providing advisory services on intellectual property
- Providing comprehensive and user-friendly information on intellectual property
- Promoting public awareness programmes on the importance of intellectual property

## 2.3 ORGANIZATIONAL STRUCTURED



## 2.4 SERVICE OFFERED

MyIPO has several services to offer to the public and business owner. The services offered by MyIPO is patent, trademark, industrial design, geographical indication, copyright and ic layout designs.

### 2.4.1 PATENT

According to the MyIPO, a patent refers to an exclusive privilege granted for an invention, which can be a product or a process that presents a novel approach to accomplishing something or provides a fresh technical solution to a problem (Patent Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019). In contrast, utility innovation is a distinct exclusive right granted for a "minor" invention that does not require meeting the inventiveness criteria imposed on patents.

To qualify for a patent, an invention must fulfil certain conditions. Firstly, it must be new, meaning that it has not been publicly disclosed in any form anywhere in the world. Additionally, it must involve an inventive step, indicating that it should not be an obvious development to someone with expertise and knowledge in the relevant technological field. Lastly, it must be industrially applicable, implying that it can be manufactured on a large scale (Patent Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

Conversely, there are certain types of inventions that are not eligible for patent protection. These include discoveries, scientific theories, and mathematical methods. Additionally, plant or animal varieties or essentially biological processes for producing plants or animals, excluding human-made living micro-organisms, micro-biological processes, and their products, are considered non-patentable. Other examples of non-patentable inventions include schemes, rules, or methods for



conducting business, performing purely mental acts, or engaging in games. Furthermore, methods used for treating the human or animal body through surgery or therapy, as well as diagnostic methods practiced on the human or animal body, are also excluded from patentability (Patent Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

The duration of patent protection is typically 20 years from the filing date, while utility innovation enjoys a protection period of 10 + 5 + 5 years from the filing date, subject to use (Patent Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

Furthermore, the MyIPO indicates that any individual can submit a patent or utility innovation application either alone or jointly with another person. It is worth noting that the term "person" encompasses more than just natural individuals and can include entities such as companies (Patent Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

#### 2.4.2 TRADEMARK

According to the source, a trademark refers to any visual representation that can distinguish the goods or services of one business entity from those of others. This representation can take various forms such as letters, words, names, signatures, numerals, devices, brands, headings, labels, tickets, shapes of goods or their packaging, colours, sounds, scents, holograms, positioning, sequences of motion, or combinations thereof (Trademark Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

A collective mark, on the other hand, is a type of trademark that distinguishes the goods or services of members belonging to an association or organization that owns the collective mark from those offered by other businesses (Trademark Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

A certification mark is another type of trademark that indicates that the goods or services associated with it have been certified by the owner of the mark in terms of origin, material, manufacturing process, quality, accuracy, or other characteristics (Trademark Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

There are certain types of trademarks that are not eligible for registration. These include prohibited marks that may confuse or deceive the public, violate the law, contain scandalous or offensive matter, or lack eligibility for protection in a court of law. Additionally, trademarks that are prejudicial to the interest or security of the nation are also not allowed. The responsibility for determining whether a trademark falls into any

of these categories lies with the registrar. For example, a trademark containing inflammatory statements or words may be considered non-registrable (Trademark Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

The registration of a trademark is valid for a period of ten years starting from the date of application. However, it can be renewed every ten years to maintain its protection (Trademark Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

#### 2.4.3 INDUSTRIAL DESIGN

According to the provided information, an industrial design refers to the visual features of an article, such as its shape, configuration, pattern, or ornamentation, that are applied to the article through an industrial process. These features are intended to be visually appealing and are evaluated based on their appearance (Industrial Design Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

For an industrial design to be registrable, it must meet certain criteria. Firstly, it should fulfil the definition of an industrial design and be new in Malaysia or elsewhere. Additionally, it should not be contrary to public order or morality (Industrial Design Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

Conversely, there are certain types of industrial designs that are non-registrable. These include methods or principles of construction, designs of articles that depend on the appearance of another integral part of the article, and designs that differ only in immaterial details or features. Furthermore, industrial designs that are solely dictated by their function are also considered non-registrable (Industrial Design Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

Once an industrial design is registered, it is initially protected for a period of 5 years starting from the filing date. This protection period can be extended for four consecutive terms, resulting in a maximum total protection period of 25 years (Industrial Design Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).

The application for a registered industrial design can be made by the author, a company, or an individual (Industrial Design Basic – the Official Portal of Intellectual Property Corporation of Malaysia, 2019).



#### 2.4.4 GEOGRAPHICAL INDICATION

According to the information provided, a geographical indication (GI) refers to a sign used on products that originate from a specific geographical location and possess qualities or a reputation that can be attributed to that origin (Geographical Indications Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

The protection of geographical indications extends to cases where an unregistered geographical indication falsely represents to the public that the goods actually originate from a different country, territory, region, or locality, even if the representation is technically true in terms of the place of origin (Geographical Indications Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

However, there are certain exclusions from the protection of geographical indications. These include geographical indications that are contrary to public order or morality, those that refer to a territory of origin, and geographical indications that are not protected or have ceased to be protected in their country of origin. Geographical indications that have fallen into disuse in their country or territory of origin are also excluded from protection (Geographical Indications Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

The rights to use a registered geographical indication are granted exclusively to producers conducting their activities within the specified geographical area mentioned in the register. These rights are tied to the products specified in the register and must align with the specified qualities, reputation, or characteristics mentioned in the register (Geographical Indications Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

A registered geographical indication is initially protected for a period of ten years from the date of filing and can be renewed every ten years thereafter (Source: [citation]).

Those eligible to apply for a geographical indication include individuals or entities involved in production within the specified geographical area mentioned in the application. This can include competent authorities, trade organizations, or associations (Geographical Indications Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

#### 2.4.5 COPYRIGHT

According to the Copyright Act 1987, copyright grants the exclusive authority to control original works to the authors, copyright owners, and performers for a specified period (Copyright Act 1987).

The eligible works for copyright protection include literary works, musical works, artistic works, films, sound recordings, broadcasts, and derivative works.

The duration of copyright protection varies depending on the type of work. For literary, musical, or artistic works, the protection lasts for the author's lifetime plus an additional 50 years after their death. For films, sound recordings, and performances, the copyright protection spans 50 years from the publication or fixation of the work. In the case of performers, the protection extends from the time of the performance or fixation in a sound recording. Broadcasts are protected for 50 years from the initial transmission, whether through wire or wireless means.

Copyright owners are entitled to certain rights:

- Legal rights: These include the exclusive rights to enforce their copyrights against infringement through civil or criminal actions. Criminal prosecution is typically handled by the Enforcement Division of the Ministry of Domestic Trade, Cooperative and Consumerism (MTDCC) or the Royal Malaysian Police.
- Economic rights: These rights encompass reproduction, communication to the public, performance, distribution, and commercial rental. Copyright owners can exercise these rights during the protection period defined by the Copyright Act 1987. Economic rights allow owners to derive financial benefits from the use of their works through means such as assignment, licensing, or testamentary disposition.

Moral rights are also provided to authors:

- Paternity rights: These rights allow authors to assert their claim as the original creators of their works.
- Integrity rights: Authors have the authority to prevent users from distorting, mutilating, or significantly modifying their works in a way that negatively affects their honour or reputation.



#### 2.4.6 IC LAYOUT DESIGNS

According to the source, a layout-design of an integrated circuit refers to the three-dimensional arrangement of elements within an integrated circuit, including some or all of the interconnections. It can be in the form of a physical disposition or a prepared design intended for manufacturing (Layout-Design of an Integrated Circuit Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

For a layout-design to qualify for protection, it must meet certain criteria. Firstly, it should be original, meaning it is the result of the creator's own intellectual effort and is not common among creators and manufacturers of integrated circuits. Additionally, it must be fixed in a tangible form or incorporated into an integrated circuit at the time of its creation. The right holder of the layout-design should also be a qualified person (Layout-Design of an Integrated Circuit Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

The right holder of a layout-design can be the creator of the design. If the design was commissioned, the right holder may be the person who commissioned it. In the case of an employee creating the layout-design within the scope of their employment, the employer becomes the right holder (Layout-Design of an Integrated Circuit Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

The legal rights of the right holder of a layout-design include the rights to reproduce the protected layout-design and authorize others to do so. They also have the rights to commercially exploit the protected layout-design, the integrated circuit in which the layout-design is incorporated, or an article containing the integrated circuit with the layout-design (Layout-Design of an Integrated Circuit Basic – the Official Portal of Intellectual Property Corporation of Malaysia, n.d.).

### 3.0 TRAINING'S REFLECTION

My industrial training experience at Intellectual Property Corporation of Malaysia (MyIPO) had been knowledgeable with new knowledge and hands-on learning on key task work in the copyright department at MyIPO.

#### 3.1 DURATION

My industrial training at Intellectual Property Corporation of Malaysia (MyIPO) is from 1<sup>st</sup> March 2023 to 15<sup>th</sup> August 2023 which is 5 months and 15 days as prescribed by Universiti Teknologi Mara (UiTM) to complete my final year studies. As I lived in Selangor, my working days is from Monday to Friday and the working hour is flexible as long as I complete 9 hours of work from 8.00 a.m until 5.00 p.m, the latest I can come to work is by 9.00 a.m and end at 6.00 p.m. The break time for lunch they set is one hour from 1.00 p.m to 2.00 p.m and 12.15 p.m to 2.45 p.m on Friday to give way to those who went to Friday prayer.

#### 3.2 DETAILS

I was assigned in Copyright department during those 5 months and 15 days of internship. The Copyright department is solely focused on one specific intellectual property registration service in MyIPO which is copyright. This department specialize in copyright and accept all eligible works for copyright protection include literary works, musical works, artistic works, films, sound recordings, broadcasts, and derivative works.

My role is assisting and cover the work in the copyright department. My responsibilities are to assist and work closely with assistant intellectual property officer and intellectual property assistant for registering copyright application into the system and issue a copyright notice and certificate and post them.

The registering copyright application can be split into three steps. Firstly, the intellectual property assistant is required to receive the application form and work from the counter and the client that come directly to the department office. Secondly, by entering minima data entry to the system to register it into the system and change the application into submitted. Thirdly, only after the application is submitted can proceed with further data entry by uploading a copy of the application and work submitted by the client into the system and by complete the necessary information to the system to change the application into new application. I am able to do around 20 or more application for minima data and further data depends on the number of author and work I have to upload to the system and other additional task I am being assign for that day.

Next, I have to issue a copyright notice and certificate. Moreover, I also assist assistant intellectual property officer and intellectual property officer to post or self-collect the issued copyright notice and certificate to the client that have register their work for



copyright. Lastly, I have to upload every copyright certificate that I had issued and on behalf of the officer to post by scanning them before I seal them in an envelope to post them.

Besides dealing with copyright voluntary notice, I also learn about the function and role of Collective Management Organization in Malaysia. A Collective Management Organization (CMO) or Royalty Collecting Body is an organization that has been given a mandate by the Copyright Owner to administer their rights in the use of their copyrighted works by the users

### 3.3 BENEFITS

One of the benefits I received from MyIPO is they provide RM 1,000.00 a month of allowance and it really helps me pay for my daily necessity such as gas, transportation, food and others. Besides that, I also received a certificate for completing a short online course by registering with World Intellectual Property Organization (WIPO) on general knowledge of Intellectual Property. Industrial training at MyIPO helps me broaden my knowledge on intellectual property especially on copyright.

Besides that, it helps me in developing my skills in data entry and pay attention to every detail and information as well as being more meticulous in key in data, proofread and data checker. This is because the data key in the system and the issued notice and certificate must be exactly the same as the submitted application copyright department receive from the client.

Moreover, I had assisted and attended a few events relating to copyright during my 5 months and 15 days of internship. With that, I am able to learn and experience on copyright and networking from the people involve in intellectual property industry. Furthermore, I am able to overcome my shyness and develop my communication skills as well as gain new knowledge and boost my confidence. With the new knowledge and skills that I learn, I can use them in the future and learn how the working world of the industry work.

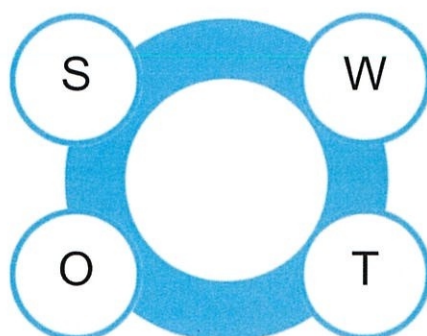
## 4.0 SWOT ANALYSIS

### Strengths

- Expertise and Knowledge
- Legal Authority and Enforcement Power

### Opportunities

- International Cooperation
- Expand Into Various Category of Copyright Work



### Weaknesses

- Outdated System and Error Once in a While
- Backlog Management

### Threats

- Online Copyright Infringement
- Lack of Knowledge on How Artificial Intelligence Influence in Copyright Works

## 5.0 DISCUSSION AND RECOMMENDATION

Intellectual Property (IP) plays a pivotal role in fostering creativity, innovation, and economic growth. In Malaysia, the Intellectual Property Corporation of Malaysia (MyIPO) is the authority responsible for handling copyright registration. To assess MyIPO's current standing and identify areas for improvement, a SWOT analysis has been conducted, evaluating its strengths, weaknesses, opportunities, and threats.

### 5.1 STRENGTHS

#### Expertise and knowledgeable

MyIPO Copyright Department exhibits two significant strengths. Firstly, the Copyright Department within MyIPO is staffed with highly skilled professionals who possess extensive expertise in the field of intellectual property laws, copyright regulations, and related legal matters. These experts are essential in providing accurate guidance to creators and copyright owners, ensuring that their intellectual property rights are effectively protected. Their knowledge also enables them to handle complex copyright cases, offer valuable insights on international copyright treaties and agreements, and engage in meaningful discussions with stakeholders both domestically and internationally.

This is because, the officer in Copyright Department handles the public question and inquiry on a daily basis from calls to emails regarding copyright matters. From guiding to copyright work registration to legal related matters. This shows that, they need to be knowledgeable and insightful towards intellectual property and copyright as they need to be ready at any given moment to answer the public inquiry. Moreover, the officers at Copyright Department would often give awareness talk or sharing session on copyright matters to universities and other events. Furthermore, it increased credibility and reputation of MyIPO as they have the ability to handle complex copyright cases and engage with stakeholders domestically and internationally showcases the competence of the Copyright Department. This can boost the company's reputation and credibility within the intellectual property



community and beyond. Besides that, MyIPO will have potential revenue generation. This is because, strong copyright protection and effective handling of copyright cases can lead to increased revenue generation for both creators and the company. When creators' intellectual property rights are safeguarded, they are more likely to produce and distribute their work, leading to potential licensing and sales opportunities that can benefit the company financially.

To capitalize on this strength, the Copyright Department should continue to invest in professional development and training programs for its staff. Encourage participation in workshops, seminars, and conferences to stay updated on the latest copyright laws and international copyright agreements. Furthermore, fostering a culture of knowledge sharing within the department can lead to a more comprehensive understanding of copyright issues and better support for copyright owners and creators. The majority of companies allocate resources to Training and Development (T&D) with the purpose of keeping their employees competitive and relevant in their respective positions. By continually engaging in T&D, employees not only enhance their competitiveness within the workplace but also enable their organizations to stay competitive within the industry. Numerous training opportunities are accessible, and individuals who actively seek such opportunities are more inclined to progress and excel in their careers (Whitehead, 2022).

#### Legal Authority and Enforcement Power

Secondly, as an integral part of MyIPO, the Copyright Department holds the legal authority to enforce copyright laws in Malaysia. This power empowers the department to take necessary actions against copyright infringement, including investigating cases, issuing cease-and-desist notices, and pursuing legal action when needed. This authority is crucial in safeguarding the rights of creators, authors, artists, and copyright holders, creating an environment that fosters creativity and innovation while deterring unauthorized use or reproduction of copyrighted content.

According to the MyIPO official website, it states that MyIPO is responsible for the development and management of intellectual property in Malaysia. MyIPO will administer and enforce according to the Copyright Act 1987. This will be streamlined copyright protection. This is because with a single entity responsible for copyright legal and management services, there might be a more unified and efficient approach to copyright protection. This could lead to quicker processing of copyright registrations and better enforcement against copyright infringement.

Leveraging its legal authority, the Copyright Department should maintain a proactive approach to copyright enforcement. Enhance collaboration with other law enforcement agencies, internet service providers, and content platforms to swiftly address copyright infringements. Utilize legal actions strategically to deter copyright violations and set

precedents for future cases. Understanding the vital importance of regional and global collaboration in countering cybercrime, Malaysia remains committed to bolstering such cooperation through established bilateral and multilateral platforms. The country is actively working on aligning its domestic laws with international conventions and treaties to achieve greater consistency. Recognizing the complexity of combating cybercrime, Malaysia acknowledges the necessity of a unified national approach and urges its law enforcement agencies to collaborate closely in addressing these threats collectively (Malaysia Cyber Security Strategy 2020-2024, 2020).

## 5.2 WEAKNESSES

### Outdated System and Error

Despite its strengths, MyIPO also faces two key weaknesses. Firstly, the organization relies on an outdated system, which leads to inefficiencies and occasional errors. This will be increased vulnerability and security risks. Moreover, outdated systems are more susceptible to security breaches and cyber-attacks. As technology evolves, so do the tactics of malicious actors seeking to exploit vulnerabilities. Furthermore, it also reduced efficiency and productivity. Systems that have not been updated may lack essential features and integrations that streamline workflows and improve productivity.

The current system has a lot of redundant and complicated steps in processing the application. This leads to taking a large amount of time to process the application especially application with a large number of authors and works submitted. Besides that, there are times where the system would not proceed with the uploading of documents or slow to update data to the system. This will cause the Copyright Department a long time to process the application and will affect the productivity of MyIPO due to backlog.

Therefore, it is recommended that MyIPO invest in modern software and hardware. This is because, MyIPO should prioritize investing in modern software and hardware solutions that meet their current and future needs. In contemporary times, businesses have transitioned their operations towards cutting-edge and ever-changing information technology methods to enhance the overall efficiency of their operations. Technology now plays a pivotal role in the success of organizations, prompting them to prioritize the development of these capabilities to optimize performance and operational efficiency (Shahid et al., 2021). By embracing cutting-edge technologies, businesses can boost efficiency, streamline operations, and reduce the occurrence of errors caused by outdated systems.

### Backlog Management

Secondly, the Copyright Department could face challenges in managing backlogs, particularly during periods of high application volumes or an increased number of copyright



infringement cases. Delays in processing copyright applications or resolving disputes might create frustrations among stakeholders and lead to a perception of inefficiency within the department. Effectively addressing and minimizing backlogs is crucial to maintain the credibility and effectiveness of the Copyright Department.

Due to the inefficient of the system, it created backlog and slow to process the application. There are only three copyright assistant officer that is responsible for doing minima and further data to the system. Moreover, the two tasks will take a long time to proceed if the amount of author or work is given in large amount. The amount of backlog will affect the MyIPO image as the client charter in the website state that the application will be process within a month.

Therefore, implementing workflow optimizations and process improvements can help manage backlogs more effectively. Consider expanding the workforce during peak periods or implementing temporary task forces to address specific challenges. Additionally, regular performance evaluations and periodic assessments of the copyright registration and enforcement processes can identify bottlenecks and areas for improvement.

### 5.3 OPPORTUNITIES

#### International Cooperation

MyIPO has opportunities to collaborate with international copyright organizations and other countries can provide the Copyright Department with access to best practices, information exchange, and joint efforts in combating cross-border copyright infringement. Strengthening international cooperation also helps in harmonizing copyright protection across borders and provides greater protection for Malaysian creators' works in foreign markets. Active engagement in international forums and agreements can elevate Malaysia's reputation as a country committed to protecting intellectual property rights.

In the fast-moving world, MyIPO copyright department need to me ready for new challenge and opportunities ahead in time. There has already been several international cooperation with other copyright intellectual property organization. There had been a discussion with Arcom which is a company in Franch on how they handle their copyright issue. With this copyright department is able to share experience and learn other copyright issues around the world. By fostering harmonization of copyright laws, facilitating cross-border licensing, and combating piracy through collaborative efforts, it enables MyIPO to protect its intellectual property on a global scale. Embracing international copyright treaties and respecting cultural nuances ensures a robust and respectful approach to copyright management. As businesses expand into foreign markets, the copyright department's involvement in navigating legal complexities becomes indispensable. Overall, international

cooperation empowers the copyright department to safeguard the company's creative works, foster innovation, and foster successful global collaborations.

Actively participate in international copyright forums, conferences, and working groups to share experiences and best practices with other countries. Explore opportunities to sign bilateral or multilateral agreements to enhance cross-border copyright enforcement. Collaborate with global organizations like the World Intellectual Property Organization (WIPO) to strengthen copyright protection globally and participate in initiatives that combat online piracy.

#### Expand Into Various Category of Copyright Work

Secondly, MyIPO can expand its services to cover various emerging artistic work sectors, such as digital content creation and virtual reality. Diversifying the scope of offerings can attract a broader customer base and adapt to evolving industry trends.

The creative industry is wide and easy to explore. By open up new category of work, it will give opportunities to other creative individuals to protect their creation. For example, by exploring into textile industry. This will increase the department and the company revenue as there are more creative work being registered to the company.

MyIPO Copyright Department can have a consultation with creative industry experts and academics. To ensure that any expansion of copyrightable categories aligns with the needs of the creative industries, it is crucial to involve experts and academics in the field. Conducting consultations and roundtable discussions with professionals from different creative disciplines can provide valuable insights and help address any potential concerns

## 5.4 THREATS

#### Online Copyright Infringement

Two critical threats loom over MyIPO. Firstly, the pervasive growth of online platforms and digital technologies may facilitate an increase in online copyright infringement, making it challenging for the Copyright Department to monitor and combat piracy effectively. The prevalence of file-sharing, streaming sites, and social media platforms could enable unauthorized distribution of copyrighted content, undermining the revenue streams of content creators and copyright holders.

The internet is a wide platform and with online copyright infringement at large, it is hard to enforce legal actions towards every online infringement. Moreover, it will only spring back up after awhile and it will only take a long time again to catch them in action. The public may face negative image as for not able to defend their intellectual property from online infringement.



Employ advanced content recognition technologies to detect and combat online copyright infringement proactively. Collaborate with online platforms and service providers to establish efficient takedown procedures for infringing content. Educate the public about the consequences of piracy and the importance of supporting creators by consuming legitimate content. Extensive examinations and research into the violation of online copyrights and public sentiment regarding internet piracy laid the groundwork for both nations to develop a strategy to address their respective online copyright infringement issues (Carstens, 2023).

#### Lack of Knowledge on How Artificial Intelligence (AI) Influence in Copyright Works

Secondly, As Artificial Intelligence (AI) continues to influence artistic works, concerns surrounding copyright ownership of AI-generated creations have become more pronounced. The lack of clarity on whether AI can be attributed authorship and whether AI-generated works can be registered for copyright poses significant challenges in Malaysia's art industry. The increasing presence of AI in the creative process blurs the lines between human and machine-generated art, leading to ambiguity in copyright ownership. According to the World Intellectual Property Organization (WIPO), this lack of a clear legal framework for AI-generated works creates uncertainties for artists and developers worldwide. In Malaysia, artists and innovators may encounter similar challenges due to the absence of specific legislation addressing AI's role in the creation of copyrightable artistic works.

In the world where technological advance is increasing at a fast pace, it gives copyright department new issues on copyright matters. Having the world moving towards Artificial Intelligence (AI) leaves us question on whether AI generated work can be registered or not as AI is not qualified to be another as they are not human. Moreover, there will be a low chance of AI may steal your creation as AI generated work are based on what is already on the internet and most of the website impose terms and conditions for their use. However, if the person is sure that AI had stole their work, they need to prove it using legitimate evidence that shows that is actually their work to court. This will become a big problem as time move on and more AI integrated works and issues came to light and if MyIPO is unable to give clear explanation to the public that ask it will give an impression that MyIPO is not ready to move into the future where AI work become at large.

**Establish Specific Legislation:** To address the challenges of AI-generated artworks' copyright, Malaysia should enact specific legislation or amend existing copyright laws to include provisions that explicitly recognize AI as a tool in the creative process. This can provide clarity on authorship and copyright ownership. the realm of AI copyright is continuously developing, and the approaches taken by the EU, US, and China are a testament to this ongoing evolution. While all three regions acknowledge the copyrightability of AI-generated works, they vary in their distinct approaches to AI and copyright. For instance, the EU

recognizes AI as a sui generis right holder, and the US adopts a broad fair use doctrine. On the other hand, China encounters distinctive obstacles concerning copyright enforcement and ownership of AI-generated works (Zhuk, 2023).

In conclusion, Intellectual Property (IP) is a crucial aspect of fostering creativity, innovation, and economic growth. Malaysia's Intellectual Property Corporation (MyIPO) plays a vital role in handling copyright registration and protection. A SWOT analysis of MyIPO reveals several strengths, including a team of knowledgeable experts in copyright laws and effective legal authority for enforcement. However, there are weaknesses, such as reliance on outdated systems leading to inefficiencies and backlog management challenges. Nevertheless, there are significant opportunities for MyIPO, such as international cooperation to strengthen copyright protection and expanding services to cover emerging artistic work sectors.

Despite the opportunities, MyIPO faces threats, particularly the rise of online copyright infringement due to the growth of digital technologies and the lack of clarity regarding AI-generated creations' copyright ownership. To overcome these threats and capitalize on the opportunities, MyIPO should invest in modernizing its systems and collaborate with international copyright organizations. Additionally, it should explore expanding its offerings to encompass new creative industries and address the legal implications of AI-generated works. By strategically addressing these areas, MyIPO can enhance its effectiveness in safeguarding intellectual property rights and contribute further to Malaysia's creative landscape and economic prosperity.



## 6.0 CONCLUSION

In conclusion, during the 5 months and 15 days industrial training at Intellectual Property Corporation of Malaysia (MyIPO) had been a wonderful experience and educational learning. With the new knowledge I had gained, I can apply in my real working life in the future and increase my skill set. Moreover, I was able to discover more about my strengths and shortcoming, and one of those shortcomings is communication skills. This is because I have to communicate with my supervisor, colleagues, clients and the staff at the company. Therefore, being able to adapt and communicate to carry myself in the professional settings is very important whether it is the ability to write or speak is highly important and very beneficial to me.

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## APPENDICES



Learning on introductions towards intellectual property, copyright orphan work and examples of infringement case.



The process of moving out from the old office in Bangsar to new office in Petaling Jaya.



Networking and sharing knowledge on intellectual property at TikTok Shop event.





Celebrating Intellectual Property Corporation of Malaysia (MyIPO) 20<sup>th</sup> anniversary on 3<sup>rd</sup> March 2023.



Breaking fast event with Intellectual Property Corporation of Malaysia (MyIPO) at the company banquet hall



Helping out at Kuala Lumpur International Book Fest (PBAKL) at World Trade Centre Kuala Lumpur.





Sit for copyright talk that is being led by Sir Syaufiq at one of Intellectual Property Academy programs.



Decorating the Copyright Department in preparation of Eid celebration.



Celebrating Happy Eid with Intellectual Property Corporation of Malaysia (MyIPO) and Copyright Department.





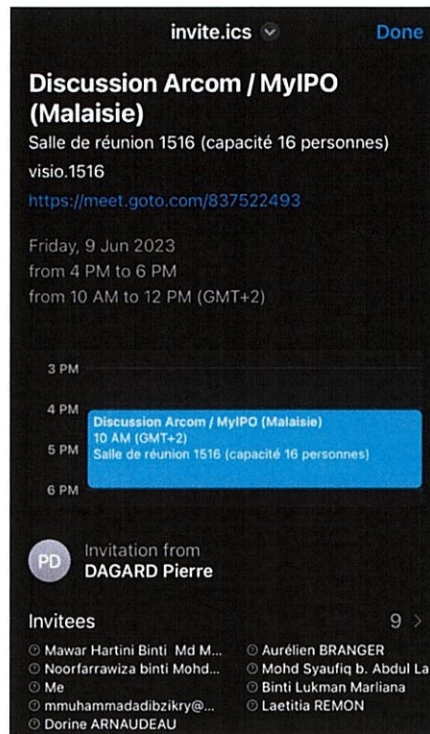
Talk on property alms with speaker from Tabung Haji.



First meeting with the new director of copyright and meeting on KPI for 2024.



Helping Ms. Marliana manage the slide and reading question online from other branch of Intellectual Property Corporation of Malaysia (MyIPO) that attend to the course.



Attend online conference between Copyright Department and Arcom.



Complete the DL101 General Intellectual Property course by World Intellectual Property Organization (WIPO) from 18<sup>th</sup> April 2023 until 4<sup>th</sup> June 2023.





Mr. Syaufiq giving a talk on Collective Management Organization (CMO) at Media Prima



Farewell celebration to the two industrial training students from Copyright Department.