



## Commercialisation of Geospatial Information

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# What is PlaTCOM Ventures?

The National Technology Commercialisation Platform of Malaysia

*We passionately help...*



*...to transform their inventions into innovations*





# What is PlaTCOM's core function?

**SME**



Small and Medium-Sized Enterprises

To support 'selected' innovative Malaysian SMEs to transform their inventions into innovations via 'the provision of an efficient end-to-end innovation commercialisation platform'

## FOCUS AREAS



**TECHNOLOGY TRANSFER**



**COMMERCIALISATION**





# How does PlaTCOM support its focus areas?

## FOCUS AREAS



TECHNOLOGY TRANSFER



*An AIM Initiative*



COMMERCIALISATION



*An AIM/SME Corp Collaboration*





# IBO and Technology Transfer

LOOKING FOR A SPECIFIC PROJECT? SEARCH HERE.



## PROJECT CODE: P058 Energy Recovery Wind Turbine System

Designed as a wind and exhaust air energy recovery system with safety enclosure to generate electricity, this new invention reuses exhaust air from any exhaust outlet to generate electricity or mechanical power. Compared to existing systems, which consume high amounts of electricity to transfer waste heat out to the atmosphere, this system has the advantages of having better safety features, more energy efficient and lower noise pollution.



### ROCSTA Bluetooth Speakers

It was important to our team to



### Biosimilar Rituximab

Rituximab is a chimeric



### Super Patch: Road Patching Material



### Biosimilar Factor VII a

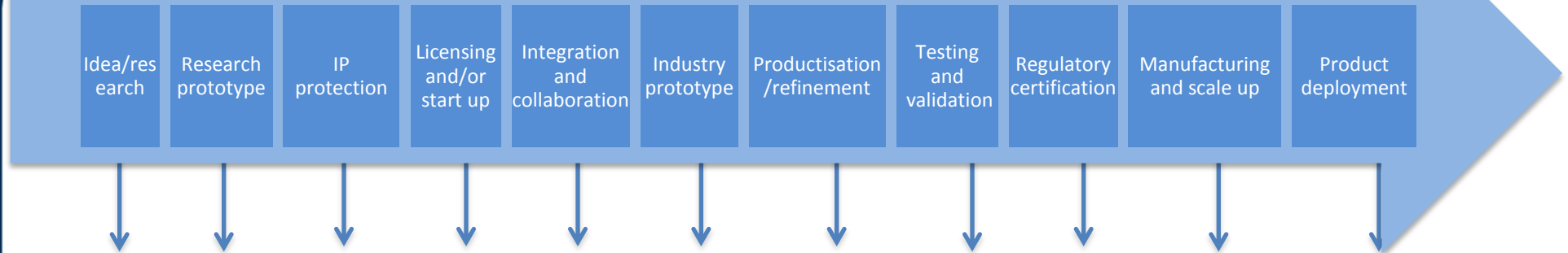
Factor VII is a serine protease





# High Impact Programme 2

## Innovation commercialisation process



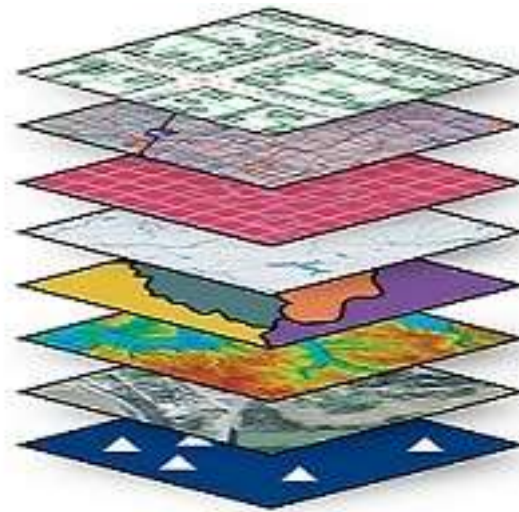
The good innovations within our SMEs get bogged down in one of these stages

## Why?

- Lack of funding to address finance gaps
- Not having access to appropriate facilities and incubators
- Not understanding the testing and validation process
- Difficulties encountered in obtaining regulatory certification
- Not having access to technical expertise
- Lack of awareness on IP protection, licensing, branding and marketing
- Lack of prototyping, productisation and market access support



# Geospatial Information







# Factors to Consider in Commercialising Geospatial Information

- How 'useful' is the data?
- Who will 'use' the data?
- How 'big' is the data?
- Who 'owns' the data?
- How can the information be protected against unauthorised commercial use?
- What are the national and international geospatial information data policies?







# Intellectual Property Rights

- Patents
- **Copyright**
- **Database rights**
- Design rights
- Trade secrets





# Intellectual Property Rights

## What is a database?

A database is defined in the legislation as "a collection of independent works, data or other materials which are arranged in a systematic or methodical way and are individually accessible by electronic or other means."





# Intellectual Property Rights

## Copyright Protection

Databases are treated as a class of literary works and may therefore receive copyright protection for the selection and/or arrangement of the contents





# Intellectual Property Rights

## Database Rights

Provided a set of data comes within the definition of a database, it will qualify for protection in its own right under the Regulations (irrespective of whether it benefits from protection under copyright) if there has been a "substantial investment" in obtaining, verifying or presenting the contents of the database.





# Intellectual Property Rights

## Database Rights

- Do not need the 'creative' aspect defined by copyright to be protected
- Last for 15 years from the date of creation or publication
- Any substantial update causes the 15-year period to begin anew





# Intellectual Property Rights

## Practical Steps for Dealing with Databases

- Review any databases that potentially qualify for protection.
  - Do they attract copyright/database right protection?
  - Who is the owner of the databases? Consider whether there are any licences to use the databases and/or whether an assignment of the rights in such databases could be obtained.
- Review contracts relating to commissioned databases and employment contracts. Also review any contracts where a database may be created and/or enhanced as a consequence of providing a service (such as a customer database created in the context of a sales agency) where the ownership position may not be clear.
  - Do these contracts deal expressly with ownership/assignment of copyright and database rights?



# Intellectual Property Rights

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# Intellectual Property Rights

## Practical Steps for Dealing with Databases

- Update databases regularly to ensure the 15 year protection period recommences.
- Protect against infringement by using copyright notices (© [Owner] [Year] All rights reserved) and some text to the effect that the set of data may be protected by database right.
- Keep a record of the "financial, human or technical resources" put into a database as proof of substantial investment, and be sure to make separate investment in the organisation and arrangement of the database itself in addition to any investment in the creation the data.



# Barriers to Commercialisation of Geospatial Information

- May require high CAPEX and much resourcing for data gathering or to develop/deploy technologies to do so
- The governments are often the buyers and it may be difficult to penetrate this market
- There may be national and international policies that govern various aspects of data collection and usage that may hinder commercial development of solutions using these datasets





**Thank You!**

