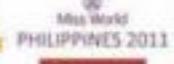
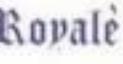


Superbrands Congratulates the Brands that enter the realm of Marketing Success for 2011-2012!



1st Superbrands Certificate Presentation for Volume VII (2011/2012)
Duo Restaurant & Wine Bar, Serendra Plaza, Global City – June 22, 2011

(L to R) Ruddy Tan (Burlington), Diamette Velasco (BusinessWorld), Gerry Chua (Eng Bee Tin), Angaro Polycarpio (Fiji Seales), Joel Pablo Salud (Philippine Graphic), Dorothy Joy Wong (HerWorld.com), Ines Zaitz (Home Shop TV), Domingo Roma (Ligo), Karl Rodriguez (Manila Bulletin), Ramon Go (Orocán), Karl McLean (Superbrands Chairman), Harry Tambasico (Superbrands President), Liviones Mercado & Daniel Mercado (PPJAC), Andy Te (RedFox), Mariano Mappala, Jr., Joseph Lorenzo-Nolasco & Isa Angela Basata (Royale), Jerry Clemente (Sales Bond), Dennis "Klusk" Ang II (Manila Times), and Kevin Prasad (Zuni)



Superbrands partners with Miss World Philippines 2011



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Harry Tambasico, Superbrands president & CEO, presenting Romeo E. Castillo, chairman & CEO of Orocán with a certificate.

Established in 1984, the brand OROCÁN was originated from CHIC, which is gold in Spanish that signifies value or something precious, and CAN which refers to container, which is basically the company's beginning as a maker of pads and plastic containers.

While this venture proved profitable in itself, OROCÁN's founders continuously develop new products with innovative designs to please our aesthetic preferences, as well as provide basic needs for household use. From its initial line up of pads, boxes and sheets, the brand carries space saving products such as drawers, cabinets and storage boxes to organize and store creams and belongings.

The original concept and design of OROCÁN applies ingenuity in creating colors, as well as creating more spectrum of products in the

market. Our very own classic, CAJA DE ORO drawer was first introduced in the market in 1997 followed by CAJA DE ORO ROYALE in 2008 and CAJA DE ORO MAJESTIQUE, Multiple Colors in 2010.

Most recently, OROCÁN launched its new CAJA DE ORO IMPÉRIAL, whose design is more sophisticated yet functional. Another is CAJA DE ORO VISTA, which is basically a combination of cabinet drawers and a TV Rack, adding more variety to fit the modern lifestyle. And our newest cutting edge MILANO and LUXEMBURG drawers that feature vibrant colors with modern permanent print and kiddie design with infused lasting perfume scent in the drawers.

Thus, the pride and joy of the company not only extend from home furnishings and organizers but up to creating more functional individual kitchen products such as our ultimate kitchen space organizer, cutlery set, dish rack, dish mat, rice grail, pitchers and multi-dispensers.

Moreover, if you want to keep your food and drinks to stay ice cold, we have our very convenient insulated double OROCÁN ICE CHEST COOLERs with an easy-to-carry handle. Other cooler bags also include the new 12L, 3000L Jumbo Bag, as well as the new 2L, 12L, Mini Coolie.

OROCÁN's advancement has always been based on research providing quality, durable, and original plastic products that continually afford convenience and functional products to improve the aesthetics of your home, office, and culture.



Royale Business Club International, Inc. is a 100% Filipino owned corporation and is a recognized distributor of high quality health, wellness and beauty products. From its headquarters in Quezon City, Royale is currently expanding its operations and establishing branches in all the key cities of the Philippines. Its international marketing arm, Royale International Group, through its Chairman and CEO, Ricardo S. Carrion, and its President and COO, John Allan G. Nolasco, recently penned an agreement with Taiwan and UAE governments and secured legal requirements for its international branches in said countries. In addition to the Hongkong Office, Royale International Group will wholly-own and fully-operate the Taiwan and UAE Branches as its international subsidiaries.

Targeting the international market, the company has set its goal and is living the foundations and the proper infrastructure for its international operations. Branches in many other key cities in other parts of the world are already set and are soon to follow.

Relatively, Royale is a young corporation; only on its fifth year of operations, it continues its drive for excellence in all the facets of its operation and gaining milestones in the local and international market. Aside from the Superbrands, Royale was also awarded First Place in the 32nd Annual Tag & Label Manufacturer's Competition held in Scottsdale, Arizona, USA on Oct. 26, 2009 and in the FONAT 2009 Europe International Label Competition on June 12, 2009 in Antalya, Turkey.

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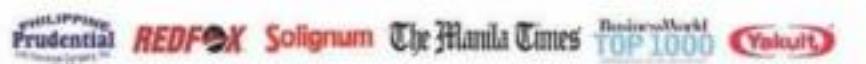
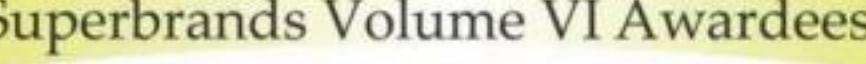
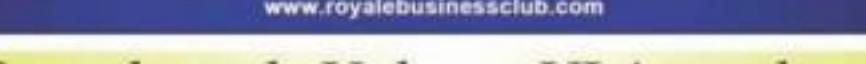
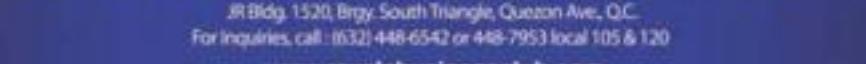
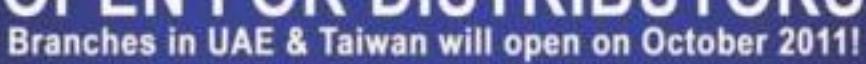


Royale president John Allan G. Nolasco, Superbrands president & CEO Harry L. Tambasico congratulating Royale E. Castillo, chairman & CEO of Royale, and Superbrands PR managing director Vicki L. Quiñones

Royale®



Ultimate Health & Beauty!

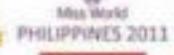
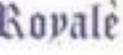


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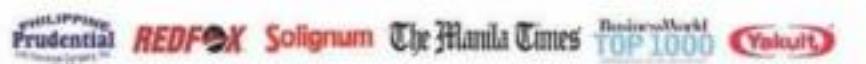
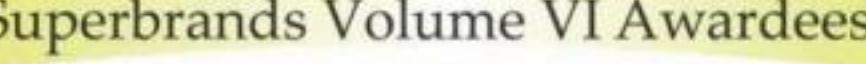
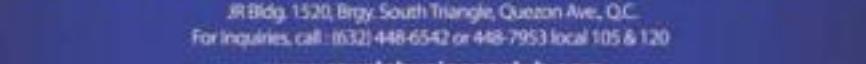
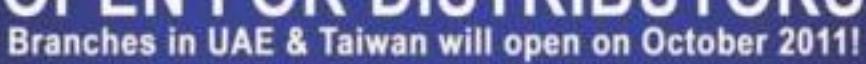
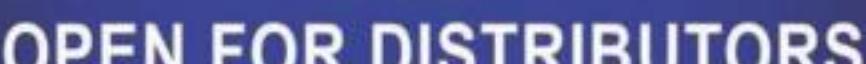


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Royale®



Ultimate Health & Beauty!



Superbrands

THE WHOLE WORLD IN YOUR HANDS

Run the world with your fingertips with the **Wzpad**

REDFOX
Rebranding innovation

The Wzpad is a multi-functional tablet device. It features a 10.1 inch HD LED touchscreen display with a resolution of 1280x800 pixels. It has a 1GHz Intel Atom processor, 1GB RAM, and 16GB internal storage. It also includes a 5MP camera, GPS, and a built-in speaker.

SALEM now more than 40 years in existence; is already an achievement in itself. From its manual operations when it initially started more than 4 decades ago, it shifted to using automated machines and advanced technology in its manufacturing operations in the 80's. Moreover, after another 2 more decades, SALEM BED, which is 100% dependent from outside suppliers for all its raw materials required for its manufacturing processes, specifically for Foams and Coir/Maca Pad, decided to put up its own Foam Manufacturing Plant and Coir/Maca Manufacturing Plant (Hong Kong Coir Fiber Industries Corp.) to provide a steady supply of its requirements and helped substantially reduce its manufacturing costs. These two plants are now manufacturing products that it can sell directly to its own markets as well. In succession, the COO Plant, Coir Plant, and the Bedside Plant were established in order to cater to the needs of consumers in the Visayas-Mindanao area.

After launching the first Windows-based tablet back in 2010, REDFOX is poised to launch this September the 2nd Generation Wzpad, which will run on the latest Intel Atom Z670 DualCore. The revolutionary product will come in both Windows and Android versions. It will feature a unique stand that rests on its sleek frame and a magnetic, wireless keyboard which doubles as a stylus pen. Enjoy the view on the 10-inch LED backlit display. Navigate your way using the intuitive capacitive, multi-touch panel.

Be informed every time with what's happening on the globe using your Wzpad. Connect to your family, friends and colleagues through instant messaging and social networking sites using the built-in 1.3 megapixel webcams at mix. Create, manage, and protect your digital contents from harmful viruses and viruses with the latest Windows 7 Home Premium.

Hold the whole world in your hands with the Redfox Wzpad.

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REDFOX Poised to Launch 2nd Generation Wzpad



With the world well into the digital age, people have been increasing professional and personal dependencies on technology. And at the base, we find that we have to work in the most comfortable place while on-the-go, during a business trip, and even in a mall coffee shop. This accounts for the most boom in mobile computing. This phenomenon is especially true for Filipinos, who are one of the earliest adopters of laptops, notebooks, tablets, and smart phones. In fact, studies project that tablets are set to take over the mobile computing market in the near future.

With the drive to always be on the forefront of innovation, and with the desire to provide what the market needs, REDFOX remains strong with its line of mobile products. Since 1995, the premiere IT company has been producing high-quality technology products. Its passion for innovation enabled it to set the trend in the IT industry for over two decades. Now on its second decade, REDFOX is set to take the Asia Pacific Region by storm with offices in the Philippines, Singapore, Hong Kong, Taiwan, Thailand, and China, and with REDFOX Concept Stores in Manila, Singapore, and China.

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Burlington general manager Harry Tambuatico, left, and CEO Karl McLean, right, are congratulated by Superbrands chairman Ryan Stephan Lee, center, and Superbrands president Harry Tambuatico.

Massage your feet with Burlington Soft Socks!

A newsworthy addition is now here, introducing the Burlington Soft Socks, the newest line from the leading socks authority in the country. It is made of 80% cotton, 15% acrylic and 5% Spandex, designed with anti-blister to protect the sensitive soles and toes of our feet. It has memory fabric guaranteed to give that comfortable, soft feeling while constantly on the move.

The high cotton content assures absorbency and moisture even during the most grueling walks, while the acrylic blend provides durability and elegance.

Massage your feet with Burlington Soft Socks so you'll never have to endure foot pain or cramps even during long hours of standing or walking.

Burlington—the leading name in socks in the country is a Superbrands awardee for eight straight years and has been manufacturing award-winning lines through four decades.



Harry Tambuatico, president of FPII of Superbrands, congratulates Ryan Stephan Lee, center, and Superbrands president Harry Tambuatico.



The long history and reputation of First Philippine Scales, Inc. (FPII) for making accurate, dependable, and economical weighing devices is the greatest testament to customer acceptance of the Fuji Scales brand. As FPII celebrates its 25th year of manufacturing quality weighing scales this August, the Fuji brand, once again, wound up with the Superbrands Award for Volume VII, its third consecutive participation in the global branding program. Photo shows Karl McLean, chairman of Superbrands congratulating FPII founder & president Amperio Polycarpio. With them are (from left) Larry Tambuatico, Superbrands managing director, and Bailey Polycarpio, FPII marketing manager.

Shop TV: Changes the Way You Shop, Forever!

The power to turn the most resistant face into a shop TV shopper has made the enormous use of the most effective retailing machines ever invented.

Shop TV is not an ordinary retailer. Its approach is to move merchandise by creating an experience through storytelling, engaging programming that will lead consumers to get personally involved in the hosts, the celebrity guests, the promotional events and feasts, and ultimately, the products.

The active sales at the company included first, to eliminate all products that could be easily found elsewhere. Second, each product sold on the show is a unique offer to the customers. It's a special deal that is available only for a limited time on the channel.

Shop TV continues to provide Filipinos and the general community unique, high quality products at competitive prices while providing shopping ease and convenience without leaving home.

With all vital departments in place shortly after its inception in 2005, All operation began with the main objective to operate a 24h home TV shopping channel that carries a universally wide range of product categories and services which has evolved into what is now Shop TV, the only premier and prominent 24h shopping channel in the country.

Offering innovative products exclusively distributed by Home Shopping Network Inc. (HSNI), Shop TV on SkyCable Channel 13 and on more than 250 other Metro Manila and provincial cable operators, reaching over thousands of homes 24 hours a day, seven days a week.

Replete with after sales service and guaranteed availability of spare parts, Shop TV has earned the trust of its customers as well as vendors, thus earning its niche as the most premiere and reliable home shopping company in the country.

So, it's all about home shopping, it's all about direct response. All the products you need, available 24 hours a day on TV!

Cool sales for your money, great products all the time, with over 7,000 selections and counting. And only 1 number to dial - 812-7500 - with friendly teleseales Agents always ready to take your call.

Marketing manager for GT Stoneworks is Harry Tambuatico, president of Superbrands, and Superbrands Managing Director Star general manager, Arlene Aragon, Rency Magtoto, and Marketing Executive Cindy Cariaga.

GT Stoneworks - Designed for the World Around You

GT Stoneworks, one of the leading producers of engineered stone wall claddings and decorative concrete stamping, has a line of products that would brighten any home facade and bring life to any drab wall and floor. "Stones are versatile building materials that speak a rich visual language of texture, color, and pattern. It evokes strength, permanence, and endurance not found in other materials," explains Marketing Manager Arch. Kleinwin C. Co.

GT Stoneworks has been manufacturing stonewall cladding and through the years have accumulated fifty different profiles in unlimited colors designed to suit the needs for interior and exterior stone wall finishing. Using rotatable dry presses, handcut with lightweight aggregates and a ceramic binder, the company does not deplete sources of natural stones by just resorting to quarrying. The finished products are used in residential and commercial applications and have been lauded as one of the most innovative product lines in Southeast Asia.

The growing popularity of engineered stone is entirely understandable. Engineered stones offer qualities that not many natural stones could match.

Aside from being durable, lightweight and easily installed, engineered stones can be manufactured in many different unique colors and patterns.

Moreover, engineered stones have no fissures, veins or other imperfections that may compromise the strength of natural stones. Also, engineered stones do not break easily to fit into tight spaces or sharp edges," says Mr. Co.

GT Stoneworks has been a popular choice among home builders because their engineered stone products possess color and design consistency that few real stones could offer.

GT Stoneworks also offers the Concrete Stamping System, using decorative concrete for floors of large areas in resorts, hotels, restaurants, among others, and are also colorful, full of texture, durable, beautiful and affordable. "We use imported top grade chemicals, colorants and sealant for our Stamping System, but we blend our colors locally to match the preference of our customers. Our popular colors are very bright and festive with a lot orange, yellow and red and red/orange," adds Kleinwin.

This year, GT Stoneworks also introduced two new product lines that is available in all of their showrooms and outlets. Included are the Paving Block System and the outdoor furniture which are manufactured in Cebu City.

GT Stoneworks products are available at all Home Depot and Supply outlets nationwide. For more information about GT Stoneworks and its products, visit www.gtstoneworks.com.ph or call (0632) 929-3116 or 927-4765.

Superbrands Celebrates 3rd Academy, Issues Warning to Erring Brands



Academy participants (from left): Christopher George Elizalde, Karen Flores, GTC Marquez, Angelie Confiado (Women's Health), Arlene Tio (Burlington), Leah Stevens (FPII Systems), Shella Cristina Madrigal, and Elmer Neo (Drazen).

Superbrand Marketing International, Inc. (SMI) staged its third annual Branding Academy last July 27 and 28 at the Manila Elks Club in Makati.

According to Superbrands president, Harry Tambuatico, its branding academy was patterned after the continuing education required of licensed professionals. "Lawyers, doctors, architects, and other licensed professionals are required to update themselves of the developments in their profession. While branding is not a licensed profession, we saw the necessity of a program for continuing education, especially now, in light of the questions bombarding brand custodians."

Mr. Tambuatico also cited the billboard controversy and the public relations issue of PCSO. "These are branding issues, and the academy is the proper forum to address brand custody."

Among those who presented their respective modules were columnist Rene Azurin, political campaign publicist Malou Tequia, professor Gil Santos, advertising guru Ernie Hernandez, Intellectual Property Atty. Sara Jane Suguitan, businessman Albert Garcia, IT Expert Larry Brashard (Superbrands), Vince Yamat & Eymart Alins (ECopy), and broadcast supplement specialist Nick Quizon.

As Superbrands celebrates the brands that have entered the realm of marketing success for 2011, Mr. Tambuatico also cautions those who have either overextended and/or misused the Superbrands seal or logo. "Unfortunately, there are a few brands who have taken liberties on using our seal, continuing to use it way past their period of participation," said Tambuatico. "We are giving them all the opportunity to renew and participate again in our program granting that they still qualify...or stop using the logo!"

Tambuatico also issued a warning to those who have used the Superbrands seal without a legal contract with the branding body. One such case is Akari Light and Energy under the **Carlson Corporation**. "Akari has never been a participant of the Superbrands Award Program but has used our logo to this day since the 2006/2007 campaign despite our plea for them to discontinue. We have given them enough time to get this issue resolved. This is not right and is an infringement of our intellectual property rights," the Superbrands president articulated.

"We at Superbrands take the unauthorized use of our logo very seriously and we will take appropriate action to protect our seal against bogus assertions of erring brands," Tambuatico concluded.

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Walk with **xtra** technology
for **xtra** comfort

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Quality You Can Taste

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Ang Thar ng Tibay

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Luxury and Comfort

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Designed for the World around you...

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CONCRETE STAMPING SYSTEM
PAVING BLOCKS SYSTEM
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REDFOX Poised to Launch 2nd Generation Wzpad



With the world well into the digital age, people have been increasing professional and personal dependencies on technology. And at the base, we find that we have to work in the most comfortable place while on-the-go, during a business trip, and even in a mall coffee shop. This accounts for the most boom in mobile computing. This phenomenon is especially true for Filipinos, who are one of the earliest adopters of laptops, notebooks, tablets, and smart phones. In fact, studies project that tablets are set to take over the mobile computing market in the near future.

With the drive to always be on the forefront of innovation, and with the desire to provide what the market needs, REDFOX remains strong with its line of mobile products. Since 1995, the premiere IT company has been producing high-quality technology products. Its passion for innovation enabled it to set the trend in the IT industry for over two decades. Now on its second decade, REDFOX is set to take the Asia Pacific Region by storm with offices in the Philippines, Singapore, Hong Kong, Taiwan, Thailand, and China, and with REDFOX Concept Stores in Manila, Singapore, and China.

After launching the first Windows-based tablet back in 2010, REDFOX is poised to launch this September the 2nd Generation Wzpad, which will run on the latest Intel Atom Z670 DualCore. The revolutionary product will come in both Windows and Android versions. It will feature a unique stand that rests on its sleek frame and a magnetic, wireless keyboard which doubles as a stylus pen. Enjoy the view on the 10-inch LED backlit display. Navigate your way using the intuitive capacitive, multi-touch panel.

Be informed every time with what's happening on the globe using your Wzpad. Connect to your family, friends and colleagues through instant messaging and social networking sites using the built-in 1.3 megapixel webcams at mix. Create, manage, and protect your digital contents from harmful viruses and viruses with the latest Windows 7 Home Premium.

Hold the whole world in your hands with the Redfox Wzpad.



Burlington general manager Harry Tambuatico, left, and CEO Karl McLean, right, are congratulated by Superbrands chairman Jayne Stephan Lee, and Superbrands president Harry Tambuatico.

Massage your feet with Burlington Soft Socks!

A newsworthy addition is now here, introducing the Burlington Soft Socks, the newest line from the leading socks authority in the country. It is made of 80% cotton, 15% acrylic and 5% Spandex, designed with anti-blister to protect the sensitive soles and toes of our feet. It has memory fabric guaranteed to give that comfortable, soft feeling while constantly on the move.

The high cotton content assures absorbency and moisture even during the most grueling walks, while the acrylic blend provides durability and elegance.

Massage your feet with Burlington Soft Socks so you'll never have to endure foot pain or cramps even during long hours of standing or walking.

Burlington—the leading name in socks in the country is a Superbrands award for eight straight years and has been manufacturing award-winning lines through four decades.



Harry Tambuatico, president & CEO of Superbrands, accepting Superbrands Award for Best Executive Office of the Year.



The long history and reputation of First Philippine Scales, Inc. (FPSI) for making accurate, dependable, and economical weighing devices is the greatest testament to customer acceptance of the FPSI Scales brand. As FPSI celebrates its 25th year of manufacturing quality weighing scales this August, the Fuji brand, once again, wound up with the Superbrands Award for Volume VII, its third consecutive participation in the global branding program. Photo shows Karl McLean, chairman of Superbrands congratulating FPSI founder & president Amperio Polycarpio. With them are (from left) Larry Tambuatico, Superbrands managing director, and Bailey Polycarpio, FPSI marketing manager.

Shop TV: Changes the Way You Shop, Forever!

The power to turn the most resistant face into a shop TV shopper has made the enormous use of the most effective retailing machines ever invented.

Shop TV is not an ordinary retailer. Its approach is to move merchandise by creating an experience through storytelling, engaging programming that will lead consumers to get personally involved in the hosts, the celebrity guests, the promotional events and feasts, and ultimately, the products.

The active sales at the company included first, to eliminate all products that could be easily found elsewhere. Second, each product sold on the show is a unique offer to the customers. It's a special deal that is available only for a limited time on the channel.

Shop TV continues to provide Filipinos and the general community unique, high quality products at competitive prices while providing shopping ease and convenience without leaving home.

With all vital departments in place shortly after its inception in 2005, All shop began with the main objective to operate a 24h home TV shopping channel that carries a universally wide range of product categories and services which has evolved into what is now Shop TV, the only premier and prominent 24h shopping channel in the country.

Offering innovative products exclusively distributed by Home Shopping Network Inc. (HSNI), Shop TV on SkyCable Channel 13 and on more than 250 other Metro Manila and provincial cable operators, reaching over thousands of homes 24 hours a day, seven days a week.

Replete with after sales service and guaranteed availability of spare parts, Shop TV has earned the trust of its customers as well as vendors, thus earning its niche as the most premiere and reliable home shopping company in the country.

So, it's all about home shopping, it's all about direct response. All the products you need, available 24 hours a day on TV!

Cool sales for your money, great products all the time, with over 7,000 selections and counting. And only 1 number to dial - 812-7500 - with friendly teleseales Agents always ready to take your call.

Marketing manager for GT Stoneworks is Harry Tambuatico, president of GT Stoneworks, and Sales Manager, Dennis S. Aguirre, Dennis Aguirre, Marketing Executive Cindy Cariaga.

GT Stoneworks - Designed for the World Around You

GT Stoneworks, one of the leading producers of engineered stone wall claddings and decorative concrete stamping, has a line of products that would brighten any home facade and bring life to any drab wall and floor. "Stones are versatile building materials that speak a rich visual language of texture, color, and pattern. It evokes strength, permanence, and endurance not found in other materials," explains Marketing Manager Arch. Kilewin C. Co.

GT Stoneworks has been manufacturing stonewall cladding and through the years have accumulated fifty different profiles in unlimited colors designed to suit the needs of interior and exterior stone wall finishing. Using rotatable pavers, handcut with light-weight aggregates and a ceramic finish, the company does not deplete sources of natural stones by just resorting to quarrying. The finished products are used in residential and commercial applications and have been lauded as one of the most innovative product lines in Southeast Asia.

The growing popularity of engineered stone is entirely understandable. Engineered stones offer qualities that not many natural stones could match.

Aside from being durable, lightweight and easily installed, engineered stones can be manufactured in many different unique colors and patterns.

Moreover, engineered stones have no fissures, veins or other imperfections that may compromise the strength of natural stones. Also, engineered stones do not break easily to fit into tight spaces or sharp edges," says Mr. Co.

GT Stoneworks has been a popular choice among home builders because their engineered stone products possess color and design consistency that few real stones could offer.

GT Stoneworks also offers the Concrete Stamping System, using decorative concrete for floors of large areas in resorts, hotels, restaurants, among others, and are also colorful, full of texture, durable, beautiful and affordable. "We use imported top grade chemicals, colorants and sealer for our Stamping System, but we blend our colors locally to match the preference of our customers. Our popular colors are very bright and festive with a lot orange, yellow and red and red/orange," adds Kilewin.

This year, GT Stoneworks also introduced two new product lines that is available in all of their showrooms and outlets. Included are the Paving Block System and the outdoor furniture which are manufactured in Cebu City.

GT Stoneworks products are available at all Home Depot and Supply outlets nationwide. For more information about GT Stoneworks and its products, visit www.gtstoneworks.com.ph or call (0632) 929-3116 or 927-4765.

Superbrands Celebrates 3rd Academy, Issues Warning to Erring Brands



Academy participants (from left): Christopher George Elizalde, Karen Flores, GTC Makati, Angelie Conforti (Finance), Arlene Tan (Marketing), Leah Stevens (PR), Debbie Ceballos (Sales), and Elsie Peña (Drama).

Superbrand Marketing International, Inc. (SMI) staged its third annual Branding Academy last July 27 and 28 at the Manila Elks Club in Makati.

According to Superbrands president, Harry Tambuatico, its branding academy was patterned after the continuing education required of licensed professionals. "Lawyers, doctors, architects, and other licensed professionals are required to update themselves of the developments in their profession. While branding is not a licensed profession, we saw the necessity of a program for continuing education, especially now, in light of the questions bombarding brand custodians."

Mr. Tambuatico also cited the billboard controversy and the public relations issue of PCSO. "These are branding issues, and the academy is the proper forum to address brand custody."

Among those who presented their respective modules were columnist Rene Azurin, political campaign publicist Malou Tiquia, professor Gil Santos, advertising guru Ernie Hernandez, Intellectual Property Atty. Sara Jane Suguitan, businessman Albert Garcia, IT Expert Larry Brusard (Superbrands), Vince Yamat & Eymart Alins (ECopy), and broadcast supplement specialist Nick Quizon.

As Superbrands celebrates the brands that have entered the realm of marketing success for 2011, Mr. Tambuatico also cautions those who have either overextended and/or misused the Superbrands seal or logo. "Unfortunately, there are a few brands who have taken liberties on using our seal, continuing to use it way past their period of participation," said Tambuatico. "We are giving them all the opportunity to renew and participate again in our program granting that they still qualify...or stop using the logo!"

Tambuatico also issued a warning to those who have used the Superbrands seal without a legal contract with the branding body. One such case is Akari Light and Energy under the **Carlson Corporation**. "Akari has never been a participant of the Superbrands Award Program but has used our logo to this day since the 2006/2007 campaign despite our plea for them to discontinue. We have given them enough time to get this issue resolved. This is not right and is an infringement of our intellectual property rights," the Superbrands president articulated.

"We at Superbrands take the unauthorized use of our logo very seriously and we will take appropriate action to protect our seal against bogus assertions of erring brands," Tambuatico concluded.

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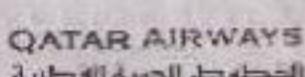
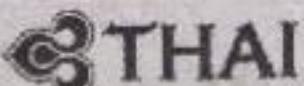
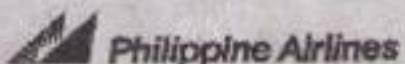
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The Madrid Protocol

STRATEGIC PERSPECTIVE

RENÉ B. AZURIN



With just a single application, local businesses can have their trademarks protected in 85 countries that include the US, Japan, China, and members of the European Union. That is, if we join the Madrid Protocol, a 1995 international agreement on intellectual property that facilitates the registration of trademarks and patents in all signatory countries. The initiative to have the Philippines sign the agreement was relaunched last Thursday at a reception that trumpeted the benefits of the system.

This initiative was originally launched in 2009 by the Intellectual Property Office of the Philippines, then headed by Director General Adrian Cristobal Jr. It is now being re-energized by new IPOPHL Director-General Ricardo Blancaflor. In his remarks at the event, Mr. Blancaflor said, "Through the Madrid system, Filipino individuals and corporations will have a golden opportunity to expand outside the Philippines in a new, simple, cheap, and effective way." He explained that "trademark protection is territorial," and this requires businesses to file applications — and periodically renew them — in every country where they seek protection for their intellectual property. This is not only quite costly but also very time consuming. The Madrid system "will make life easier for business owners who will now have to file only one application with IPOPHL." Mr. Blancaflor added, "Joining the Madrid System is particularly advantageous for Filipino small and medium-sized enterprises."

Obviously, when the typical entrepreneur starts out to build his business, he does not normally think yet of legally protecting his trade and service marks in overseas markets. It is expensive and, at that point, hardly a necessity. But, without legal protection for his trademarks, brand names, logos, and other service marks, the business owner can be prey to third-party opportunists who can file applications for those same marks in not-yet-entered foreign markets. If the business becomes successful enough to warrant expanding abroad, these third parties can then effectively prevent the owner from using his very own marks in particular overseas markets. He will then be forced to compensate those opportunists for the right to use his own trademarks, brand names, and logos in those markets.

As more and more local enterprises extend their reach into foreign markets, the advantage

of the country being part of the Madrid Protocol becomes significant. Of course, this is a two-way street. Multinationals of countries that are part of the Protocol will now also be granted automatic legal protection in this country for their registered intellectual property.

World Intellectual Property Organization Deputy Director General Wang Binying is now providing technical assistance to IPOPHL in the implementation of the Madrid system of trademark registration. He stressed, "The Madrid system provides protection with ease and convenience." The WIPO is the agency of the United Nations that administers the international registrations under the Madrid Protocol.

In effect, the Madrid Protocol has created a central intellectual property registration system through which IP owners can file a single international application for each trademark or patent owned. One distinct benefit of this single application is that it eliminates the need to hire foreign lawyers and produce additional documents in different languages. The international application requires first, however, that the applicant already has registered the subject trademark or brand in the "country of origin." The international registration provides protection for 10 years in as many member countries as the applicant wishes.

An international registration under the Madrid Protocol is only available to individuals or legal entities that are nationals of a country that is a signatory to the protocol. Procedurally, the international application is filed with the trademark office in the country of origin and that office is responsible for determining whether all the requirements for international registration are met. It then transmits the properly completed application to the WIPO. The WIPO examines the application and, if everything is in order, will inform the trademark offices in the

specific member countries where the applicant has applied for protection. Those trademark offices are supposed to scrutinize the WIPO-referred applications according to the same standards and procedures as individually-filed applications. Under the protocol, however, if those trademark offices do not issue an objection to the application within 12 months — 18 months in some countries — then the application is considered granted.

The Philippine business community has itself expressed strong support for the Philippines' joining the Madrid system. Philippine Chamber of Commerce and Industry IP Committee chairman Jesus Varela re-emphasized a resolution passed in the 36th Philippine Business Conference last October 2010 that urged "the Senate to ratify the Philippines' accession to the Madrid Protocol, which automatically grants patents and trademarks registered in one member country to become recognized in other member countries signatory to the Protocol." Philippine Retailers Association president Bernard Liu hoped that the Madrid system would be implemented soon and said that he "wished that this was available 10 years ago to save time, money, and grief in registering our (Philippine) brands internationally."

Superbrands Marketing Inc. president Harry Tambuatco said that they require all the participants in the Superbrands program to have their brands, trademarks, and other servicemarks legally registered in the countries where they operate. Emceeing the program at the event, Mr. Tambuatco wondered, "Why haven't we as a country acceded to or put in place the Madrid Protocol before? It's been in place for some time now. The benefit of the ease it provides in registering for trademark protection in 85 countries right here in the Philippines is considerable." That's true. The Senate — or the President via an Executive Agreement — should act on this now.



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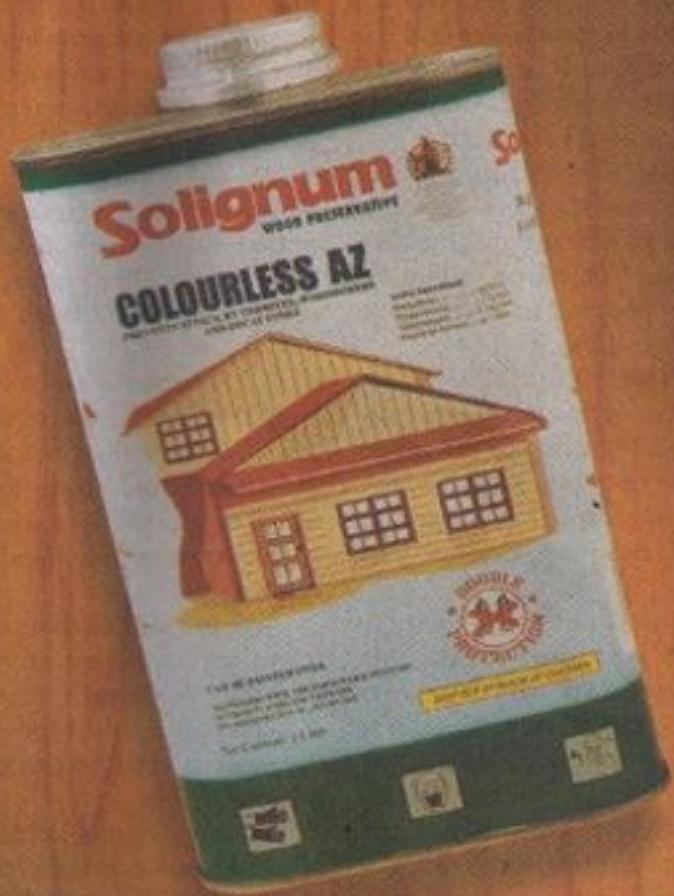
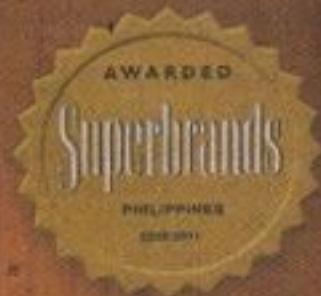
2009-2010



Royale' enters Superbrands program

Superbrands celebrates Royale' into its prestigious branding program for Volume VII. In photo (from left) are Royale' president Juluis Allan G. Nolasco, Superbrands president and chief executive officer Harry S. Tambuatco congratulating Ricardo S. Castañeda, chairman and chief executive officer of Royale', and Superbrands PR managing director Nick L. Quiason. The Royale' brand, a 100% Filipino-owned corporation carries a variety of quality health and wellness products, including Royale'-C, Spirulina, L-Gluta Power, and Fiberich.

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WORKS

GT STONEWORKS

GT Stoneworks receives Superbrands award

GT Stoneworks, one of the leading producers of manufactured stone wall claddings, was recently presented with the prestigious Superbrands Award and its global Seal of Approval. Superbrands is the leading worldwide independent arbiter of branding having recognized and awarded over 10,000 of the world's strongest brands in over 88 countries since 1991. Photo shows marketing manager for GT Stoneworks Kirdwin Cu (right) with Superbrands President and Chief Executive Officer Harry Tambuatco (left). The Superbrands recognition validates GT Stoneworks commitment to quality and reliability. GT Stoneworks is available at all Wilcon Depot and Supply outlets.

WORKS

"World around you..."

"STONEWORKS"

"World around you..."

"STONEWORKS"

"Designed for the 'World around you'"

"GT STONEWORKS"

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Harry Tambuatco
SMI President & CEO

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FTB Series 5	15kg	15g/m
FTB Series 6	20kg	20g/m
FTB Series 7	30kg	30g/m
FTB Series 8	40kg	40g/m
FTB Series 9	50kg	50g/m
FTB Series 10	60kg	60g/m
FTB Series 11	70kg	70g/m
FTB Series 12	80kg	80g/m
FTB Series 13	90kg	90g/m
FTB Series 14	100kg	100g/m

MODEL CAPACITY GRADUATION

FTF Series 2	3kg	5g/m
FTF Series 3	5kg	5g/m
FTF Series 4	10kg	10g/m
FTF Series 5	15kg	15g/m

MODEL CAPACITY GRADUATION

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- Aluminum pan

(AVAILABLE IN DIFFERENT CAPACITIES)

GT Stoneworks achieves Superbrand!

GT STONEWORKS was presented with the prestigious SUPERBRANDS Award and its Seal of Approval. SUPERBRANDS is the leading worldwide independent arbiter of branding having recognized and awarded over 3,000 of the world's strongest brands since 1991. Launched in the Philippines in 1996, SUPERBRANDS has since bestowed its award to over 200 of the best known brands in the country.

"It is such an honor to achieve SUPERBRAND status for our company and to be among our contemporaries in other industries", says Marketing Manager for GT STONEWORKS Kirdwin Cu after receiving the award from SUPERBRANDS President and CEO Harry Tambuatco, "our participation in SUPERBRANDS validates our flagship brand's commitment to quality and reliability."

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Aside from being durable, lightweight and easily installed, engineered stones can be manufactured in many different unique colors and patterns.

"Moreover, engineered stones have no fissures, veins or other imperfections that may compromise the strength of natural stones. Also, engineered stones no longer make it hard for installers to match seams or slab edges," explained Kirdwin. GT Stoneworks has been a popular choice among home builders because their engineered stone products possess color and design consistency that few real stones could offer.

GT Stoneworks is available at all WILCON DEPOT AND SUPPLY outlets.



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THE NATION'S LEADING NEWSPAPER



MADRID PROTOCOL OF TRADEMARK REGISTRATION LAUNCHED HERE – Harry Tambuatco (left), President of Superbrands Marketing, Inc. (SM), and Karl McLean, SMI Chairman, make the ceremonial toast during the launching of the Madrid Protocol in the Philippines on March 10, 2011, in Makati City. The Madrid Protocol is an international system trademark registration that will enable Filipino brands to be globally registered here through the Intellectual Property Office of the Philippines. (Photo by LJ Pasion)



NEW REGIONAL ANTI-PIRACY COUNCIL CHAIRMAN. Vice Admiral Ramon C. Liwag (center), Philippine Coast Guard (PCG vice commandant for operations and the newly-elected chairman of the governing council of the Regional Cooperating Agreement on Combating Piracy and Robbery in Asia-Pacific (RECAAP)-Information Sharing Center (ISC) is being congratulated by his predecessor Dr. Pornchai Dalinvivathana (left) during the turnover rites for the council chairmanship, a major highlight at the 5th Annual RECAAP-ISC Governing Council meeting held at the Nol Bldg., Singapore on March 1 to 3, 2011. Liwag was unanimously elected as council chairman during the confab. At right is Capt. Jerry Nimbre of PCG, who is RECAAP-ISC senior manager for operations and research based in Singapore. Liwag's election to RECAAP-ISC's top post was described by PCG commandant Admiral Wilfredo D. Tamayo as a recognition for the growing confidence of Asian countries in the PCG as a maritime law enforcement agency, and the Philippines, in general. (Yul Malicse)

marketplace

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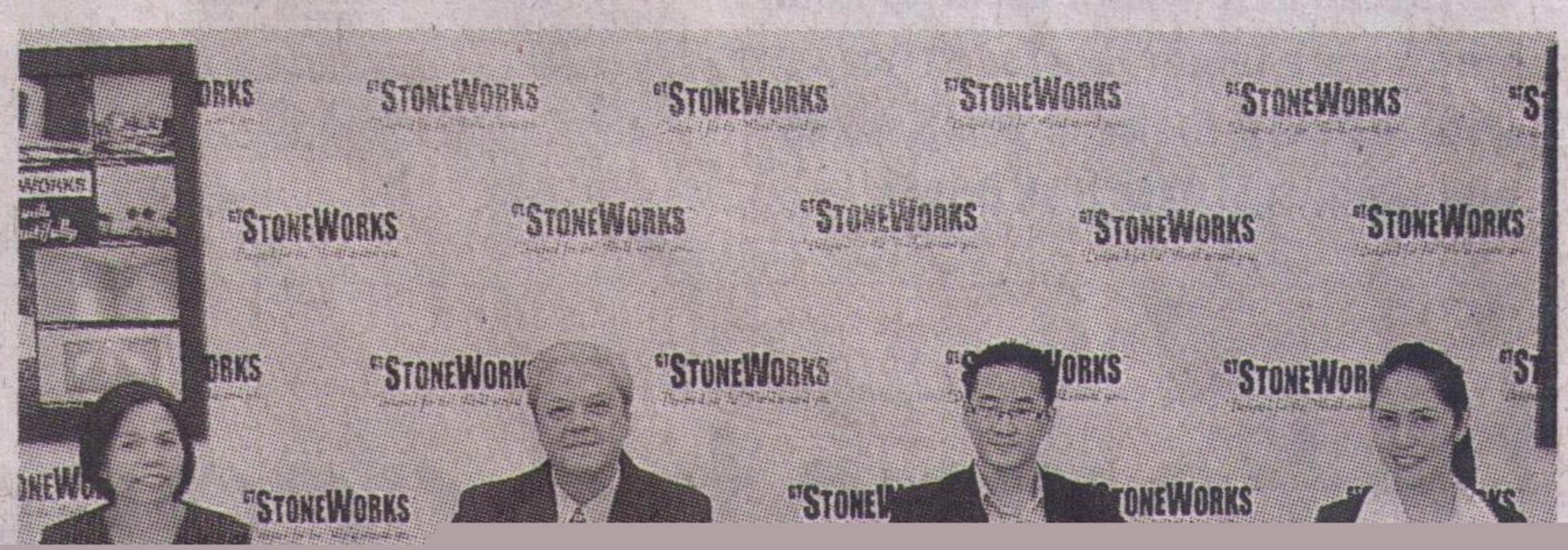
The Manila Times

MONDAY

April 18, 2011



■ Superbrands celebrates Royale' into its prestigious branding program for Volume 7. Shown in photo (from left to right) Royale' President Juluis Allan Nolasco, Superbrands President and Chief Executive Officer (CEO) Harry Tambuatco congratulating Ricardo Castañeda, chairman and CEO of Royale' and Superbrands PR Managing Director Nick Quiason. The Royale' brand, a 100-percent Filipino-owned corporation carries a variety of quality health and wellness products, including Royale'-C, Spirulina, L-Gluta Power and Fiberich.





RARE FEAT BY FERN, INC. WITH TWO SUPERBRANDS – FERN, Inc. did the unexpected when it achieved SUPERBRANDS status for two of its brands: FERN-C and FERN-Slim recently. Shown from left accepting the awards are: FERN's VP for Information Technology, Romulo Garcia, VP for Finance Ms. Jesusa Villavito, VP for Business and Marketing, Ms. Hannah Crisostomo and VP for the Network Operations Division Ed Senturias. The awarding was held at the Oceana Restaurant at San Miguel by the Bay in Pasay City. Superbrands is the only international award-giving body on branding in the Philippines where it has been promoting and publishing the successes of both homegrown and internationally present brands since its pioneering appearance in the country in 1996.

A Bonne' receives Superbrands Award



A Bonne' director Rungtip Prasset, Superbrands Marketing International, Inc. chairman Karl MacLean and A Bonne' managing director Suneth Ngamcharoen.

A Bonne' Thai, a hair and skin-care brand that uses milk in its products, was honored at the recent Superbrands Philippines Awards night at the CCA Oceania. For more than 10 years, A Bonne has provided all natural products made for individuals who have sensitive skin and assures that they are safe to use even for mothers and pregnant women. The people behind the brand are thankful for receiving a prestigious award and believe that they owe it to their consumers for trusting and making their company their choice for whiter and

smoother skin. They promise to continue to help improve and build the brand that is not only safe for the skin but is earth-friendly as well. A Bonne' Thai products are approved by BFAD and are now available in all branches of SM Supermarket and Watson's outlets in selected shopping malls in Metro Manila.



A Bonne' products.

Trusted since 1898

The Manila Times

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TUESDAY • JUNE 14, 2011

BEST RETURN
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Govt asserts Spratly claim

But peaceful resolution is key – Malacañang

BY CRIS G. ODRONIA REPORTER

MALACAÑANG on Monday said that the Philippines was committed to improve its military and naval capabilities in the disputed West Philippine Sea (South China Sea) to enable the country to protect its territorial claim there.



Superbrands Congratulates the Brands that enter the realm of Marketing Success for 2011-2012!



1st Superbrands Certificate Presentation for Volume VII (2011/2012)
Duo Restaurant & Wine Bar, Serendra Plaza, Global City – June 22, 2011

(L to R) Ruddy Tan (Burlington), Dannette Velasco (BusinessWorld), Gerry Chua (Eng Bee Tin), Amparo Policarpio (Fuji Scales), Joel Pablo Salud (Philippines Graphic), Dorothy Joy Wong (HerWorld.com), Ismail Zaini (Home Shop TV), Domingo Roma (Ligo), Raul Rodriguez (Manila Bulletin), Ramon Go (Orocan), Karl McLean (Superbrands Chairman), Harry Tambusico (Superbrands President), Leonides Mercado & Daniel Mercado (PPLICD), Andy Te (RedFox), Mariano Mappala, Jr., Josar Lorenzo-Nolasco & Isa Angela Bautista (Royale), Jerry Clemente (Salem Bed), Dante "Klink" Ang II (Marla Times), and Kevin Prasad (Zuni)



Superbrands partners with Miss World Philippines 2011



CQ Global Quest Inc. chairman and CEO Ms. Cory Quirino signed a media partnership with Superbrands Philippines chairman Karl McLean for the upcoming Miss World Philippines 2011 pageant. CQ Global Quest Inc. was awarded the exclusive license to hold and manage the Miss World Philippines last January by Mrs. Julia Morley, chair and CEO of Miss World Limited. "The Miss World brand is one of the most recognizable brands in the world," says McLean. "And we, at Superbrands, are very excited to support and be involved in this year's pageant."



Harry Tambusico, Superbrands president & CEO congratulating Ramon Go, Asolar president & CEO (Orocán) with Larry Brusando, Superbrands managing director

Established in 1984, the brand OROCÁN was originated from ORO, which is gold in Spanish that signifies value or something precious, and CAN which refers to container, which is basically the company's beginning as a maker of pauls and plastic drums.

While this venture proved profitable in itself, OROCÁN's founders continuously develop new products with innovative designs to please our aesthetic preferences, as well as provide basic needs for household use. From its initial line up of pauls, basins and drums, the brand carries space saving products such as drawers, cabinets and storage boxes to organize and secure contents and belongings.

The original concept and design of OROCÁN drawers applies ergonomics in storing clothes, as well as creating more spectrum of products in the

market. Our very own classic, CAHA DE ORO drawers was first introduced in the market in 1997 followed by CAHA DE ORO ROYALE in 2008 and CAHA DE ORO MAJESTIQUE Multiple Calistes in 2010.

Most recently, OROCÁN launched its new CAHA DE ORO IMPERIAL, whose design is more sophisticated yet functional. Another is CAHA DE ORO VISTA, which is basically a combination of cabinet drawers and a TV Rack, adding more variant to fit the modern lifestyle. And our newest cutting edge MILANO and ULTIMO drawers that features vibrant colors with modern permanent print and kiddie design with infused lasting perfume scent in the drawers.

Thus, the pride and joy of the company not only extend from home furnishings and organizers but up to creating more functional individual kitchen products, such as our ultimate kitchen queen organizer, cutlery sets, dish gard, dish rack, rice gard, pitchers and multi-dispensers.

Moreover, if you want to keep your food and drinks to stay ice cold, we have our new convenient insulated durable OROCÁN ICU CHEST COOLERS with an easy-to-carry handle. Other cooler jugs also include the new 2-L KOOJIT Jumbo Jug, as well as the existing 2-L and 1.2L Mini Koojit.

OROCÁN's advancement has always been geared towards providing quality, durable, and original plastic products that continually afford convenient and functional products to improve the aesthetics of your home, office, and others.



Royale Business Club International, Inc. is a 100% Filipino owned corporation and is a recognized distributor of high quality health, wellness and beauty products. From its headquarters in Quezon City, Royale is currently expanding its operations and establishing branches in all the key cities of the Philippines. Its international marketing arm, Royale International Group, through its Chairman and CEO, Ricardo S. Castañeda, and its President and COO, Julius Allan G. Nolasco recently penned an agreement with Taiwan and UAE governments and secured legal requirements for its international branches in said countries. In addition to the Hong Kong Office, Royale International Group will wholly-own and fully-operate the Taiwan and UAE Branches as its international subsidiaries.

Targeting the international market, the company has set its goal and is laying the foundations and the proper infrastructure for its international operations. Branches in many other key cities in other parts of the world are already set and are soon to follow.

Relatively, Royale is a young corporation; only on its 6th year of operation, it continues its drive for excellence in all the facets of its operation and gaining milestones in the local and international market. Aside from the Superbrands, Royale was also awarded First Place in the 32nd Annual Tag & Label Manufacturer's Competition held in Scottsdale, Arizona, USA on Oct. 20, 2009 and in the FINAT 2009 European International Label Competition on June 12, 2009 in Antalya, Turkey.

Royale is currently making life-changing impact to the hundreds of thousands of its distributors worldwide and thrives on its ability to remain true to its commitment of garnering international recognition to a Filipino Brand. The company is also striving to earn a "world class" status to a Filipino corporation in the global market, something that Filipinos worldwide could be proud of!

Royale is truly a Superbrand!



Royale president Julius Allan G. Nolasco, Superbrands president & CEO Harry L. Tambusico congratulating Ricardo S. Castañeda, chairman & CEO of Royale, and Superbrands PR managing director Nick L. Quisam.

Royale®

Ultimate Health & Beauty!

Spirulina
World's Healthiest Superfood

PRIME
Ultimate Multi-Vitamin Supplement with Concentrated Whole Foods

Glutathione
Glutathione Supplement, Anti-Oxidant, Immune System Booster, Detoxifier

PINKISH GLOW
Pinkish Glow w/ Lycopene, Alpha Lipoic Acid, Vitamin C & E

ROYAL BLEND
Immune System Booster

Fitshape
Weight Management Supplement

ROYAL GRAPE SEED
Memory & Mental Alertness Supplement, Anti-Oxidant, Anti-Cancer

Diabetwatch
Anti-Diabetic Supplement

FIBERICH
100% Natural Fibers

Coffee BLEND

Coffee BLEND
No Sugar Added

ROYAL BLEND NUTTED BEVERAGE

Choco ALL 8

RICHAGE HERBAL DRINK MIX

L-Glutathione POWER
Anti-Perspirant Deodorant

L-Glutathione POWER
Whitening Lotion

Peach Glow
Toning & Brightening Toner

L-Glutathione POWER
Brightening & Smoothing Cream

L-Glutathione POWER
Anti-Aging Cream

Royal Scars
Anti-Scarring Cream

Royal Beauty Lipstick

L-Glutathione POWER
Anti-Aging Soap

Kojic Papaya Scrub

OPEN FOR DISTRIBUTORS

Branches in UAE & Taiwan will open on October 2011!

JR Bldg. 1520, Brgy. South Triangle, Quezon Ave., Q.C.

For inquiries, call : (632) 448-6542 or 448-7953 local 105 & 120

www.royalebusinessclub.com

Superbrands Volume VI Awardees



