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Superbrands Volume VI Awardees

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Superbrands congratulates the Brands that enter the realm of Marketing Success for 2011-2012.

![Superbrands Award Certificate Presentation for Volume VII (2012/2013)](image)

BRANDS AWARDED

Superbrands Philippines Choice

![Superbrands Philippines Choice](image)

Royal

Ultimate Health & Beauty!

![Royale Logo](image)

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Branches in UAE & Taiwan will open on October 2011!

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Superbrands Volume VI Awardees

![Superbrands Awards](image)
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BusinessWorld is proud to be among the Superbrands of 2009/2010
The Madrid Protocol

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 2008 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 costly but also very time-consuming. The Madrid system will make life easier for business owners who will no longer 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 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 non-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 Bingning 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 signatory to the Protocol. Procedures for filing the international application are filed with the trademark office in the country of origin. If that country does not provide protection for international registration, they are 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 correct, will inform the trademark offices in each specific member country where the applicant has applied for protection. Those trademark offices are supposed to scrutinize the WIPO-referenced 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 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. "The Philippine Retailers Association President Bernard Liwang said that the Madrid system would be implemented soon and said that he "welcomed this as available 10 years ago to save time, money, and grief in registering our (Philippine) brands internationally."

Superbrands Marketing Inc. president Harry Tamburo said that they require all the participants in the Superbrands program to have their brands, trademarks, and other service marks legally registered in the countries where they operate. Emceeing the program at the event, Mr. Tamburo wondered, "Why haven't we as a country acceded to or put in place the Madrid Protocol before? It's been in place for so many years. 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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BusinessWorld is proud to be among the Superbrands of 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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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.
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Superbranding is the sustained strategy towards branding, using the tools of the trade like PR, product innovation, creative packaging, price point sensitivities, and an ever expanding distribution network. Advertising campaigns continue to be the creative platform, but we must keep tuned into technology advances and consumer habits that develop almost daily.

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Crisis Management
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Entry barriers to brands
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Social Networking as a Tool

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Speakers:
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Malou Tequila – Lobby strategist / Academe
Atty. Jesa Roz – IPOPHL
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(AVAILABLE IN DIFFERENT CAPACITIES)

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- Passed the full capacity endurance test
- Time-tested record of precision, durability and service
- Glossy powder-coat finish with anti-bacteria compound
- Comes in 2 colors (Elegant Blue and Classic Red)
- Convenient automatic weighing indication
- Easy to clean and maintain
- Aluminum pan

MECHANICAL HANGING SCALES
(AVAILABLE IN DIFFERENT CAPACITIES)

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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 Tambuaco, “our participation in SUPERBRANDS validates our flagship brand’s commitment to quality and reliability.”

GT Stoneworks, one of the leading producers of manufactured stone wall claddings has a host of products that would brighten any bleak façade and bring life to any dreary wall and floor. “Stones are versatile building materials that speak a rich visual language of texture, color, and pattern. It evokes strength, performance, and endurance not found in other materials,” adds Kirdwin.

GT Stoneworks has been manufacturing stonewall claddings and through the years have accumulated fifty different profiles in unlimited colors designed to suit the needs for indoor and outdoor stone wall finishing. Using natural clay products, hardened with lightweight aggregates and a ceramic binder, the company does not deplete sources of natural stones by not resorting to quarrying. The finished products are used in residential and commercial applications and have been featured 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 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.
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 Dalnvivathana (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)
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 Senturrias. 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’, 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 assure 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 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.

Govt asserts Spratly claim

But peaceful resolution is key – Malacañang

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.
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Orocan: Mayos ang Buhay Mo!

In 1992, the brand Orocan was originated from ORO Watts, which is said to have started with 5000 bottles of orange juice and 1000 bags of orange pulp and orange juice. While this was the only product produced in itself, Orocan toppings are not only marketed in the market in 1992 followed by CMA DI ORO ROYALE in 2008 and CMA DI ORO WASSUP-MARSHALL in 2009.

More recently, Orocan launched in 2007 its ORO ONE SHOT containing 220g of pure and premium top grade sugar cane syrup, which is a combination of different fruits and vegetables, as well as 100% pure and unprocessed gums. The ORO ONE SHOT 220g is available in 2 varieties, namely: ORO ONE SHOT 120 CALORIES (SCULLERS) and ORO ONE SHOT 322 CALORIES (SCULLERS) and ORO ONE SHOT 120 CALORIES (SCULLERS) and ORO ONE SHOT 322 CALORIES (SCULLERS) that are rich in vitamins and minerals.

The original concept and design of Orocan is that of a “Superfoods” in the form of a “Superfoods” to be a source of nutrition and energy in the face of a fast-paced lifestyle. Also, it is known to be rich in antioxidants and antioxidants, as well as in vitamins and minerals to be a source of nutrition and energy in the face of a fast-paced lifestyle.

Mon, Aug 22, 2011

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