## Media Coverage

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The Superbrands Volume IX Program celebrates the awardees of the 2nd Certificate composed of sustaining renewal brands as well as new entrants. These Awardees are the living testament to the sustaining efforts and success of brands participating in the Superbrands program. It is not enough they stand out in their individual categories much less lead amongst competing brands but the fact that their brands deliverables are consistent making them the brand. These brands enjoy not just an awareness in the marketplace but the trust and confidence they enjoy with their consumers.

Superbrands congratulates Cookies to Go, Chemex, Yakult, Solignum, Araki, A Bonne, Eng Bar Tix, Supermedics.com, PivotalOne, Em-Care Dosteem and Spark Psychology Review Center.
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**World Intellectual Property Day 2016**

April 26

Digital Creativity: Culture Reimagined

Director General’s World Intellectual Property Day 2016 Message

[Image: World Intellectual Property Day 2016 clipart]

On The Occasion of World IP Day - 26 April 2016

Today, April 26, the Intellectual Property Office of the Philippines (IPOPHL) joins the rest of the world in celebrating the World Intellectual Property Day 2016, to raise awareness about the importance of protecting our intellectual properties and to encourage Filipinos to be more creative and innovative and to actively participate in the country’s growing economy.

The theme for World Intellectual Property Day 2016 is “Digital Creativity: Culture Reimagined”. The theme reflects the rising importance of digital creativity and innovation in every aspect of our lives. It is a call to action for all sectors to embrace the digital revolution and to take advantage of the opportunities it brings.

On this occasion, we would like to highlight the importance of intellectual property rights and the contributions they make to our economy and our society. Intellectual property rights are essential for innovation, creativity, and economic growth.

IPOPHL, as the national institution responsible for the promotion and protection of intellectual property rights, plays a crucial role in ensuring a competitive and innovative environment. It is committed to providing quality services and protection to our intellectual property owners.

We encourage all Filipinos to be more creative and innovative in their daily lives and to contribute to the country’s growth by protecting our intellectual properties.

[Image: World Intellectual Property Day 2016 quote]

Superbrands

World Intellectual Property Day, celebrated by Superbrands through the Superbrands Foundation, is an opportunity to raise awareness about the importance of protecting intellectual property. As the world is increasingly becoming a digital world, it is crucial to protect our intellectual properties.

The Superbrands Foundation, together with the Intellectual Property Office of the Philippines (IPOPHL), launched the “Superbrands and Intellectual Property: Protecting Creativity” campaign.

This campaign aims to raise awareness about the importance of protecting intellectual property and to encourage individuals and businesses to take active steps to protect their intellectual property.

For more information, please visit: www.superbrandsfoundation.com

HECHANOVA & CO., INC.

[Image: HECHANOVA & CO., INC. logo]

**PHOTOGRAPHY**

[Image: World Intellectual Property Day 2016 photo]

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Email: info@hechanova.com.ph

**NEW PRODUCTS 2016**

[Image: NEW PRODUCTS 2016 photo]

**STONEWORKS**

Granite Wall Cladding & Nicho Design Panels

HOTLINE:
(632) 929 3116 / (632) 930 4142
0922 988 8086 / 0917 993 4998

[Image: STONEWORKS logo]
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**Misuse of Psychological Tests are Punishable Under the Law**

Psychological tests are being used for a wide array of purposes such as diagnosis, screening, and employment. However, the lack of a legal framework for their use is a concern. Specifically, the lack of regulation for the publication and distribution of psychological tests is a concern. The Philippines has a number of psychological tests that are being used in various sectors such as education, employment, and psychological assessment.

### Psychological Tests in the Philippines

Psychological tests are widely used in the Philippines for various purposes, including educational assessment, employment screening, and psychological evaluation. These tests are often administered by psychologists, counselors, and other mental health professionals. However, the lack of regulation for the use of psychological tests raises concerns about their misuse.

### Psychological Tests and Intellectual Property Rights

Psychological tests are considered intellectual property and are protected by copyright laws in the Philippines. The Misuse of Psychological Tests are Punishable Under the Law Act (Republic Act No. 9610), also known as the Intellectual Property Code of the Philippines, provides legal protection for these tests.

### Case Study:鞭策's Psychological Test

A case study involving the misuse of a psychological test in the Philippines highlights the potential consequences of such practices. The case study involves a psychological test that was used without proper authorization, leading to legal repercussions.

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**SAY NO TO PHOTOCOPYING OF PSYCHOLOGICAL TESTS!**

Psychologists and Psychometricians in the Philippines respect the Intellectual property rights of psychological tests, research papers, and other copyrighted materials.

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**Psychlink Consulting**

Psychlink Consulting designs customized programs to suit client's specific training requirements. Established in 2013, the company has completed various assessments involving training and development, including the development of new training materials. Our team includes qualified psychologists and other professionals to ensure the highest level of service.

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**Metrabank**

Metrabank is a leading financial institution in the Philippines, offering a wide range of products and services to individuals and businesses. The bank prides itself on providing innovative solutions and excellent customer service.

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**Oceania Gold**

Oceania Gold is a mining company with operations in the Philippines. The company is committed to responsible mining practices and sustainable development, contributing to the economic and social well-being of the communities in which it operates.

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**Interested companies may contact the Managing Director, Dorean Clarado at dclarado@psychlinkconsulting.com or visit us atpsychlinkconsulting.com.**

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**A public reminder from:**

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**Enforcement and Protection of Intellectual Property Rights**

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**Public Service Announcement**

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