AREA V
RESEARCH

O.3. Patented and copyrighted research outputs are commercialized.

Parameter D – Publication and Dissemination

Patented and copyrighted research outputs are commercialized.

The University of Southern Mindanao (USM) demonstrates its commitment to the protection, utilization, and commercialization of intellectual property through the formal licensing of its registered trademark and other protected creations. A significant initiative in this regard was the signing of Trademark Licensing Agreements (TLAs) with five local businesses on August 24, 2026, at the Skyroom, Administration Building, USM, Kabacan, Cotabato. The agreements were entered into with AJAA Elite Tailor, Ears Copy Center, Erprint Tailoring Services, Diego Printshoppe and Office Supplies, and SL Tailoring, authorizing these establishments to produce approved merchandise bearing the University's Seal under specified terms and conditions.

This initiative reflects the University's efforts to translate its intellectual property assets into economic and institutional value. According to USM President Dr. Jonald L. Pimentel, the University has registered its designs and other intellectual property with the Intellectual Property Office of the Philippines (IPOPHL), including the University Seal, which was registered as a trademark in February 2025. Through this registration, USM strengthens its legal protection over the University's identity and establishes a formal mechanism for authorizing the commercial use of its protected intellectual property.

The Trademark Licensing Agreements serve as the University's instrument for managing the authorized commercial use of the University Seal. Under these agreements, USM retains ownership of the registered trademark while granting qualified businesses limited permission to use it for approved products and purposes. Licensees are required to comply with prescribed design standards, product quality requirements, reporting obligations, and other conditions specified in the agreements. This arrangement ensures that the commercialization of the University's intellectual property remains controlled, consistent with institutional standards, and compliant with applicable intellectual property regulations.

The licensing system also provides economic opportunities for local businesses, particularly micro, small, and medium enterprises (MSMEs), by allowing them to legally produce and sell approved USM merchandise. Participating businesses can formalize their existing commercial relationships with the University and expand their product offerings through authorized merchandise, including department slings, plaques, and other approved items bearing the University Seal. In this way, intellectual property commercialization creates opportunities for mutually beneficial partnerships between the University and local enterprises while supporting local economic activity.

Furthermore, the initiative strengthens the University's intellectual property management and technology transfer functions through the Intellectual Property, Technology Transfer, and Business Development Office (IPTTBDO). By implementing formal licensing arrangements, USM establishes clearer procedures for monitoring the use of its trademark, protecting its institutional identity, and ensuring that authorized products meet established standards. The planned publication of an official list of licensed suppliers will also improve transparency and help the public distinguish authorized merchandise from unauthorized products.

The commercialization of intellectual property through trademark licensing demonstrates how university-owned creations can be transformed into practical and economic opportunities beyond their original development. Although the present initiative specifically concerns the University's registered trademark, it establishes a model for the broader utilization of USM's intellectual property portfolio, including other eligible copyrighted and patented outputs, through appropriate licensing, technology transfer, and commercialization arrangements.

Overall, the formalization of trademark licensing agreements represents a concrete example of USM's efforts to protect and commercially utilize its intellectual property. By combining legal protection, controlled licensing, quality assurance, and partnerships with local enterprises, the University

strengthens its capacity to generate potential revenue from intellectual property, support local businesses, preserve its institutional identity, and promote the sustainable utilization of research and creative outputs. This initiative contributes to the University's broader commitment to research commercialization, innovation, and the generation of economic and societal benefits from its intellectual assets.

