

# Copyrighting unique products of Sabah

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## IMMENSE POTENTIAL:

Kerepek pisang, tuhau, among state's intellectual property

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SABAH has high potential products to be registered under the geographical indication component of intellectual property, according to the Intellectual Property Corporation of Malaysia (MyIPO).

Among the commercial products identified by the corporation were Sabah's *kerepek pisang* (banana snack), *tuhau* (pickled wild ginger plant) *Tambunan*, Semporna sea-

weed, Sabah vegie and Kota Belud's parang (machete), said its director-general Datuk Azizan Mohamad Sidin.

Geographical indication identifies any goods as originating in a country or a region or locality in that country, where a given quality, reputation or other characteristics of the goods are essentially attributable to their geographical origin.

"Sabah is blessed with a strategic location rich with culture and unique products," he said at the state-level Intellectual Property Awareness seminar at Universiti Malaysia Sabah (UMS) yesterday.

"This plays an important role in marketing as it is one of the branding instruments...it also gives direct impact to agro-tourism. For instance, Sabah tea brand. The tea originates from a farm in Ranau, which is receiving both domestic

and international tourists."

His speech was read by MyIPO's head of industrial design division, Mohd Faiizudin Mohd Sharuji.

Azizan urged product makers to take proactive steps to register any merchandise that they thought had the potential to be marketed nationwide or exported to other countries.

MyIPO would continue creating awareness by conducting outreach programmes in institutions of higher learning, schools, research centres, local authorities and local chambers of commerce, he added.

Azizan said the eighth National Intellectual Property Day would be held on April 27 and 28 at the Sultan Ahmad Shah International Convention Centre in Kuantan, which Prime Minister Datuk Seri Najib Razak was expected to attend.



**Vice-Chancellor Prof Datuk Seri Dr Kamaruzaman Ampon (right) looking at some of the unique products at an exhibition held in conjunction with the state-level Intellectual Property Awareness seminar at Universiti Malaysia Sabah yesterday.**

The seminar yesterday was co-organised by MyIPO, UMS, Yayasan Sabah and Librarians Association of Malaysia (Sabah chapter).

Vice-Chancellor Prof Datuk Seri Dr Kamaruzaman Ampon said UMS had received 41 medals, including 11 golds, for exhibition and invention competitions, both at

home and overseas for last year.

He said this showed that the research quality and inventions of UMS' academic members had received recognition at the international level and hoped this would further enhance the research and innovation culture among UMS academic staff and its researchers.