

# Public Disclosure



## 1. Objectives of PD procedure

This is a procedure adopted from TM's Public communication guidelines of material containing intellectual property rights to :-

- Encourage the dissemination of information;
- Provide the means to preserve intellectual property rights; and
- Maintain a competitive edge in the industry

## 3. Impacts of PD on Intellectual Property Rights

- May affect the legal rights of MMU in respect of patent, industrial designs and confidential information.
- May affect the general interest of MMU in respect of copyrighted material, layout designs of integrated circuits and trade marks in its branding and marketing strategies.

## 2. Means of PD

Any non-confidential dissemination of information whether orally or writing in terms of:

- Exhibition
- Verbal presentations
- Sale of the invention
- Theses
- Slides and projected material
- Electronic transmission of tabstracts, articles, reports or messages
- Demonstrations
- Public use
- Journal articles
- Abstracts
- Granted and published patents /Industrial designs
- Material discussed/distributed at non-confidential meetings, conferences, seminars or forums

The above is not an exhaustive list and may include other activities similar to the above.

## 4. Responsibility as an Academic

Obtain approval before making any disclosure to ensure that:

- The proposed public communication does not reveal confidential information
- There is no adverse impact on the protection of MMU's IPRs
- A competitive edge is maintained by MMU
- There is no risk of Intellectual Property Rights Infringement issue (e.g. substantial similarity with copyrighted materials, impermissible use of patents, etc.)
- High standards and ethical intergrity are maintained (e.g. just attribution of authorship, accurate and honest data reporting - not to duplicate publications of the same results in multiple journals/conferences,etc)

This message is brought to you by

**Collaboration & Innovation Centre (CIC)**

Reference : Telekom Malaysia Berhad Public Communications Guidelines of Material Pertaining to Interllectual Property Rights.