



# Legal Watch

## DTI, IPOPHL FORMALIZE PARTNERSHIP TO PROTECT FILIPINO CREATORS THROUGH MALIKHAING PINOY ISNI AND COPYRIGHT INITIATIVE



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PNA GenSan file photo

### SUMMARY

The DTI and the Intellectual Property Office of the Philippines (IPOPHL) formalized a partnership under the “Malikhaing Pinoy: Wanna Make It Right with ISNI and Copyright” initiative to strengthen intellectual property protection in the creative sector. The program supports Filipino creators in obtaining International Standard Name Identifier (ISNI) codes and copyright registrations, with a target of issuing 5,723 certifications over a six-month implementation period.

The initiative is anchored on the Philippine Creative Industries Development Act and aligned with national development goals to enhance the competitiveness of the creative economy. IPOPHL will lead implementation while DTI provides funding support. The program also includes training workshops, awareness campaigns, and digital outreach to improve understanding of intellectual property rights. Priority beneficiaries include first-time registrants and creatives from regional or underrepresented communities.

### ACTIONABLE ADVICE

Creative businesses and individual creators should prioritize formal recordation of their copyrights to strengthen ownership rights and support commercialization opportunities. Companies in media, publishing, and entertainment should ensure proper ISNI and copyright documentation to reduce legal risks in licensing and distribution.

#### \* Agency Name

Department of Trade and Industry (DTI)

#### \* Issuance Title

DTI, IPOPHL formalize partnership to protect Filipino creators through Malikhaing Pinoy ISNI and Copyright initiative

#### \* Issuance Date

20 April 2026

#### \* Link

<https://www.dti.gov.ph/dti-latest-news/dti-dti-ipophl-formalize-partnership-to-protect-filipino-creators-through-malikhaing-pinoy-isni-and-copyright-initiative>

