



## DLSU pioneers master's program on IP and Innovation in Asia-Pacific

A Top Patent Grantee by the Intellectual Property Office of the Philippines (IPOPHL), De La Salle University will host the Joint Master's in Intellectual Property Management and Innovation—the first of its kind in the Philippines and the first among the World Intellectual Property Organization (WIPO)-supported Master's Programs focused on IP management.

*Continue on Page 2 >*

### What's inside

- |   |   |
|---|---|
| France confers Purisima the title of Knight of the Legion of Honor                | 2 |
| Winner of the National Artist Cirilo F. Bautista Award for the Best First Book    | 3 |
| MOU eyes creation of ecological and health risk control platform in Laguna de Bay | 4 |
| SHS students shine in chemistry, math competitions                                | 5 |

DLSU signed a Memorandum of Understanding on the program with WIPO and IPOPHL in Geneva, Switzerland last July 21.

The DLSU Intellectual Property Office (DIPO) and the Department of Commercial Law under the Ramon V. del Rosario College of Business are working with the IPOPHL IP Academy and the WIPO Academy for the program rollout in 2023.

DIPO head Atty. Christopher Cruz said the program seeks to meet the increasing demand for strong management skills and expertise in IP, which is used as an economic driver for growth and development. It is aimed at management professionals, entrepreneurs, and other non-IP experts.

DLSU's thrust on IP and innovation was recognized during the recent IPOPHL's 25th anniversary celebration, where the University was cited for being a top patent grantee from 2017 to 2021.

To date, DLSU has filed 33 Philippine patent applications, 12 of which have been granted. The University also has two international patent applications via the Patent Cooperation Treaty (PCT), each

converted into national phase applications in four countries, namely the United States, South Korea, Singapore, and Vietnam. These PCT and Philippine patent applications are shared with UP Manila. The DOST-Technology Application and Promotion Institute helped in filing patent applications in other countries.

DLSU also has eight Philippine utility models, seven of which are now registered.



(L-R) Atty. Jesus Antonio Ros (Director, Bureau of Trademarks, IPOPHL); Martha Chikowore (Counsellor, WIPO Academy); Atty. Rowel Barba (Director General, IPOPHL); Br. Bernard Oca FSC (University President, DLSU); Atty. Christopher Cruz (Director, DLSU IP Office); Atty. Lolibeth Ramil-Medrano (Director, Bureau of Patents, IPOPHL); Atty. Andrew Ong (Director, Regional Bureau for Asia and the Pacific, WIPO)

## FRANCE CONFERS PURISIMA THE TITLE OF KNIGHT OF THE LEGION OF HONOR



### DLSU ALUMNUS AND FORMER FINANCE SECRETARY CESAR V. PURISIMA (BSC ACC-MFI '79)

was conferred the National Order of Legion of Honor (Chevalier de la Légion d'honneur) with the rank of Knight by the French Republic Ambassador to the Philippines Madame Michèle Boccoz. The awarding was held last July 30 at the Ambassador's official residence in Makati City.

The Legion of Honor is the most prestigious distinction that can be bestowed by the Republic of France, and is given in recognition of distinguished and eminent services in favor of friendship between France and the Philippines.

In her remarks, Ambassador Boccoz cited Purisima's various engagements with France in many private and public sector roles he held, beginning with his

service as the inaugural chairman of the Philippines-France Business Council and as a key advisor to French enterprises in the Philippines. Purisima was previously awarded the title of Knight of the French National Order of Merit in 2001.

Ambassador Boccoz recognized Purisima's role as Secretary of Finance and Chair of the Economic Development Cluster of President Benigno S. Aquino III's cabinet, coordinating economic and fiscal policy towards record growth and causing the Philippines to achieve its historic first investment-grade rating in 2014. Boccoz also highlighted Purisima's role in various state visits of French and Philippine leaders.

In his message, Purisima said he recognized that "...my contributions form just a small part of the grand tapestry of economic ties between our two nations,

woven together by many who came before me and many more in the next generations." Looking forward, Purisima cited the creative economy, the digital sector, and the energy transition towards net zero as bright opportunities for French-Philippine collaboration. "I am beyond honored and grateful to have contributed my small piece to the existing threads that bind the Philippines and France," Purisima said.

Purisima served as a DLSU trustee from September 2007 until August 2010. He was again elected as a DLSU trustee from December 2016 until the end of 2022. In recognition of his vision, leadership, management, and integrity in his field, the De La Salle Alumni Association honored him with the Distinguished Lasallian Award in 2003. (with a report by Harvey Chua, photos by the French Embassy)

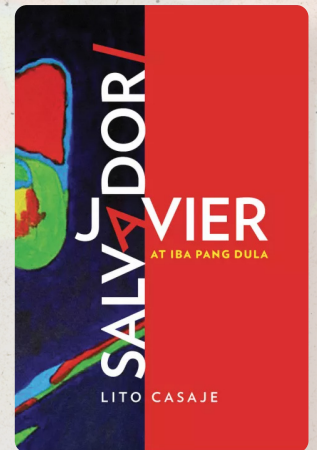
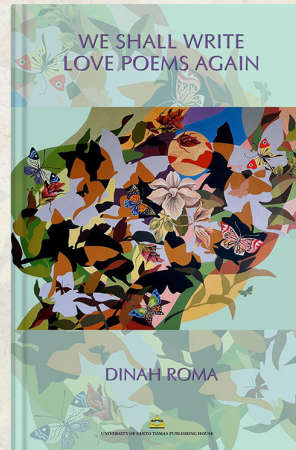
# 39TH NATIONAL BOOK AWARDS HONOR WORKS BY LIT FACULTY

**THE BOOKS OF TWO DEPARTMENT OF LITERATURE FACULTY MEMBERS WERE RECOGNIZED** during the 39th National Book Awards ceremony hosted last July 30 by the National Book Development Board and Manila Critics Circle.

*We Shall Write Love Poems Again* (UST Publishing House, 2020) by University Fellow Dr. Dinah Roma was selected as Best Book of Poetry in English, while *Salvador/Javier at Iba Pang Dula* (UP Press, 2020) by the late Lito Casaje was awarded Best Book of Drama.

108 other titles published in 2019 and 2020 were selected as finalists across 25 categories.

Twenty-seven winners were awarded, with two winners each for the Drama and Poetry in English categories.



## Winner of the National Artist Cirilo F. Bautista Award for the Best First Book

**DE LA SALLE UNIVERSITY COLLEGE OF LIBERAL ARTS (DLSU CLA) FIRST BOOK AWARDS IN THE HUMANITIES AND SOCIAL SCIENCES** bestowed the National Artist Cirilo F. Bautista Award for the Best First Book in the Humanities on Adrian Crisostomo Ho for *ANX: Poems* (UST Publishing, 2020).

An excerpt from the judges' citation on *ANX* reads: "As in the best poems, Adrian Crisostomo Ho's first book displays verbal power and invention. Ever surprising, he renders this through an unabashed desire for bold experimentation. But it is in its psychological range and tone that this first book clinches undeniable victory, pulling away miles ahead in that breathless race to profound and dauntless poetic expression."

The distinguished Board of Judges was composed of award-winning writers and

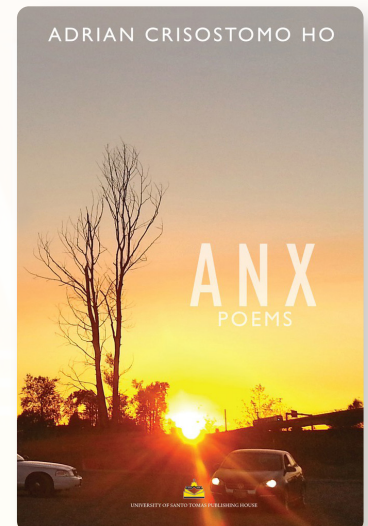
university professors Dr. Dinah Roma (DLSU), Romulo P. Baquiran, Jr. (UP), and D.M. Reyes (Ateneo).

Ho is a faculty member of the DLSU Department of Literature. He holds an MFA in Creative Writing from DLSU. His plays have been staged by the Cultural Center of the Philippines Virgin Labfest and the DLSU Harlequin Theatre Guild. He was a Fellow for Poetry in English at the UP National Writers Workshop in 2021.

The DLSU CLA First Book Awards in the Humanities and Social Sciences is organized by the college in partnership with the Social Development Research Center (SDRC) and the Bienvenido N. Santos Creative Writing Center.

This competition seeks to encourage a greater production of books in our country, and to give a modest recognition to debut book authors.

The inaugural competition was open to DLSU faculty, staff, and graduate students. Beginning 2023, the competition will be nationwide.



# GCOE PAPER, PRESENTER RECEIVE AWARDS IN INTERNATIONAL CONFERENCE

**THE DLSU GOKONGWEI COLLEGE OF ENGINEERING BAGGED TWO AWARDS** at the 2022 IEEE International IOT, Electronics and Mechatronics Conference (IEMTRONICS) last June 4, namely the Best Paper Award and the Best Presenter Award for another study.

Both studies are outputs of the Capacitive Resistivity Underground Imaging Survey Equipment for Underground Utility Assessment of Philippine Infrastructures (CRUISE) Project, which is led by Dr. Ryan Rhay Vicerra of the Department of Manufacturing Engineering and Management (DMEM). The papers will be published in *IEEE Xplore*.

The Best Paper Award went to the study “Optimization of Subsurface Imaging Antenna Capacitance through Geometry Modeling Using Archimedes, Lichtenberg and Henry Gas Solubility Metaheuristics.”

Its authors include the faculty team of Dr. Ronnie Concepcion II (DMEM), Dr. Argel Bandala of the Department of Electronics and Communications Engineering (DECE), Dr. Ryan Rhay Vicerra (DMEM), Dr. Melchizedek Alipio (DECE), and Dr. Elmer Dadios

(DMEM) with graduate student authors Adrian Genevie Janairo (DECE), Jonah Jahara Baun (DECE), R-jay Relano (DMEM), Mike Louie Enriquez (DMEM), and Kate Francisco (DMEM).

Likewise, the Best Presenter Award was given to Kate Francisco (DMEM), who is one of the graduate student authors of the paper titled, “Systematic Analysis and Proposed AI-based Technique for Attenuating Inductive and Capacitive Parasitics in Low and Very Low Frequency Antenna.” The other student authors are R-jay Relano (DMEM), Mike Louie Enriquez (DMEM), Jonah Jahara Baun (DECE), Adrian Genevie Janairo (DECE), and the faculty authors are Dr. Ronnie Concepcion II (DMEM), Dr. Ryan Rhay Vicerra (DMEM), Dr. Argel Bandala (DECE), Dr. Elmer Dadios (DMEM), and Dr. Jonathan Dungca (Department of Civil Engineering).

IEEE IEMTRONICS is the annual flagship conference in North America that aims to disseminate scientific findings and technical innovations in the fields of IoT and data science, electronics, mechatronics, information technology, and mobile communication.

## MOU eyes creation of ecological and health risk control platform in Laguna de Bay

### DE LA SALLE UNIVERSITY TOGETHER WITH EHIME UNIVERSITY IN JAPAN

signed a Memorandum of Understanding with Laguna Lake Development Authority (LLDA) in fostering and strengthening its research collaboration towards establishing an ecological and health risk control platform in Laguna de Bay. The signing was held last June 28 at the Henry Sy, Sr. Hall.

DLSU representatives for the event were Vice President of Research and Innovation Dr. Raymond Girard Tan, CENSER Director Dr. Divina Amalin, and Department of Biology faculty member Dr. Thaddeus Carvajal.

Gracing the event on behalf of LLDA were OIC Assistant General Manager Engr. Emitterio Hernandez, Chief of the Environmental Laboratory and Research Division Engr. Jocelyn Sta. Ana, Legal and Adjudication Division representative Atty. Zenaida Lapuz, and Supervising Environmental Management Specialist Dr. Marilou Cebujano.

Dr. Kozo Watanabe, the head of the Office of International and Social Cooperation of Ehime University, joined the ceremony virtually.



## LAGUNA CAMPUS HOSTS MEETING OF UNIVERSITY HEADS FROM SOUTHEAST ASIA

**THE OFFICE OF THE VICE PRESIDENT FOR LAGUNA CAMPUS HOSTED THE INTERNATIONAL DEANS' COURSE-SOUTHEAST ASIA**

last July 4, an annual conference of the deans and administrators of higher education institutions (HEIs) in the Southeast Asian region.

Delegates attended a talk by University Fellow Dr. Gerardo Janairo, former DLSU Chancellor and Distinguished Full Professor of Chemistry. They also visited the research facilities and locators on campus to know more about its existing industry-academic partnerships.

The International Deans' Course program provides support and training to HEI administrators, who in turn cascade their new knowledge and skills to their respective schools.

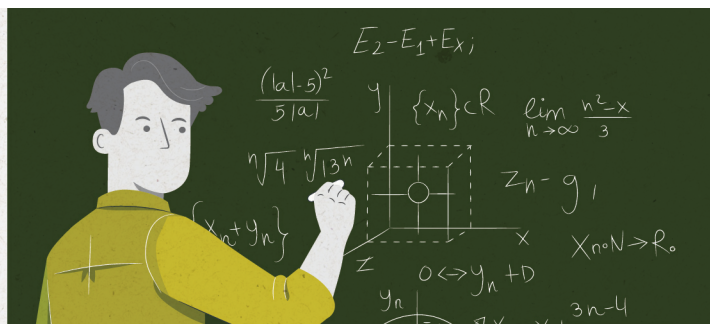


## SHS students shine in chemistry, math competitions



**TWO SENIOR HIGH SCHOOL STUDENTS FROM THE DLSU INTEGRATED SCHOOL** earned a medal and recognition in separate international competitions in science and mathematics, respectively.

Aames Juriel B. Morales won a bronze medal in the 54th International Chemistry Olympiad (IChO) held in Tianjin, China. IChO, an annual competition for the best chemistry students, was participated in by 84 countries this year.



Meanwhile, Sarji Elijah Bona received an honorable mention at the 63rd International Mathematical Olympiad (IMO) held in Oslo, Norway. IMO is the annual World Championship Mathematics Competition for HS students, which this year recorded a total of 589 contestants.

The Department of Science and Technology-Science Education Institute (DOST-SEI) supported the participation of students in the international competitions and events.

“Our virtue must be solid. We do not acquire virtue by taking our ease and seeking our comfort.”

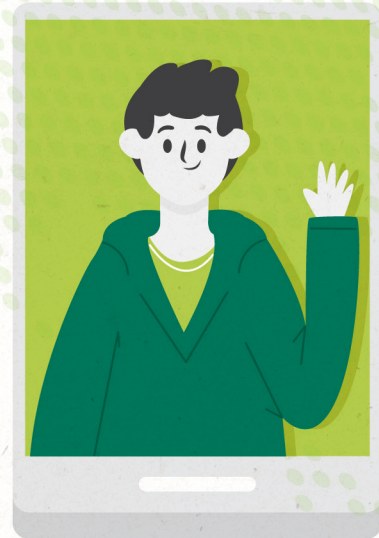
*Benafale*

Letter 5:7 To a Brother

## De La Salle University Virtual Exchange Programs A.Y. 2021-2022



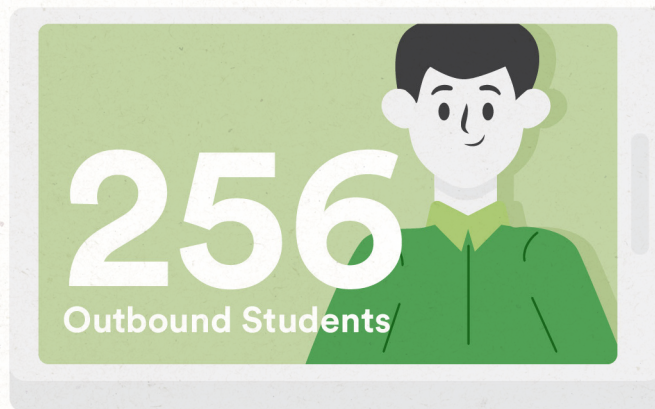
Total number of exchange programs



Countries with exchange programs



Inbound Students



Outbound Students

Source: Office of the Vice President  
for External Relations and Internationalization



2401 (twen'te fôr, o, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter of DLSU, featuring developments and stories of interest about the University.

2401 is published bi-weekly by the Office for Strategic Communications (AH-21F, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

2401 may be accessed online through the URL: <http://www.dlsu.edu.ph>.

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