

Waraporn Trirakthapanakul 2014: Guideline for Development of Registration Intellectual Property. Master of Arts (Human and Community Resource Development), Major Field: Human and Community Resource Development, Department of Human and Community Resource Development. Thesis Advisor: Associate Professor Wing Commander Sumit Suwan, Ph.D. 159 pages.

The objectives of this research are 1) To study the behaviors and the understanding of the Department of Intellectual Property (DIP)'s clients to the intellectual property registration. 2) To study the satisfactions to services and needs of the DIP's clients. 3) To study possible ways to develop the DIP's intellectual property registration process. The samples are the DIP's clients, who are either owners of intellectual property or their representatives, with a number of 396 samples. Data is collected from the questionnaire. The statistics used for analysis are percentage, mean, standard deviation and content analysis.

The research found the understanding, satisfactions and needs of DIP's intellectual property registration clients to the DIP services' process and procedures as well as its facility were at a medium level, while the appreciations to DIP staffs who giving services were at a high level. The suggested ways to develop the DIP's intellectual property registration process are as follows: 1) Introducing the online registration system. 2) Providing more trained-staffs for giving services and also keeping rotating them to work in different divisions in order to increase their efficiencies. 3) Preparing adequate well-explained documents about the DIP's intellectual property registration process , the public computers available for the clients to gather further information and arranging the seminar in order to create the internal brain-storning. 4) Motivating DIP staffs by the providing appropriated salary, payment and welfare

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Student's signature

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Thesis Advisor's signature