

HEAD OF IP OFFICE CONFERENCE -PHASE IV



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SOUTH ASIA OFFICE- COVERAGE





ROLE OF ATTACHE' OFFICE

South Asia

**Policy
Advocacy**

**Capacity
Building**



COMMON IP ISSUES- SOUTH ASIA

- Minimal public awareness about IP
- Lack of knowledge among the enforcement agencies
- Lack of legislation in some countries i.e. Maldives and antiquated laws in others, i.e. Bangladesh
- High rate of counterfeit goods and piracy
- Lack of effective deterrents
- Lack of experts with comprehensive knowledge about IP issues
- Digitization in IP offices-not prevalent yet
- Backlog in prosecution of applications
- Other crimes/issues considered bigger than IP



NEEDS ASSESSMENT

- Regular meetings with each stakeholders
- Informal and formal studies like World Bank report, Global innovation report, Studies by WIPO etc.
- Stakeholder's interest
- Enforcement issues faced by Industries and Enforcement officials
- Regular interaction with neighbouring Attaché office



STAKEHOLDERS

- Government Officials
- Enforcement Agencies
- Industry –Local/MNC
- National and International Associations.
- Local Chambers



PRIORITIZATION AND ALIGNMENT TOOLS

- On-going training programs in the region.
- Regional programs.
- Specially designed training programs for schools, colleges, Universities and Management schools.



METHODOLOGY

- IP Action plan
- MOU
- Collaboration with Industry Associations
- Collaborations with Training Academy –like NACEN , judicial Academy, CID.

SEGMENT- 2 & 3



*Planning and designing in
Multi-Dimensions*

*(going beyond seminars/ workshops/
conference)*



COUNTRY SPECIFICS

- Programs for stakeholders(Customs, Police, Judiciary, Students, Management Students, universities etc)
- At GIPA(Global Intellectual Property Academy)
- Roundtable discussions
- Mission meet



REGIONAL PROGRAMS

1. Enforcement Programs
2. Programs on Global issues like fake, adulterated, unregistered, falsified medicines.
3. Technology transfer



INTER-REGIONAL PROGRAMS

- Enforcement programs
- Programs on global issues like Satellite Piracy



GOING BEYOND

- Direct Video Conference (DVC): Training via Video conferencing
- Large scale implementation of train-the-trainers programs
- In-country task force
 - Comprising of representatives from IP Office, Custom, Police, Consumer , Industry associations, representatives of international bodies like WIPO, USPTO.
 - Regular meetings to identify priorities/training requirements
 - Core group for train- the- trainers programs
 - To serve as a core group for any information and contact



GOING BEYOND- CONTD...

- Regional Task Force
 - Regular DVC to identify global issues and to identify training requirements
 - Core group for train-the- trainers programs
 - Serve as a trainer for in-country training programs.

SEGMENT- 4



*Practical Monitoring and
Evaluation Mechanisms that
Measure What Matters Most*



MONITORING AND EVALUATION TOOLS AND METHODOLOGIES

Monitoring

- Discussions with right holders
- Reports:-IP office, Crime reports, publications, trade associations.
- Policies- IP, Technology, Industry

Evaluation tools /Methodologies

- New policies
- Government interactions
- IP office statistics
- Investment prospects



Thank you