

***Supporting the Business Community to Facilitate the
Effective Use of IP System for Competitiveness and Growth:
The Role of WIPO***

**Sub-Regional Workshop on the Effective Use of the IP
System for Economic Growth and Business
Competitiveness**

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2010

Summary

WIPO Mandate

WIPO Core Activities

WIPO Areas of Intervention

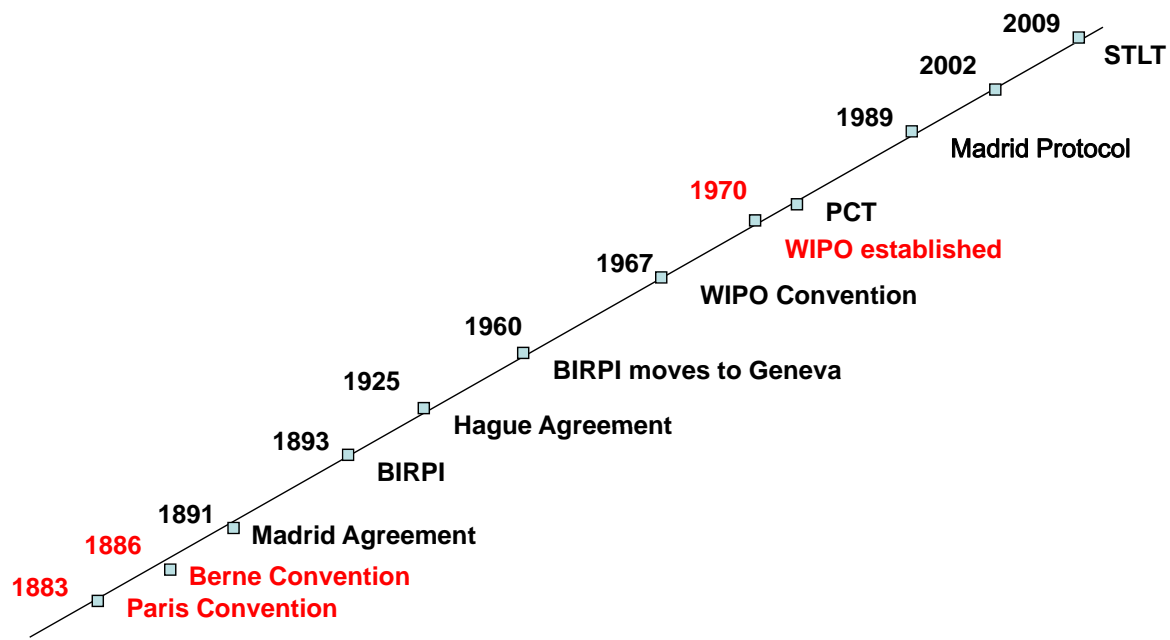
IP and economic development

- IP encourages innovation and creativity by recognizing the right of the inventor and creator to obtain legal protection and economic reward for his work
- IP enriches society through creation of knowledge, technologies, music, art, literature and promoting cultural development
- IP promotes industrial activity by providing access to technology and investment and encouraging fair trade

Basic facts about WIPO

- WIPO Mission: to promote invention and creativity for the economic, social and cultural development of all countries through a balanced and effective international Intellectual Property (IP) system
- Status: one of the 15 UN Specialized Agencies
- Member States: 184, i.e. over 90 percent of countries in the World
- WIPO administers 24 [international treaties](#) (16 on industrial property, 7 on copyright, as well as the convention establishing WIPO)
- WIPO Secretariat, or International Bureau, has a staff of about 1,200 officers drawn from more than 90 countries (including experts in diverse areas of IP law and practice, as well as specialists in public policy, economics, administration and IT)

Milestones: from 1883 to 2010



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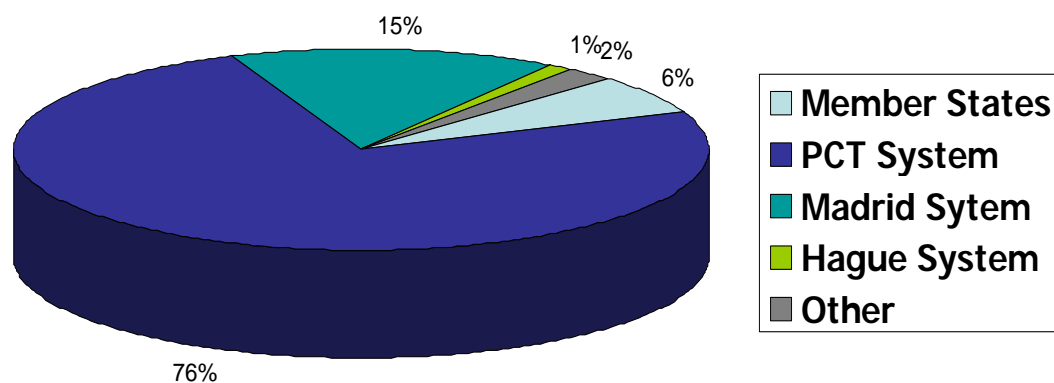
The role of WIPO

- Empower Member States to develop, protect, enforce, manage and commercially exploit IP as a tool for economic, social and cultural development
- Raise the awareness with regard to the development and management of policies and practices for using IP assets
- Provide tools for the promotion of intellectual asset management, including guidelines and best practice models for managing intellectual assets
- Encourage countries to develop an IP culture and provide country-specific assistance in developing an IP system that meet national policy and economic objectives

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WIPO budget

- Budget 2010-2011: CHF 618 million
- Decrease of 1.6% (CHF 9.8m) from 2008-2009 biennium



Summary

WIPO Mandate

WIPO Six Core Activities

WIPO Areas of Intervention

Core activities (1)

- Administering multilateral treaties and working with Member States to support the evolution of the international legal framework for IP
- Developing [international IP laws](#) and standards
- Promoting a balanced evolution of IP legislation
- Promoting development of international IP laws
- Exploring [TK, TCE and genetic resources](#)

Core activities (2)

- Providing global IP services that make it easier and more cost-effective to obtain protection internationally for new inventions, brands and designs
- Filing international applications for patents ([PCT](#))
- Filing international registrations for trademarks ([Madrid system](#))
- Filing international registrations for designs ([Hague system](#))
- Filing international appellations of origin ([Lisbon system](#))
- Providing [arbitration, mediation](#) & other dispute resolution services
- Administering four IP [classification systems](#) which organize the mass of information concerning inventions, trademarks and industrial designs into indexed, manageable structures for easy retrieval

Core activities (3)

- Assisting governments and organizations in establishing national IP and innovation strategies, developing appropriate regulatory frameworks and building the infrastructure and human capacity needed to harness the potential of [IP for economic development](#)

Core activities (4)

- Developing technical platforms (IT) to facilitate work sharing among IP offices and developing free databases of registered trademarks, designs and the technological information contained in patents to facilitate access to knowledge

Core activities (5)

- Building awareness, understanding and respect for IP
- Providing [public outreach](#) material
- Organizing seminars and information products targeting specific groups, such as creators, small and medium-sized enterprises, research institutions and policymakers
- Building respect for IP, including [enforcement of IP rights](#)

Core activities (6)

- Working in partnership with the UN and other organizations to identify IP-based solutions to climate change, food security, public health and other global challenges
 - WIPO [meetings](#) regularly bring together stakeholders from governments, right holders' groups and civil society in order to facilitate constructive debate on current challenges and the sharing of expertise.
 - WIPO is committed to identifying IP-based solutions that can help confront global challenges and maximize the benefits of the IP system for all stakeholders
 - WIPO also commissions and publishes studies on emerging issues

Summary

WIPO Mandate

WIPO Core Activities

WIPO Areas of Intervention

Legislative assistance

- Nature of assistance: fully confidential legislative advice; interactive; non-binding; free of charge
- Types of assistance: Preparation and submission of (1) draft laws; (2) draft provisions to amend and modernize existing IP laws; and, (3) comments and suggestions on draft laws
- Follow-up actions: exchange of further written comments and revisions; holding discussions in either Geneva or in the country concerned

Modernization of IP administration system

- Assist in establishing/upgrading national IP offices
- Advisory missions to give advice on modernizing management systems and streamlining administrative procedures
- Formulation of automation plans, including provision of the necessary hardware and software to the national office
- Develop industrial property information services
- Sponsor visits by government officials to IP offices in industrialized countries to study various aspects of IP administration

Human resources development

- Organize meetings and training courses at national, sub-regional and regional level for different target groups
- Arrange study attachments for government officials to WIPO or selected countries
- Conduct on-the-job specialized training
- Cooperation agreements with several countries and national institutions for training and human resource development

Enforcement of IP Rights

- Organize seminars, training courses and special meetings on enforcement of IP rights
- Arrange orientation and study programs for senior custom officials to act as trainers and resource persons
- Organize colloquia for judges, and arrange interaction among judges, prosecutors and attorneys
- Other enforcement-related assistance (e.g. exchange of information, networking and cooperation with IGOs, NGOs, and right holders associations)

Public outreach and demystification of IP

- Education: awareness-building programs and activities, IP teaching, WIPO awards scheme, invention exhibitions etc.
- Collaboration: cooperate with both governments and civil society in demystifying IP; encourage collaboration between private and public sector in their outreach to the general public
- Communication: wide variety of promotion and information products, contact with media, WIPO Website and film production
- Provide training and assistance for on-line searching tools including patent information, trademarks, industrial design and GIs services

WIPO Standing Committees

- Patents (SCP)
- Copyright & Related Rights (SCCR)
- Trademarks, Designs, Geographical Indications (SCT)
- The overall aim focus on:
 - (i) Build consensus on topical issues and
 - (ii) Take into account interests of all stakeholders for a balanced, reliable, efficient, user-friendly, cost-effective system.
- Enforcement issues are discussed within the Advisory Committee on Enforcement (ACE)

TK, Genetic Resources and Folklore

- Traditional knowledge (TK), genetic resources (GRs) and traditional cultural expressions (TCEs, or "expressions of folklore") are economic and cultural assets of indigenous and local communities and their countries
- WIPO's work addresses the role that intellectual property principles and systems can play in protecting TK and TCEs from misappropriation, and in generating and equitably sharing benefits from their commercialization and the role of IP in access to and benefit-sharing in genetic resources

Cooperation for development

- Focus on all developing and least developed countries (LDCs)
- Approach: country-specific, need-oriented, integrated and holistic, and cost-effective
- Tools of delivery: focused workshops/seminars at national, sub-regional, and regional level, national projects, training, fellowships, expert missions, studies, etc.
- Systematic country-by-country assessment
- Support to the development and implementation of country-owned National Intellectual Property Strategies (NIPS)

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Development Agenda

- Adopted: September 2007 to emphasize use of IP for development
- Challenge: facilitate use by developing countries of IP for economic, social, cultural development
- Six clusters of activities
 - Technical Assistance and Capacity Building;
 - Norm-setting, Flexibilities, Public Policy and Public Knowledge;
 - Technology Transfer, Information and Communication Technology (ICT) and Access to Knowledge;
 - Assessments, Evaluation and Impact Studies;
 - Institutional Matters including Mandate and Governance
 - Other Issues
- Committee on Development and Intellectual Property
 - Monitor, assess, discuss and report on implementation of recommendations and discuss IP and development issues

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WIPO Academy

- Provides training to promote use of IP for development in line with evolving IP landscape
- International, interdisciplinary approach to IP education
- Face-to-face training/distance learning
- Aims to promote international cooperation to enhance human IP capital through global networking with stakeholders and partners
- Programs include:
 - Professional Development (IPOs)
 - Partnership Program (universities, etc.)
 - Distance Learning Program (expanding portfolio of courses)
 - Summer Schools Program
 - Internships at WIPO

Small and Medium-sized Enterprises (SMEs)

- Promote greater use of the IP system by SMEs and enable them to formulate and implement policies, programs and strategies to enhance the strategic use of IP assets
- Strengthen the capacity of governments to develop strategies, policies and programs to meet the IP needs of SMEs
- Improve the capacity of relevant public, private and civil society institutions, such as business and industry associations, to provide IP-related services to SMEs

WIPO global IP services

Five core income generating business areas for users by continuing to offer cost-effective value-added services

- Patent Cooperation Treaty (Patents)
- Madrid System (Trademarks)
- Hague System (Industrial Designs)
- Lisbon System (Geographical Indications)
- WIPO Arbitration and Mediation Center

Arbitration and Mediation Center

- The Center offer [Alternative Dispute Resolution \(ADR\) options](#) for the resolution of international commercial disputes between private parties
- The arbitration, mediation and expert determination procedures offered by the Center are widely recognized as particularly appropriate for technology, entertainment and other IP disputes
- The Center makes available a [general overview](#) of its caseload as well as descriptive [examples](#) of particular cases
- Since commencing its Uniform Domain Name Dispute Resolution Policy (UDRP) service, WIPO has processed some 17,000 UDRP related cases

WIPO Gold searching structure

- [WIPO Gold](#) is WIPO GOLD is a free public resource which provides a one-stop gateway to WIPO's global collections of searchable IP data, aiming to facilitate universal access to IP information:
- Technology ([Patentscope](#)®)
- Brands ([Trademarks](#), [Appellations of Origin](#), [Emblems](#))
- Domain Names (UDRP decisions)
- Designs ([International Registrations](#))
- Laws & Treaties ([WIPO Lex](#))
- Statistics
- Classifications ([Patents](#), [Marks](#) and [Designs](#))
- WIPO [Standards](#) (standards, recommendations, and guidelines)



WIPO GOLD The Global IP Reference Resource

World Intellectual Property Organization

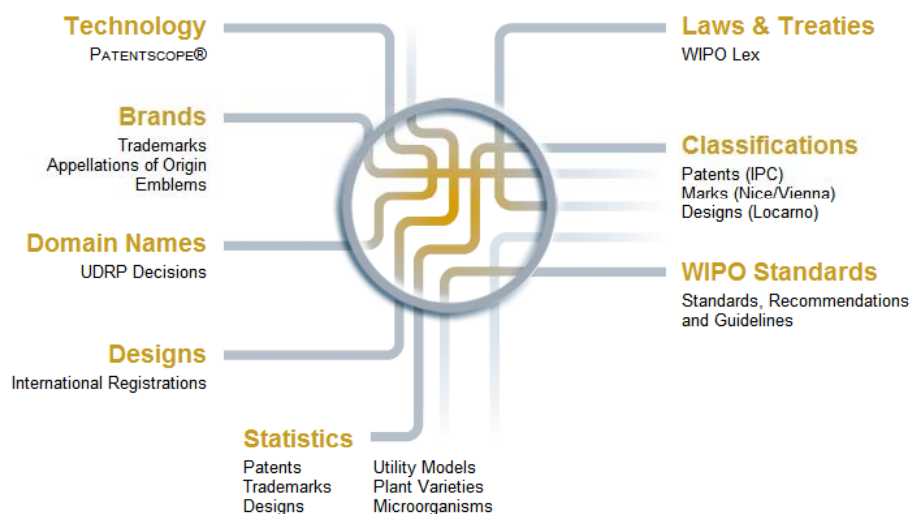
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International Application Simulator

The screenshot shows the WIPO IP Services website. The header includes the WIPO logo and navigation links for 'ABOUT WIPO', 'IP SERVICES', 'PROGRAM ACTIVITIES', 'RESOURCES', and 'NEWS & EVENTS'. The main content area is titled 'Madrid System for the International Registration of Marks'. It features a sub-header 'Protecting your Trademark Worldwide by using the Madrid System' with a 'Video, Transcript' link. Below this is a paragraph explaining the Madrid system, established in 1891, and its function. A 'NEWS ON MADRID SYSTEM' section lists several recent updates, including the 132nd INTA Annual Meeting in Boston (2010) and WIPO/OHIM collaboration. A 'Warning' section at the bottom notes that certain organizations are sending letters to trademark owners. On the right side, a 'SHORTCUTS' section lists various resources, with 'International Application Simulator' highlighted by a red box.

The screenshot shows the 'International Application Simulator' interface. The header is identical to the previous page. The main content area is titled 'International Application Simulator' and includes a 'Step 1' heading. A paragraph explains that the simulator is designed to show how to use the Madrid System to seek protection for a trademark abroad and to estimate the cost of registration. Below this, a text prompt asks the user to specify a country or region. A dropdown menu is shown with 'Mongolia' selected, highlighted by a red box. Below the dropdown are 'Start' and 'Reset' buttons, with the 'Start' button also highlighted by a red circle. A footnote at the bottom explains that a trademark is a distinctive sign used to identify goods and services. The footer includes a 'Scam Warning' and links for 'RSS' and 'Terms of use'.

MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

- General Information
- About Members
- For Offices Only
- Information Notices
- Filing Information
- Forms
- Fees/Fee Calculator
- Guide
- Legal Texts
- WIPO Gazette
- Online Services
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- FAQs
- Meetings/Seminars
- Contact

RELATED LINKS

- Trademarks Gateway
- Geographical Indications
- Nice Classification
- SMEs Case Studies
- SCT
- E-Bookshop
- Free Publications

E-NEWSLETTER

Subscribe to receive automated e-mail notices about updates on a range of Madrid Systems matters.

International Application Simulator

» [Step 1](#) » [Step 2](#)

Mongolia is a party to the [Madrid Agreement and Madrid Protocol](#). Instead of applying for the registration of your mark in each of the countries or regions listed below, you can use the Madrid System to reach the same result. To do so, just contact your [Industrial Property Office](#) (see Mongolia)** to start the filing process.

To continue the simulation, please reply first to the following questions concerning factors which may affect the calculation of the cost for the international registration:

- ▶ The [Nice Classification](#) is an international standard to group the goods or services and the number of classes so resulted is taken into account to calculate the cost for registration. Please indicate in how many classes are grouped the goods or services covered by your mark.
- ▶ Is your mark to be registered in colour or colours? (check the box if yes)
- ▶ Is your mark a [collective mark, certification mark or quarantee mark](#)? (check the box if yes)
- ▶ Does your mark include figurative elements (such as a logo, shape, colour scheme, etc.)? (check the box if yes)
- ▶ In which of the below countries or regions would you like to apply for the protection of your mark? (check the relevant boxes)
The full name appears once you hover the mouse cursor over a code ([Code standards](#)).

<input type="checkbox"/> AG	<input type="checkbox"/> AL	<input type="checkbox"/> AM	<input type="checkbox"/> AN	<input type="checkbox"/> AT	<input type="checkbox"/> AU	<input type="checkbox"/> AZ	<input type="checkbox"/> BA	<input type="checkbox"/> BG	<input type="checkbox"/> BH
<input type="checkbox"/> BT	<input type="checkbox"/> BW	<input type="checkbox"/> BX	<input type="checkbox"/> BY	<input checked="" type="checkbox"/> CH	<input checked="" type="checkbox"/> CN	<input type="checkbox"/> CU	<input type="checkbox"/> CY	<input type="checkbox"/> CZ	<input type="checkbox"/> DE
<input type="checkbox"/> DK	<input type="checkbox"/> DZ	<input type="checkbox"/> EE	<input type="checkbox"/> EG	<input checked="" type="checkbox"/> EM	<input type="checkbox"/> ES	<input type="checkbox"/> FI	<input type="checkbox"/> FR	<input type="checkbox"/> GB	<input type="checkbox"/> GE
<input type="checkbox"/> GH	<input type="checkbox"/> GR	<input type="checkbox"/> HR	<input type="checkbox"/> HU	<input type="checkbox"/> IE	<input type="checkbox"/> IR	<input type="checkbox"/> IS	<input type="checkbox"/> IT	<input checked="" type="checkbox"/> JP	<input type="checkbox"/> KE
<input type="checkbox"/> KG	<input type="checkbox"/> KP	<input checked="" type="checkbox"/> KR	<input type="checkbox"/> KZ	<input type="checkbox"/> LI	<input type="checkbox"/> LR	<input type="checkbox"/> LS	<input type="checkbox"/> LT	<input type="checkbox"/> LV	<input type="checkbox"/> MA
<input type="checkbox"/> MC	<input type="checkbox"/> MD	<input type="checkbox"/> ME	<input type="checkbox"/> MG	<input type="checkbox"/> MK	<input type="checkbox"/> MZ	<input type="checkbox"/> NA	<input type="checkbox"/> NO	<input type="checkbox"/> OM	<input type="checkbox"/> PL
<input type="checkbox"/> PT	<input type="checkbox"/> RO	<input type="checkbox"/> RS	<input checked="" type="checkbox"/> RU	<input type="checkbox"/> SD	<input type="checkbox"/> SE	<input type="checkbox"/> SG	<input type="checkbox"/> SI	<input type="checkbox"/> SK	<input type="checkbox"/> SL
<input type="checkbox"/> SM	<input type="checkbox"/> ST	<input type="checkbox"/> SY	<input type="checkbox"/> SZ	<input type="checkbox"/> TJ	<input type="checkbox"/> TM	<input type="checkbox"/> TR	<input type="checkbox"/> UA	<input checked="" type="checkbox"/> US	<input type="checkbox"/> UZ
<input type="checkbox"/> VN	<input type="checkbox"/> ZM								

You may find that a country in which you seek the protection of your mark is not listed above. This is because the country is not party to the Madrid Agreement or Madrid Protocol and the Madrid System can only be used to protect your mark in countries party to one of the two treaties at least. Therefore the registration of



MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

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RELATED LINKS

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E-NEWSLETTER

Subscribe to receive automated e-mail notices about updates on a range of Madrid Systems matters.

International Application Simulator

» [Step 1](#) » [Step 2](#) » [Step 3](#)

Based on the information provided on the previous screens, your application is to be governed by the [Madrid Protocol](#). It can be completed as below:

- ▶ 1. Ensure that your mark has been registered or the subject of an application of registration first with your [Industrial Property Office](#) (Mongolia), as your international application must be based on such a basic mark;
- ▶ 2. Fill in the application form [MM2](#) in English, French or Spanish according to what is prescribed by your Industrial Property Office;
- ▶ 3. Deposit the form MM2 with your [Industrial Property Office](#) (Mongolia), not with WIPO directly;
- ▶ 4. Pay the international registration fee of [5708.0 Swiss Francs](#) as estimated [here](#) to WIPO directly or through your Industrial Property Office. In addition, your IP Office may charge a handling fee for receiving and forwarding the application to WIPO. If you wish to recalculate the cost due to some changes, you can use the [cost calculator](#) directly.

We recommend that you read the [General Information](#) and other useful information published on the [Madrid System website](#) before filing.

This [collection of information](#) can provide you with information concerning the national or regional procedures before Industrial Property Offices under the Madrid Union.

We thank you for using the simulator and wish you a successful international registration of your mark under the Madrid System. Your [feedback](#) is welcome.

[Restart the Simulation](#)

CHF 5,708

AMOUNT OF FEES PAYABLE FOR YOUR INTERNATIONAL APPLICATION AS SIMULATED ABOVE

Basic fee where any reproduction of the mark is in color :	903
Complementary fee :3 x 100.00 CHF	300
European Union	
Collective individual fee :	2441
Japan	
Individual fee (first part):	140
Individual fee / supplementary fee (first part):2 x 107.00 (1 class free)	214
This may be subject of the payment of a second part of the individual fee which can be estimated separately by clicking here	
Republic of Korea	
Individual fee :3 x 233.00 (0 classes free)	699
United States of America	
Individual fee / supplementary fee:3 x 337.00 (0 classes free)	1011
TOTAL: (CHF)	5708.0
COMMENTS	
➤ The complementary fee (if applicable) is related to the number of Contracting Parties	
➤ The supplementary fee (if applicable) is related to the number of classes beyond the third	
➤ Individual fees (if applicable) are payable for some Protocol Contracting Parties	

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Information on the WIPO Web

- [WIPO Gold](#) searching database platform
- Intellectual Property [Law](#)
- Intellectual Property for [development](#)
- [Copyright](#) issues
- [Traditional knowledge](#)
- [Economics](#) for IP
- [SMEs](#) activities
- The [WIPO Academy](#)
- The WIPO [Arbitration and Mediation Center](#)
- WIPO [communications](#)
- Two short videos on the [Madrid](#) and [Hague](#) International Registrations Systems



Many thanks

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