



# The World Intellectual Property Organization and Its Program for SMEs

Tamara Nanayakkara

# Brief History of WIPO

- Paris Union 1883
- Berne Union 1886
- International Bureau combined 1893
- WIPO Convention 1967
- UN Specialized Agency 1974
- 184 Member States (as of end of October 2010)



# Basic Facts about WIPO



## WIPO's Mission:

To promote the protection of IP rights worldwide and extend the benefits of the international IP system to all member States

**Status:** An int'l intergovernmental organization

**Member States:** 184

**Observers:** 250 +

**Staff:** 950 from 101 countries

**Treaties Administered:** 24

**Decisions by:** GA, CC, WIPO Conference



# WIPO

- Effort to demystify IPR and make it more accessible and relevant to a broader group of people
- IP no longer to be seen from solely a legal perspective but also its place in the society as a tool for economic growth
- A means to an end, and not an end in itself.

# WIPO's Mandate

- WIPO is dedicated to developing a balanced and accessible international intellectual property (IP) system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest.



# Member States direct the work of WIPO

## ■ Governing Bodies

- The WIPO General Assembly – members of WIPO and of Paris and/or Berne (impt function – election of DG)
- The WIPO Conference – members of WIPO
- The WIPO Coordination Committee – members of Paris and Berne (propose DG and agree on D and higher appointments)
  - In addition, The Assemblies of the member states of each of the Unions, (e.g. the PCT Union Assembly; the Madrid Union Assembly etc.) were established by the respective WIPO-administered treaties.

## ■ Standing Committees established for a given purpose

- Standing Committee on the Law of Patents (SCP).
- Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT).
- Standing Committee on Copyright and Related Rights (SCCR).
- Standing Committee on Information Technologies (SCIT).
  - When a SC determines that sufficient progress has been made in order to move towards treaty adoption, the GA can decide to convene a **Diplomatic Conference**.

## ■ Permanent Committees

- Committees of Experts to revise and update the classification systems.
- Program and Budget Committee
- Committee on Development and Intellectual Property (CDIP)
- Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC).
- Advisory Committee on Enforcement (ACE).

# Promotion of IP through:

- Norm setting - Preparing for new treaties and developing and administering treaties that are in force
- Registration activities
- IP for development
- Other Services
  - Registration activities
  - Alternative dispute Resolution mechanisms
    - Arbitration and mediation

# Treaties - 24

- IP Protection- internationally agreed basic standards of protection (Paris, Berne)
- Registration- one application to have effect in many (PCT, Madrid, Hague)
- Classification-organize information concerning inventions, trademarks and industrial designs into indexed, manageable structures for easy retrieval (Locarno, Nice)



# Development Agenda for WIPO

- Adopted: September 2007 to emphasize use of IP for development
- Challenge: facilitate use by developing countries of IP for economic, social, cultural development
- 45 agreed proposals (6 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
- Committee on Development and Intellectual Property
  - monitor, assess, discuss and report on implementation of recommendations and discuss IP and development issues
- Development Agenda Coordination Division
  - Ensure agreed outcomes reflected in relevant programs

# IP for Development

- Legal Framework
- IP administration
- Enforcement and IP education
- National IP strategies - IP cross cutting
- Users - creators, inventors and innovators, businesses, public research institutions identify, protect, exploit and manage their IP assets more effectively.

# WIPO Worldwide Academy

<http://www.wipo.int/academy/en/>



- Provides training to promote use of IP for development in line with evolving IP landscape
- Int'l, 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:**
  - Professional Development (IPOs)
  - Partnership Program (Universities, etc.)
  - Distance Learning Program (expanding portfolio of courses)
  - *Executive Program (launch 2011)*
  - Summer Schools Program
- Internships at WIPO

# Services

- Registration Treaties
  - PCT
  - Madrid
  - Hague
- Alternative dispute resolution
  - Arbitration and mediation Center

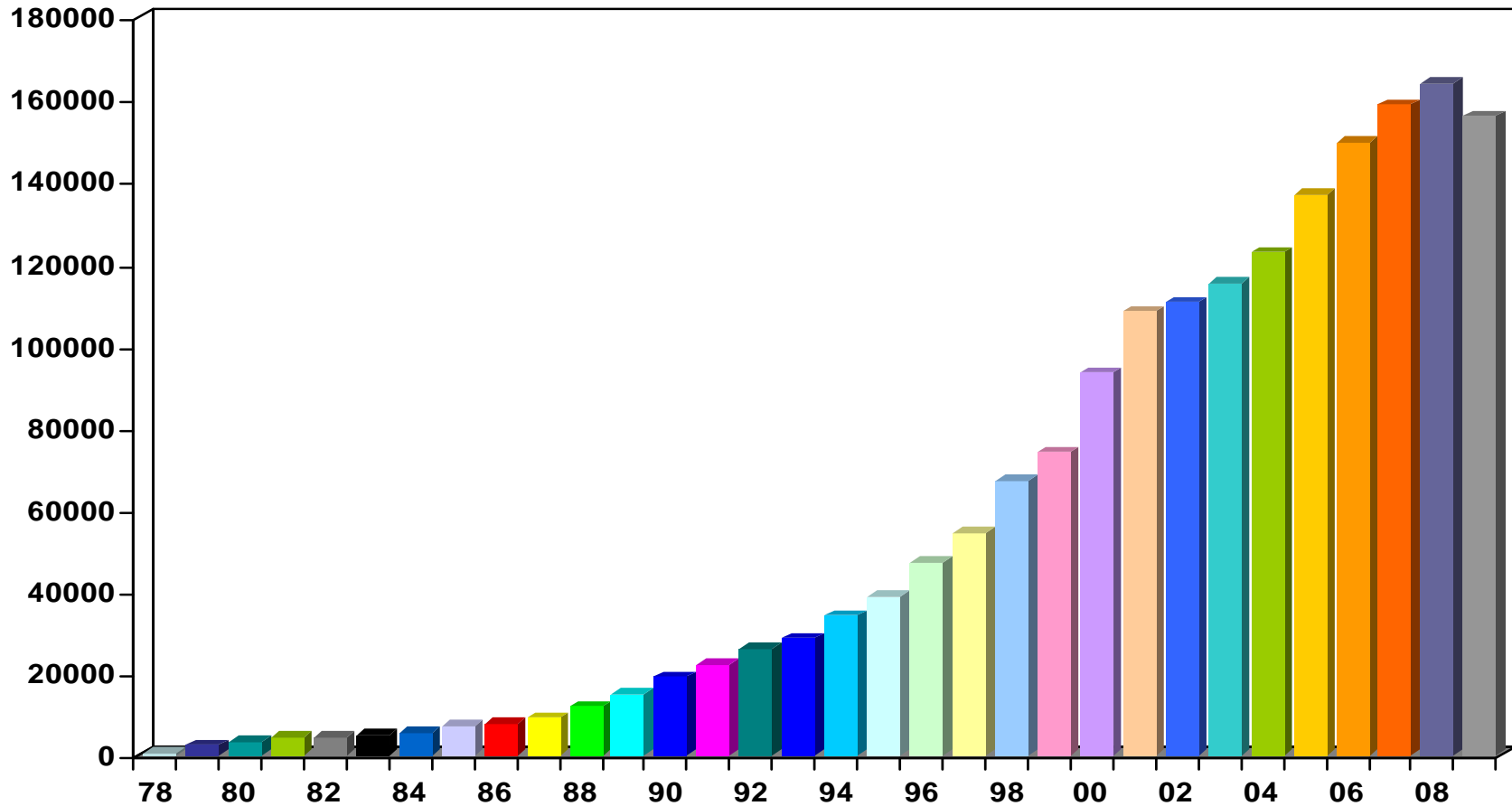
# WIPO ... Provider of Premier Global IP Services

Core income generating business areas:

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

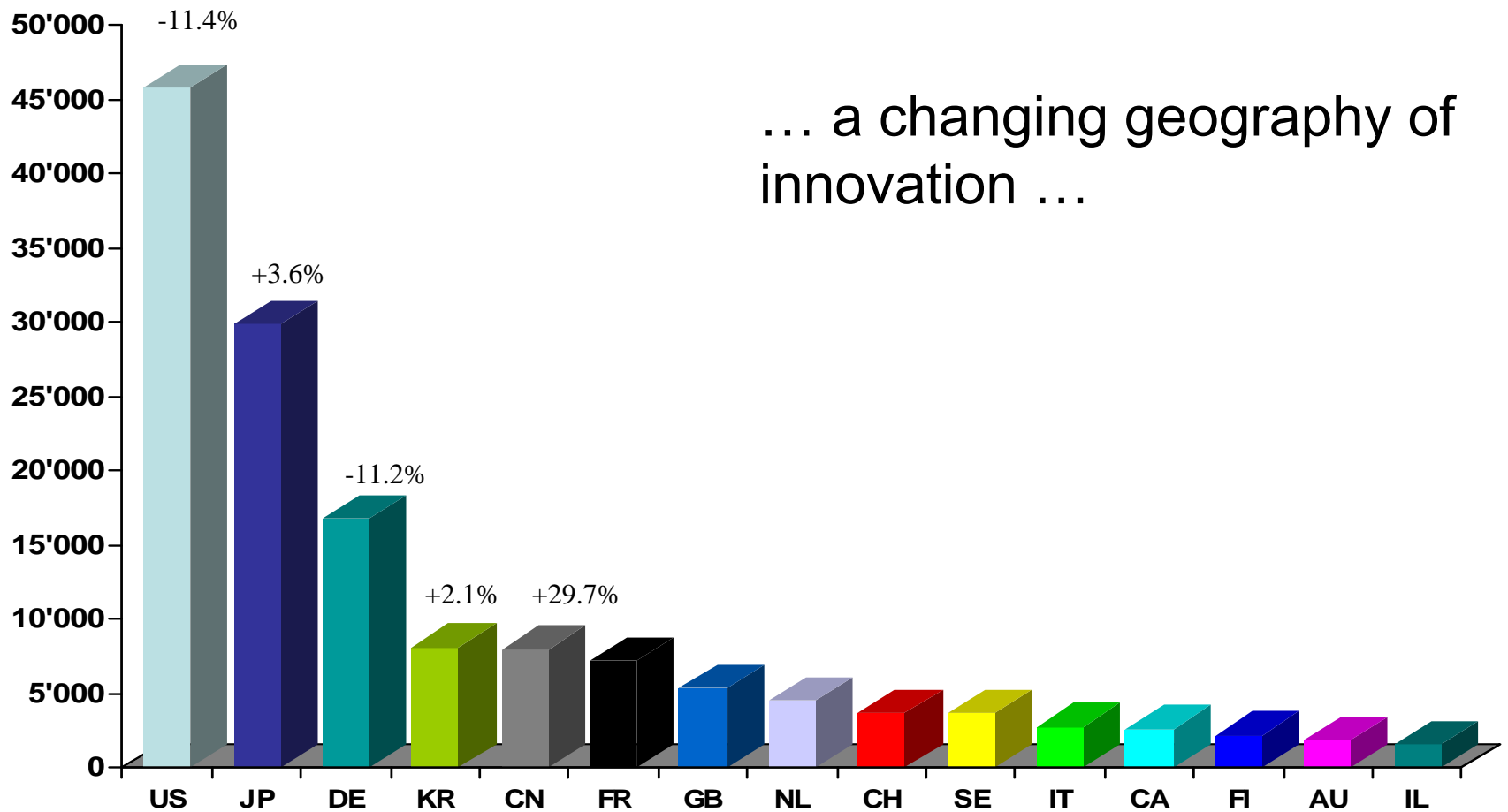
**Aim: to be the first choice for users by continuing to offer cost-effective value-added services**

# PCT Statistics

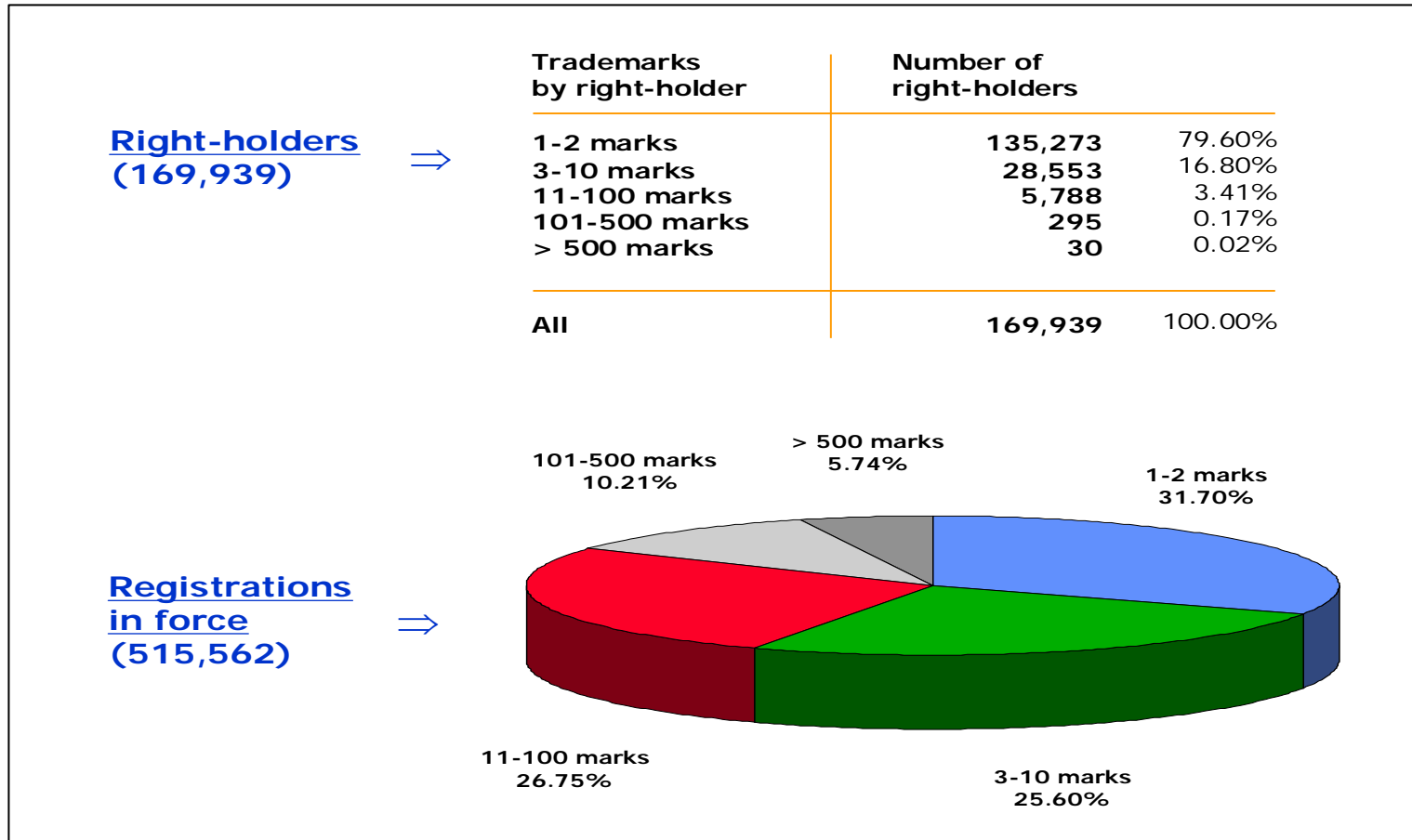


142 Contracting Parties

# PCT: International Applications Received in 2009 (by country of origin)



# International Trademark Registration: The Madrid System



**85 Contracting Parties**



# WIPO Arbitration & Mediation Center

## Alternative dispute resolution (ADR)

(<http://arbiter.wipo.int>)

I. Classical Arbitration & Mediation Services

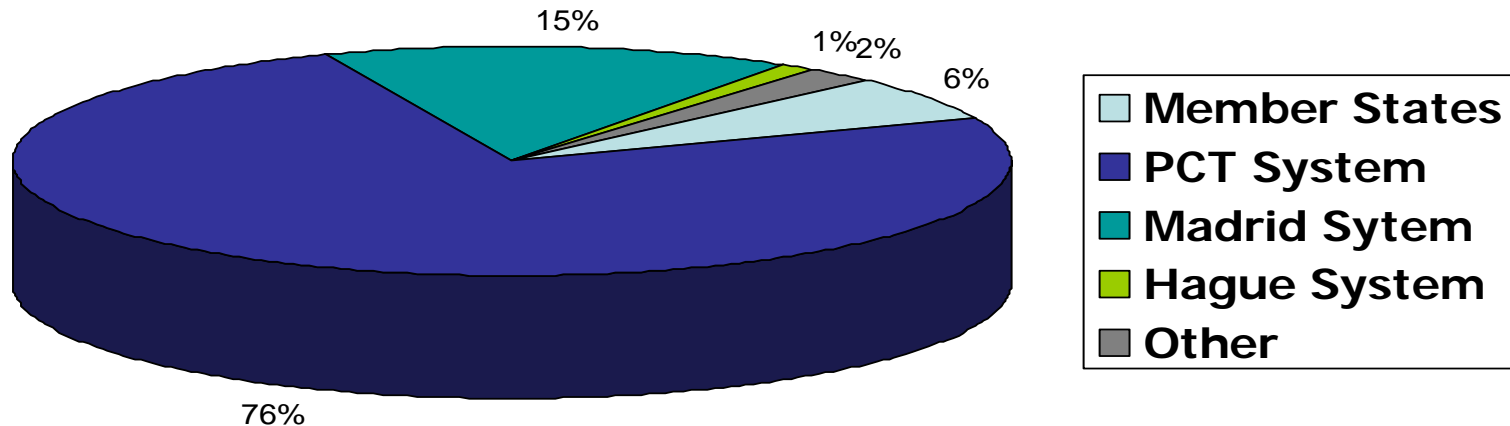
II. Tailor-made dispute resolution procedures:

e.g.: UDRP - criteria:

- identical/confusingly similar
- legitimate interest
- bad faith

*A cost-effective and expeditious procedure ...*

# WIPO's Main Sources of Revenue



**Budget 2010-2011: CHF 618 million**  
(decrease of 1.6% (9.8m) on 08-09)



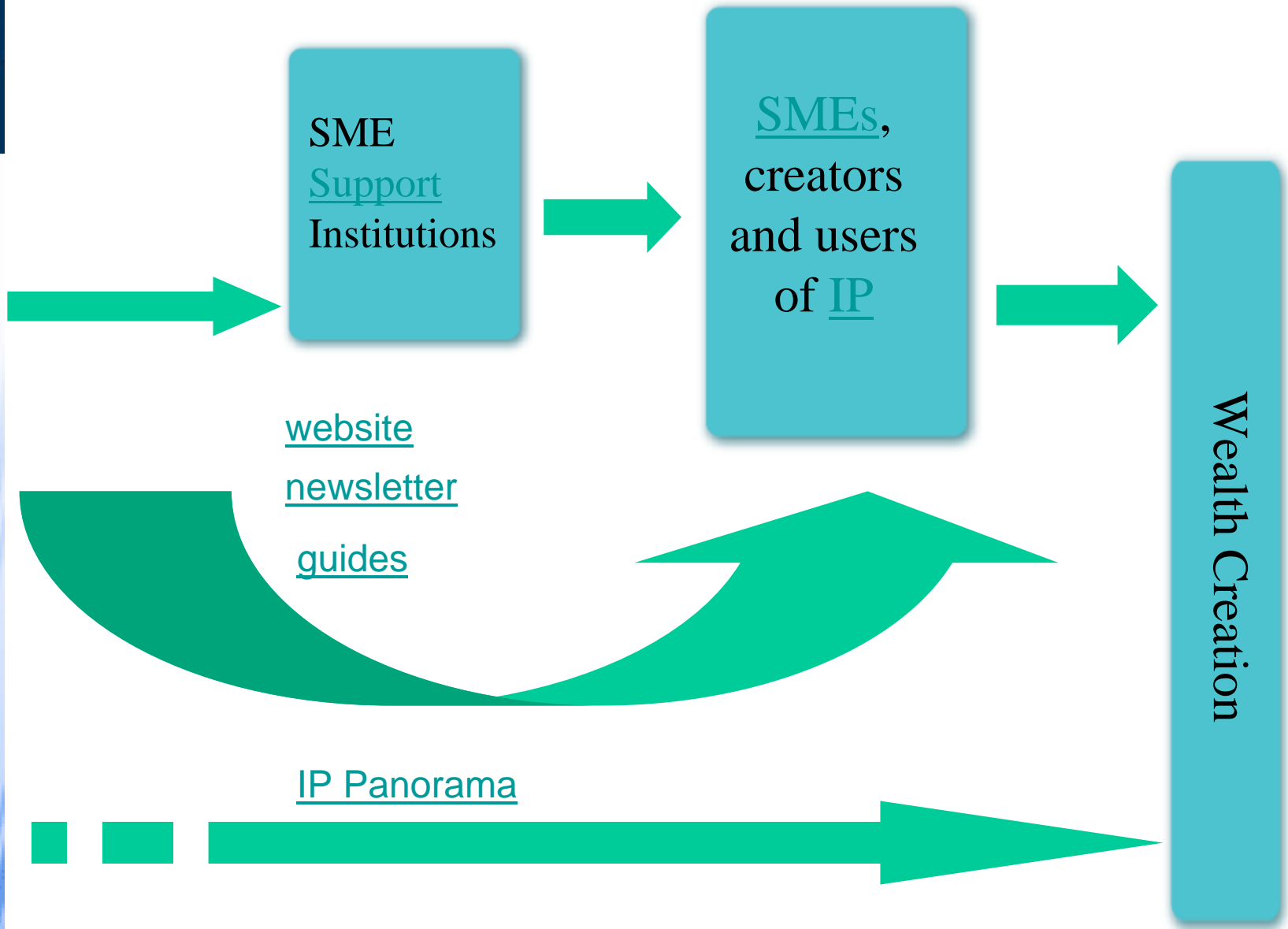
# Small and Medium-sized Enterprises Division

World Intellectual Property Organization

Tamara Nanayakkara  
Counsellor



Small and Medium-sized Enterprises Division



Studies

# SMEs

- 90% of enterprises of any economy. The back bone of economic development and growth
- Few SMEs (high tech and start up) are technology developers (patents, copyright)
- Some are technology users (patent info)
- Most are technology followers (TM, GI, Design etc)
  - IP system is relevant to all for their competitiveness. Exclusivity (IP rights) and beyond (licensing, financing, partners, branding, franchising)

# Obstacles

- However, the IP system is an under-utilized tool
  - Limited awareness of the IP system and its relevance as a strategic tool
  - High costs (filing, translation, drafting, maintain)
  - Complexity of IP system
  - Delays in obtaining IP rights
  - Lack of expertise to make use of the IP system
  - Success rate in getting IP rights (patents) low
  - Inability to monitor and enforce

# Support Institutions

- SME focal points in national governments;
- Ministries, departments and other government-owned/funded agencies responsible for institutions or projects such as science and technology parks, incubators, as well as ministries responsible for particular sectors such as biotechnology, ICT, agriculture, higher education;
- Chambers of commerce, and associations of industry and trade;
- Intellectual property offices;
- Banking and financing institutions;
- Science and technology universities, Government funded R&D centres
- Innovation, testing and demonstration centres,
- Technology transfer, licensing, commercialization and management institutions;
- Science and technology parks, incubators; ;
- Small business consulting firms,
- Universities or other institutions providing training in business, innovation management, technology management, entrepreneurship, new product development etc
- Associations of inventors, patent and/or trademark agents; Law firms;
- IP management and consultancy firms etc

# What Can Support Institutions do to Assist

- Awareness raising and Training
- Technological Information Services
- Financial Assistance
- Customized advisory services
- Assistance on IP exploitation and commercialization
- Diagnosis of IP needs of enterprises





## Small and Medium-Sized Enterprises (SMEs)

### IP RIGHTS

- » [Patents](#)
- » [Distinctive Signs](#)
- » [Copyright and Related Rights](#)
- » [Industrial Designs](#)
- » [Trade Secrets](#)
- » [New Varieties of Plants](#)

### IP FOR BUSINESS

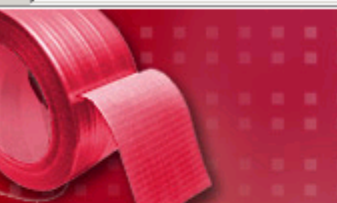
- » [Introduction to IP for Business](#)
- » [Marketing](#)
- » [Commercializing IP](#)
- » [Valuation of IP Assets](#)
- » [IP and Financing](#)
- » [E-commerce](#)
- » [Research and Development](#)
- » [IP Disputes Resolution](#)

### RESOURCES

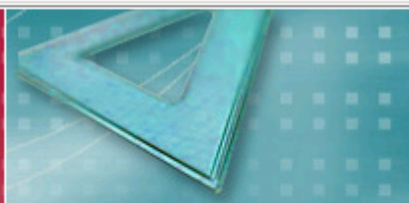
- » [Multimedia](#)
- » [Films](#)
- » [Publications](#)
- » [SME Newsletter](#)
- » [Events](#)
- » [Research](#)
- » [Case Studies](#)
- » [Best Practices](#)
- » [Partners](#)
- » [Helpline](#)

### New on the SME Website

- » [Junkk.com®: Filing an International Patent for Maximum Protection and Commercial Gain \(UK\)](#) (Nov 20, 2008) New
- » [Mak Marine: Building a Strong and Defensible Worldwide Brand \(UK\)](#) (Nov 5, 2008)
- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [FAVEO Limited: An Innovative Bra Design and Development Company set up by a Female Cancer Research Scientist in the UK](#) (Oct 15, 2008)



IP & YOUR BUSINESS



IP COMMERCIALISATION



IP MANAGEMENT




IP PROTECTION



Australian Government  
IP Australia

RESOURCES



Using intellectual property  
in your business

Welcome to the IP Toolbox

Welcome to the **IP Toolbox**, your online guide to the practical use and management of intellectual property (IP).  
The **IP Toolbox** is a unique resource covering IP issues and concepts. It is an essential guide for all IP owners and managers.

Make sure that you bookmark this page so that you can access it quickly whenever you have a question on IP.

CASE STUDY : : TALES OF CYBERSQUATTING - SOUTHCORP\*



Southcorp, Australia's biggest wine company, received an unwelcome email through the 'contact us' facility on one of its web sites. It was from a United States based cybersquatter, who told Southcorp that he had registered the name of one of its flagship brands, Lindemans, as a global top-level domain name. He offered to sell or rent lindemanswine.com back to Southcorp.

**Read this case study**

SIGN UP FOR eNEWS

Sitemap | Advanced Search

UPCOMING EVENTS

Sorry, There are no articles in this category

IP DIRECTORY

A comprehensive directory of IP related businesses.

# “Grandir avec la propriété industrielle”

- > Première visite
- > Mises à jour
- > Questions / Réponses
- > Rechercher sur le site
- > Contacter l'INPI

L'INPI

L'INPI en région

La propriété industrielle

Déposer à l'INPI

Exploiter vos innovations

## La propriété industrielle

Propriété industrielle ou intellectuelle ?

Pourquoi protéger vos innovations ?

Formation en ligne

Formation professionnelle continue

Campus INPI, pour les étudiants

Enseigner la PI

Aides aux PME et aux centres de recherche

Les principaux acteurs de la P.I.

L'INPI et la mémoire de l'innovation

Chercheurs et PI

## Le Pré-diagnostic propriété industrielle

Le **Pré-diagnostic** permet à une entreprise de faire **un état des lieux pour évaluer ses enjeux de propriété industrielle**.

### > Qui est concerné ?

Les TPE et PME innovantes ayant peu ou pas recours à la propriété industrielle, et notamment au dépôt de brevets.

### > Qui réalise la prestation ?

Un expert de l'INPI, un spécialiste en propriété industrielle ou un consultant, proposés par l'INPI.


### > Combien ça coûte ?

La prestation est prise en charge par l'INPI et donc gratuite pour l'entreprise.

### A qui s'adresser ?

- A la [délégation régionale de l'INPI la plus proche](#)
- Au réseau RDT de votre région : [www.rdt-france.org](http://www.rdt-france.org)

 Services de recherche

 Boutique électronique

 Rebonds

- Fiche pratique : Organiser un audit de propriété industrielle

 Espace Professionnel

 Espace Presse

Search

- Patents
- Patents Database
- Trade-marks
- Trade-marks Database
- Copyrights
- Copyrights Database
- Industrial Designs
- Industrial Designs Database
- Integrated Circuit Topographies
- Service Standards
- Newsroom
- On-Line Forms
- FAQ
- Fees
- Printable Forms
- Publications
- Navigation Guide
- Learn & Discover
- LINKS:
- Canadian
- International

## Learn about IP

Business people, the education sector and Canadians in general all need to consider the importance of IP from a strategic perspective.

This section provides resources to help you answer questions like:

- What is IP?
- Why should I care?

### IP in Business

Entrepreneurs, SMEs and Canadians can learn about IP and how it is used in business.



#### Stand out from your competitors

Make intellectual property your best business ally.

#### Bank of Speakers

Planning an event? Request a speaker today.



#### IP Toolkit

A source of information and resources.



#### Trade-marks Database Tutorial

#### Success Stories

### IP in Education

CIPO is working with education sector stakeholders to improve understanding of IP in high schools and post-secondary institutions. Additional content will be developed as needs are identified.

- [CIPO at the Canada-Wide Science Fair](#)

# Korean IP Office

- **Thirty one regional IP centers – patent info services, consultations and presentations.**
- **50% fee reduction for SMEs for patent filing;**
- **Patent management advisory service for universities and SMEs**
- **R&D patent center – customized consultations on patent strategies;**
- **Consultations on branding strategies**
- **Facilitated funding for SMEs with promising inventions**
- **IP Mart - Patent technology market for potential licensors and licensees to meet;**

# Cuban Industrial Property Office (OCPI)

SME specific services include:

- Diagnosis of the IP needs of the enterprise (IP Audit)

- State-of-the Art searches

- Training and advice

- Proposals on the selection of marks

- Marks and distinctive signs searches

# Around 70 case studies of SMEs that have successfully used the IP system to enhance their competitiveness

## Case Studies: Marketing

- » [Industrial Property Mistakes can be Expensive - the Experience of Alba Confecciones \(Cuba\)](#) (Mar 30, 2006)
- » [Commercialization of Invention Before the Grant of Patent - The Case of a Matrix Heat Recovery Unit - MHRU \(India\)](#) (Jun 1, 2005)
- » [Bubbles, Brains and Bright Ideas- Descorjet S.A. \(Argentina\)](#) (Mar 1, 2005)
- » [The Power of Brands - I.L.A.R. \(Italy\)](#) (Aug 4, 2004)
- » [Chirimoya Cumbe -The Value of a Name \(Peru\)](#) (Mar 27, 2004)
- » [Dairy By-Products - APDL Cajamarca \(Perú\)](#) (Mar 27, 2004)
- » [Nice & Clean - Saigon Cosmetics Corporation \(SCC\) \(Vietnam\)](#) (Mar 27, 2004)
- » [Queensland Tourist & Travel Corporation Stands by their Trade Marks \(Australia\)](#) (Mar 27, 2004)
- » [The First Italian Designer Apple - Melinda Consortium \(Italy\)](#) (Mar 27, 2004)

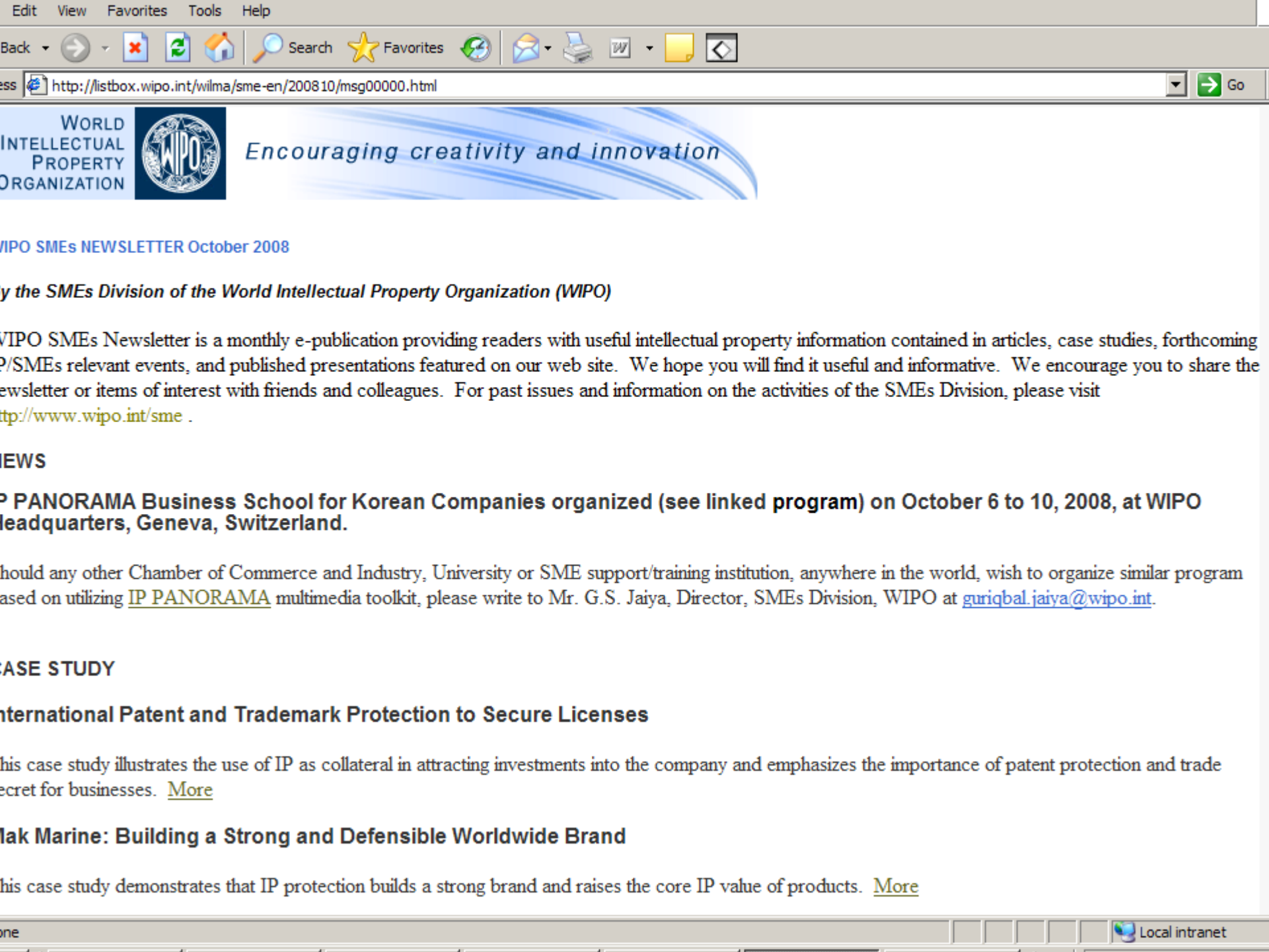
## Case Studies: Franchising

- » [From Fast-Food Wagon to Successful Business — Emprendimientos Fast S.A. \(Paraguay\)](#) (Mar 1, 2005)
- » [Uruguayan Enterprise IP strategy in the IT sector - Memory Computación \(Uruguay\)](#) (Aug 9, 2004)
- » [An Impressive IP Strategy Model - The Dome Group \(Australia\)](#) (Mar 27, 2004)

## Case Studies: Trade Secrets

- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [Management of Intellectual Property in Offshore Outsourcing: How Shinetech Software Inc. Sets Itself Apart From its Competitors \(China\)](#) (Apr 27, 2005)
- » [Recognition of the Importance of Intellectual property by a Start-up Business Manager - Enterprise S \(Luxembourg\)](#) (Dec 22, 2004)
- » [Australian Invention Dazzles Hollywood - Jim Frazier \(Australia\)](#) (Mar 27, 2004)
- » [Innovation with Focus](#) (Mar 27, 2004)
- » [Success of a Mauritanian initiative attributable to intellectual property management - Abdallah Ally \(Mauritania\)](#) (Mar 27, 2004)





**WIPO SMEs NEWSLETTER October 2008**

*by the SMEs Division of the World Intellectual Property Organization (WIPO)*

WIPO SMEs Newsletter is a monthly e-publication providing readers with useful intellectual property information contained in articles, case studies, forthcoming IP/SMEs relevant events, and published presentations featured on our web site. We hope you will find it useful and informative. We encourage you to share the newsletter or items of interest with friends and colleagues. For past issues and information on the activities of the SMEs Division, please visit <http://www.wipo.int/sme>.

**NEWS**

**IP PANORAMA Business School for Korean Companies organized (see linked program) on October 6 to 10, 2008, at WIPO headquarters, Geneva, Switzerland.**

Should any other Chamber of Commerce and Industry, University or SME support/training institution, anywhere in the world, wish to organize similar program based on utilizing [IP PANORAMA](#) multimedia toolkit, please write to Mr. G.S. Jaiya, Director, SMEs Division, WIPO at [guriqbal.jaiya@wipo.int](mailto:guriqbal.jaiya@wipo.int).

**CASE STUDY**

**International Patent and Trademark Protection to Secure Licenses**

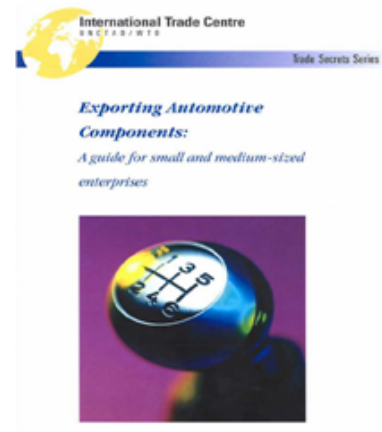
This case study illustrates the use of IP as collateral in attracting investments into the company and emphasizes the importance of patent protection and trade secret for businesses. [More](#)

**Lak Marine: Building a Strong and Defensible Worldwide Brand**

This case study demonstrates that IP protection builds a strong brand and raises the core IP value of products. [More](#)



# Easy to read, practical, business friendly guides

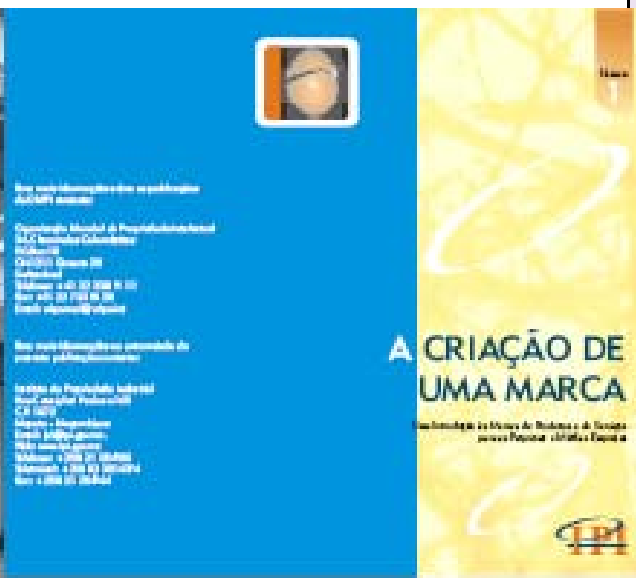


# Translations and/or adaptation projects



Uruguay

mozambique

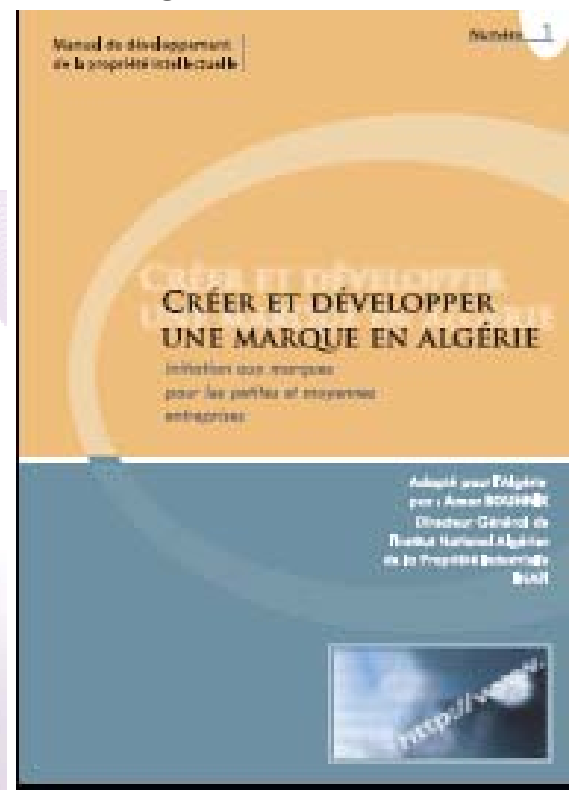


Countries are encouraged to translate and or adapt the guides to their local language (s) and their laws and procedures.

Over 20 countries have completed such translations and adaptations. Around 20 more have signed agreements and are in the process of completing.

Macedonia

Algeria



# IP PANORAMA 12 Modules

## Basic Modules

1. Importance of IP for SMEs
2. Trademarks and Industrial Designs
3. Invention and Patent
4. Trade Secrets
5. Copyright and Related Rights

## Advanced Modules

6. Patent Information
7. Technology Licensing in a Strategic Partnership
8. IP in the Digital Economy
9. IP and International Trade
10. IP Audit
11. Valuation of IP Assets
12. Trademark Licensing

In Development

Franchising and IPRs

## IP PANORAMA 01: Importance of IP for SMEs

- » Why is IP relevant to your SME?
- » IP as a business asset
- » IP as an investment
- » The value of IP assets
- » Introduction of IP Audit



## IP PANORAMA 02: Trademarks and Industrial Designs

- » Trademarks and Industrial designs to Increase the Power of Marketing
- » Brand building
- » How to protect trademarks and industrial designs
- » Trademark management



## IP PANORAMA 03: Invention and Patent

- » Basics of invention and patent
- » Patent application
- » Patent infringement
- » Patent management system



## IP PANORAMA 04: Trade Secrets

- » Basics of trade secret
- » Trade secret management program
- » Misappropriation of trade secrets
- » Violation of trade secrets
- » A trade secret audit



## IP PANORAMA 05: Copyright and Related Rights



# Free Access through Internet

- Publicly available from the website of SMEs division

**SMALL AND MEDIUM-SIZED ENTERPRISES**

- Overview
- About SMEs Division
- IP for Business
- IP Rights
- Case Studies
- Multimedia
- Publications
- Events
- Links
- Feedback
- Search

**E-NEWSLETTER**

Enter your e-mail address to receive our monthly e-newsletter:

## Small and Medium-Sized Enterprises (SMEs)

### IP RIGHTS

- » [Patents](#)
- » [Distinctive Signs](#)
- » [Copyright and Related Rights](#)
- » [Industrial Designs](#)
- » [Trade Secrets](#)
- » [New Varieties of Plants](#)

### IP FOR BUSINESS

- » [Introduction to IP for Business](#)
- » [Marketing](#)
- » [Commercializing IP](#)
- » [Valuation of IP Assets](#)
- » [IP and Financing](#)
- » [E-commerce](#)
- » [Research and Development](#)
- » [IP Disputes Resolution](#)

### RESOURCES

- » [Multimedia](#)
- » [Publications](#)
- » [SME Newsletter](#)
- » [Events](#)
- » [Research](#)
- » [Case Studies](#)
- » [Best Practices](#)
- » [Partners](#)
- » [Helpline](#)

### New on the SME Website

- » [Launching of IP PANORAMA: The Most Advanced E-learning Content on Intellectual Property for your Business](#) (Sep 24, 2007)  
**New**
- » [WIPO Forum on Intellectual Property and Small and Medium-sized Enterprises, Geneva, September 13 and 14, 2007](#) (Aug 31, 2007)
- » [Support for Belgian Industry by Patent Information Activities \(Belgium\)](#) (May 1, 2007)
- » [The European IP Market Needs a Revolution](#) (May 1, 2007)

# World Wide Promotion and Use

- Translated into Thai, Hungarian and Arabic. Being translated into Russian, French and Polish.
- Referred and used by various institutions world wide

No cost or royalty payment for use by not for profit institutions

Overview

For Businesses ▾

- Intellectual Property Management (IPM)
- Intellectual Property Management (IPM) for SMEs Programme

▫ Resources for Businesses

▫ FAQ

For General Public/Schools >

For IP Professionals >

outreach  
education  
capability development  
awareness  
education  
outreach  
capability development  
outreach

 [Email to Friend](#)  [Printer-friendly](#)

About IP

> [Definition](#)

Registrable IP

- > [Patents](#)
- > [Trade Marks](#)
- > [Designs](#)
- > [Plant Varieties Protection](#)

Other IP

- > [Copyright](#)
- > [Trade Secrets & Confidential Information](#)
- > [Geographical Indications](#)

[Home](#) > [Programmes](#) > [For Businesses](#) > Resources for Businesses

## Resources for Businesses

We understand that Intellectual Property is the lifeblood of modern businesses. To help companies manage their IP portfolios more efficiently, we have developed some practical tools for their use.

The following are some examples:

- [IP Starter](#)
- [Strategies for Creation, Ownership, Protection and Exploitation of Intellectual Property or SCOPE IP™](#)
- [SurfIP](#)
- [Singapore Network of IP Service Providers or SNIPS](#)
- [IP Panorama](#)





български english

Find:

- Home
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- Who is Who
- IP Education
- Services
- Store
- Members



**WIPO News**

**IP PANORAMA IS NOW AVAILABLE FROM THE WIPO'S WEBSITE**

24.09.2007

"IP PANORAMA", an advanced e-learning tool on intellectual property (IP) for business, is now publicly available from the website of the World Intellectual Property Organization (WIPO) at <http://www.wipo.int/sme/en/multimedia/> and from the website of the IP Academy (<http://www.ipacademy.net/ipeng/>) which is operated by the Korean Intellectual Property Office (KIPO) and the Korea Invention Promotion Association (KIPA). IP PANORAMA was developed jointly by WIPO, KIPO, and KIPA under a project entitled, 'The Joint Development of E-learning Content' from 2004 to 2007.

**IP PANORAMA** is an interactive and user-friendly multimedia product which explains in layperson's terms the practical relevance and strategic uses of different aspects of the IP system for business and its potential role in enhancing competitiveness and boosting profits. The product consists of ten modules which introduce different aspects of the IP system including patents, trademarks, copyright and related rights, designs and trade secrets as well as patent information, licensing, e-commerce, international trade and IP audit.

**IP PANORAMA** is an effective capacity building tool for self learning, particularly within the micro-enterprise and small and medium-sized business sectors. It is hoped that the interactive multimedia content of the product will prove to be a versatile educational tool suitable for use in e-learning programs for owners, managers and company employees, especially within developing countries. It is already being used by two leading Korean Universities who have recently launched IP-focused business courses.

WIPO PRESS RELEASE

[Printer Friendly Version](#)

- About us
- Q&A
- Site Map

**News**

**CANDIDATES FOR POST OF WIPO DIRECTOR GENERAL PRESENT THEIR PLATFORMS IN INFORMAL MEETING IN GENEVA**

15.04.2008

**125 ANNIVERSARY OF THE SIGNING OF PARIS CONVENTION FOR THE PROTECTION OF INDUSTRIAL PROPERTY**

21.03.2008

**FIRST FIM INTERNATIONAL ORCHESTRA CONFERENCE**

14.03.2008

**Events**

**EXHIBITION OF ALEXANDER TERZIEV, National Library, Sofia, April 4th- May 4th 2008**

28.03.2008

**WIPO SUMMER SCHOOL ON INTELLECTUAL PROPERTY 2008**

26.03.2008

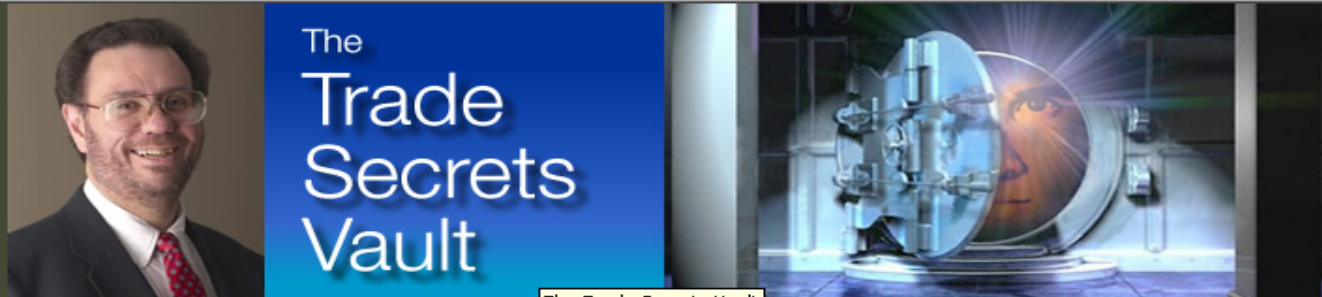
**"STRATEGIES FOR MANAGEMENT OF IP" AN EXECUTIVE PROGRAM OFFERED BY WIPO AND KELLOGG SCHOOL OF MANAGEMENT**

17.03.2008

**WIPO News**

**LIST OF WIPO NEW PRODUCTS**





The Trade Secrets Vault

« Trade secrecy must give way when it comes to the provision of public infrastructure? | [Main](#) | [Safeguarding Trade Secrets in China : key is to use the system and play the game the way the Chinese do](#) »

# WIPO cartoon movies on trade secrets

For the fun of it... Sit back with some popcorn and enjoy the show. These are Flash files that take some time to load...sort of a puzzle from an NGO with a mandate to educate developing nations often with limited web infrastructure. Good stuff. "IP PANORAMA", an advanced e-learning tool on intellectual property (IP) for business, is now publicly available in English from the website of the World Intellectual Property Organization (WIPO) [IP PANORAMA 04: Trade Secrets Basics of trade secret Trade secret management program Misappropriation of trade secrets Violation of trade secrets A trade secret audit](#)

Posted by Jon Cavicchi on September 27, 2007 11:07 AM | [Permalink](#)

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# Project on IP for SMEs

- Identify barriers, issues, challenges and opportunities of SMEs.
- Develop materials based on “IP for Business” series and “ IP PANORAMA”,
- Undertake business-oriented IP education and training in teaching and training institutions that support SMEs
- Prioritize delivery of training - knowledge-intensive, high tech, export-oriented sectors, especially those which are already part of global supply or value chains/networks, or with SMEs that are in geographic clusters, or those linked to research institutes, universities, or housed in incubators and science parks
- As far as possible in implementing activities explore and develop synergies and partnerships with similar projects, draw lessons from the experience of other countries and use case studies.