



Theme I: Catalytic Role of Intellectual Property Rights in Fostering Innovation

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IP as a catalyst for Innovation



Even within same product range, there are many competing products and services chasing few buyers

The BIG Dilemma



How to remain in
business?
How to be
competitive?
How to make
profit?

- Products of High quality, Appealing, Affordable, Distinctive, Easily identifiable
- **INNOVATE OR DIE**

Intellectual Property and Innovation

Innovation

means

doing something new

that improves

a product, process or service.

**Many innovations can be
protected through intellectual
property (IP) rights.**

Patents and Product Quality

Patents and utility models

- Invention results in a more efficient way of doing things or in
- a new commercially viable product.
- Inventions add value to a product
- underpins a bigger stream of revenue or higher productivity.
- Patents and utility models Result in improved quality

Industrial Designs: and Product Competitiveness

- **Importance**
- **Customize products** to appeal to specific market segments
- **Create a new niche market.**
- Strengthen their brands images.
- It adds value to a product.



Source: mreei.iut.ac.ir

Trademark and Product Competitiveness

- **Your products must be distinctive and recognisable**
 - Enables companies to differentiate their products
 - basis for building brand image and reputation
 - Assurance of source and quality



Innovations in Africa



- Local technology in Kenya
- Developed by a Kenyan
- Has created millions of jobs
- Contributed greatly to the economy
- Has spread to other parts of the world
- The technology on money transfer is not new
- However the use of mobile phones to transfer money is innovative (Patent system in Action!!)

Shoes that grow

Children are notorious for quickly outgrowing clothing and shoes, Growth spurts are especially a challenge in developing nations, where money for worn or outgrown items is scarce



Uganda: Pneumonia Testing Jacket



Engineer Brian Turyabagye

Nigeria: Soccket Ball



Much more than a normal soccer ball, the SOCKET is a portable generator that provides fun and power to those who play with it.

Created by [Uncharted Play, Inc.](#)

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Nigeria: Soccer Ball

MOROCCANOIL®



Conclusions

- IP enhance creativity and innovation
- From Mpesa to Pneumonia testing jacket and others serve as an inspiration for African development;
- A home grown solution enabled by taking advantage of new technology.
- IP is used as a catalyst for economic and technological development



Thank you

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