



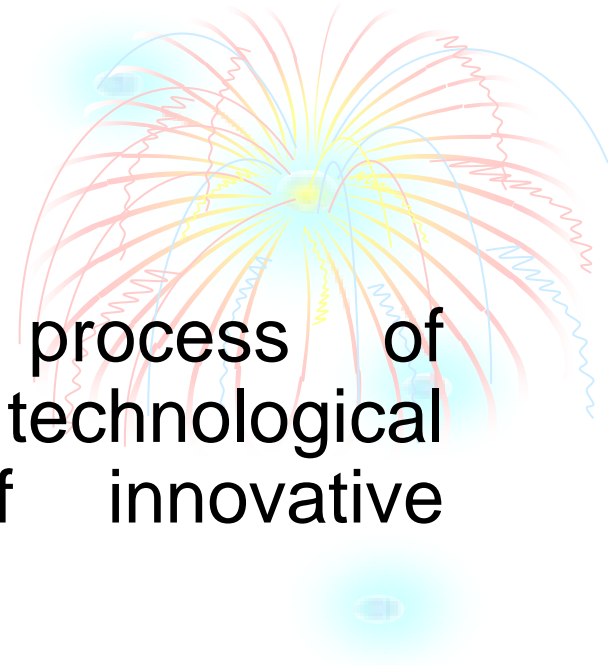
Fundamentals and Use of innovation for IP Asset: Industrial Property

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**What is
Innovation?
What is Industrial
property?**

Definition

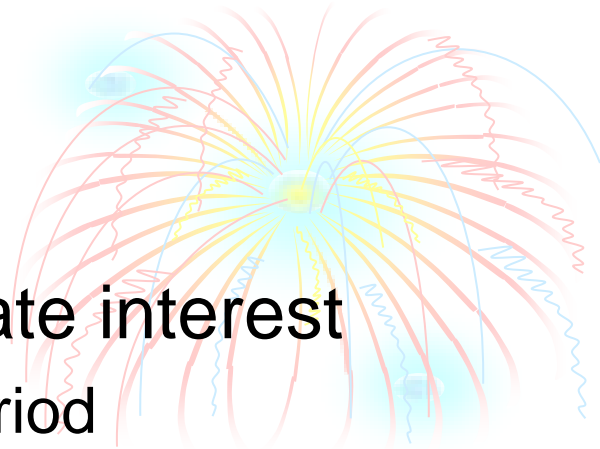
- Innovation relates to the process of generation & development of technological solutions and marketing of innovative products and processes
- Industrial property is an element of intellectual property and relates to legally protected proprietary rights over inventions, designs, brands etc;



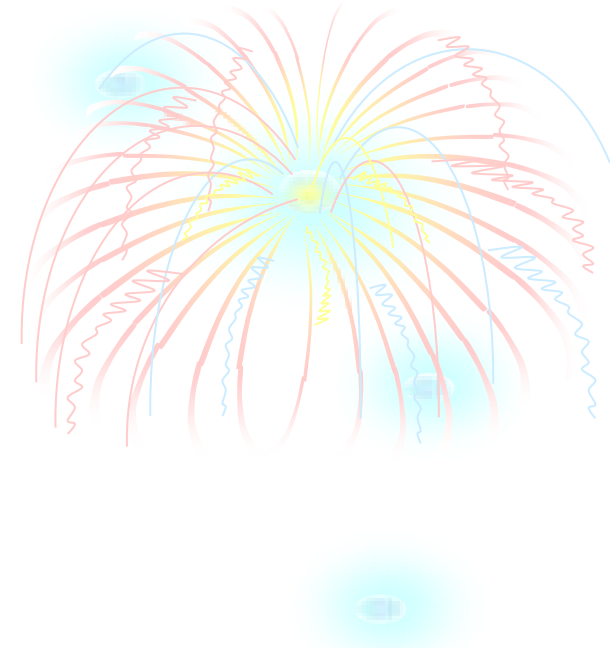
What is the role of Industrial Property- Patents in the generation & development of technological solutions?

Patents and Patent document

- Trade off between public and private interest
 - grant of monopoly right for limited period
 - requirement for disclosure of invention
- Patent documents consists of:
 - Bibliographic data-date of filing & publication, names & addresses of parties, classification symbols, title, abstract of description, drawing, chemical formulae
 - Technical information- background of the technology, detailed description of the invention, drawings or chemical formulae if necessary for better understanding and claims, which define the scope of protection.

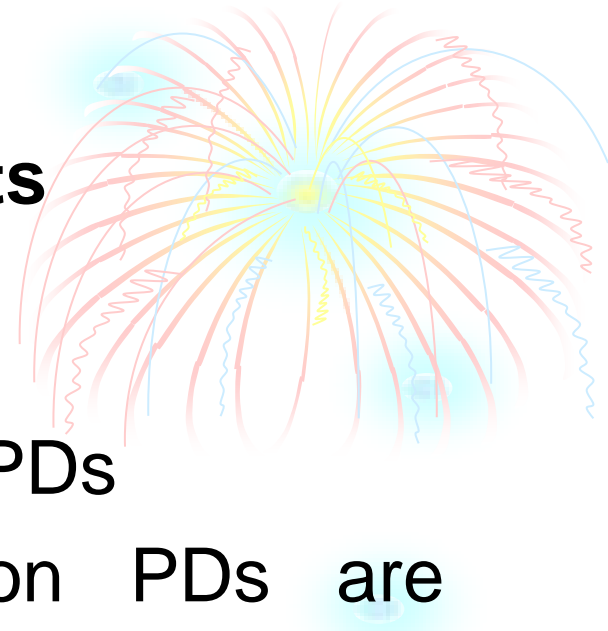


Significance of patent documents



- Not divulged and recent
 - 2/3 never disclosed
 - 1/3 disclosed long after publication in PD
- Complete and practical
 - Include prior art
 - Contains ways of practical application

Significance of patent documents



- Immense but easily accessible
 - To date more than 50 million PDs
 - Every year nearly 2 million PDs are published
 - Organized in a systematic way (IPC, Internationally agreed numbers for identification of data (INID codes))
- Not secret and can be used freely if not protected and can be used for defined purposes even when protected

Are there success stories in Africa in using technological information contained in PDs?



Case 1- Extraction and Production of Starch and Starch Products from *Enset* using PDs- Ethiopia

Industrial application of starch and starch products

Ethiopia was spending millions of US dollars annually to import starch and starch products

Use of PDs to extract starch from local plant material
Research result protected by UM and Product is manufactured locally:

- meeting the domestic demand ,
- providing employment opportunity,
- having forward and backward linkage effect etc.,

UM protection helped to prevent misappropriation of invention

Case 2-Extraction of fuel & production of fertilizer from Jatophra



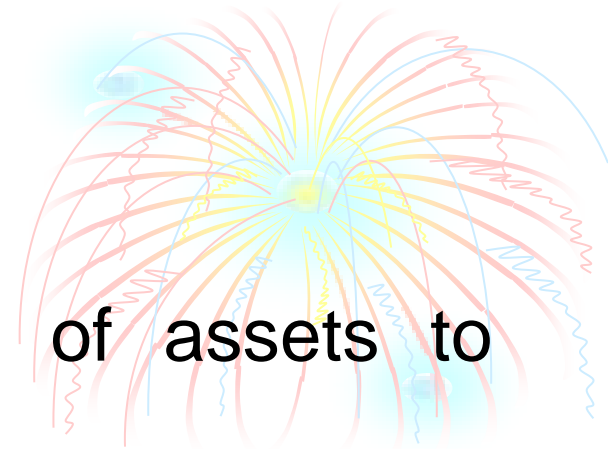
- Developed a process & machinery to extract bio-fuel and produce organic fertilizer from Jatrophra plant seed
- Save foreign exchange alternative source of energy, provide income to farmers, contribute to agricultural productivity



What is the role of Industrial Property- Patents in the exploitation of technological solutions addressing financial and related constraints?

Benefits of Patent protection

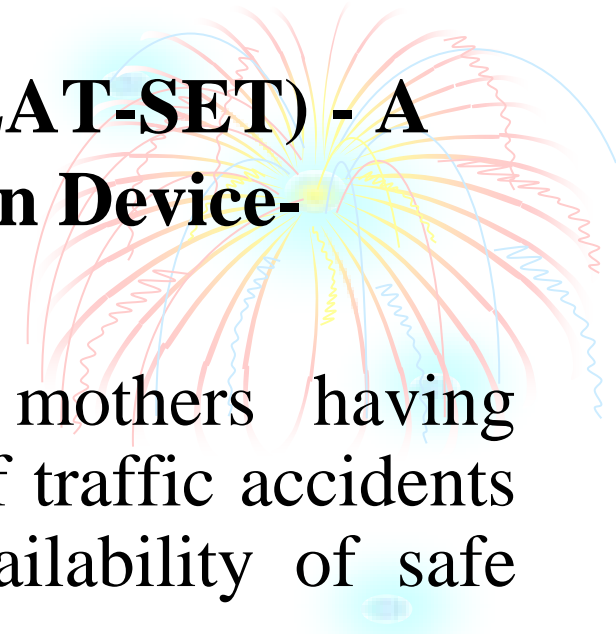
- Range from prevention of loss of assets to facilitation of exploitation
- Resource constraint is a serious challenge in exploiting patented inventions- how will patents help in addressing this challenge?
- Help to mobilize resource
- Enable to use outsourcing
-



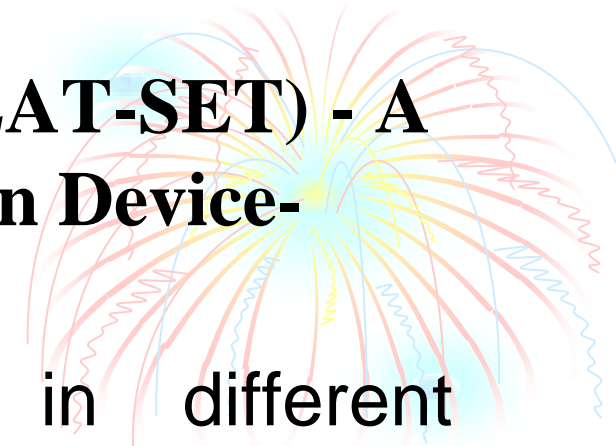
**Are there success stories in use
of Patents in addressing
resource related challenge?**

Emergency Auto Transfusion Set (EAT-SET) - A Safe and Effective Blood Transfusion Device- Nigeria

- A number of people such as mothers having abnormal pregnancy and victims of traffic accidents die due to inaccessibility and availability of safe transfusable blood
- Inventor observed the problem and developed an invention- Emergency Auto Transfusion Set (EAT-SET) device in 1989, which enabled to:
 - recover blood during operation and use it back to the patient after filtration
 - replace the unsafe gauze filtration technique commonly practiced in DCs



Emergency Auto Transfusion Set (EAT-SET) - A Safe and Effective Blood Transfusion Device- Nigeria



- The invention is patented in different countries
- Patents helped to build confidence of investors and mobilize resource
- The benefits of the invention & its exploitation include:
 - ✓ overcoming of the problems related to accessibility and safety of transfusable blood
 - ✓ Lower cost of medical services
 - ✓ Provision of employment opportunity, potential to generate royalty etc.,

“Gwatamatic”- A Fully Automatic Digital Cooking Apparatus –Zimbabwe

Sadza known as *ugali*, *nsima*, *kenke*, *maize fufu*, *pap*, *isitshwala* etc., is a staple food in most of Sub-Saharan Africa

Traditional cooking of *sadza* takes time, energy and lack consistent quality

- in Zimbabwe, a country of 12 million people, it is estimated that 4 million man-hours are spent every day for cooking *Sadza*
- on average cooking one litre of *Sadza* will consume 1.5kwh
- quality of *Sadza* vary depending on cooking skill and mood.

Inventor developed an invention that revolutionized traditional cooking of *Sadza* and addressed the above problems

“Gwatamatic”- A Fully Automatic Digital Cooking Apparatus –Zimbabwe



- made bulk production of *sadza* in a short period of time- possible to cook *sadza* enough to feed up to 400 people in 45 minutes , which will take 100 hours with the traditional cooking
- consumes less energy- cooking of one liter of *Sadza* consumes 0.156KWh compared to 1.5KWH
- digitized the recipe of cooking *Sadza* and ensured consistent quality by the consumer that has no cooking skill.

Invention is patented in a number of countries

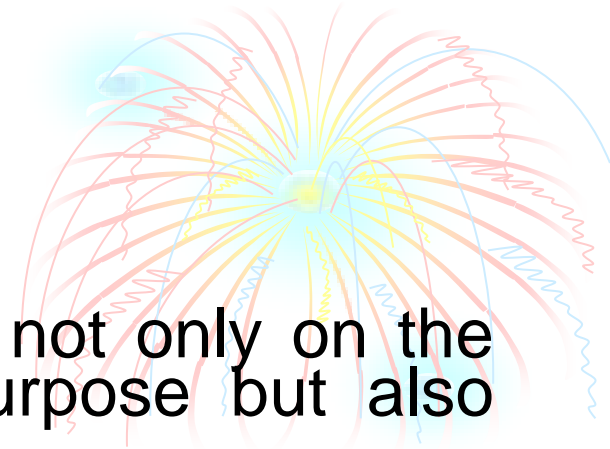
Patent protection enabled use of outsourcing as a business strategy to exploit his invention

Benefits of the invention and its exploitation – employment, new market, potential for generating revenue

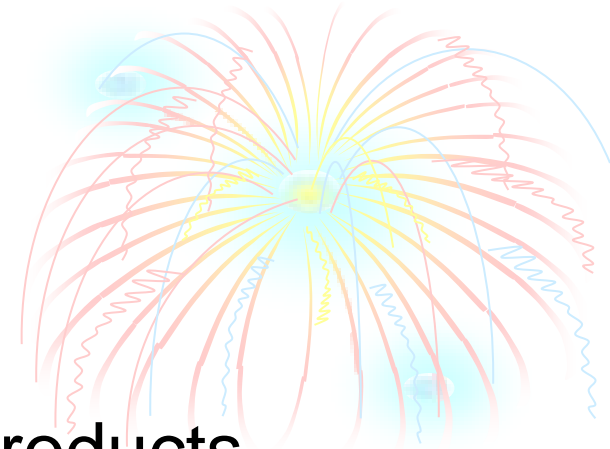
What is the role of Industrial Property-IDS and TMS in adding value to innovative products & marketing innovative products and services?

Benefits Industrial designs

- Decision to buy a product is made not only on the basis of functionality, utility and purpose but also appearance
- IDs add value to products:
 - ✓ makes a product attractive or appealing
 - ✓ helps to build brand and image
 - ✓ increases marketability and commercial value of a product (attract and retain customers? attractive appearance of products are successful in the Market and improve competitiveness)
 - ✓ increase price- consumers pay more for better designed products
- IDs enable to distinguish a product from similar products



Benefits of Trademarks



- Distinguish a product from similar products
- Capture and further build good will and reputation
- Tell stories to consumers and develop their understanding and association of the brands and designs of products
 - Ensure comprehensive and uniform use on all products offered to the international market
 - Increase marketability and commercial value of a product
- - Enhance earnings etc.,

**Are there success
stories in using IDs
& brands**

Use of IDs in the Handicraft Sector

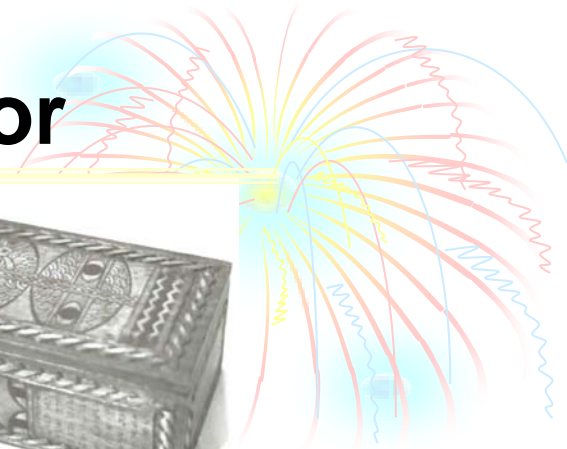
Saba Alene is involved in the handicrafts sector.

She developed unique designs based on cultural and religious motifs and registered 37 IDs

More than 90% of her product are exported to USA and Europe
Her gallery offers articles to tourists

She was awarded a WIPO Gold Medal and Certificate in 2005

She has been invited to exhibitions abroad and her products are demanded both at home and abroad



use of IDs in the Garment Industry



- Hana Involved in Garment & Fashion industry
- Developed unique designs based on traditional motif that were used on leather and dinner dresses
- Registered four industrial Designs that added value to the garment products.
- Designs not only helped to market products but also made the designer known abroad.
- Hanna received invitation to Display Her Design at the Milan Fashion Show Along With such world famous designs known as Armani, Gucci, and Valentino.



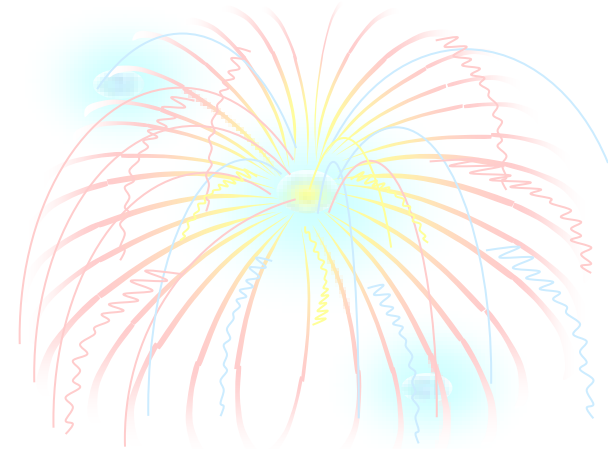
Use of brands in coffee outlets

Kaldis Coffee Ethiopia



Bourbon cafe Rwanda





Thank you for your Kind Attention!!

