



Product Commercialization: Significance and Challenges of using Brands

**Presented at Young African Innovators, Creators and
Entrepreneurs Workshop: Intellectual Property (IP),
Innovation, Creativity for Entrepreneurship & Job
Creation**

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Dakar, Senegal, 2 November 2015

What is a brand?

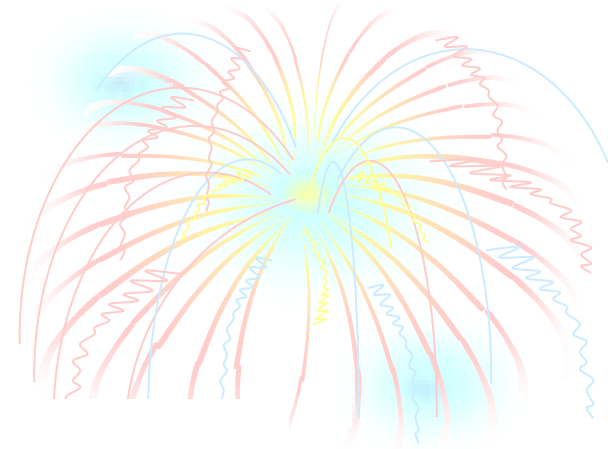
**What is the significance
of brands?**

Definition

- Brand is a sign, logo, word, device or image or reputation or a combination of two or more that helps to market a product/service by creating **perceptions and expectations** of consumers.
- Brand is a **promise** of quality, consistency, meeting of customers needs and expectations.
- Brand is an **experience**
- Brand is a **valuable economic asset** that should be protected and effectively managed



Example of Brands



Significance of brands

- Similar products and services abundant on the market
- Agricultural products
 - Cotton
 - Coffee
 - Tea etc.,
- Manufacturing products
 - beverages
 - watches
 - cell phones etc.
- Services- hotels, fast food chains, dry cleaning etc.;
- Challenges to consumers, manufacturers, governments etc;



Benefits of Brands to Young African Innovators & Entrepreneurs

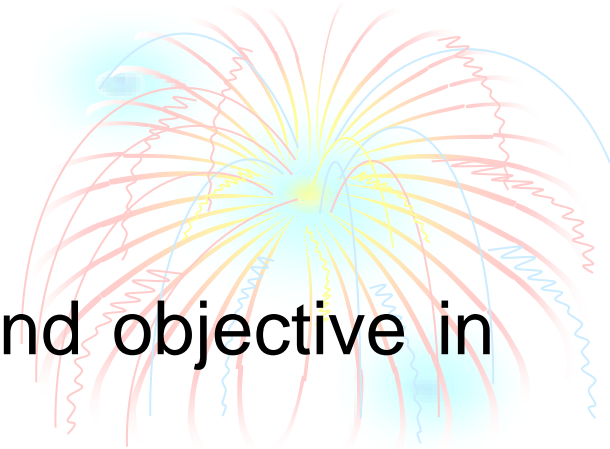
- Distinguish a product or service from similar products or services
- Create, capture and further build good will and reputation
- Impart a message of quality and tell stories to consumers and develop their understanding and association of the brands to products and services
- Ensure comprehensive and uniform use on all products or services offered in domestic & international markets
- Help to ensure and enhance quality to maintain brand promise
- Increase marketability and commercial value of a product/service and enhance earnings etc.,



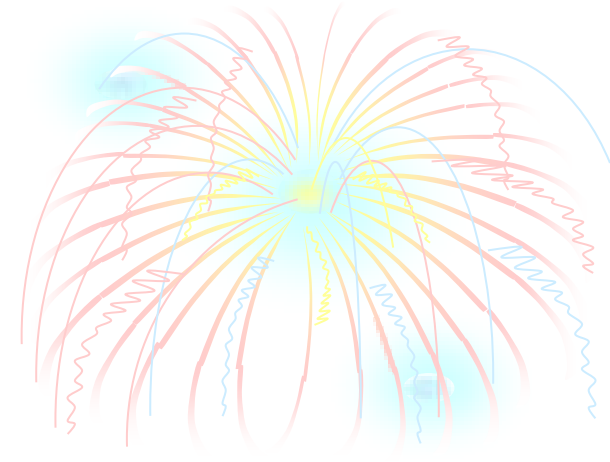
**How do we create and
strengthen a brand?**

Creation of a brand

- Need to have clear vision, goal and objective in using brands
- Various tools such as names may be used in creating a brand
- In choosing names a number of factors including business goals and objectives, culture, language, eligibility for being legally protected, simplicity and easy to understand, pronounce and remember should be considered
- Examples of problems in choosing names of brands



Strengthening of brand names



- A chosen brand name or sign can be strengthened by images such as logo or design that may give visual identity

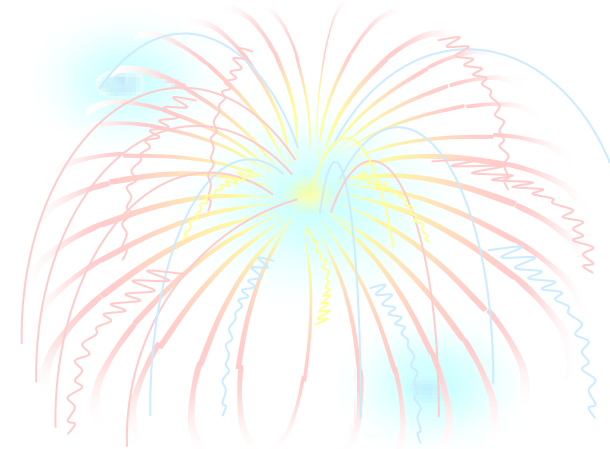
**Why and how do we
protect brands?**

Reason for protection & issues involved

- Brand development involves time and resource
- Brands should be protected using a combination of IP tools
- Available IP tools- trademark, certification mark, collective mark, geographical indications
- Choice of IP tool & countries for protection
- - should be preceded by undertaking prior search, knowledge of legal requirements etc.,
- -protection involves cost and selection of countries where protection will be sought for should be decided based on a number of criteria etc;
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Routes for Protection of Brands



- National Route
- Regional Route
 - African Regional Intellectual Property Organization (ARIPO)
 - Organisation Africaine de la Propriété Intellectuelle (OAPI)
 - Office for the Harmonization of the internal Market of the European union (OHIM)
- International Route
 - Need to be a member
 - protection with single application

**Would protection of brands
enough to serve business
goals?**

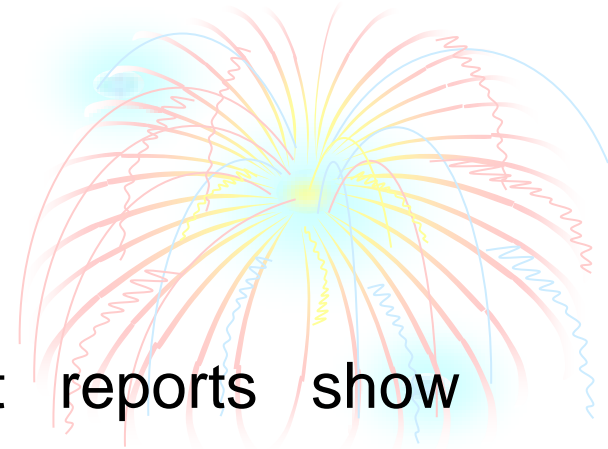
Management and promotion of brands

- Need to monitor use of brands and take action against illicit users
- Develop and implement brand promotion strategy- knowledge and determination of target groups, knowledge of competitors, use of multiple tools etc.;
- Evaluate impact
- Ensure dynamism



**What is the level of knowledge,
use and protection of brands
in Africa?**

Use & understanding of brands



- No comprehensive study made but reports show different level of appreciation
- Some use brands but not protected
- Some do not care whether or not their brands is used by others
- Some willing to use an existing brand or associate their brands with others provided such a practice brings money
- Few recognize the value of IP and protected their brands but protection limited to the home country
- There are cases of loss or dilution of valuable brands etc.,

Challenges in using and protecting brands

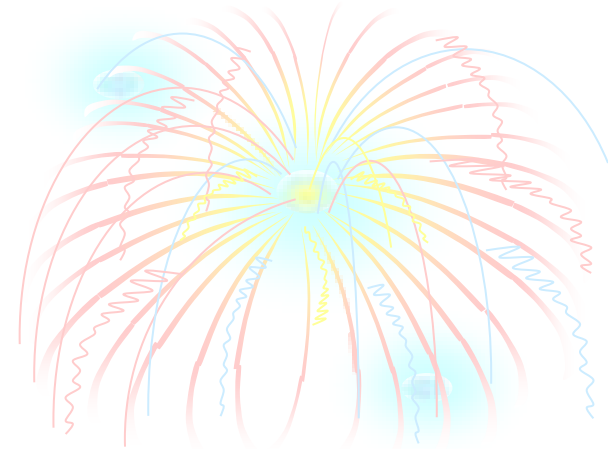


- Lack or inadequate awareness of the significance of branding products and IP protection-*selling products as honey, tea etc;*
- Inadequate awareness of the value chain, distinctive qualities of product and services
- Inadequate capacity in developing, protecting, managing and Promoting brands
- Lack of or inadequate resource in protecting, managing and promoting brands

Challenges in using and protecting brands



- Lack or inadequate awareness of ways that will help to address challenges-example collective ownership and use of brands
- Absence of support services
- Lack of capacity in managing, promoting brands, monitoring infringement and enforce IPR, evaluating impact etc
- Inadequate legal framework in protecting brands using CM, COM & GI
- Inadequate linkage of national IPS with international IPS



Thank you for your Kind Attention!!