

## **EXECUTIVE SUMMARY**

### **FUNDAMENTALS OF INTELLECTUAL PROPERTY AND RELEVANCE IN BUSINESS**

#### **SMEs Webinar Series: Session 1**

1. This webinar is the first in a series of four sessions which progressively educate and empower SMEs to work with intellectual property (IP) in their businesses. It provides a high-level introduction to IP.
2. The first part of the webinar places the discussion of IP within the context of the global shift in value from tangibles to intangibles as shown by the contribution of intangibles to products and the value of businesses currently as compared to the past. Current value is predominantly in intangibles which are linked to different forms of IP. Consequently IP is important for all businesses because it determine value, revenues and sustainability.
3. This is followed by the definition of IP and an overview of these key concepts: (i) the protection of human creativity and innovation and the current position on the protection of creativity/innovation of animals and artificial intelligence; (ii) IP fundamentals of territoriality, the nature and extent of economic and moral rights (iii) infringement and civil remedies; (iv) the international IP governance framework.
4. The webinar then presents an overview of the following types of IP: (1) industrial property - patents, industrial designs, utility models / petty patents, trade secrets, trademarks, collective marks, geographical indications, plant breeders' rights and (2) copyright and related rights. In respect of each IP type, it sets out the protection offered and the duration of protection. Participants will be encouraged to consider the regulatory frameworks in their countries, so that they are aware of applicable legislation.
5. The next part is devoted to considering the protection of traditional knowledge and traditional cultural expressions which are becoming increasingly important to some SMEs. It presents the options for protection, noting the available offensive and defensive mechanisms. It gives examples of relevant legislation in a few African countries.
6. The webinar concludes with a consideration of some examples of companies in Africa and their use of IP to consolidate the various aspects covered in the session.
7. A list of resources that SMEs can use to expand on the theme may be found at the following links:

<https://www.wipo.int/publications/en/details.jsp?id=4225>

[https://www.wipo.int/about-ip/en/artificial\\_intelligence/](https://www.wipo.int/about-ip/en/artificial_intelligence/)

<https://www.wipo.int/publications/en/details.jsp?id=271&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=4388&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=4350&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=4208&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=152&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=147&plang=EN>

<https://www.wipo.int/publications/en/details.jsp?id=294&plang=EN>

[https://www.wipo.int/tradesecrets/en/tradesecrets\\_faqs.html](https://www.wipo.int/tradesecrets/en/tradesecrets_faqs.html)

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