



REGIONAL BUREAU FOR AFRICA SERIES OF WEBINARS FOR YOUNG INNOVATORS/ENTREPRENEURS- SESSION 2

Loretta Asiedu

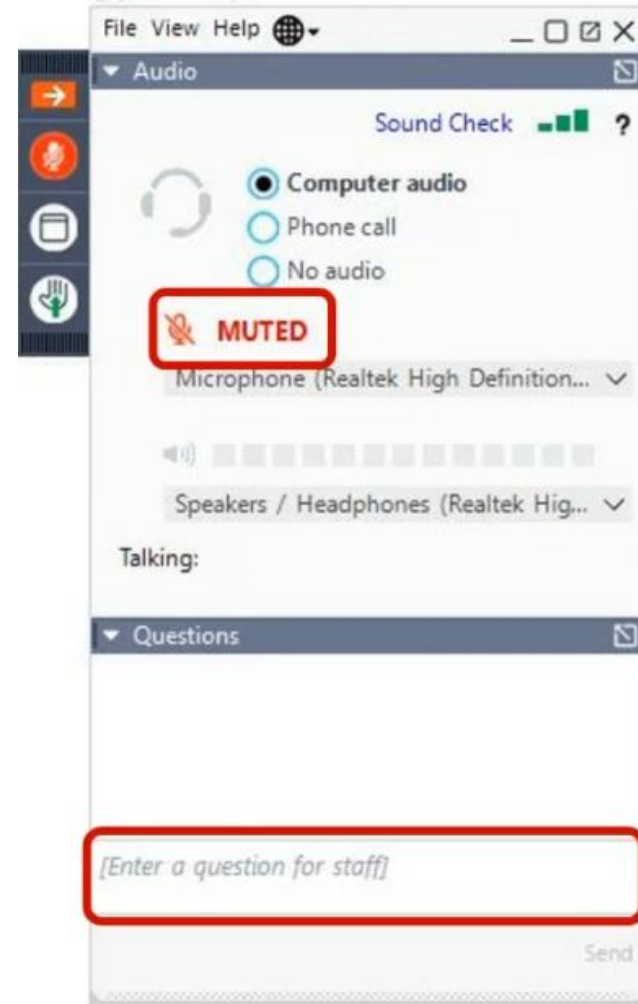
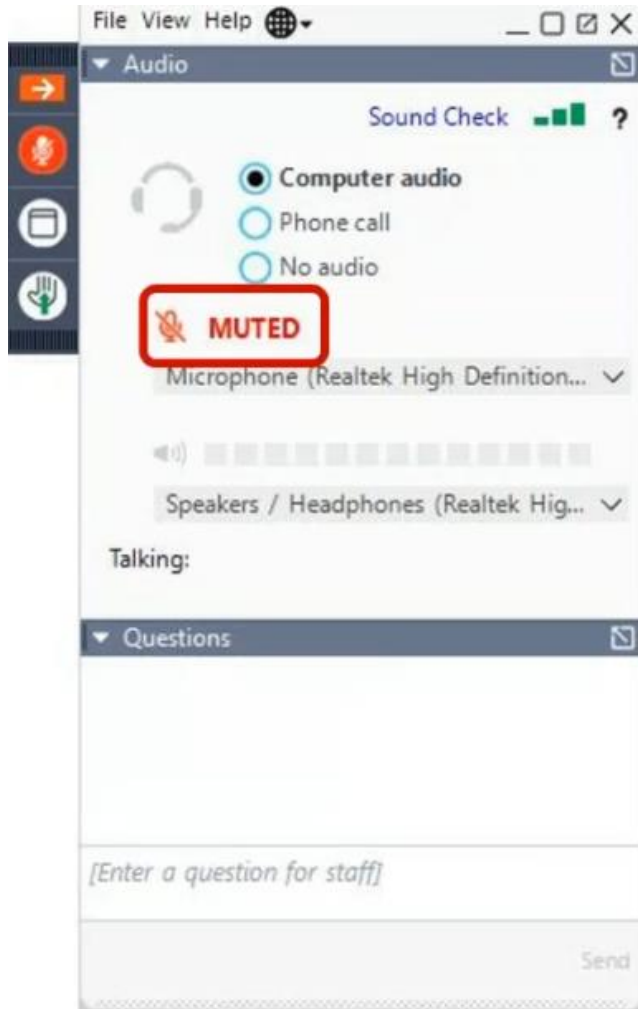
Senior Counsellor,
Regional Bureau for Africa
Department for Africa and LDCs

**Online
29 July p.m.
2020**

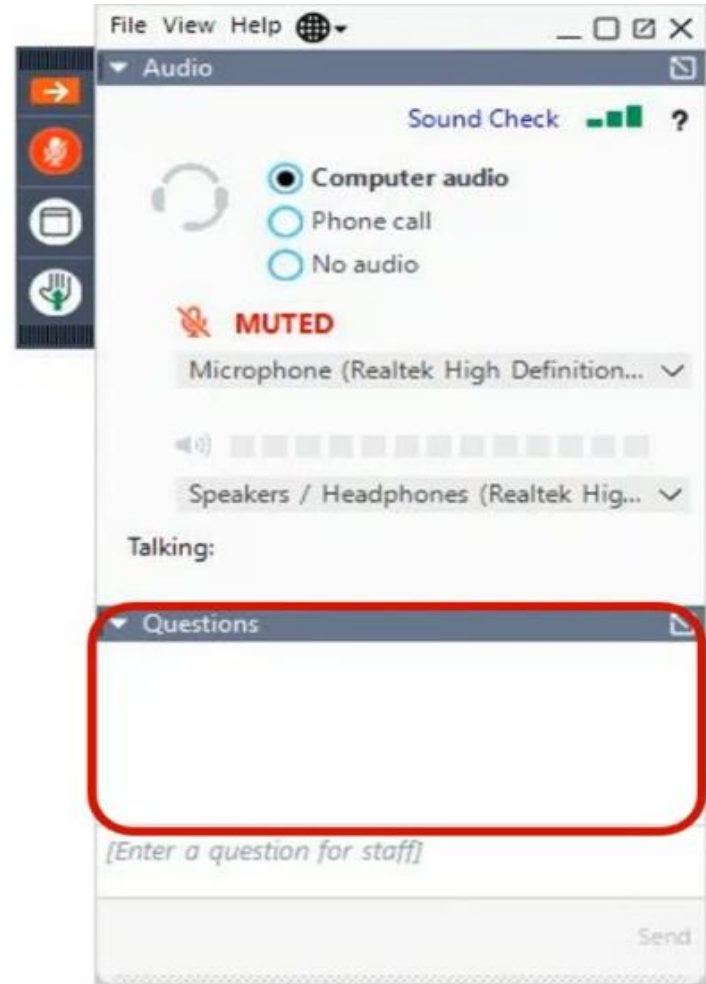
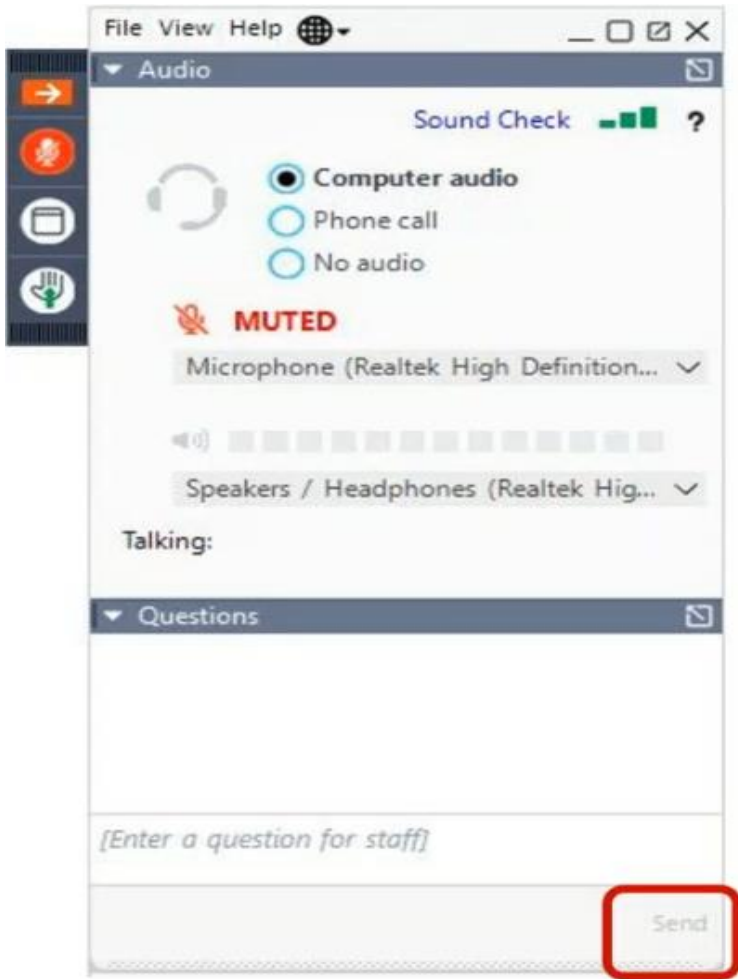
INTELLECTUAL PROPERTY/COMMERCIALIZATION

- Key concepts of Intellectual Property (IP) and commercialization.
- How to perform a search for registered IP rights to assess if your idea is worthy of investment in terms of human and financial resources.
- How to establish a marketing price for your innovation
- The Startup Option
- Mentorship - The 3 C's
- Q &A session

How to ask questions?



How to ask questions?



Mr. Julius Akinyemi



- Entrepreneur-in-residence at the Media Lab of the Massachusetts Institute of Technology's (MIT).
- Founder of UWINCorp – the Unleashing the Wealth of Nations initiative
- Former Global Director of Emerging Technologies for PepsiCo Inc.
- Former Senior Vice President of Wells Fargo Bank in San Francisco for Emerging Technologies and the Mobile Banking Technologies
- Julius holds a patent in “Method and Apparatus for a Broker Entity” -Virtual Private Message Broker (United States Patent: US 7,900,038 B2) for secure financial transactions and a joint patent with MIT in Interactive Vending Machine (United States Patent: US 8,594,838 B2).

Prof. Keolebogile (Keo) Motaung



- Full Professor, Biomedical Scientist and Assistant Dean for Research, Innovation and Engagement in the Faculty of Science at the Tshwane University of Technology in SA
- Founder and Chief Executive Officer of Global Health Biotech (Pty) Ltd working on alternative natural anti-inflammatory products to relieve muscles and treat pains
- Winner of the Top Women in Science at the 16th Annual Standard Bank Top Women Awards by Topco Media and Communications 2019
- Winner of the Black Management Forum (BMF) in partnership with Standard Bank Top Inventor of the year award 2018; and more.

Q&A



- Do not worry if we can't address all your questions in today's session
- You can always reach us at the following emails for further questions or information:

rba@wipo.int

Next sessions

- **Session 3:** Mentorship - The 3 C's
 - August 5 from 15.00 – 17.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58055

- **Session 4:** Becoming an Entrepreneur
 - August 6 from 15.00 – 17.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58069

- **Session 5:** The Market Place & Fund Raising
 - August 7 from 10.00 – 12.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58328

Past sessions

- **Session 1:** From Passion to Innovation
 - July 28 from 15.00 – 17.00 CET
 - Summaries and Presentations will be available here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58051



WIPO Young Innovators Program Agenda

Prof Shirley Keolebogile Motaung
Assist Dean: Research/Innovation & Engagement
Tshwane University of Technology
Pretoria West, Pretoria, South Africa
smotaung@gmail.com

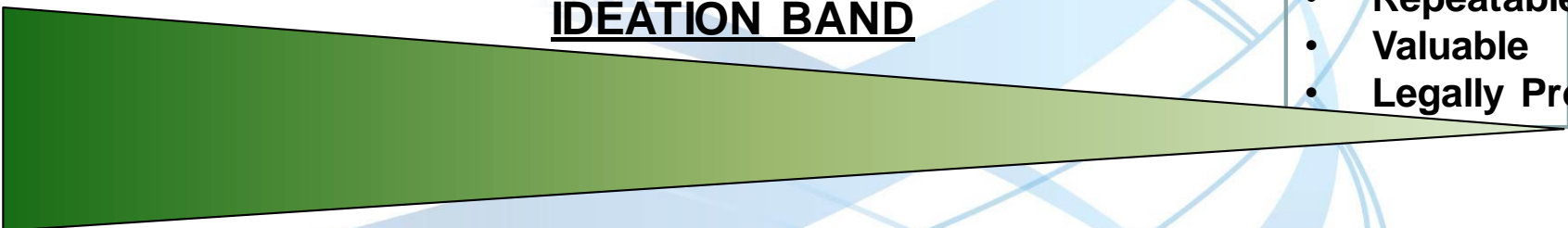
Mr. Julius Akinyemi
Entrepreneur In Residence
Massachusetts Institute of Technology
The Media Lab, Cambridge, MA. USA
akinyemi@media.mit.edu

WIPO Young Innovators Program Agenda

The Modules:

3. Intellectual Property/Commercialization
 1. Intellectual Properties
 - I. Definition
 - II. Search
 - III.Registration
 - IV.WIPO tools
 - V. Market Pricing
 2. Commercialization
 - I. Open Innovation and Partnership with Universities
 - II. The University's IP Policy
 - III.The Industrial Licensing Office
 - IV.The Startup Option
4. Mentorship - The 3 C's
 - I. Consultant
 - II. Counselor/Coaching
 - III.Cheerleader

From Individual Passion to Intellectual Properties



- Unique
- Repeatable
- Valuable
- Legally Protected

BROAD NARROW

PASSION TO FROM PASSION TO CREATIVITY TO
UNIQUE INVENTIONS

Intellectual Property/Commercialization

“What is Intellectual Property

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided **into two categories:**

1.Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications.

2.Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures)and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.”

Intellectual Property/Commercialization

“What are intellectual property rights?

Intellectual property rights are like any other property right. They allow creators, or owners, of patents, trademarks or copyrighted works to benefit from their own work or investment in a creation. These rights are outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic productions.”

Intellectual Property/Commercialization

“What is a Patent?”

A patent is an exclusive right granted for an invention – a product or process that provides a new way of doing something, or that offers a new technical solution to a problem.

A patent provides patent owners with protection for their inventions. Protection is granted for a limited period, generally 20 years.”

Intellectual Property/Commercialization

“What kinds of inventions can be protected?”

An invention must, in general, fulfill the following conditions to be protected by a patent. It must be of practical use; it must show an element of “**novelty**”, meaning **some new characteristic that is not part of the body of existing knowledge** in its particular technical field. That body of existing knowledge is called “**prior art**”. The invention must show an “inventive step” that could not be deduced by a person with average knowledge of the technical field..”

Intellectual Property/Commercialization

“What is a trademark?”

A trademark is a distinctive sign that identifies certain goods or services produced or provided by an individual or a company. Its origin dates back to ancient times when craftsmen reproduced their signatures, or “marks”, on their artistic works or products of a functional or practical nature. Over the years, these marks have evolved into today’s system of trademark registration and protection. The system helps consumers to identify and purchase a product or service based on whether its specific characteristics and quality – as indicated by its unique trademark– meet their needs.”

Intellectual Property/Commercialization

“What are Copyright and Related Rights?”

Copyright laws grant authors, artists and other creators protection for their literary and artistic creations, generally referred to as “works”. A closely associated field is “related rights” or rights related to copyright that encompass rights similar or identical to those of copyright, although sometimes more limited and of shorter duration. The beneficiaries of related rights are:

performers (such as actors and musicians) in their performances; producers of phonograms (for example, compact discs) in their sound recordings; and broadcasting organizations in their radio and television programs. Works covered by copyright include, but are not limited to: novels, poems, plays, reference works, newspapers, advertisements, computer programs, databases, films, musical compositions, choreography, paintings, drawings, photographs, sculpture, architecture, maps and technical drawings.”

Intellectual Property/Commercialization

PCT

REQUEST

The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty.

For receiving Office use only

International Application No.
International Filing Date
Name of receiving Office and "PCT International Application"
Applicant's or agent's file reference (if desired) (25 characters maximum)

Box No. I	TITLE OF INVENTION
Box No. II	APPLICANT
<input type="checkbox"/> This person is also inventor	
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)	
Telephone No.	
Facsimile No.	
Applicant's registration No. with the Office	
E-mail authorization: Marking one of the check-boxes below authorizes the receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority to use the e-mail address indicated in this Box to send notifications issued in respect of this international application to that e-mail address if those offices are willing to do so. <input type="checkbox"/> as advance copies followed by paper notifications; or <input type="checkbox"/> exclusively in electronic form (no paper notifications will be sent). E-mail address:	
State (that is, country) of nationality:	State (that is, country) of residence:
This person is applicant for the purposes of: <input type="checkbox"/> all designated States <input type="checkbox"/> the States indicated in the Supplemental Box	
Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)	
<input type="checkbox"/> Further applicants and/or (further) inventors are indicated on a continuation sheet.	
Box No. IV AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE	
The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as: <input type="checkbox"/> agent <input type="checkbox"/> common representative	
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)	
Telephone No.	
Facsimile No.	
Agent's registration No. with the Office	
E-mail authorization: Marking one of the check-boxes below authorizes the receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority to use the e-mail address indicated in this Box to send notifications issued in respect of this international application to that e-mail address if those offices are willing to do so. <input type="checkbox"/> as advance copies followed by paper notifications; or <input type="checkbox"/> exclusively in electronic form (no paper notifications will be sent). E-mail address:	
<input type="checkbox"/> Address for correspondence: Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.	

Sheet No.

Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)	
If none of the following sub-boxes is used, this sheet should not be included in the request.	
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)	
This person is:	
<input type="checkbox"/> applicant only	
<input type="checkbox"/> applicant and inventor	
<input type="checkbox"/> inventor only (If this check-box is marked, do not fill in below.)	
Applicant's registration No. with the Office	
State (that is, country) of nationality:	State (that is, country) of residence:
This person is applicant for the purposes of: <input type="checkbox"/> all designated States <input type="checkbox"/> the States indicated in the Supplemental Box	
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)	
This person is:	
<input type="checkbox"/> applicant only	
<input type="checkbox"/> applicant and inventor	
<input type="checkbox"/> inventor only (If this check-box is marked, do not fill in below.)	
Applicant's registration No. with the Office	
State (that is, country) of nationality:	State (that is, country) of residence:
This person is applicant for the purposes of: <input type="checkbox"/> all designated States <input type="checkbox"/> the States indicated in the Supplemental Box	
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (that is, country) of residence if no State of residence is indicated below.)	
This person is:	
<input type="checkbox"/> applicant only	
<input type="checkbox"/> applicant and inventor	
<input type="checkbox"/> inventor only (If this check-box is marked, do not fill in below.)	
Applicant's registration No. with the Office	
State (that is, country) of nationality:	State (that is, country) of residence:
This person is applicant for the purposes of: <input type="checkbox"/> all designated States <input type="checkbox"/> the States indicated in the Supplemental Box	
<input type="checkbox"/> Further applicants and/or (further) inventors are indicated on another continuation sheet.	

Form PCT/RO/101 (continuation sheet) (July 2020)

See Notes to the request form

WIPO
 WORLD
 INTELLECTUAL PROPERTY
 ORGANIZATION

Intellectual Property/Commercialization

<https://www.wipo.int/portal/en/>

<https://www.wipo.int/policy/en/>

<https://www.wipo.int/reference/en/>

https://www.wipo.int/edocs/pubdocs/en/intproperty/450/wipo_public_450.pdf

<https://www.wipo.int/tools/en/gsearch.html?cx=016458537594905406506%3Ahmturfvzzq&cof=FORID%3A11&q=Patent+application+form#gsc.tab=0&gsc.q=Patent%20application%20form&gsc.page=1>

<https://pct.wipo.int/ePCT/public/iaSearchForm.xhtml>

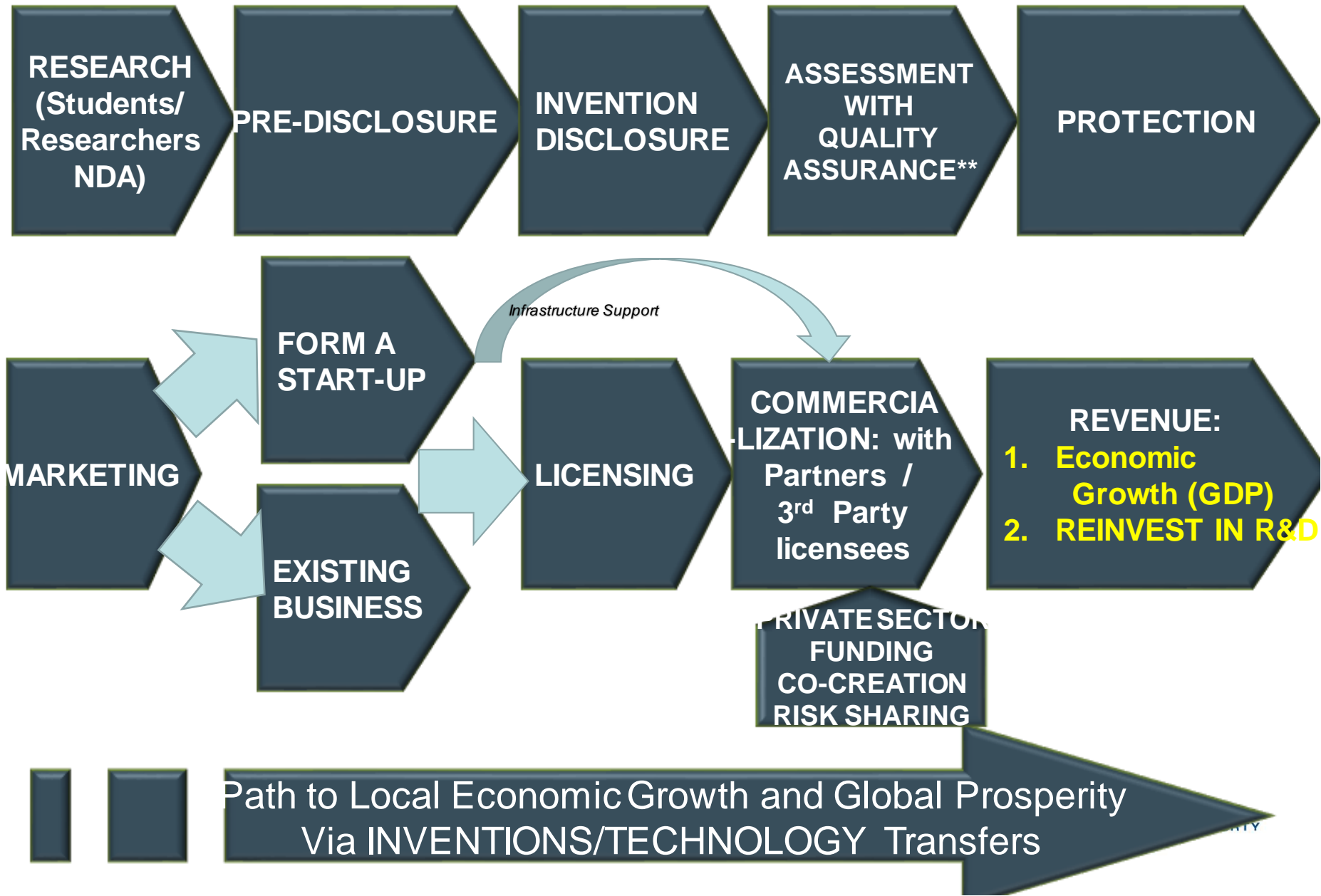
<https://www.wipo.int/madrid/en/> (trademark)

<https://www.wipo.int/hague/en/> (Industrial Designs)

Intellectual Property/Commercialization

- WIPO is the global forum for [intellectual property](#) (IP) services, policy, information and cooperation. We are a self-funding agency of the [United Nations](#), with 193 member states
- Our [member states](#) and [observers](#) meet regularly in the various WIPO Committees and decision-making bodies.
- Multilateralism offers the unique and indispensable values of legitimacy and universality..." - Director General Francis Gurry

STEPS TO COMMERCIALIZATION IN AN ENVIRONMENT OF OUR FASTER FUTURE !



Intellectual Property/Commercialization

■ Patents

■ What is a patent?

■ A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem. To get a patent, technical information about the invention must be disclosed to the public in a patent application.

■ What kind of protection does a patent offer?

■ In principle, the patent owner has the exclusive right to prevent or stop others from commercially exploiting the patented invention. In other words, patent protection means that the invention cannot be commercially made, used, distributed, imported or sold by others without the patent owner's consent.

■ Is a patent valid in every country?

■ Patents are territorial rights. In general, the exclusive rights are only applicable in the country or region in which a patent has been filed and granted, in accordance with the law of that country or region.

■ How long does a patent last?

Thank you for your attention!

WIPO Young Innovators Program Agenda

The Modules:

1. Mentorship -The 3 C's
 - I. Consultant
 - II. Counselor/Coaching
 - III. Cheerleader

Mentorship

- **Mentor** is a person or friend who guides a less experienced person (**Mentee**) by building trust and modeling positive behaviors
- Good **mentors** are enthusiastic people, enjoying the role they play in helping others achieve their goals.

How do you choose a Mentor?

- Your mentor should ideally be someone who shares your professional outlook and perhaps has even accomplished the goals you hope to achieve.
(Understand your business)
- Find someone who can introduce you to other important contacts
- Pick someone who can answer your questions

How do you choose a Mentor?

- Am I able to work well with this person?
- Is this person happy in his or her career?
- Two way traffic?
- Agreement

The 3 C's / 3 A's of Mentorship?

1. Consultant

- ❖ Role of the mentor play
- ❖ Mentors are often experienced in areas that mentees are not. Hence you consult
- ❖ Mentor can save a mentee both time and resources in figuring out a problem.

The 3 C's / 3 A's of Mentorship?

2. Counsellor

- ❖ Role of counselor and provide guidance but not answers
- ❖ Allow the mentee to figure out the right course of action individually.
- ❖ Allow mentee to learn lesson from their mistake.

The 3 C's / 3 A's of Mentorship?

3. Cheerleader

- ❖ Mentor should also provide support and enthusiasm
- ❖ Mentors should help celebrate a mentee's successes
- ❖ Mentees should be open and honest about what they need and expect from their mentor

Contract between Mentor and Mentee

- Ensure mentees and mentors develop a mutual understanding of expectations from the beginning of their relationship
- Additionally, it creates goals to work towards and evaluate

This contract will help each mentee/mentor pair

- Establish communication expectations
- Identify goals for this mentoring relationship
- Outline skill areas to be enhanced or developed through this partnership

Example of the Contract (Signed)

- Meet regularly with my mentor and maintain frequent communication.
- Look for multiple opportunities and experiences to enhance my learning.
- Review my progress and adjust my contract as I work towards my identified goals.
- Maintain confidentiality of our relationship
- Serve as a mentor for _____ and provide guidance, oversight, and encouragement.
- Provide feedback regarding their mentorship contract, progress, and experience
- Meet in person or communicate regularly with my mentee to review their progress and help them work toward identified goals.
- 4. Maintain confidentiality of our relationship

Set Goals

- Short term goal
- Medium
- Long term goal

Mentoring Plan

PLANNED UPDATE	ACTUAL UPDATE	MENTEE SIGNATURE	MENTOR SIGNATURE
MM/DD/YYYY	MM/DD/YYYY		

Thank you for your attention!