

## **The Effective Use of the IP System in Creating, Owning and Commercializing IP Assets: Success Stories and Case Studies of Using IP in Business**

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## Outline

- WIPO Works for What?
- Overview of Assistance under WIPO-Japan Funds-in-Trust Arrangements (FIT/JP)
- Linking Intellectual Property and Business
  - IP Advantage
  - Documentaries on Asian Innovators

# WIPO Works for What?

- Empower Member States to develop, protect, enforce, manage and commercially exploit IP as a tool for economic, social and cultural development
- Raise the awareness with regard to the development and management of policies and practices for using IP assets
- Provide tools for the promotion of intellectual asset management, including guidelines and best practice models for managing intellectual assets
- Encourage countries to develop an IP culture and Provide country-specific assistance in developing an IP system that meet national policy and economic objectives



## Overview of Assistance under FIT/JP

- WIPO-JAPAN Funds-in-Trust (FIT/JP)
- Annual voluntary contribution to WIPO by the Government of Japan (the Japan Patent Office) for assistance activities in the field of Industrial Property
- Target Region: For Asia and the Pacific Region since 1987, and for African countries since 2008
- For Copyrights (Agency for Cultural Affairs) since 1993

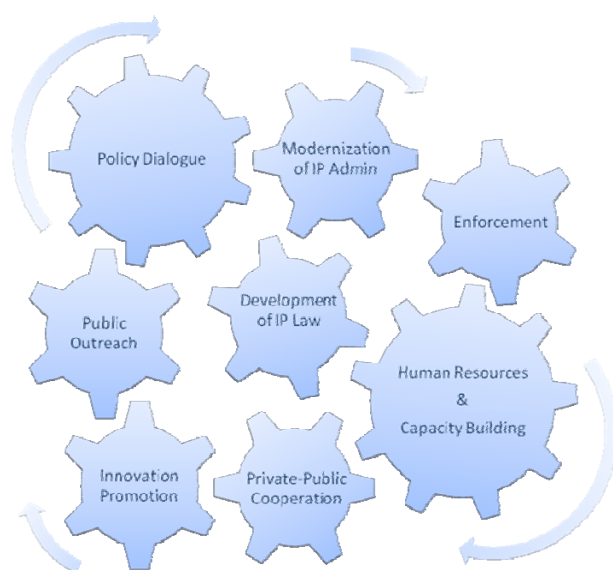


## Main objectives of FIT/JP (Industrial Property)

- Promotion of the awareness of the industrial property system for economic and technological development and of the benefits to be derived from the effective use of the system
- Assistance to developing countries in establishing or strengthening their industrial property laws and institutions
- Development of human resources in the sectors concerned with the administration and utilization of industrial property system

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## Activities under FIT/JP (Industrial Property)



- Forum / Workshop / Seminar
- Expert advisory mission
- Provision of equipments
- Public outreach; translation/printing of WIPO publications/IP reference materials, and documentary production (films)
- Training courses / Long term fellowships in Tokyo
- Research on successful cases linking Business and IP: IP Advantage

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# Linking Intellectual Property and Business

- Intellectual Property System: Patents, Utility Models, Trademarks Industrial Designs, Copyrights etc...



- Protects creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce...



So, how these IP rights benefit our business in fact?

## Need for Successful Cases of Linking IP and Business

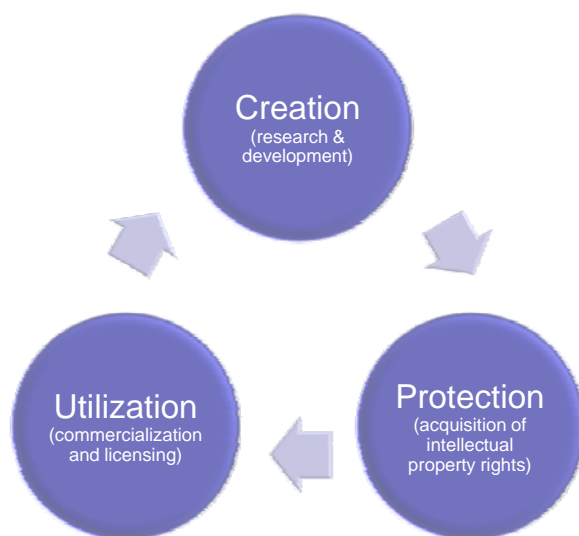
- A proposal was made by the Government of Japan: “Web-based Experience Sharing on Successful Cases of Linking Intellectual Property and Business”
- To provide one stop gateway to case studies at WIPO
- For a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system

# What is “IP Advantage” Database?

- Provides a one-stop gateway to case studies that chronicle the IP experiences of inventors, creators, entrepreneurs and researchers as well as rural communities, cooperatives and traditional knowledge holders from across the globe
- Offers insights into how IP works in the real world and how its successful exploitation can contribute to development
- Developed by WIPO Communications Division and the WIPO Japan Office in Tokyo with the support of the FIT/Japan
- Launched in September 2010 at:

<http://www.wipo.int/ipadvantage/en/>

## IP Advantage: Structure



- Based on the Intellectual Creation Cycle:
  - Background on the creator, inspiration and R&D process
  - IPRs acquired
  - Licensing / commercialization
  - Business results including profit and reinvestment
  - Enforcement of IPRs (if any)
  - Lessons learned

# IP Advantage: Features

## IP Advantage

The IP Advantage database provides a one-stop gateway to case studies that chronicle the intellectual property (IP) experiences of inventors, creators, entrepreneurs and researchers from across the globe. The case studies offer insights into how IP works in the real world and how its successful exploitation can contribute to development.

IP Advantage is a joint project developed by WIPO's Communications Division and the WIPO Legal Office, based on a proposal from Japan and supported by the Japan Funds-in-Trust for Industrial Property, aimed at increasing the visibility of IP and helping inventors and researchers to better understand intellectual property and reap the benefits provided by it.

Please [contact us](#) to submit feedback and suggestions.

For feedback and potential new case studies

### FEATURED STUDIES



#### Linking Collective Marks with Growth and Development

Of the 1.2 million tons of milk Peru produces a year, most of it comes from the Cajamarca department located 3,000 meters above sea level in the northern Andes. There are 30,000 registered milk producers in Cajamarca and over 503,000 liters of milk is produced each day, which makes Cajamarca the most important dairy and cheese-making region in the country. The most popular cheese produced is mantecoso, which is made from finely grinding a fresh curd known as quesillo with other ingredients. > [Full Story](#)

Simple Search   Advanced Search   Full Text Search

Instrument of Protection: **\*\*\* Any \*\*\***  
Copyright and Related Rights  
Geographical Indications and Appellations of Origin  
Industrial Designs

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# IP Advantage: Simple Search Interface

### FEATURED STUDIES



#### Breathable Shoes: Branding Success through Patenting

Ever since its inception, GEOX has maintained a company policy aiming to enhance technological innovation. The company's constant stream of patented inventions and innovations ensures that competitors are unable to simply copy the product after the expiration of the original patent. Smart use of intellectual property guarantees GEOX a lasting competitive edge. > [Full Story](#)

Simple Search   Advanced Search   Full Text Search

Instrument of Protection: **\*\*\* Any \*\*\***  
Copyright and Related Rights  
Geographical Indications and Appellations of Origin  
Industrial Designs

Focus: Financing  
Franchising  
IP Dispute Resolution  
IP Enforcement / Infringement

Order by:  Country/Territory  Industry

Search   Reset

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# IP Advantage: Advanced Search Interface

Object of Protection:   
 Confidential Information  
 Designs  
 Distinctive Signs / Commercial Names

Instrument of Protection:   
 Copyright and Related Rights  
 Geographical Indications and Appellations of Origin  
 Industrial Designs

Focus:   
 Branding  
 Commercialization  
 Financing

Global Challenges:   
 Environment  
 Food Security  
 Public Health

Organization Type:   
 Commercial Enterprise  
 Co-operative  
 Entrepreneur

Industry:   
 Beverages  
 Building Materials and Fixtures  
 Chemicals

Country/Territory:   
 Argentina



# IP Advantage: Search Results

## IP Advantage: Search Results

Query:  
Franchising  
Trademarks

Search query entered and number of results found

5 record(s) found.

COUNTRY / TERRITORY	INDUSTRY	NAME
Philippines	Restaurants and Bars	<a href="#">Tony Tan Caktiong / Jollibee Foods Corporation</a>
Singapore	Clothing and Accessories Footwear	<a href="#">Heatwave Shoes Pte Ltd</a>
Singapore	Food Products	<a href="#">Ya Kun International Pte. Ltd.</a>
Uruguay	Software and Computer Services	<a href="#">Memory Computación</a>
Viet Nam	Nondurable Household Products Personal Products	<a href="#">Saigon Cosmetics Corporation</a>

Results listing, sorted by country / territory, According to user's choice



# IP Advantage: Recent Developments


## IP Advantage

### Recently Added or Updated Resources

COUNTRY / TERRITORY	INDUSTRY	NAME	DATE ADDED / UPDATED
India	Pharmaceuticals and Biotechnology	<a href="#">Dr. Reddy's Pharmaceutical Company</a>	Nov 12, 2010
Zimbabwe	Industrial Engineering	<a href="#">Alqorhythm Private Limited</a>	Nov 11, 2010
Denmark	Pharmaceuticals and Biotechnology	<a href="#">Borean Pharma A/S</a>	Nov 11, 2010
		<a href="#">Colombian Coffee Federation (FNC)</a>	Nov 11, 2010
		<a href="#">Confecciones Alba</a>	Nov 11, 2010
		<a href="#">Consorzio Melinda</a>	Nov 11, 2010
		<a href="#">Descorjet S.A.</a>	Nov 11, 2010
		<a href="#">Dr. Ashok Gadgil</a>	Nov 11, 2010
		<a href="#">Fame Pharmaceuticals</a>	Nov 11, 2010
		<a href="#">Florencio Lazo Barra</a>	Nov 11, 2010
		<a href="#">GEOX S.P.A.</a>	Nov 11, 2010
		<a href="#">Giberlin Elettronica Srl.</a>	Nov 11, 2010
		<a href="#">Gustavo De Negri &amp; Za.Ma</a>	Nov 11, 2010
		<a href="#">Hagar Soya Co. Limited</a>	Nov 11, 2010
		<a href="#">Indonesian Planters Association for Research and Development (IPARD), Department of Agriculture</a>	Nov 11, 2010

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The WIPO studies show  
[Dr. Reddy's](#)  
2010年11月11日  
Innovating  
[Velcro India](#)  
2010年11月11日  
Hooked on Innovation  
[Argan Oil](#)  
2010年11月14日 17:00  
Protecting Society and the Environment with a Geographical Indication  
[Eudafano Women's Cooperative](#)  
2010年10月14日 17:00  
A Tree and Traditional Knowledge: A Recipe for Development

RSS feature allows users to subscribe to receive updates of latest additions to the database

# IP Advantage: Recent Developments

- There are some 120 case studies featured in the database and new case studies are added every week
- French and Spanish versions to be developed next year
- 10 new case studies highlighting the successful commercialization of technologies developed in R&D institutes / universities in Asia to be added next year



# IP Advantage: “Argan Oil” from Morocco



Making argan oil the traditional way (Photo: Julie Kertesz)

residue is conserved and used to feed livestock. Using the traditional processing method, it takes approximately twenty kilograms of argan fruit and nearly twenty hours of labor to produce just one liter of argan oil.

## Traditional Knowledge

Producing argan oil is a very labor intensive process, and Moroccan Berber women have relied on their traditional knowledge to extract the highest quality oil for centuries. Once ripe, argan fruit is typically collected by women and brought to villages where they work in a traditional “seated assembly line” to extract the oil. To get to the kernels, women crack the nut open the traditional way between two stones, with the leftover shells being put to use as fuel for fire. Sixteen times harder than a hazelnut, argan nuts rank among the hardest in the world, and this first stage of cracking them open is the most difficult part of the process. Machines designed to crack them often fail, and the traditional way of cracking them remains the most effective way to get to the kernels.

After getting rid of the nut shells, the kernels are passed to other women who then crush and pound them in a handmade mill called an azerg. If the oil being made is to be used for cooking purposes, the kernels are roasted before they are crushed to bring out the flavor. The resulting paste is mixed with water and repeatedly kneaded and pressed by hand to extract the oil, which is brought to the surface of the mixture. Since goats and other animals are known to love argan, the leftover

## Goods with Specific Geographical Origin

The argan tree used to grow throughout North Africa, but today it only grows in southwestern Morocco. Argan is perfectly adapted to the region's harsh environment, with the ability to survive extreme heat (over 50°C), drought and poor soil. Although numbers are dwindling, argan is the second most abundant tree in Moroccan forests, with over twenty million trees living in the region and playing a vital role in the food chain and environment. The tree's roots grow deep into the ground in search of water, which helps bind soil and prevents erosion. Much of the region has resisted the advance of the Sahara desert due to the argan tree, and it therefore plays an irreplaceable part in the ecological balance of the region.

It is not only the geographical conditions of the region that make the argan tree unique, but also the role that the tree has played in the cultures of the Berber and Arab people living there for hundreds of years. Argan is a multi-purpose tree and each part of it is usable as a food or economic resource. The fruit can be eaten, oil can be extracted from the nuts and the tree's wood can be used for fuel. The tree has therefore played a vital socio-economic role in local culture, and currently provides a significant source of food and income for around three million people, over two million of which live in rural areas. The importance of argan trees to the geographical region and the people living there led the Moroccan government to seek protection of the tree as a Geographical Indication (GI).

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# IP Advantage: “Argan Oil” from Morocco

- Registered as a Protected Geographical Indication (PGI) agricultural product in the EU and became the first product from Africa to receive such protection
- PGI identifies Argan as being from a specific region with resulting unique properties and signals to consumers that its production meets stringent standards
- Such standards make it easy to detect unofficial and fake Argan oil, thus protecting local producers, consumers and the environment

*“A geographical indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities or a reputation that are due to that place of origin. Most commonly, a geographical indication consists of the name of the place of origin of the goods.”*

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# IP Advantage: “Tequila” from Mexico

## Liquid Gold from the Agave

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### Overview

<b>Name:</b>	Tequila	<b>Object of Protection:</b>	Goods with Specific Geographical Origin, Traditional Knowledge
<b>Organization Type:</b>	Government	<b>Instrument of Protection:</b>	Geographical Indications and Appellations of Origin
<b>Industry:</b>	Food Products	<b>Focus:</b>	Commercialization, IP Enforcement / Infringement
<b>Country/Territory:</b>	Mexico		

### Background

The red volcanic soil of the Mexican city of Tequila and its outskirts offers the perfect environment for plantations of agave tequilana weber (blue agave). The fermented juices obtained from the hearts of these blue agave plants are distilled to produce tequila, the fiery Mexican liquor, which takes its name from this city in the state of Jalisco where its production started more than two hundred years ago. While there are many types of agave, only blue agave can be used for tequila production. Famed for its smooth aroma, this Mexican liquor is highly coveted by collectors and connoisseurs all over the world.



### Traditional Knowledge

Tequila producers are based within the surrounding areas of the town of Tequila. When the Spanish conquered Mexico in the early fifteenth century, they adapted "pulque", an indigenous drink made from the maguey agave plant, into "Mezcal" spirit. The tequila that we drink today originated from further distilling of Mezcal. Most of the tequila production at present takes place in modern, well-equipped distilleries, although some tiny family-run businesses still retain traditional production methods without sophisticated machinery. However, the knowledge from years of experience of making tequila is passed on even to the modern distilleries.

Agave tequilana weber needs about eight to fourteen years to mature so that the *piña* (the core) is succulent enough for tequila production. The selection of the right kind of *piña*,

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# IP Advantage: “Tequila” from Mexico

- “Tequila” became Mexico’s first appellation of origin (AO) in 1974, and was internationally protected in 1978.
- Agreements with Canada, the European Union and the United States recognize tequila as a product of Mexican origin, and only tequila produced in Mexico can be sold in these markets.
- The AO has helped tequila go from a regional drink to one that has achieved worldwide popularity.

*“An appellation of origin is a special kind of geographical indication, used on products that have a specific quality that is exclusively or essentially due to the geographical environment in which the products are produced”*

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# IP Advantage: Ethiopian Fine Coffee

## Licensing

After acquiring the trademarks, Ethiopia initiated a royalty-free licensing scheme. The purpose of licensing, according to Mr. Mengistie, is "to secure recognition from the coffee distribution industry that Ethiopia owns and controls the use of trademarks, thereby building the reputation and good will of its specialty coffees around the trademarks." The government of Ethiopia wanted its coffee to have more market visibility so that the export premium for Ethiopian specialty coffee could be raised. The adopted strategy offered royalty-free license agreements and required the licensee to sell the specialty coffees using the registered trademarks (free of charge) on any product that consists wholly of Ethiopian specialty coffees and to promote Ethiopian fine coffee by educating their customers. The licensing strategy is expected to boost consumer recognition of Ethiopian coffee trademarks and facilitate the growth of the demand for Ethiopian fine coffees. This strategy will ensure that Ethiopian farmers and small businessmen secure a reasonable return from the sale of their coffees. Information on the initiative as well as licensing is made publicly available through a dedicated website.



Artistically-designed logos of different types of Ethiopian Fine Coffee  
(Picture: WIPO/RES/DEV/G/E/09/MWWW(130155))

By mid-2009, almost one hundred license agreements have been concluded with coffee importing, roasting and distributing companies in North America, Europe, Japan and South Africa. Within the country, some forty seven private coffee exporters and three coffee producer cooperative unions in Ethiopia have also signed the agreement.

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# IP Advantage: Ethiopian Fine Coffee

- Coffee generates about 60 percent of the country's total export earnings and some 15 million people are directly or indirectly involved in the Ethiopian coffee industry while only 5 to 10 percent of the retail price actually goes back to Ethiopia.
- Ethiopian government decided to acquire trademarks for Ethiopian premium coffees, brand them and license them both within Ethiopia and in other countries.
- It enabled the growers and producers to become part of price setters instead of being price takers.

*"A trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person or enterprise"*

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# Documentaries on Asian Innovators

Promote public understanding of IP through interviews with creators and innovators talking about their work, their source of inspiration and their experience with the IP system



- Tripling the Mango Yield in the Philippines  
Dr. Ramón Barbara  
Inventor, Philippines



- A “Robot” Venture for the Future  
Mr. Takahashi Tomotaka  
Inventor, Japan



- IP for Life Saving  
Mr. Kiyoshi Amemiya  
Inventor, Japan

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