



Topic 9:

Access to Cases of the Use of IP for Trade, Economic Growth and Development

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2011

Outline

- (Introduction) Overview of Assistance under WIPO-Japan Funds-in-Trust Arrangements (FIT/JP)
- Awareness Raising : IP and
- Linking Intellectual Property and Business
 - Case studies: IP Advantage
 - Documentaries on Asian Innovators

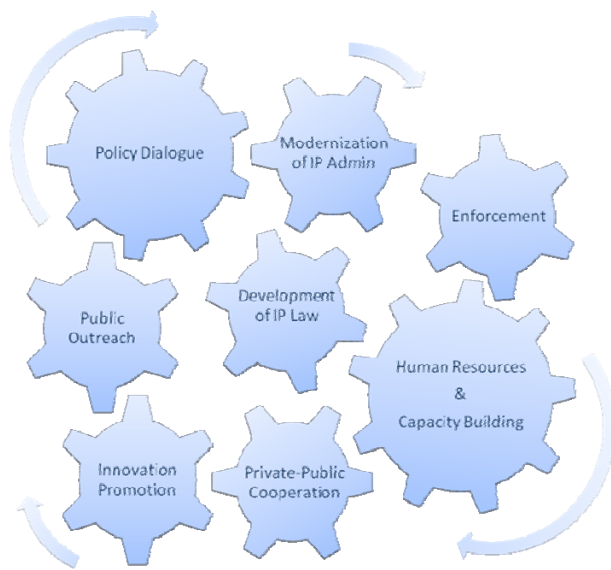
Overview of Assistance under FIT/JP

- 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
- 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

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

Awareness Raising in the field of IP

- “Awareness Raising” : Common challenge among LDCs
- “Familiarize” the term and concept of IP to the public by associating IP with something closer to us;
IP and, IP for, IP as
- Outreach
Utilize available resources and/or count on WIPO’s assistance in translating into local languages

IP and Sports



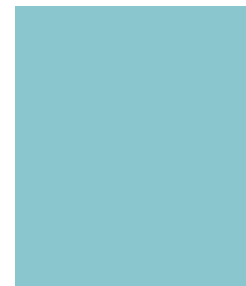
<http://www.fifa.com/worldcup/>



<http://www.london2012.com/>



<http://www.nba.co.jp/>



“SEMINAR ON INTELLECTUAL PROPERTY AND SPORT” organized by WIPO in cooperation with the Jamaica Intellectual Property Office (JIPO), April 2011



IP and Pop Culture



- WIPO Manga (Japanese comic) Competition
<http://www.wipo.int/about-wipo/en/offices/japan/outreach/manga/index.html>

- Organized by WIPO Japan Office in cooperation with MOFA and the JPO

- Financed by Funds-in-Trust Japan

- Theme: Anti-counterfeiting

- “Honmono” : Genuine products

- To be translated into 6 other languages



Linking IP 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...



- How these IP rights benefit our business



- Learn from case examples on how others do well

IP Advantage: Successful Cases of Linking IP and Business

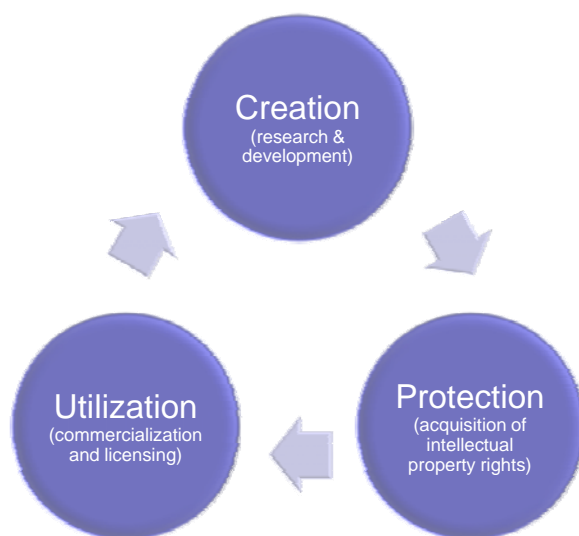
- A proposal was made by the Government of Japan: “Web-based Experience Sharing on Successful Cases of Linking Intellectual Property and Business”
- For a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system

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. It provides a platform for sharing best practices on how to create and protect 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



Exporting the Beauty of Saigon

Early awareness of the importance of the effective use of the IP system played a key role in Saigon Cosmetics Corporation's success: 'Without investing in the protection of our IP assets, it would have been significantly easier for free riders to take advantage our ingenuity, creativity and reputation making it more difficult if not impossible, for the company to establish itself as a leader in cosmetics manufacturing in Viet Nam'. > [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: ***** Any *****
Branding
Commercialization
Financing

Order by: Country/Territory Industry

Search Reset

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IP Advantage: Advanced Search Interface

Simple Search **Advanced Search** Full Text Search

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

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

Focus: *** Any ***
Branding
Commercialization
Financing

Global Challenges: *** Any ***
Environment
Food Security
Public Health

Organization Type: *** Any ***
Commercial Enterprise
Co-operative
Entrepreneur

Industry: *** Any ***
Beverages
Building Materials and Fixtures
Chemicals

Country/Territory: *** Any ***
Argentina



IP Advantage: Full Text Search

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 Japan Office, based on a proposal from Japan and supported by the Japan Funds-in-Trust for Industrial Property. It aims to promote a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system.

Please [contact us](#) to submit feedback and suggestions for new case studies.

FEATURED STUDIES



From Fast-Food Wagon to Successful Business

At Emprendimientos Fast S.A, ownership of IP rights has been a matter of policy since 1997, and has become increasingly important as the business expands and the Pancholo's trademark becomes more famous. > [Full Story](#)

Simple Search **Advanced Search** Full Text Search

Keyword:



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	Tony Tan Caktiong / Jollibee Foods Corporation
Singapore	Clothing and Accessories Footwear	Heatwave Shoes Pte Ltd
Singapore	Food Products	Ya Kun International Pte. Ltd.
Uruguay	Software and Computer Services	Memory Computación
Viet Nam	Nondurable Household Products Personal Products	Saigon Cosmetics Corporation


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	Dr. Reddy's Pharmaceutical Company	Nov 12, 2010
Zimbabwe	Industrial Engineering	Algorithm Private Limited	Nov 11, 2010
Denmark	Pharmaceuticals and Biotechnology	Borean Pharma A/S	Nov 11, 2010
		Colombian Coffee Federation (FNC)	Nov 11, 2010
		Confecciones Alba	Nov 11, 2010
		Consorzio Melinda	Nov 11, 2010
		Descorjet S.A.	Nov 11, 2010
		Dr. Ashok Gadgil	Nov 11, 2010
		Fame Pharmaceuticals	Nov 11, 2010
		Florencio Lazo Barra	Nov 11, 2010
		GEOX S.P.A.	Nov 11, 2010
		Giberint Elettronica Srl.	Nov 11, 2010
		Gustavo De Negri & Za Ma	Nov 11, 2010
		Haqar Sova Co. Limited	Nov 11, 2010
		Indonesian Planters Association for Research and Development (IPARD), Department of Agriculture	Nov 11, 2010

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IP Advantage
The WIPO studies show
[Dr. Reddy's](#)
2010年11月11日
Innovating
[Velcro Ind.](#)
2010年11月11日
Hooked on Innovation
[Argan Oil](#)
2010年11月11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

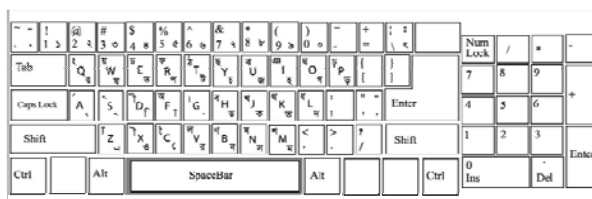
IP Advantage: Recent Developments

- There are some 142 case studies featured in the database and new case studies are added
- French, Russian and Spanish versions coming soon

IP Advantage: The Story of “Bijoy” from Bangladesh



- Bangla is the seventh most spoken language in the world (over 230 mil)
- But NO well functioning software for typing in the language until the late 1980's
- A journalist took the initiative to develop the software and keyboard layout, foreseeing the need for and potential of a Bangla typing interface.



IP Advantage: The Story of “Bijoy” from Bangladesh

- Licensing: Signed by many computer vendors of Bangladesh who import Bijoy Keyboard layout printed keyboards from China
- Challenge: Rampant piracy of the software and influx of keyboards on which Bijoy layout was printed
- Action: After confirming the **PATENT** owner (Bijoy), the customs stopped and confiscated the import of pirated Bijoy software and keyboards
- Challenge: A freeware + similar layout keyboard from a competitor
- Action: Claimed **COPYRIGHT** and reached a peaceful solution

“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.”

“Copyright is a legal term describing rights given to creators for their literary and artistic works.”

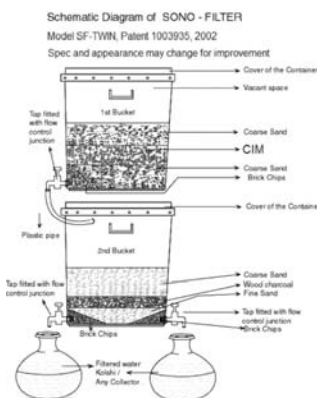


IP Advantage: “SONO Filter” from Bangladesh

An Invention with a Social Cause: Bangladeshi Scientist Develops Water Filter to Fight the Arsenic Menace

Overview

Name:	Dr. Abul Hussam	Object of Protection:	Inventions
Organization Type:	Entrepreneur	Instrument of Protection:	Patents
Industry:	Durable Household Products	Focus:	Commercialization, Partnerships, Research and Development
Country/Territory:	Bangladesh	Global Issues:	Environment, Public Health



IP Advantage: “SONO Filter” from Bangladesh

- The toxic effects of arsenic in drinking water has been a health hazard to millions of people not only in Bangladesh but also in Cambodia, India, Nepal and even in the U.S.
- A Bangladesh chemist developed a simple and effective filter to remove arsenic particles from water, with a support of an NGO.
- Further development and distribution of the filters by investing the prize money his invention won.
- *“The lack of clean water affects millions of people, with illness and lost educational opportunities in childhood, leading to poverty in adulthood, and solving this problem can bring a significant dividend for all in terms of better living.”*

IP Advantage: Entrepreneur from Cambodia

- From a home business to a competitive company -



(Image: Ly Ly Food)

- Invested considerable resources to continuously improve and make her packaging more appealing
- Set out the following intellectual property (IP) strategy which continues to play an important role in the development of her business

- To design more images, more vivid colors and attractive devices on the packaging;
- To seek IP protection by registering trademarks and industrial designs with the intellectual property office;
- To create consumer confidence in her trademarks which meet national quality standards;
- To promote awareness of the company's name and product brands through active participation in national exhibitions and other promotion events;
- To regularly advertise the company's trademarks and brand names.

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

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



- 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.

IP Advantage: Ethiopian Fine Coffee

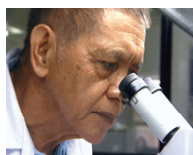


- Ethiopian government decided to acquire **TRADEMARKS** for Ethiopian premium coffees, brand them and license them both within Ethiopia and in other countries.
- It enabled the growers and producers to become part of price setters instead of being price takers.

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

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 and _____
Mr. Kiyoshi Amemiya
Inventor, Japan

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