



# IP Advantage

- Case studies on IP -

**Singapore,  
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# WIPO's Strategic Goals

## Strategic Goal VIII

A Responsive Communications Interface between WIPO, its Member States and all Stakeholders

### Strategic Goal I

Balanced Evolution of the International Normative Framework for IP

### Strategic Goal II

Provision of Premier Global IP Services

### Strategic Goal III

Facilitating the Use of IP for Development

### Strategic Goal IV

Coordination and Development of Global IP Infrastructure

### Strategic Goal V

World Reference Source for IP Information and Analysis

### Strategic Goal VI

International Cooperation on Building Respect for IP

### Strategic Goal VII

Addressing IP in Relation to Global Policy Issues

## Strategic Goal IX

An Efficient Administrative and Financial Support Structure to Enable WIPO to Deliver its Programs

# What is the Fundamental Challenge that WIPO faces?

# Director General Francis Gurry explained it as follows:

*“I believe that the fundamental challenge that we face as an Organization is **to achieve a shared understanding of the contribution and value of intellectual property to economic, social and cultural development.**”*

## Francis Gurry Appointed for Second Term as WIPO Director General

Geneva, May 8, 2014  
PR/2014/759

The member states of the World Intellectual Property Organization (WIPO) appointed Francis Gurry by consensus on May 8, 2014, to a second six-year term of office as Director General of the Organization.

Mr. Gurry's appointment by the General Assembly, WIPO's highest governing body, followed his nomination by consensus by the WIPO Coordination Committee in March.

Acceptance speech: [▶](#) | [Watch on YouTube](#)



(PHOTO: WIPO)

After the chair gaveled the final decision by member states, Mr. Gurry told delegates in his acceptance speech: "I believe that the fundamental challenge that we face as an Organization is to achieve a shared understanding of the contribution and value of intellectual property to economic, social and cultural development."

He said: "I very much look forward to working with all member states over the coming mandate. The politics of intellectual property are, in my view, becoming more, rather than less, challenging...I would view this as a natural consequence of the increased economic value of intangibles and innovation and of the mission of intellectual property of finding the right balance in relation to all the interests that surround innovation in our society."

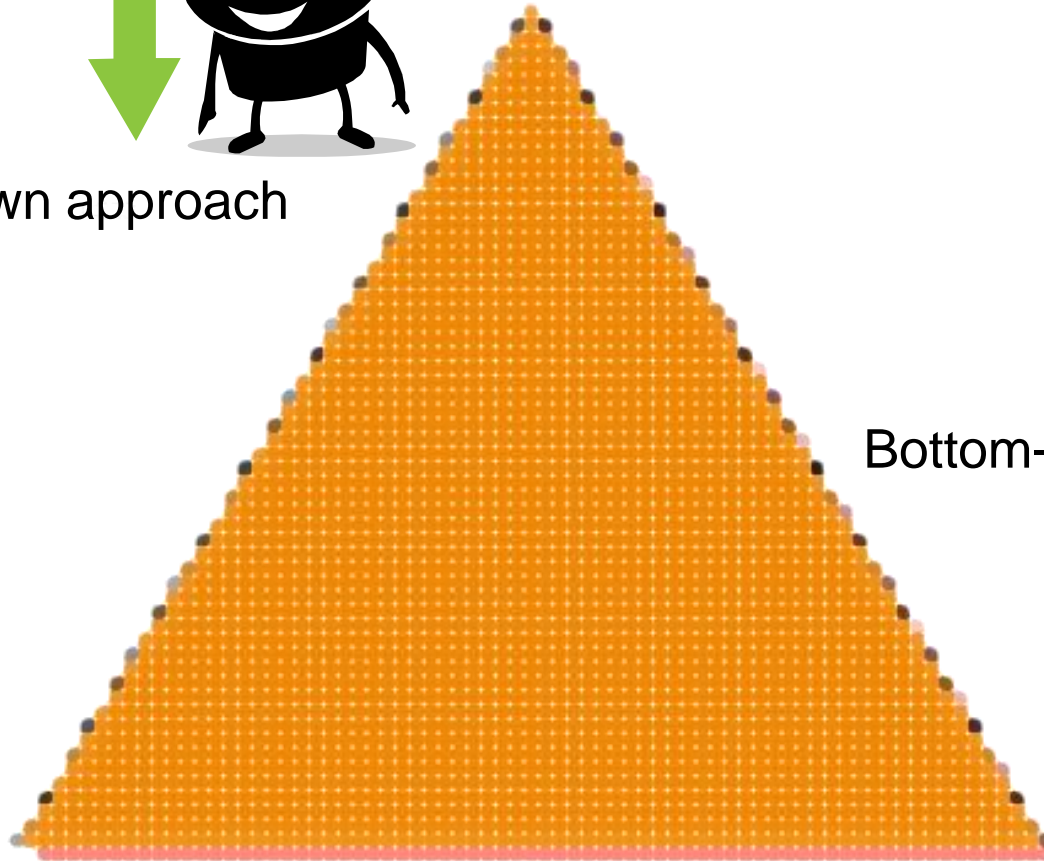
Delegates representing member states then took the floor to congratulate Mr. Gurry and welcome the

[http://www.wipo.int/pressroom/en/articles/2014/article\\_0006.html](http://www.wipo.int/pressroom/en/articles/2014/article_0006.html)

# How to face this challenge?



Top-down approach

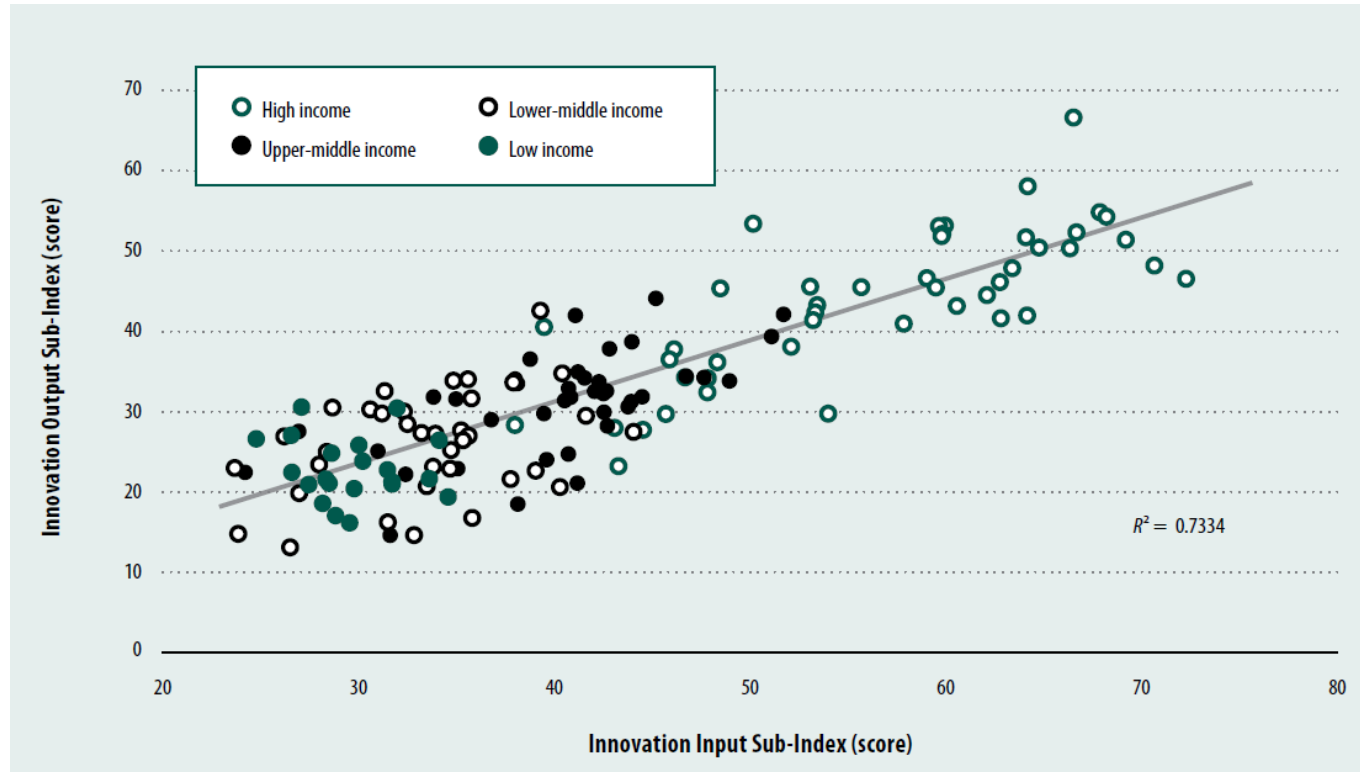


Bottom-up approach



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# Example of Top-down Approach



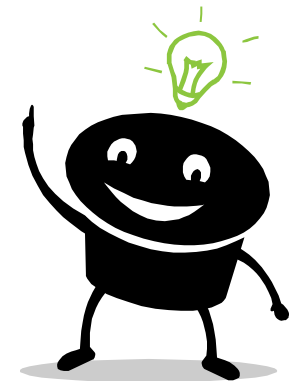
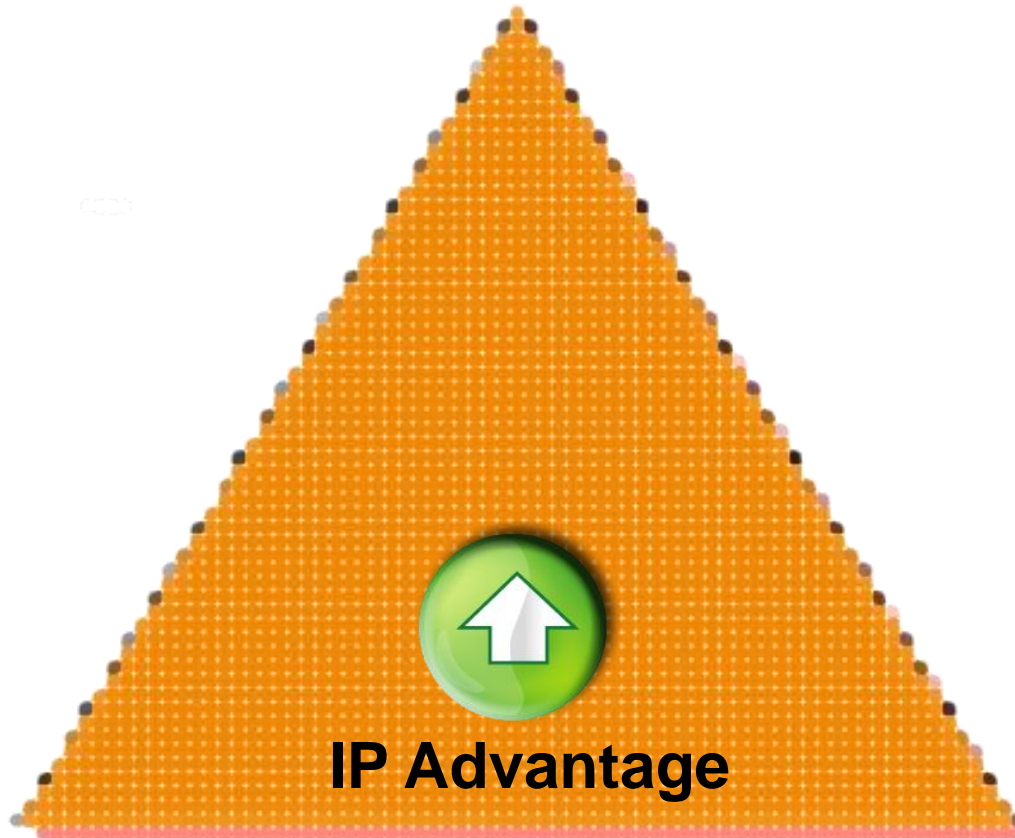
## Innovation Output Sub-Index vs. Innovation Input Sub-Index

Global Innovation Index 2013

[http://www.wipo.int/export/sites/www/freepublications/en/economics/gii/gii\\_2013.pdf](http://www.wipo.int/export/sites/www/freepublications/en/economics/gii/gii_2013.pdf)

# Bottom-up Approach

IP Advantage is a “Bottom-up Approach”



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# Outline

1. What is IP Advantage?
2. Case Study Content
3. Research Tools
4. Research Process
5. IP Use in Developing Countries
6. Results
7. Usefulness
8. Access and Contribute
9. Summary



# 1. What is IP Advantage?

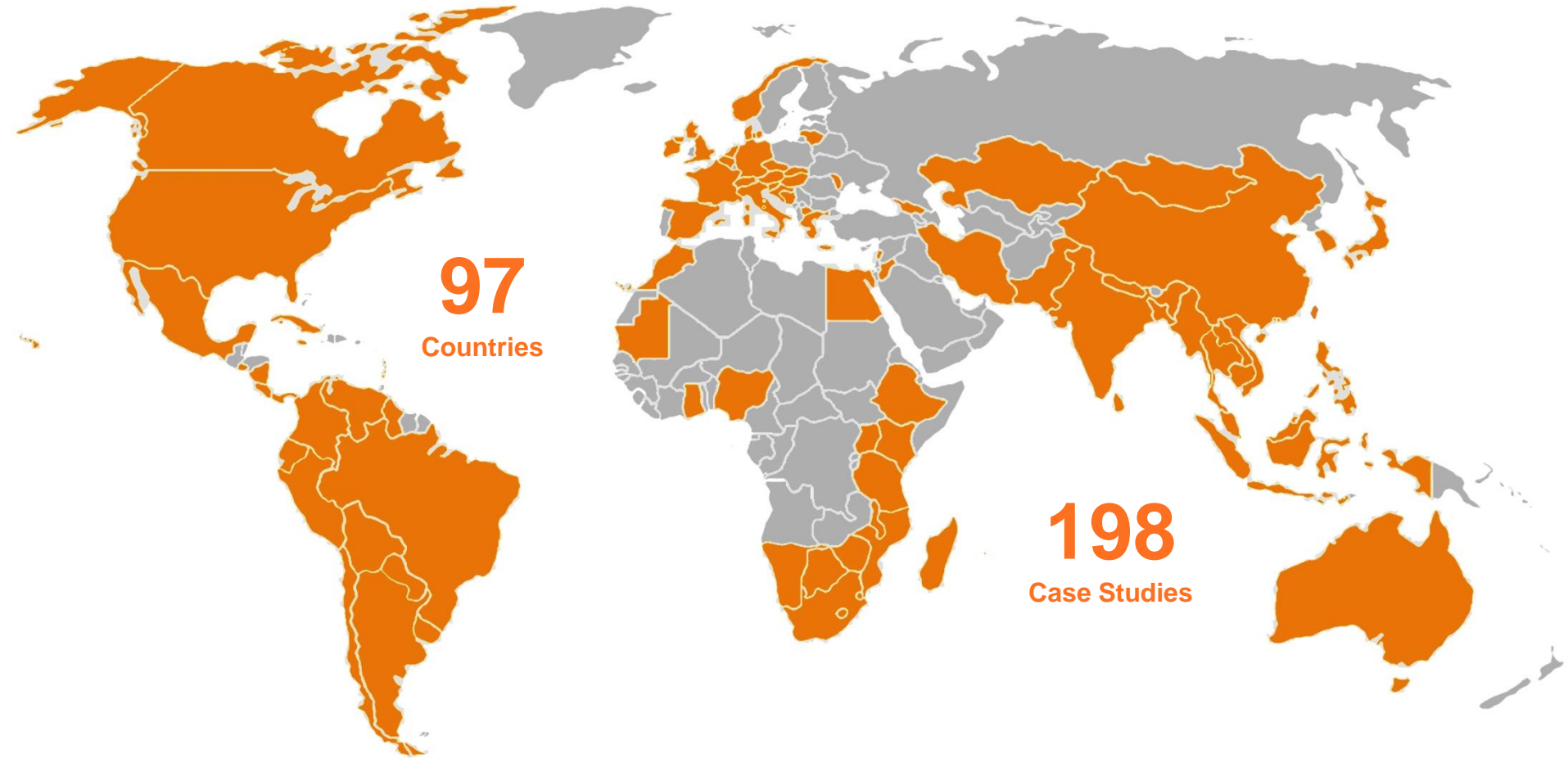
# What is IP Advantage?

- Online database providing a gateway to IP case studies
- Chronicle the IP experience of inventors, creators, entrepreneurs, and researchers worldwide
- Offers insight into the real application of IP
- An educational tool
- Shows how IP contributes to development
  - In Line With WIPO Development Agenda

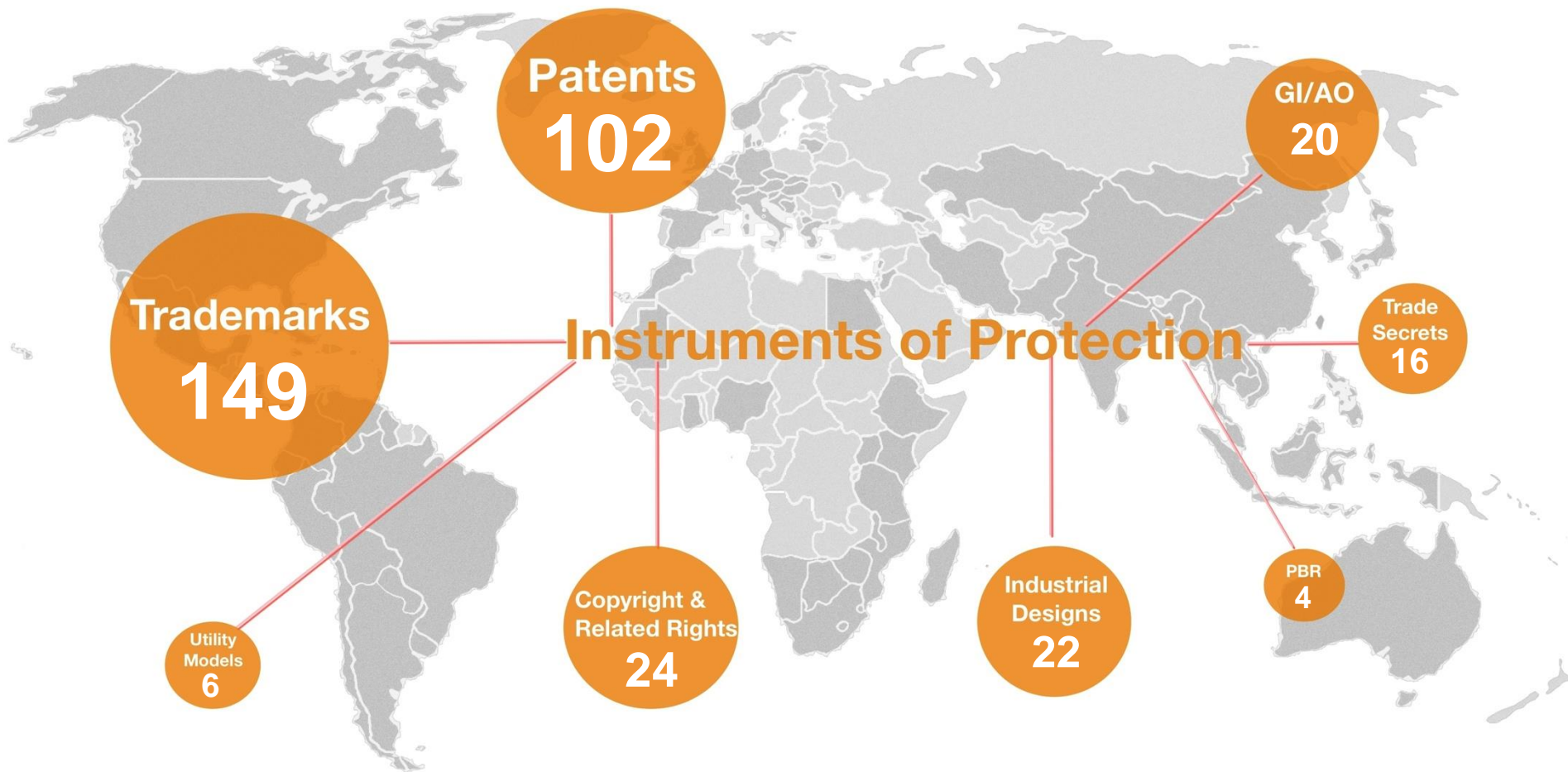
# Background

- Jointly developed by WIPO HQ and the WIPO Japan Office (WJO)
- Based on the Japan Patent Office (JPO) proposal
- Researched and written at the WJO  
(Financed by the Japan Funds-in-Trust)
- Launched in late 2010

# Broad Scope of Countries



# IP Instruments



# Purpose (1)

To provide real world examples of the successful use of IP among:

- Inventors, creators, entrepreneurs, researchers, governments, and organizations
- In developed and developing countries
- Over a wide range of industries
- Covering topics that are relevant today
  - Food security, public health, the environment

# Purpose (2)

- To promote a better understanding of the IP system
- To provide examples of how the IP system can be beneficially used

# Purpose (3)

To show that the IP system facilitates economic development

## Mothers 2 Mothers

- NGO in South Africa
- Provides employment for disadvantaged people
- Uses branding and trademarks to expand reach



## LyLy Food Industry

- Food & Beverage Company in Cambodia
- Trademark/Design Registration
- Employment opportunities for rural communities





# Who is IP Advantage For?

- Anyone with an interest in innovation, creativity, economic development, and IP
- General Public, no prior knowledge of IP is required
- Specifically useful for:
  - IP practitioners (lawyers, examiners, etc.)
  - Students and educators
  - Those curious about how to utilize IP

# 2. Case Study Content

# Case Study Content (1)

- Each case study highlights one success story
- IP themes are explained in each case study, so each one can be read and understood without any prior IP knowledge and without needing to refer to external sources
- Follows a specific, easily understandable layout

# Case Study Content (2)

- At least one object of protection
  - Designs, commercial names, inventions, etc.
- At least one instrument of protection
  - Industrial designs, trademarks, patents, etc.
  - Effort to include lesser known objects and instruments of protection

# Case Study Content (3)

12

## Focus Areas



Branding  
Commercialization  
Financing  
Franchising  
IP Dispute Resolution  
IP Enforcement/Infringement  
IP Management  
IP Valuation  
Licensing  
Partnerships  
Patent Information  
Research and Development

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## Organization Types



Commercial Enterprise  
Cooperative  
Entrepreneur  
Government  
Non-Governmental  
Non-Profit Organization  
University  
Research Institute  
Spin-Off

26

## Industries



Beverages  
Building Materials and Fixtures  
Chemicals  
Clothing and Accessories  
Containers and Packaging  
Durable Household Products  
Electronic and Electrical Equipment  
Farming and Fishing  
Financial Services  
Food Products  
Footwear  
Health Care Equipment and Services  
Industrial Engineering  
Industrial Transportation  
Leisure Goods  
Media  
Nondurable Household Products  
Oil and Gas  
Personal Products  
Pharmaceuticals and Biotechnology  
Restaurants and Bars  
Retail  
Software and Computer Services  
Technology Hardware and Equipment  
Travel and Tourism  
Utilities

3

## Challenges



Environment  
Food Security  
Public Health

# 3. Research Tools

# Research Tools (1)

## The Internet

- News
- Journals
- IP Offices
- International Organizations
- NGOs
- Search Engines
- In multiple languages

# Research Tools (2)

- Colleagues
  - WIPO
  - Other IP Offices
  - Other UN agencies
- Embassies
- Exhibitions and Trade Shows
- Seminars and Workshops
- The Library!



# 4. Research Process

# Research Process (1)

Identify target subject

Ensure that the subject:

- Has currently registered IP
  - Desirable: More than one type
- Makes use of the IP
  - Desirable: In more than one way
- The IP is beneficial
- The IP is relevant (still in use; helps someone, etc.)
- Is still active!

# Research Process (2)

## ■ Initial Stage:

- From any country and targeting any instrument of protection
- Developed and developing countries

## ■ Intermediate Stage:

- Expand scope of countries and instruments
- Developing countries a priority

## ■ Current Stage:

- Focus on those countries not yet represented
- Add more case studies for uncommon instruments
- Developing countries a priority

# Research Process (3)

## Cooperation

- With target subjects
- Verifying facts
- Providing images and videos
- Mutual support



# 5. IP Use in Developing Countries

# A Major Theme

69%

From Developing Countries  
And Emerging Economies



# Development Agenda and the MDGs

IP Advantage serves to play a role in a number of the 45 adopted recommendations under the **WIPO Development Agenda** and also WIPO's activities towards meeting the **Millennium Development Goals (MDGs)**.

# What is the WIPO Development Agenda?

- To place development as the ultimate objective of the global IP system
- To make the IP system development friendly
- To take into consideration the specific needs and interests of developing and least developed countries
- To ensure a balance between the rights of IP right holders and public interests
- To make development considerations integral to WIPO's work



# History

- Proposal first made in September 2004 by Argentina and Brazil. Later supported by 12 other developing countries.
- The General Assembly of WIPO established the WIPO Development Agenda in 2007 to mainstream development into all areas of activity of the organization.
- A set of 45 Recommendations were adopted.
- Establishment of the Committee on Development and Intellectual Property (CDIP) to:
  - Develop a work-program for implementation of the 45 recommendations.
  - Monitor, assess, discuss and report on the implementation of all recommendations adopted.
  - Discuss IP and development related issues as agreed by the Committee, as well as those decided by the General Assembly.

# The Clusters

The 45 recommendations are grouped into **6 clusters**:

- 1. Technical Assistance and Capacity Building**  
(14 recommendations)
- 2. Norm-setting, Flexibilities, Public Policy and Public Domain**  
(9 recommendations)
- 3. Technology Transfer, Information and Communication Technologies and Access to Knowledge**  
(9 recommendations)
- 4. Assessment, Evaluation and Impact Studies**  
(6 recommendations)
- 5. Institutional Matters** (6 recommendations)
- 6. Other Issues** (1 recommendation)

# Solution to Recommendation 3 (Cluster A)

IP Advantage is a resource that has many **success stories from developing countries and emerging markets.**

Because it targets a general audience, these success stories serve to **foster greater public awareness** on IP and promote a **development-oriented IP culture.**

# Solution to Recommendation 4 (Cluster A)

Most case studies **focus on SMEs and scientific research/cultural industries**, and they can be **used as an example** to see where needs are being met and where they are not being met, thereby **serving as a tool** in the development of appropriate national IP strategies.

## Connection with Recommendation 35 (Cluster D)

Case studies are real world examples that describe and analyze the **positive economic, social, and cultural impact** that the use of IP creates.

# Millennium Development Goals (MDG)

Through the case studies available on IP Advantage, information and analysis is disseminated on **how IP can be used as a tool to address the MDGs.**



# Connection with MDG 1

## – Eradicate Extreme Poverty and Hunger –

Case studies provide information on innovation in agriculture, job creation, traditional knowledge, traditional cultural expressions, and genetic resources, and how these are used to **overcome poverty and bring about increased food security.**

# Connection with MDG 3

– Promote Gender Equality and Empower Women –

Case studies **highlight women** inventors, entrepreneurs, and researchers and analyzes how they are empowered by IP, tap into their traditional knowledge for innovative inspiration, and are **bringing positive change to their families and communities.**



# Connection with MDG 7

## – Ensure Environmental Sustainability –

Explain how the IP system **serves as a mechanism** to promote the realization of creative and innovative technologies that have **contributed solutions** to local and global environmental challenges.

# Example Case Studies

– Using IP as a Development Mechanism –

# Guanomad – Madagascar

Uses a readily available **local resource** – guano from bats – to produce environmentally friendly fertilizer. This lessens the country's reliance on imported fertilizer, **increasing food security**. National **trademark registrations** and the use of the **Madrid System** have helped the company expand and work with producers to embark on **sustainable farming techniques**.



# National Integrated Research Program on Medicinal Plants – Philippines

Using traditional knowledge as inspiration, the Program **invented herbal medicinal products** based on the lagundi plant. A **utility model** was registered and licensed to a company that **registered trademarks** for successful lagundi-based products. This has created **more jobs** for local communities, and safe, accessible, and affordable medicine.



# Darjeeling Tea - India

With **traditional knowledge and goods with specific geographic origin protected** through a **GI**, domestic and international **trademark registrations**, and a registration with the **Madrid System**, farmers have been able to securely export Darjeeling tea products, start cooperatives and SMEs, and **increase their livelihoods**.



# Panama Springs – Panama

Tapped into **local resources** to create **Panama's first bottled water brand**. Developing a unique bottle design – registered as an **industrial design** – and **trademark registrations**, Panama Springs has become **the leading** bottled water company in the country.





# Uncharted Play – USA

Invented a football that **stores electricity** as it is used. Provides a **cost-effective energy alternative** in energy poor regions, while promoting a healthy and active lifestyle. **Patent registrations** in the USA and internationally through the **PCT** system, and a **trademark registration** have allowed the company to bring electricity to those in need and **improve living conditions** in an environmentally friendly way.



# 6. Results



# A Well Received Resource

Results of Recent Survey on the Use of IP Advantage:

**76%**

Plan to Use

**97%**

Found Useful and  
Recommend

# An Outreach Tool

- Use in outreach activities



- Use in seminars and additional workshops



# Inspiring Complementary Projects

## ■ ASEAN

- Ten new and original case studies focusing on the successful use of IP in ASEAN
- Proposed by the JPO
- Implemented by the WJO in coordination with WIPO HQ
- Published in July 2014 in print and on the Internet
- Distributed at IP conference in Vietnam



# 7. Usefulness

# Learn

- How others are successfully putting IP into practice, potentially in your own country
- Discover new types of IP that you might not have known about



# Apply

- Use the knowledge to adapt the examples to your own country, company, or organization
- Invent, design, or create something!



# Use as a Tool

- With which you can show others how IP can be used in your own country
- With which you can help others to apply IP for economic growth and development
- With which to promote the further development of IP policy and frameworks

# 8. Access and Contribute



# Access IP Advantage

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

The screenshot displays the WIPO IP Advantage website interface. At the top, there is a navigation bar with links for Media, Meetings, Contact Us, My Account, and English. Below this is a secondary navigation bar with tabs for IP Services, Policy, Cooperation, Reference, About IP, and Inside WIPO, along with a search bar labeled 'Search WIPO'. A breadcrumb trail shows 'Home', 'Reference', and 'Case Studies'. The main heading is 'IP Advantage – Case studies on Intellectual Property'. The introductory text states that the database provides a one-stop gateway to case studies on IP experiences. A callout box on the right encourages users to contact the site for feedback and lists 'Recently added' items. Below this, a section titled 'Protecting Society and the Environment with a Geographical Indication' features an image of argan oil bottles and a text description of the argan oil industry in Morocco. Navigation arrows for 'Previous' and 'Next' are provided. At the bottom, there is a search section with options for 'Simple Search', 'Advanced Search', and 'Full Text Search'. The search filters include 'Instrument of Protection' (with a dropdown menu showing 'Any', 'Copyright and Related Rights', 'Geographical Indications and Appellations of Origin', and 'Industrial Designs'), 'Focus' (with a dropdown menu showing 'Any', 'Branding', 'Commercialization', and 'Financing'), and 'Order by' (with a dropdown menu showing 'Country/Territory' and 'Industry'). Search and Reset buttons are located at the bottom of the filter section.

# Simple, Advanced, & Full Text Search

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

Simple Search   Advanced Search   Full Text Search

Keyword:

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  
 Australia  
 Bangladesh

Order by:  Country/Territory  Industry

# Example Results (Simple)

## IP Advantage: Search Results

198 record(s) found.

Country / Territory	Industry	Name
Argentina	Chemicals	Síntesis Química S.A.
Argentina	Durable Household Products	Descorjet S.A.
Argentina	Farming and Fishing	RELMÓ S.A.
Australia South Africa	Electronic and Electrical Equipment Technology Hardware and Equipment	Shark Shield Pty Ltd
Australia	Food Products	Eagle Boys Dial-A-Pizza Australia Pty Ltd
Australia	Health Care Equipment and Services	ITL Limited
Australia	Industrial Engineering	Bishop Steering Pty Ltd
Australia	Industrial Transportation	Marc Hartmann / Derrick Yap
Australia	Leisure Goods	Jim Frazier
Australia	Pharmaceuticals and Biotechnology	Ozgene Pty. Ltd.
Australia	Travel and Tourism	Tourism Queensland
Bangladesh	Durable Household Products	Dr. Abul Hussam

# Example Results (Advanced)

## IP Advantage: Search Results

Query:

**Geographical Indications and Appellations of Origin**  
**Goods with Specific Geographical Origin**  
**Plant Breeders' Rights**  
**Research and Development**

8 record(s) found.

Country / Territory	Industry	Name
Colombia	Food Products	Colombian Coffee Federation (FNC)
Costa Rica	Farming and Fishing Food Products	Corporacion Bananera Nacional Corbana S. A
Japan	Farming and Fishing	Ashiro Rindo
Lebanon	Beverages	Chateau Ksara
Morocco	Personal Products	Argan Oil
Nepal	Beverages	Guranse Tea Estate Pvt. Ltd.
Peru	Farming and Fishing	Asociacion De Productores De Maiz Blanco Gigante Del Cusco (APROMAIZ)
Republic of Moldova	Farming and Fishing	Agroselect Semences

# Example Results (Full Text)

## IP Advantage: Search Results

Query:  
traditional knowledge

26 record(s) found.

Country / Territory	Industry	Name
Botswana	Health Care Equipment and Services	The Botswana Technology Centre
Brazil	Beverages	Vale dos Vinhedos
Colombia	Clothing and Accessories Personal Products	Corporacion Oro Verde (Oro Verde)
Fiji	Personal Products	Pure Fiji Export, Ltd.
Guyana	Beverages	Demerara Distillers Limited
India	Food Products Nondurable Household Products Personal Products	Shri Mahila Griha Udyog Lijjat Papad
India	Pharmaceuticals and Biotechnology	Tropical Botanical Garden and Research Institute (TBGRI)
Italy	Food Products	Consorzio del Formaggio Parmigiano Reggiano
Jamaica	Food Products	Jamaica Blue Mountain Coffee

# Contribute

- Propose new case studies to WIPO
- If chosen, it will be written and published to the IP Advantage Database

The screenshot shows the WIPO website's 'IP Advantage' section. The header includes the WIPO logo and navigation links like 'Media', 'Meetings', 'Contact Us', 'My Account', and 'English'. Below the header, there are tabs for 'IP Services', 'Policy', 'Cooperation', 'Reference', 'About IP', and 'Inside WIPO'. A search bar is also present. The main content area is titled 'IP Advantage – Case studies on Intellectual Property' and contains a paragraph about the database's purpose. A red arrow points from a callout box on the right to a smaller callout box on the page that says 'Please contact us to submit feedback and suggestions for new case studies.' Below this, there is a section titled 'Protecting Society and the Environment with a Geographical Indication' with a small image of argan oil bottles and a brief description of the story.

- Please **contact us** to submit feedback and suggestions for new case studies.
- Recently added

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

# 9. Summary

# Summary

- IP Advantage is a free online tool that provides case studies showing the successful use of IP among countries all over the world.
- IP Advantage is a tool to promote understanding of the role IP plays in economic, social, and cultural development.



# Thank You Very Much

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## WIPO Japan Office

- ❑ URL: [www.wipo.int/japan](http://www.wipo.int/japan)
- ❑ E-mail: [japan.office@wipo.int](mailto:japan.office@wipo.int)

