

Committee on Development and Intellectual Property (CDIP)

Eleventh Session
Geneva, May 13 to 17, 2013

PROJECT PROPOSAL FROM THE REPUBLIC OF KOREA ON INTELLECTUAL PROPERTY (IP) AND DESIGN CREATION FOR BUSINESS DEVELOPMENT IN DEVELOPING AND LEAST DEVELOPED COUNTRIES (LDCs)

1. By a way of communication dated April 2, 2013, addressed to the Secretariat, the Permanent Mission of the Republic of Korea has submitted a project proposal entitled “IP and Design Creation for Business Development in Developing and Least Developed Countries (LDCs)”, for consideration of the eleventh session of the CDIP.

2. The above-mentioned communication of the Republic of Korea together with its enclosures is contained in the Annex of this document.

3. *The Committee is invited to take note of the information contained in the Annex to this document.*

[Annex follows]



PERMANENT MISSION OF THE REPUBLIC OF KOREA
GENEVA

KGV/73/2013

The Permanent Mission of the Republic of Korea to the United Nations Office and other International Organizations in Geneva presents its compliments to the Secretariat of the World Intellectual Property Organization (WIPO) and has the honor of writing with regard to the convening of the Eleventh Session of the Committee on Development and Intellectual Property (CDIP), to be held in Geneva 13-17 May 2013.

In this regard and as a contribution to the efforts made to implement the 45 recommendations of the WIPO Development Agenda, the Permanent Mission of the Republic of Korea wishes to submit a proposal for a project on IP and Design Creation for Business Development in Developing and Least Developed Countries and to request that this proposal be distributed as an official document to be examined and considered for adoption during the aforementioned session of the CDIP. Along these lines, please find the enclosed proposal.

The Permanent Mission of the Republic of Korea to the United Nations Office and other International Organizations in Geneva avails itself of this opportunity to renew to the Secretariat of the World Intellectual Property Organization (WIPO) the assurances of its highest consideration.

Geneva, 2 April 2013

Enclosed: As stated.

Secretariat
World Intellectual Property Organization
34, Chemin des Colombettes
1211 Geneva 20



PROJECT PROPOSAL

prepared by the Republic of Korea

1.SUMMARY

1) Project Code : 4, 10

2) Title : IP and Design Management for Business Development in Developing and Least Developed Countries(LDCs)

3) Development Agenda Recommendation(s) :

Cluster A: Technical Assistance and Capacity Building

Recommendation No. 4: Place particular emphasis on the needs of small and medium-sized enterprises (SMEs) and institutions dealing with scientific research and cultural industries and assist Member States, at their request, in setting up appropriate national strategies in the field of intellectual property.

Recommendation No. 10: To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.

4) Project Duration : 24 months

5) Project Budget : To be determined in consultation with the WIPO Secretariat

2. PROJECT DESCRIPTION

1) Introduction

Increasingly products are enjoying prestige and international recognition due to their design characteristics. In many cases, products benefit from the strategic use of design as an intellectual property right(IPR). A design strategy adds value to the product, helps raise its market demand and increases economic return for its producers; however, developing countries and LDCs face specific and common challenges, many of which are related to effective design awareness, management and protection.

The proposal by the Republic of Korea will cover the development of strategies and assistance for the whole process from application to registration. Such strategies can be a key factor in raising the capability to protect and manage design rights, while raising public awareness of the issue.

2) Objectives

The project aims to address Development Agenda Recommendations No.4 and No.10 to achieve the following objectives:

- To contribute to the business development of SMEs by encouraging investment in design through the strategic use of IPR.
- To raise awareness on the impact of product design on business development for SMEs and the importance of the role of intellectual property offices in the process of implementing this project for SMEs.

3) Delivery strategy

The project will be implemented in two or three countries with a view to develop a design strategy in each country. Countries will be selected based on certain conditions including: the existence of a legal framework for the design protection; governmental

support and commitment; specific products or clusters of products with well-defined characteristics and with the potential to be protected by IPR.

The two project components will build on each other for effectiveness and sustainability. In particular, the following tasks and activities will be carried out to achieve the above project objectives:

a. (Development of Design Strategies) The business development objective will be achieved through the development of strategies for securing IP design rights. In each country at least two products, with strong design potential in relation to their unique qualities, will be identified in close consultation with the relevant authorities. Design strategies will include sharing special methods for the development and protection of a product design. Also, in this phase, it is possible to provide assistance in securing rights such as searching preceding designs, applications and registrations.

b. (Awareness Raising) The awareness raising objective will be achieved through documenting experiences obtained in the process of implementing this project and sharing experiences during conferences with stakeholders interested in supporting the development of designs. IP offices will be able to strengthen their capabilities to help SMEs develop design strategies through the sharing of experiences.

3. REVIEW AND EVALUATION

1) Project Review Schedule

- (a) A mid-term review will be undertaken after one year; and
- (b) An assessment will be made after the project is completed and results are examined.

2) Project Self-Evaluation

To be determined in consultation with the WIPO Secretariat

[End of Annex and of document]