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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Intellectual Property, Tourism and Culture

May Hassan, LL.M.
Founder of IPMentor™ & IPNectar™
Intellectual Property Attorney
Accredited IP Trainer & Field Researcher

FIELD RESEARCH

SUMMARY

- Research Objectives and Methodology
- Selected Touristic Attractions
- Current Challenges
- Recommended IP Strategies
- Successful Cases

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FIELD RESEARCH
OBJECTIVES

Analyse the current and/or potential use of **Intellectual Property tools**.

- Support development objectives.
- Promote tourism and cultural heritage.
- Leverage the competitiveness of local businesses.

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FIELD RESEARCH
METHODOLOGY

The approach adopted throughout the study aimed at:

- Exploring the existing use and potentiality of applying **IP tools and strategies** within the selected locations.
- Identifying related **challenges** in the domain of tourism and cultural heritage promotion as well as museums.

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IP, Tourism and Culture

WHY THESE TOURISTIC ATTRACTIONS?

ASWAN "NUB TAMARI" ROUTE
THE HOLY FAMILY JOURNEY
THE SIWA OASIS
NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION

- o n e Significant touristic offer.
- t w o Natural and cultural resources.
- t h r e e Authentic origin-based products.
- f o u r Traditional filled festivals.
- f i v e Reference to contextualize different types of tourism.
- s i x Potential intellectual property assets.

IP, Tourism and Culture

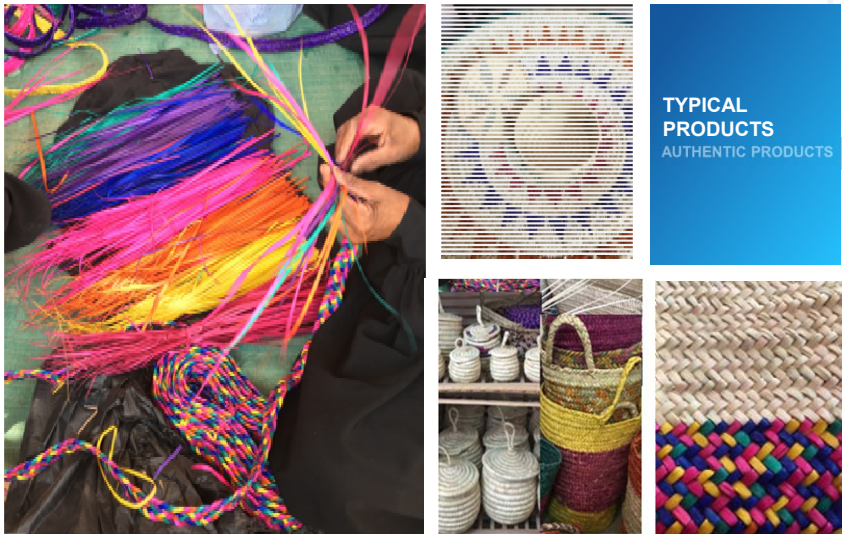
📍 EACH DESTINATION

RESOURCES ASSETS	}	IP STRATEGIES RECOMMENDATIONS
TYPICAL PRODUCTS AUTHENTICITY		
OPPORTUNITIES DIFFICULTIES		

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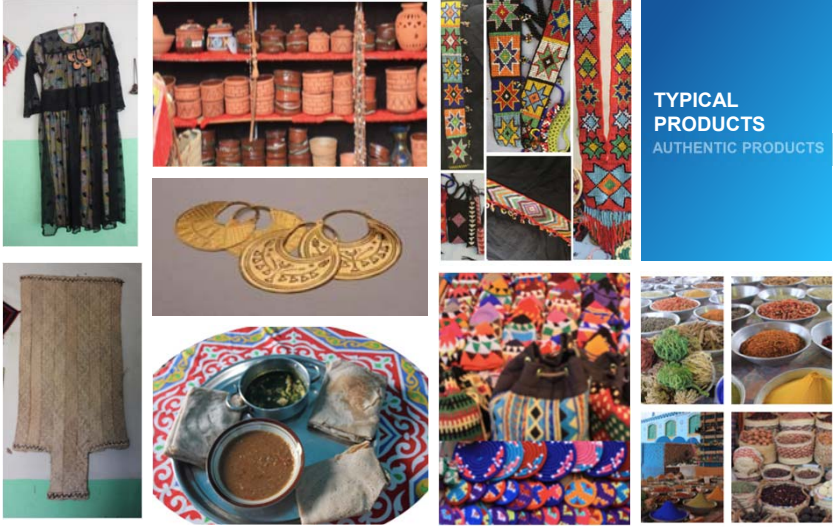
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TYPICAL PRODUCTS
AUTHENTIC PRODUCTS

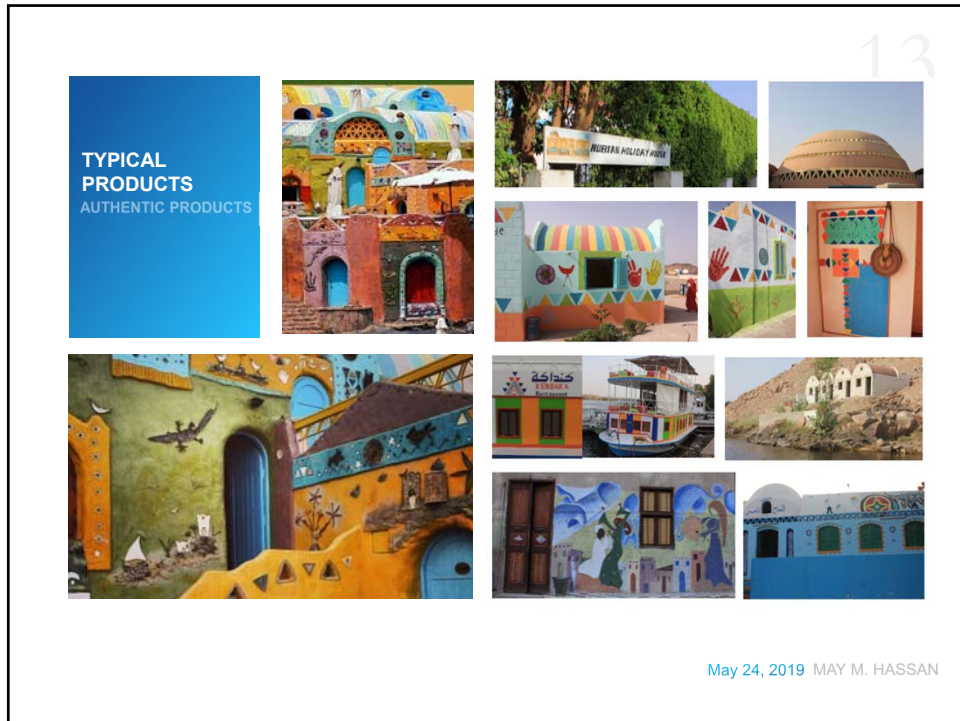
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TYPICAL PRODUCTS
AUTHENTIC PRODUCTS

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TYPICAL PRODUCTS
MUSIC, SONGS AND PERFORMANCES



NUBIAN TAHTEEB DANCE



TANOURA DANCE

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ASWAN Nub Tamarl Route
OPPORTUNITIES
FESTIVALS

The Abu Simbel Sun Festival

Nubia in Colors Festival

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IP, Tourism and Culture
The Holy Family Journey Route

The Holy Family journey is a unique multi-religious route encompassing many attractions in one package. It is a cultural and a mixed-spiritual experience as well.



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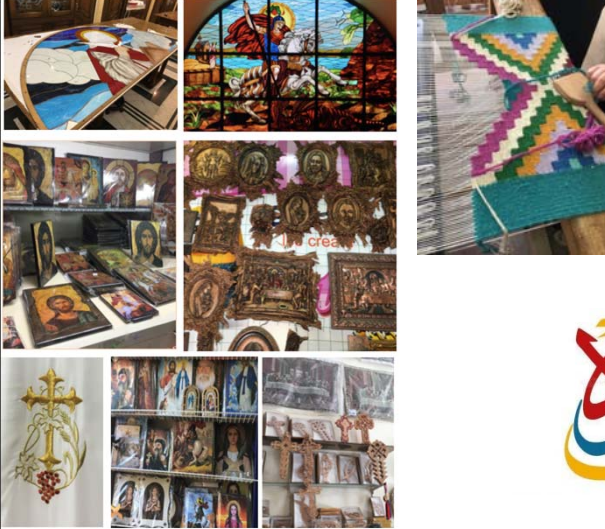
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The Holy Family Journey
TYPICAL PRODUCTS
COPTIC ARTEFACTS


- AUTHENTIC PRODUCTS
- CREATIVE WORKS
- ARCHTECTURE

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TYPICAL PRODUCTS
AUTHENTIC GOODS
CREATIVE WORKS



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TYPICAL
PRODUCTS
ARCHITECTURE



The Saint Mary Church in Sakha



The New Hermopolis Eco-lodge in Minya Governorate

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— The Holy Family Journey
OPPORTUNITIES

Blessing of the Vatican's Pope
Francis to the pilgrimage route

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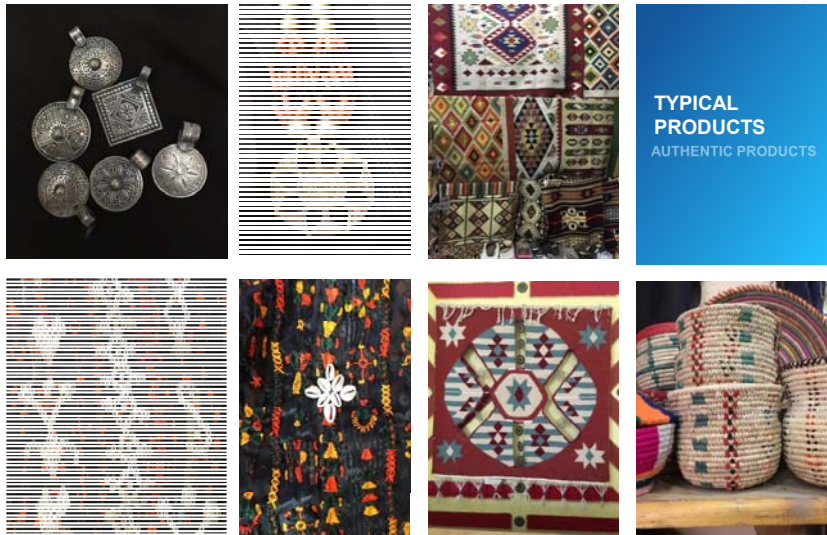
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THE SIWA OASIS
TYPICAL PRODUCTS
SIWAN ARTEFACTS

- AUTHENTIC PRODUCTS
- TRADITIONAL COSTUMES
- SAND THERAPY
- LOCAL INDUSTRIES
- PERFORMANCES

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TYPICAL PRODUCTS
AUTHENTIC PRODUCTS

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TYPICAL PRODUCTS
COSTUMES

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TYPICAL PRODUCTS
COSTUMES

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TYPICAL PRODUCTS
SAND THERAPY



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TYPICAL PRODUCTS
LOCAL INDUSTRIES



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TYPICAL PRODUCTS
MUSIC, SONGS
AND
PERFORMANCES



EL ZAKALA DANCE

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THREE SELECTED ATTRACTIONS

EGYPTIAN CUISINE



The Egyptian Cuisine is unique and makes heavy use of legumes, vegetables and fruit from Egypt's Nile Valley and Delta.



Drinks

Food

Dessert

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THE SIWA OASIS
OPPORTUNITIES
FESTIVALS

The Seyaha Festival
"EID EL MOSALHA"

The Egyptian Palm Dates Festival

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NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION



NMEC Galleries

NMEC houses permanent and temporary galleries with a surface area of 23235m²; the exhibition galleries are as follows:



NMEC collections (about 50,000 objects) cover archaeological and ethnographical artifacts, paintings and jewellery, intangible heritage collections and masterpieces ranging from Prehistory to the present day.

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NMEC FACILITIES

The NMEC hosts cultural events and festivals in premises. The museum also conducts workshops for children and adults to attract visitors, in addition, the museum provides many facilities.

Conference Room and Lecture Hall

23 seats with 3 translating cabins 187 seats

Theatre

486 seats with 4 translating cabins

Museum Educational Center

5 Classes

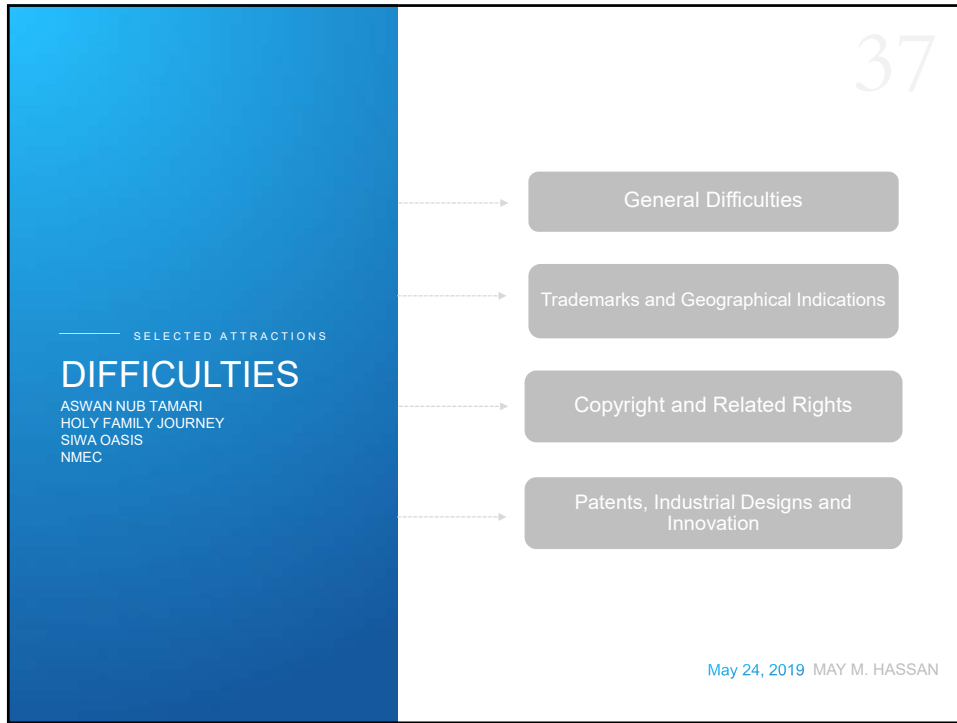
Cinema

332 seats; analog 35mm + digital with 3D

VIP lounge, lakeside cafes and restaurants

Library, Print House, Gift Shop and 42 Shops

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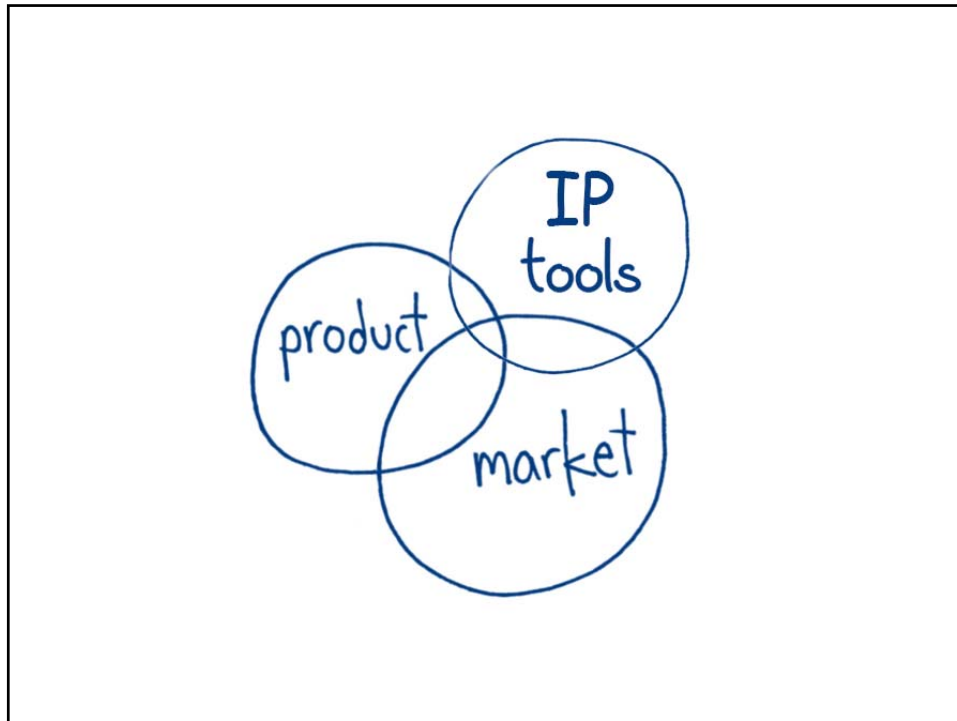


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Product/market fit means being in a good market with a product that can satisfy that market.

Marc Andreessen

A hand-drawn Venn diagram consisting of two overlapping circles. The left circle is labeled "product" and the right circle is labeled "market". An arrow points from the word "fit" to the intersection of the two circles.



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FIELD RESEARCH
Intellectual Property Tools

1 TRADEMARKS	2 COPYRIGHT AND RELATED RIGHTS
3 PATENTS AND INDUSTRIAL DESIGNS	4 GEOGRAPHICAL INDICATIONS AND APPELLATION OF ORIGIN
5 TRADE SECRETS	6 PLANT VARIETY

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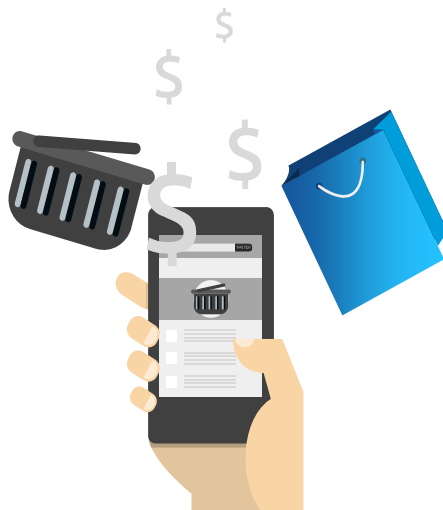


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— TRADEMARKS

The products do not bear any mark, trade indication, nor do they enjoy a certification of origin which lead to:

1. Lack of identification;
2. Low price tags that hinder proper growth and development of relevant creative industries;
3. Negative impact on the economic development of the selected destination.



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RECOMMENDATION

BRANDING

The branding of destinations, typical products (goods and services) and festivals using the Intellectual Property tools shall provide measures to safeguard the identity of destinations and local community.

- 1 **Destination Branding**
to attribute a higher value to the message of the destination.
- 2 **Products Branding**
to raise consumer confidence in the authenticity of the typical local products.
- 3 **Festivals Branding**
to build recognition of the traditional Egyptian festivals.

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IP STRATEGIES

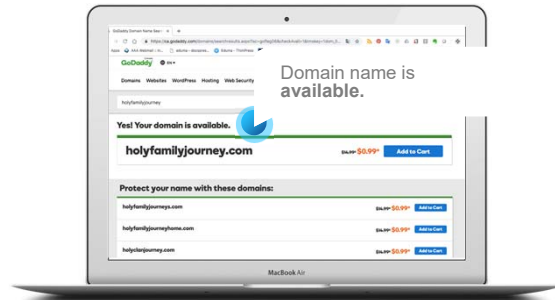
IP-SMART BRANDING AND MARKETING TRADEMARKS

Commercialization and Monetization of IPRs

- 1 **Registration**
Registration of the trademark in the Egyptian Trademark Office and in other trademark offices of other countries when needed.
- 2 **Utilization**
Using the trademark on the products or services, advertising materials, marketing campaigns...etc,
- 3 **Trademark Licensing**
Allowing another party to make and distribute specific products or services under the licensor's trademark agreement.
- 4 **Product and Trade Name Franchising**
Licensing of a franchisee or dealer to sell or distribute a specific product using the franchisor's trademark, trade name, and logo.

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IP STRATEGIES
DOMAIN NAMES

Domain names can be protected as a trademark!

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— Other forms of
Proprietary Identifiers
related to Social Media



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National Museum of Egyptian Civilization

The Gift Shop does not have any product that bear the NMEC mark.

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— IP STRATEGIES —

NMEC TRADEMARK LICENSING CYCLE



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— IP STRATEGIES —

TRADEMARKS FOR MUSEUMS



- 01 MUSEUM'S NAME, LOGOS, TRADE NAME
- 02 ARTIST'S NAME AND SIGNATURE
- 03 THE BUILDING OF THE MUSEUM AND WORKS OF ART
- 04 PACKAGES OR COLORS OF THE MUSEUM-BASED OBJECTS
- 05 TITLES OF EXHIBITIONS AND PROGRAMS

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— IP STRATEGIES —

The Louvre Abu Dhabi

The Louvre Abu Dhabi is an art and civilization museum, located in Abu Dhabi, UAE. The museum was established on 8 November 2017. It is part of a **thirty-year agreement** between the city of Abu Dhabi and the French government.



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Fuwwah mark

Fuwwah an Egyptian brand born in Fuwwah, a city in Kafr El-Sheikh governorate, that aims to sustain the kilim making by training women on the traditional techniques of making kilim and marketing their products through national and international exhibitions.



Siwa mark

Siwa is an Egyptian brand born in Siwa that promotes the high quality of Siwa olive oil and other organic products extracted from Siwan land.

— COLLECTIVE MARKS
 APPELLATION OF ORIGIN
 GEOGRAPHICAL INDICATION (N/A)

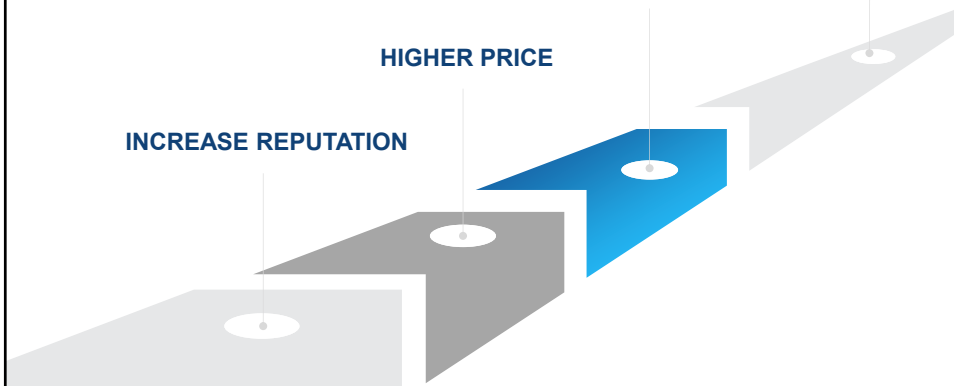
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HIGHER
 BRANDING
 POSITION

ADDED-VALUE

HIGHER PRICE

INCREASE REPUTATION



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IP STRATEGIES

CULTURAMA

CULTURAMA is a patented cultural panoramic show portraying the history of Egypt and is considered the first interactive nine-screen panorama worldwide; however the patent will expire soon.

REGISTER CULTURAMA AS A TRADEMARK

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IP STRATEGIES

GEOGRAPHICAL INDICATIONS AND APPELLATION OF ORIGIN



GIs Registration

Create a database for Egyptian goeographical indications

1

Product Recognition

Product recognition is a process by which a product is automatically recognized within an image or video.

2

Origin Recognition

Origin recognition is a process by which a reputed product is automatically recognized by a specific geographical origin.

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IP STRATEGIES

COPYRIGHT AND RELATED RIGHTS

Economic & Moral Rights

- 1 Automatic Protection
Throughout the lifetime of the author and for 50 years from the date of his death.
- 2 Registration
a. Copyright Administration
b. IP Administration at the Fine Art Sector
- 3 Product Recognition
- 4 Copyright Licensing

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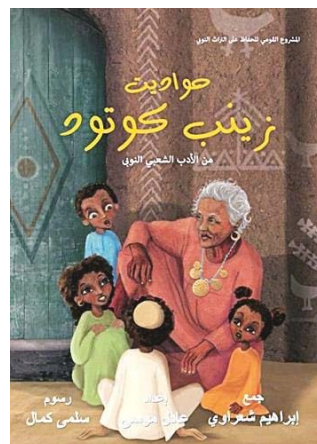
IP STRATEGIES

COPYRIGHT AND RELATED RIGHTS

Economic & Moral Rights



Licensing
 Reproduction
 Translation
 Distribution



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IP STRATEGIES
Mobile Applications
Commercialization and Monetization of IPRs



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COPYRIGHT FOR MUSEUMS

- . AUDIO RECORDINGS
- . AUDIO-VISUAL WORKS
- . MULTIMEDIA PRODUCTION

- . PHOTOGRAPHIC IMAGES OF ARTIFACTS
- . ARTWORKS IN MUSEUM COLLECTIONS

- . PUBLICATIONS
- . EDUCATIONAL MATERIAL
- . DATABASES OF INFORMATION ABOUT COLLECTIONS

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— IP STRATEGIES

**PATENTS,
INDUSTRIAL
DESIGNS AND
INNOVATION**

- 1 Innovation
Innovation is only the first step.
- 2 Registration
- 3 Monetization

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IP STRATEGIES

CULTURAMA

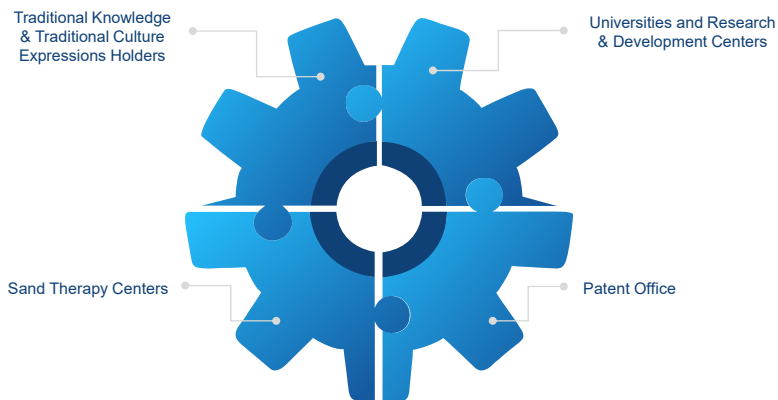
CULTURAMA is a patented cultural panoramic show portraying the history of Egypt and is considered the first interactive nine-screen panorama worldwide.

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IP STRATEGIES

COOPERATION AGREEMENTS



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IP STRATEGIES

OTHER RECOMMENDATIONS

INNOVATION HUBS MADE IN EGYPT CERTIFICATION OF ORIGIN DESTINATION DOMAIN NAMES TRADE SECRET LEGAL REFORM

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FIELD RESEARCH

CHALLENGES

Challenge Category	Order
IP AWARENESS CHALLENGES	01
IP MANAGEMENT CHALLENGES	02
POLICY & INSTITUTIONAL CHALLENGES	03
LEGAL CHALLENGES	04

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Multiple Bodies
The effective coordination between all the stakeholders related to tourism and cultural heritage is necessary.

———— IP STRATEGIES

SINGLE IP BODY

Establishing a *single body* responsible for the implementation of tourism-related IP strategies in order to provide a greater attention to the promotion of tourism and cultural heritage through the lens of intellectual property, in order to develop effective IP policy and policymaking that complement each other.

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———— IP STRATEGIES

IP BODY RELATED TO TOURISM

The single IP body shall serve the tourism and culture sectors in all the matters related to intellectual property.

- 1

Center of Information
to support local tourism-related businesses and foster their competitive edge using intellectual property tools.
- 2

Capacity Building
to raise IP awareness through establishing training programs that improve the creation of more IPRs based on tourism and culture.
- 3

IP Management
to establish IP related policies, manage the IP portfolios related to tourism and coordinate between the tourism industry and the creative industry.

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IP STRATEGIES

IP POLICIES RELATED TO TOURISM

Develop new IP policies as well as associated programmes that create the enabling environment conducive to the creation of more IPRs aimed at promoting tourism and culture as well as increasing the competitiveness of local businesses and activities in the selected attractions.

- 1 National IP Policies
- 2 Tourism IP Policies
- 3 Museum IP Policies

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IP STRATEGIES

SUI GENERIS SYSTEM

Establish a new *sui generis* system that provides a sound protection for traditional knowledge (TK) and traditional culture expressions (TCEs) in order to promote their sustainability.

BENEFIT SHARING MECHANISM

- 1 Prevent third parties from gaining illegitimate access to traditional knowledge and traditional cultural expressions without sharing the benefits equitably.
- 2 Offer an easy licensing system in order to protect the rights and interests of local community; in addition to generate revenue that support their development.

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IP STRATEGIES

IP AWARENESS

Develop and conduct IP seminars and workshops to raise the awareness about the intersection between IP, tourism and culture.

- 1 SEMINARS
- 2 WORKSHOPS
- 3 TOURISM-IP CURRICULUM

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IP RECOMMENDATIONS

SEMINARS

- National Seminar on Intellectual Property, Tourism and Culture: *Policy Options for Sustainable Development in Egypt*
Cairo, Egypt, November 27 and 28, 2018
- National Seminar on IP in Tourism and Cultural Heritage Promotion in Egypt: *IP Management in Museums*
Cairo, Egypt, March 17 to 19, 2019
- National Seminar for *Private-Sector Tourism Stakeholders* on Tourism, Development and Intellectual Property: *The Tourism Industry Perspective*
Cairo, Egypt, March 20 to 21, 2019

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As the first registered trademark for Egyptian authentic handicrafts, *Creative Egypt* aims at promoting Egypt's heritage and achieving sustainable development for Egyptian artisans.

Creative Egypt combines handicrafts and creative products representing a group of leading Egyptian designers and entrepreneurs across 28 creative clusters from 10 governorates across Egypt.




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— Azza Fahmy Jewellery —

EGYPTIAN CULTURE HERITAGE

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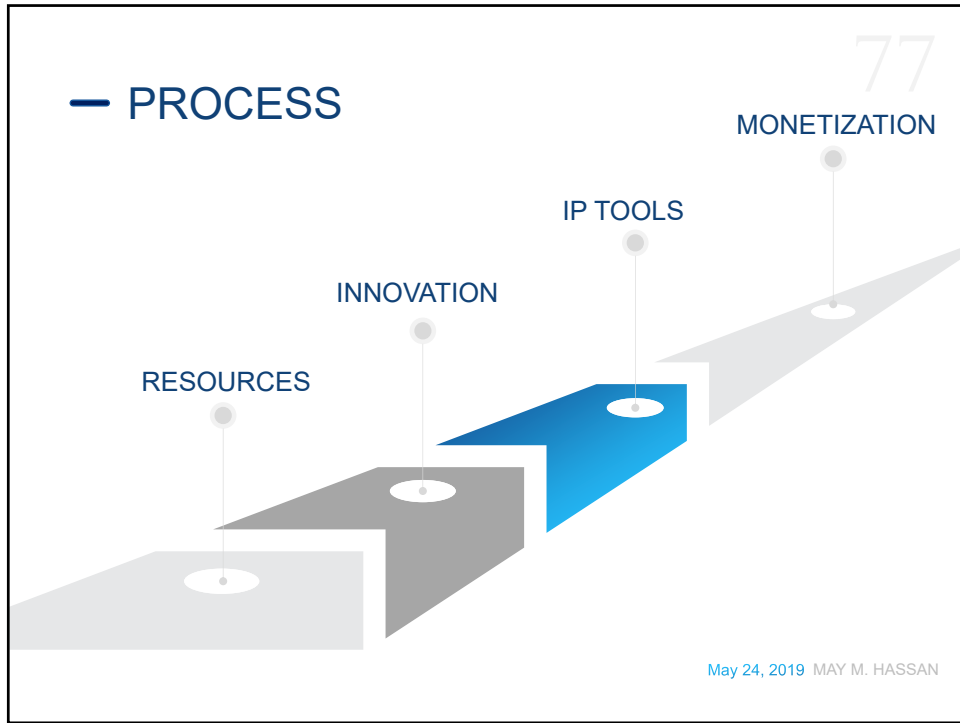
— Inspired by the Nubian Culture Heritage

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AZZA FAHMY JEWELLERY
Egyptian Jewellery Fashion Designer
(AZZA FAHMY, 2018)



AZZA FAHMY



— Kilim Industry

Our story begins in Fuwwah, a small village that sits on the western banks of the lush Nile Delta. Just a few decades ago, Fuwwah used to be a hub for handmade kilim rug weaving and home to thousands of workshops, however with a declining tourism industry and the fast spread of cheaper machine made rugs, Fuwwah's main industry began to fade. With every purchase you are joining Kilim's initiative to put Fuwwah back on the local and international map for authentic craftsmanship. (KILIM, 2018)

Kilim is an Egyptian social enterprise/lifestyle brand that aims to revive & sustain the art of kilim making by introducing modern designs to a time-honored technique.

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— #ThisisEgypt

ThisisEgypt is a widely popular advertising campaign that promotes Egypt's tourism, known through social media by the hashtag #thisisegypt.



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#1 AWARD WINNING

Best Tourism Promotional
Video in the middle East



#ThisisEgypt

The advertising campaign was awarded the title of Best Tourism Promotional Video in the middle East at the World Tourism Organization 22nd General Assembly in China; their video was chosen for the award out of 63 nominations, and presented to Egypt's Tourism Minister in front of WTO member nations.

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