

Q&A SHEET

Useful links

TRADITIONAL KNOWLEDGE

- Webinar Series: How to Protect and Promote Your Culture https://www.wipo.int/tk/en/protect_and_promote.html
- 9 tips to help Indigenous and local community entrepreneurs protect their goods and services with IP <https://www.wipo.int/tk/en/entrepreneurship/top-tips.html>

COPYRIGHT

- How to Make a Living in the Creative Industries <https://www.wipo.int/publications/en/details.jsp?id=4166>
- Protecting Your Mobile App <https://www.wipo.int/publications/en/details.jsp?id=4569&plang=EN>
- WIPO for Creators <https://www.wipo.int/wipoforcreators/en/>

IP DIAGNOSTIC TOOL

- WIPO IP Diagnostic <https://www.wipo.int/ipdiagnostics/en/>
- Guides: Intellectual Property for Business <https://www.wipo.int/publications/en/series/index.jsp?id=181>
- Taking your tradition based business online <https://www.wipo.int/tk/en/entrepreneurship/digital-economy-tips.html>

HAGUE, MADRID & LISBON

- The International Design System <https://www.wipo.int/hague/en/>
- The International Trademark System <https://www.wipo.int/madrid/en/>
- The International System of Appellations of Origin and Geographical Indications <https://www.wipo.int/lisbon/en/>

WIPO GENDER RELATED ACTIVITIES

- Gender Equality, Diversity and Intellectual Property <https://www.wipo.int/women-and-ip/en/>
- Increasing the Role of Women in Innovation and Entrepreneurship: Workshop with Oman, Pakistan and Uganda https://www.wipo.int/sme/en/news/2021/news_0002.html

GENERAL	QUESTIONS	ANSWERS
	Is it possible to have only one of these IP rights or I need to have all to seek for protection?	<p>If eligible for IP protection, and depending on their nature, creations of the mind could be protected by one IP right, or a combination of IP rights.</p> <p>To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	Does traditional/ indigenous food form part of expression?	<p>Traditional cultural expressions (TCE) are forms in which traditional knowledge and culture are expressed. Therefore, traditional and indigenous foods, in their natural form as such, would not qualify as TCEs but traditional recipes could qualify as TCEs if they represent an expression of the culture.</p> <p>To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	Writing my own Training Manuals does qualify as IP?	<p>Intellectual property (IP) refers to creations of the mind, such as literary works. Any original written materials such as training manuals, would allow the author to obtain copyright protection over their work.</p> <p>Learn more about copyright here: https://www.wipo.int/copyright/en/.</p> <p>For further tips on copyright protection, please visit our webpage: https://www.wipo.int/ip-outreach/en/ipday/2022/toptips/copyright.html.</p>

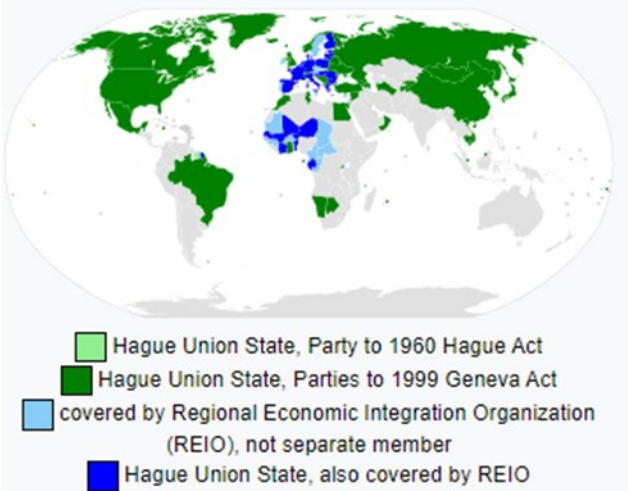
	<p>Is it possible to link up UNESCO ICH and WIPO TK with Greater Ease!</p>	<p>Intangible cultural heritage, traditional knowledge and traditional cultural expressions are intrinsically interlinked. The efforts of UNESCO and WIPO allow for their recognition, protection and promotion.</p> <p>WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC) undertakes text-based negotiations to finalize an agreement on an international legal instrument(s) for the protection of traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).</p> <p>Learn more about the IGC mandate here: https://www.wipo.int/export/sites/www/tk/en/docs/igc-mandate-2022-2023.pdf.</p> <p>Learn more about the UNESCO World Heritage Convention here: https://whc.unesco.org/.</p>
	<p>How small businesses could afford applying for IP for their cultural arts?</p>	<p>Fees for registering IP rights vary from country to country, and depend on the type of IP that one wishes to register. IP offices in your country will have the most accurate information on the fees, procedures, as well as potential programs to obtain fee reductions and other support for small and medium-sized enterprises.</p>
	<p>WPO is good tool for protection intellectual property, including indigenous traditions. But WPO establish by "western' legislation. Could be to use customary law for protection indigenous knowledge and culture? What you think?</p>	<p>For information on WIPO's normative work in the context of the WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC), please consult https://www.wipo.int/tk/en/igc/ .</p> <p>For information on WIPO's engagement with Indigenous Peoples as well as local communities, please consult: https://www.wipo.int/tk/en/engagement.html</p>
	<p>Is protection available for new (innovative) design of handcraft or common (old) design?</p>	<p>Industrial designs qualify for registration and protection if they are new, original or have individual character. This is also the case for tradition-based designs. For more information on industrial designs, we invite you to see the guide <i>Looking Good: An Introduction to</i></p>

		<p>Industrial Designs for Small and Medium-sized Enterprises https://www.wipo.int/publications/en/details.jsp?id=4388&plang=EN To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	How do you protect your concept as you are busy preparing to pitch to different institutions?	<p>Copyright law does not provide protection to ideas as such, but rather to their unique expression. For further tips on what could enjoy copyright protection, please visit our webpage: https://www.wipo.int/ip-outreach/en/ipday/2022/toptips/copyright.html. To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	Is there anywhere on your website where we could learn more about the IP that could be applied to a collective?	<p>Collectives can opt for a variety of IP rights, depending on the goods and services they provide. For tradition-based collectives, WIPO has prepared a Practical Guide on how to protect and promote your culture (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	Does an idea also include the way existing concepts are put together to form a new dual concept?	<p>Copyright law does not provide protection to ideas as such, but rather to their unique expression. For further tips on what could enjoy copyright protection, please visit our webpage: https://www.wipo.int/ip-outreach/en/ipday/2022/toptips/copyright.html. To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>

	Can thousand-year-old rock paintings be protected as cultural heritage?	<p>From an IP perspective, the copyright on the thousand-year-old rock paintings has expired and the painting has entered the public domain.</p> <p>The rock paintings can, however, form part of a community's cultural heritage.</p> <p>To be recognized as a world heritage site, it would follow the provisions of the UNESCO World Heritage Convention. Further information on the Convention</p>
	Are there any regional/national organizations or associations that facilitate access to intellectual property (and thus to the means of protecting/promoting know-how) for indigenous peoples? Most of them are far from having the western "connectivity" that remains necessary for IP protection	On the national level, national IP institutions (for example, IP offices) are the entities to be approached for IP related matters in a country. Recognizing the specific contexts with the country, some governments have opted to create specialized entities to support the particular needs of Indigenous Peoples, as well as local communities.
	What is WIPO doing to improve intellectual property right in other under developing countries?	To learn more about what WIPO is doing to improve intellectual property right in under developing countries visit: https://www.wipo.int/ip-development/en/agenda/
BRANDING WITH IP	QUESTIONS	ANSWERS
	We need to talk about infringement and how to fight the machine Made production duplicate products filling up space in being more competitive	<p>Fighting machine-made duplicates of handmade products is a multifaceted process.</p> <p>Register your intellectual property: Registering your trademarks, copyrights, or design patents can provide stronger legal protection.</p> <p>Monitor the market: Regularly search online marketplaces, social media platforms, and other relevant channels to detect potential infringing duplicates of your handmade products.</p> <p>Document evidence: Collect evidence that clearly demonstrates the similarities between your handmade products and the machine-made duplicates.</p>

		<p>Cease and desist letter: Depending on the jurisdiction, send a cease and desist letter to to assert your intellectual property rights, demand that they stop the infringing activities.</p> <p>Take legal action: If the infringement continues depending on IP legislation, consider filing a lawsuit. If the duplicates are being produced and sold in multiple countries, you need to protect and enforce your intellectual property rights internationally. Consult https://ipportal.wipo.int/ for international protection of IP rights.</p>
	<p>All countries do not have same IP laws.eg GI is acknowledged in India but not sure if all countries follow the same</p>	<p>The Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), administered by the World Trade Organization (WTO), sets minimum standards for the protection of intellectual property rights, including geographical indications. Countries that are members of the WTO have implement TRIPS provisions into their national laws to protect geographical indications. However the recognition and protection of geographical indications vary from country to country. Some countries have well-established GI laws and systems in place, while others may have limited or no specific legislation addressing geographical indications. It's important to consult the intellectual property laws and regulations of each specific country you are interested in to determine the level of protection available for geographical indications.</p>
	<p>Please we produce Shea butter and black soap. Please how can we obtain property right?</p>	<p>If you want to protect the brand names or logos associated with your Shea butter and black soap, consider applying for trademark. If your Shea butter or black soap has unique formulations or manufacturing processes that provide a technical advantage, you may consider seeking patent protection. Once you have determined the type of intellectual property protection you need, prepare and file the relevant applications with the appropriate intellectual property office in your jurisdiction. The application process typically requires providing detailed information about your products and paying the associated fees. Before proceeding with the application process,</p>

		conduct a thorough search to ensure that there are no existing registrations with your desired intellectual property rights.
	International Protection is expensive for small producers. Does WIPO help in this regard?	As part of its broader capacity-building program, upon request, and within its budgetary limits, WIPO organizes workshops and seminars, expert and fact-finding missions, it commissions case studies, and carries out and offers legislative drafting advice, education and training. Beneficiaries of WIPO's technical capacity-building activities range from governments to indigenous and local communities, research, scientific and cultural institutions, academia, non-governmental organizations and other members of civil society.
	Does intellectual property have to be filled in each country you export to or you can do a one off international IP protection and from where can you do this from?	Using WIPO's Madrid System, you can file one international trademark application to secure trademark protection in all or any of its members. You can file for international trademark protection if you are a national of – or have a domicile or business in – any Madrid System member. The intellectual property (IP) Office of that Madrid System member will be your "Office of origin".
	If foreign trademark is not registered as per domestic law, in this case is it mandatory to protect that IP? Or is there any international treaty or convention which compelled to follow?	Paris Convention for the Protection of Industrial Property establishes basic principles of trademark protection and provides a framework for reciprocal treatment of trademark rights among member countries. Paris Convention for the Protection of Industrial Property: This treaty establishes basic principles of trademark protection and provides a framework for reciprocal treatment of trademark rights among member countries. It allows foreign trademark owners to claim priority based on their initial filing in one member country when seeking protection in other member countries. Total of 179 countries are members to Paris Convention however each country has its own specific requirements, procedures, and laws regarding the protection of trademarks.

	<p>What are the color indicators for on the International Design System picture?</p>	 <p> ■ Hague Union State, Party to 1960 Hague Act ■ Hague Union State, Parties to 1999 Geneva Act ■ covered by Regional Economic Integration Organization (REIO), not separate member ■ Hague Union State, also covered by REIO </p>
	<p>I would like to get more information about Lisbon System</p>	<p>The Lisbon System sets a legal framework to facilitate the international protection of AOs and GIs in 40 contracting parties without the difficulties and costs of filing and managing multiple registrations before different authorities. Through a single registration procedure with the World Intellectual Property Organization (WIPO), in one language and with only one set of fees in one currency, the Lisbon System grants protection for an appellation of origin already protected in one member state in the territories of all other members. The Lisbon System can be used to protect AOs and GIs for any type of product, such as agricultural and foodstuffs, natural, artisanal and even industrial goods.</p>
	<p>I know this is not relevant, but could you please guide me where to certify skin care products to sell in Canada and USA</p>	<p>WIPO is not the relevant authority on this matter, you may want to look at consumer regulation authorities in the countries indicated.</p>
	<p>Has the correlation between GIs and their link with their origin been identified by the WIPO or somebody else?</p>	<p>The TRIPS Agreement, administered by the World Trade Organization (WTO), sets out minimum standards for the protection of intellectual property rights, including GIs. Article 22 of TRIPS establishes that GIs are indications that identify a good as originating in a specific</p>

		territory, region, or locality where a particular quality, reputation, or characteristic of the good is essentially attributable to its geographical origin. However, many countries have their own specific laws and regulations that further elaborates requirements for GIs.
	What if your country doesn't have GI as IP?	Collective and certification trademarks can be used to protect GIs by providing right holders means to prevent unauthorized use of the geographical indication on products that do not meet the defined standards or do not originate from the designated region. However collective and certification trademarks can be costly and may entail a narrower scope of protection
	What system can we use in south Africa? and in Bangladesh?	You may wish to refer to the IP offices of the mentioned countries.
	Please provide more information on the differences between AOs and GIs	Appellations of origin are a special kind of geographical indication (GI). GIs and appellations of origin require a qualitative link between the product to which they refer and its place of origin. Both inform consumers about a product's geographical origin and a quality or characteristic of the product linked to its place of origin. The basic difference between the two concepts is that the link with the place of origin must be stronger in the case of an appellation of origin. The quality or characteristics of a product protected as an appellation of origin must result exclusively or essentially from its geographical origin. This generally means that the raw materials should be sourced in the place of origin and that the processing of the product should also take place there. In the case of GIs, a single criterion attributable to geographical origin is sufficient – be it a quality or other characteristic of the product – or even just its reputation.
	Are there WIPO Offices in Accra, Ghana?	Please refer to https://www.wipo.int/about-wipo/en/offices/
	Does the industrial design covers clothing design?	Yes. Industrial designs are applied to a wide variety of products of industry and handicraft items: from packages and containers to furnishing and household goods, from lighting equipment to jewelry, and from electronic devices to textiles.

	<p>What role copyright protection plays (or could play) in protection of traditional craft?</p>	<p>Copyright (or author’s right) is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings. Depending on the type of the traditional craft in question, IP protection such as copyright, but also others, could be provided.</p> <p>For further tips on what could enjoy copyright protection, please visit our webpage: https://www.wipo.int/ip-outreach/en/ipday/2022/toptips/copyright.html.</p> <p>To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p>
	<p>How can producers protect their GI products such as cinnamon and tea, which can easily be blended with lesser quality substitutes? How can damages be claimed in such case?</p>	<p>In the event that damages occur due to blending or substitution of registered GI products, producers may pursue legal remedies. To claim damages, producers would need to provide evidence that the infringing product misinterprets the GI and mislead customers and causes damages to GIs reputation, loss of market share, or economic harm. Implementing a strict quality control and traceability system would allow producers to track the origin of GI products. By maintaining detailed records and documentation, producers can demonstrate the authenticity of their products. In case of suspected blending or substitution, traceability systems can provide evidence to support legal claims.</p>
	<p>How much does the IP registration for handcrafts designs cost?</p>	<p>International design applications are subject to the payment of three types of fees, all payable in Swiss francs:</p> <ul style="list-style-type: none"> • a basic fee (397 Swiss francs for one design; 19 Swiss francs for each additional design included in the same application);

		<ul style="list-style-type: none"> • a standard designation fee or an individual designation fee for each contracting party where you seek protection. (Note: For standard designation fees, a three-level structure applies, reflecting the level of examination carried out by the contracting party); and • a publication fee (17 Swiss francs per reproduction) and, if filing in paper format, an additional 150 Swiss francs per page (counting from page two) of reproductions. We strongly recommend that you file your application online using eHague). <p>Note: additional fees (two Swiss francs per word) apply if your description exceeds 100 words. Find out more: Fees and payment methods Calculate your fees</p>
	Can I still register a trademark of my product, which has traditional design as an underlying element where that traditional product has already been registered as a GI?	The registration of trademarks and geographical indications can vary depending on the country and its specific laws and regulations. In some cases, the registration of a trademark that includes traditional design elements may be allowed if it does not mislead the consumers or conflict with the rights and protections afforded to the GI. However, each case is unique, and the specific regulations of your country will ultimately determine the result of the trademark application.
TRADITIONAL CREATIVITY GOING DIGITAL	QUESTIONS	ANSWERS
	What experiences have you had to carry out the economic valuation of traditional IP? Has it been difficult to determine this economic value? For which procedures have you had to carry out this valuation?	Determining the economic value of traditional IP can be a complex task, as it often involves assessing a range of factors such as market demand, industry trends, competitive landscape, licensing agreements, potential revenue streams, and the uniqueness or competitive advantage offered by the IP. Prices might differ depending on who is buying: for example, is it a collector from another country or is it a relative who is buying? Prices for handicraft

		<p>are often too low, as regards to the actual time that someone has invested. If the knowledge and skills of producing traditional items are recognized, the status is heightened, and so are the prices. This is one of the reasons why it is so important that no fake copies of traditional handicrafts are put on the market - this waters down the status of the traditional, well made products. The time put into the item is what will determine the pricing: the time put into producing materials used for the item, putting together the materials, time for detailing etc. The value of the material used will also determine the price, and the prices will also rise if the creator is well known and their items are coveted .</p> <p>I would advise you to check out the following webpage, which contains many tips for this exercise: https://www.wipo.int/sme/en/ip-valuation.html</p>
	HomoFaber is a market place?	No, Homo Faber Guide is an online platform referencing artisans and other craft realities throughout Europe and beyond.
	What criteria do Michelangelo Foundation use to partner with strategic partners? Of the 6000 artisans in their network, how much coverage do they have across Africa?	<p>We partner with organisations aligned with our goals and values of promoting and preserving craftsmanship. Should you be interested, we invite you to send an email to network@michelangeloofoundation.org</p> <p>We have just started covering Africa and have recently launched Zimbabwe on Homo Faber Guide – more African countries to come.</p>
	Question for the digital session - does WIPO has any guidance for using generative AI in the context of IP and traditional producers? For example using Dali-Almi or Midjourney in the process.	<p>The World Intellectual Property Organization (WIPO) has not specifically issued guidance on using generative AI, such as Dali-Almi or Midjourney, in the context of intellectual property (IP) and traditional producers.</p> <p>WIPO has been actively leading the conversation on the topic through the WIPO Conversation on IP and AI, which serves as a valuable forum for discussions and knowledge sharing. There has been 7 session since 2019. The summary of these discussions, along with other interesting information is available on our website. We</p>

		<p>also have published an Issue paper on IP policy and AI which could serve as reference as well If you are interested. The links to these resources are available below.</p> <p>For the WIPO Conversation on IP and AI https://www.wipo.int/about-ip/en/artificial_intelligence/conversation.html</p> <p>For the Issues Paper on IP policy and AI https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=499504</p>
PROTECTION AND PROMOTION OF TRADITIONAL BASED CREATIVITY AND INNOVATION: LOOKING FORWARD	QUESTIONS	ANSWERS
	<p>How easy is the transfer of knowledge to the younger generation as the youth of today is not very happy to continue the tradition?</p>	<p>It's not easy. Attracting and engaging future generations of young skilled craft practitioners is a significant challenge</p> <p>In the first place is mandatory:</p> <ul style="list-style-type: none"> • to invest in vocational training systems that include Crafts as an option. • to include crafts (pottery, jewelry, weaving...) as academic degrees in the higher education system • to provide accredited and quality training opportunities in Crafts <p>In the Craft sector as in any other sector, it is the economic success of its companies that attracts new professionals.</p> <p>Only a creative, qualified, sustainable Craft sector and a generator of wealth, will be able to value its professionals and attract new and young professionals.</p>

		It is also essential and of the utmost importance to elevate awareness and appreciation of Crafts as an integral part of society's cultural, social, and economic wellbeing
	General questions on how to partner with associations	you can send us an email to geral@cearte.pt with your partnership proposal. You can also consult what we are and what we do at www.cearte.pt
	Can stronger protection of TK be achieved by harmonizing the legal frameworks of OAPI, UNESCO, WTO, ARIPO and WIPO?	<p>The WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC) undertakes text-based negotiations to finalize an agreement on an international legal instrument(s) for the protection of traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).</p> <p>On July 21, 2022, the WIPO General Assembly decided to convene a Diplomatic Conference to conclude an International Legal Instrument Relating to Intellectual Property, Genetic Resources and Traditional Knowledge Associated with Genetic Resources no later than 2024. The Diplomatic Conference will be preceded by a Special Session of the Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore from September 4 to 8, 2023 and by the Preparatory Committee of the Diplomatic Conference from September 11 to 13, 2023.</p> <p>Learn more about the IGC mandate here: https://www.wipo.int/export/sites/www/tk/en/docs/igc-mandate-2022-2023.pdf.</p> <p>Learn more about the process related to the preparation for the 2024 Diplomatic Conference on Intellectual Property and Genetic Resources here: https://www.wipo.int/diplomatic-conferences/en/genetic-resources/index.html</p>
	How can we have IP on traditional Indian - Ayurvedic skin /hair/ Wellness products,	Traditional Knowledge (TK) can be defined as knowledge which results from intellectual activity in a traditional context. Not limited to a specific technical field, TK includes know-how, skills, innovations,

	<p>which are tweaked a little as per the modern day requirement</p>	<p>practices, and learning. In this connection, TK related to the production of Ayurveda products could qualify for IP protection if it fulfils the relevant requirements for protection, such as originality for copyright and novelty and inventive step for patents.</p> <p>To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).</p> <p>Learn more about the process related to the preparation for the 2024 Diplomatic Conference on Intellectual Property and Genetic Resources here: https://www.wipo.int/diplomatic-conferences/en/genetic-resources/index.html.</p>
	<p>Please what is WIPO doing to synthesis Intellectual property to youths in Africa, especially Cameroon?</p>	<p>For more information you can visit: Division for Africa https://www.wipo.int/about-wipo/en/activities_by_unit/index.jsp?id=1006; https://www3.wipo.int/contact/en/area.jsp?area=africa</p> <p>Webinar: Regional Bureau for Africa Capacity Building for Young Innovators and Entrepreneurs https://www.wipo.int/meetings/fr/details.jsp?meeting_id=58069</p>
	<p>Can we imagine a hybrid international protection of traditional knowledge that combines traditional customs and practices with modern law?</p>	<p>The WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC) undertakes text-based negotiations to finalize an agreement on an international legal instrument(s) for the protection of traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).</p> <p>Some of the current negotiating texts make reference to customary laws, and at the national level, a number of countries have also taken into account or made reference to customary law.</p> <p>Learn more about the IGC here: https://www.wipo.int/tk/en/igc/.</p>

		Learn more about the process related to the preparation for the 2024 Diplomatic Conference on Intellectual Property and Genetic Resources here: https://www.wipo.int/diplomatic-conferences/en/genetic-resources/index.html .
	How can traditional knowledge holders ensure that their intellectual property rights are respected and protected in an increasingly digital and globalized world?	To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).
	When it comes to trademark protection, would you recommend a certification mark or rather a collective mark for interested groups representing traditional producers?	<p>Certification marks and collective marks provide for different type of protection to its users, and their benefits depend largely on the particular context of the group of traditional producers.</p> <p>A certification mark is a mark which indicates that the goods or services in connection with which it is used are certified by the owner of the mark as being compliant with certain standards, which may include origin,¹ material, mode of manufacture of goods or performance of services, quality, accuracy or other characteristics. Certification marks are indicia of conformity of goods and services to particular standards, stipulated in the certification standards. For example, the WOOLMARK certification mark is a quality assurance symbol denoting that the products on which it is applied are made from 100% new wool and comply with strict performance specifications set down by the Woolmark company.</p> <p>A collective mark is a mark which distinguishes the goods or services of members of an entity (for example, an association) which is the owner of the mark from those of other undertakings. The user of a collective mark should belong to the entity or association which owns the mark and comply with “use regulations”. These regulations may relate to a common quality or accuracy, origin or other characteristics set by the association.</p>

¹ The origin may be a geographical place or simply the enterprise where the goods originate from.

		To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).
	My country Bhutan is a developing country and a very less people know about IP knowledge, how can I promote and teach my community regarding it? I am the only lady taking Initiative to promote IP and would love to go further as GI protection is very important in my country.	To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195). For more information on industrial designs, we invite you to see the guide Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises https://www.wipo.int/publications/en/details.jsp?id=4388&plang=EN
	How can one protect your design of traditional natural seeds jewelry when exporting?	An industrial design constitutes the ornamental or aesthetic aspect of an article. Depending on the applicable laws, independently created industrial designs must be either/or novel and original. If the traditional product fulfil all of the criteria then it may be protected.
	In your presentations, you did not talk about the costs related to the protection of traditional knowledge, in particular how much the protection in the form of trademarks, copyrights, secrets or geographical indications can cost?	Please refer to https://ipportal.wipo.int/home for calculating fees that would be suitable for your appropriate IP tool. Trade secrets are not disclosed to the public and protected by the proprietor.
	Can we get in touch with this network of the Sami people?	Absolutely! The School for education in Sami handicrafts in called Sámij áhpadusguovdásj, their website: https://samernas.se/ There is also a foundation working with Sami handicrafts, called Sámí Doudji. Their activity covers the whole of Sweden and the emphasis is on managing Sami crafts in the best way, spread knowledge about and developing the Sami cultural heritage. They support development through courses and scholarships aimed at craftsmen

		<p>and artisans. Sámi Duodji work to ensure that Sami crafts are made visible in various arenas, both in commercial and cultural contexts. Their website: https://sameslojdstiftelsen.com/eng/</p> <p>The Saami council, is a voluntary Saami organization (a non-governmental organization), with Saami member organizations in Finland, Russia, Norway and Sweden.</p> <p>The organization work with Saami policy tasks and their primary aim is the promotion of Saami rights and interests in the four countries where the Saami are living. They have developed two certification marks, one for traditional Sami handicrafts and one for handicrafts by Sami craftsmen and/or artisans that are not traditional. Information about the two certification marks https://www.saamicouncil.net/news-archive/smiri-almustahtt-smi-duodji-ja-smi-made-mearkkaid-d78cb-3aket.</p>
	<p>What can be done about the fact that fighting infringement through legal means requires resources (time, money, expertise) that many traditional producers lack? How can we manage the power imbalance that will remain even with legal recognition of IP rights?</p>	<p>At WIPO we work globally, with our member states as well as public and private organizations, to help develop understanding of and respect for intellectual property (IP).</p> <p>Building respect for IP means helping create an environment in which IP can fulfill its role to stimulate innovation and creation. It also means fostering an environment in which the system of protection provides equitable benefits for both owners and users of IP. Building respect for IP requires integrating elements encompassing developments in legislation, awareness and cultural change, business and technology solutions, and institutional collaboration.</p> <p>We provide the forum at which the relevant stakeholders continue to identify, discuss and elaborate creative solutions for building respect for IP.</p> <p>Explore the latest activities related to Building Respect on IP here: https://www.wipo.int/enforcement/en/activities/current.html.</p>

		To learn more about how to protect and promote your culture, we invite you to consult the WIPO webinar series (https://www.wipo.int/tk/en/protect_and_promote.html) and WIPO Practical Guide (https://www.wipo.int/publications/en/details.jsp?id=4195).
	Are there standard costs defined by the WIPO legal framework?	WIPO service costs are publically available information and can be found: <ul style="list-style-type: none"> • Madrid System https://www.wipo.int/finance/en/madrid.html • PCT https://www.wipo.int/pct/en/fees/ • Hague System https://www.wipo.int/finance/en/hague.html • Lisbon System https://www.wipo.int/finance/en/lisbon.html • ADR https://www.wipo.int/amc/en/arbitration/fees/
	How can we, as an public institution (CONARTE, from Monterrey, México) collaborate with WIPO? (CONARTE, from Monterrey, México)	You can contact us here: https://www3.wipo.int/contact/en/