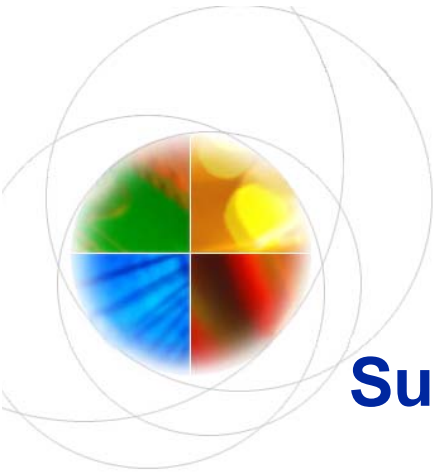


**WIPO ASIAN REGIONAL SEMINAR
ON
AN INTELLECTUAL PROPERTY STRATEGY
FOR
Small and Medium-sized Enterprises (SMEs)**

**Daeduk, Daejeon, Republic of Korea,
November 26 to 28, 2002**



**Case Studies
on
Successful Use of the IP System
by
Small and Medium-sized Enterprises (SMEs)
(Best Practices)**

**Jaekap Yoon, Senior Counselor
Small and Medium-Sized Enterprises (SMEs) Division
World Intellectual Property Organization**

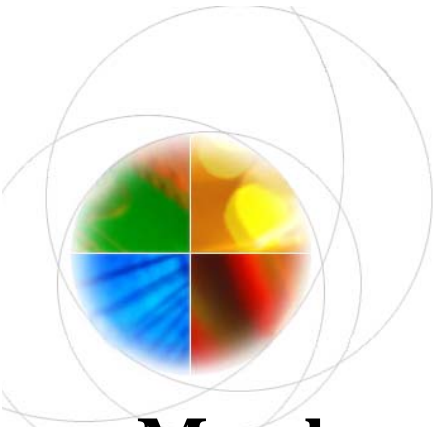


Mandy Haberman

Background

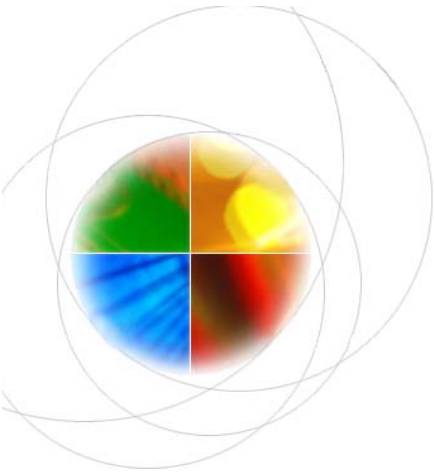
- **An English housewife who became an award winning inventor and entrepreneur**
- **A graphic designer who graduated from London's St. Martin's School of Art**





Background Contd...

- **Member of UK Chartered Institute of Patent Agents (CIPA) Disciplinary Board**
- **Member of Intellectual Property (IP) Advisory Committee of UK Patent Office**
- **Member of Advisory Council for European Commission's Information Society Technologies Intangibles Research Project, PRISM**



Her Major Achievements

- **Invented, patented and commercialized “Haberman Feeder®”, a feeder for children with sucking difficulties**
- **Invented, patented and commercialized “Anywayup®”, a totally non-spill cup**



Her Awards

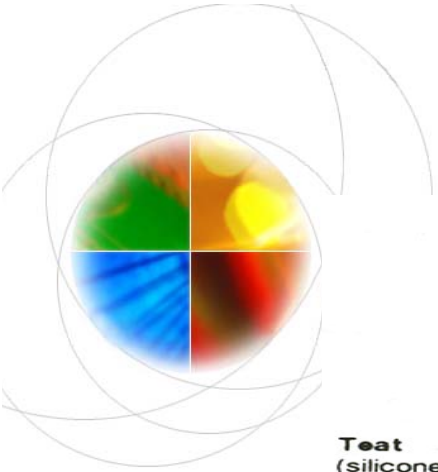
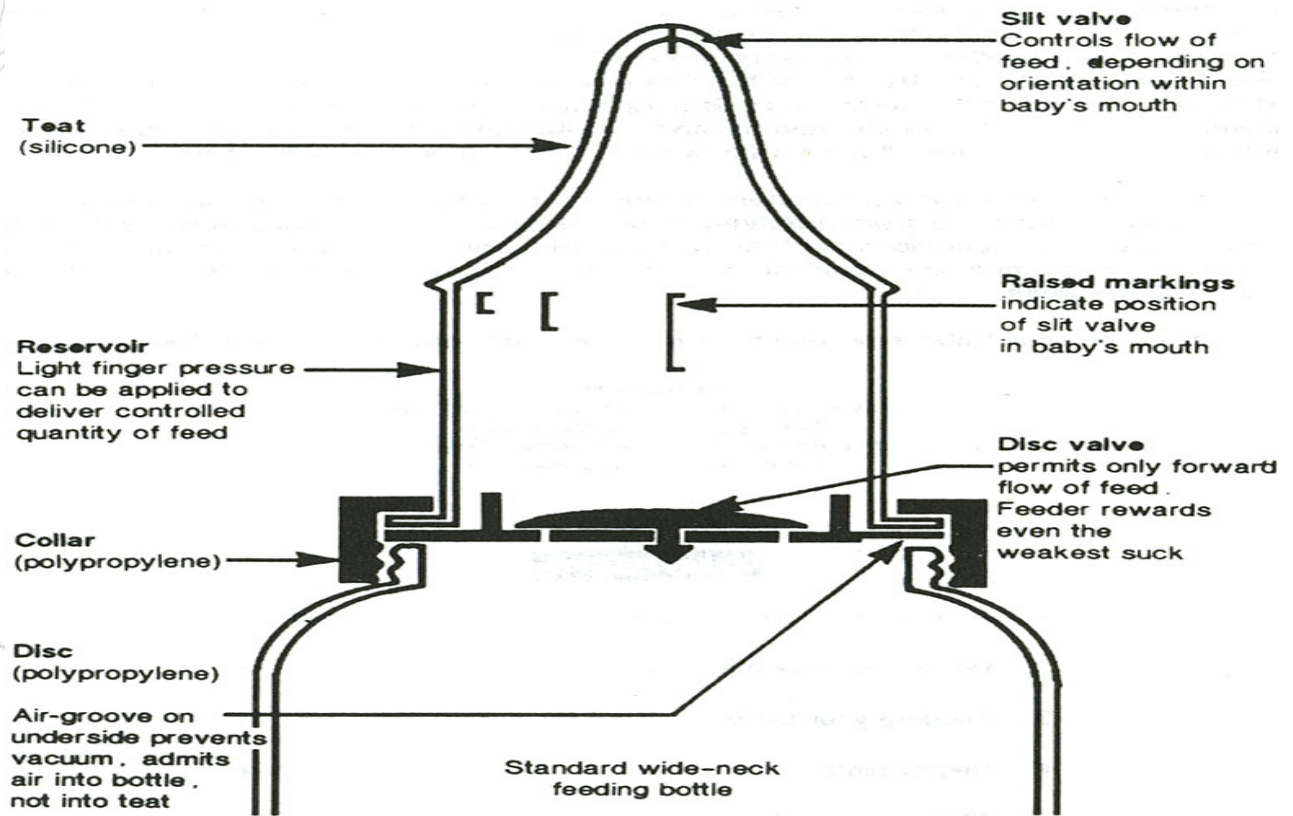
- **“Millennium Product” UK (2000)**
- **Female Inventor of 2000 (UK)**
- **Design in Business Association's "Design Effectiveness Awards (2000)”; Winner of Innovation Category**
- **Horner’s Award for Innovative Use of Plastics (highly commended) from the British Plastics Federation UK (2000)**
- **Mother and Baby Magazine Silver Award for Anywayup Smiley Cup in the Mealtime Category 2001-2**

What is Haberman Feeder?

- **Haberman Feeder is used for feeding babies with severe feeding problems**



THE HABERMAN FEEDER



What is “Anywaycup?”

- **Anywayup® is world's only totally non-spill cup, whether you shake, rattle or roll.**
- **Unlike other cups, Anywayup® Cup has no gap above the valve in which drips can get trapped**





What motivated her to invent Haberman Feeder?

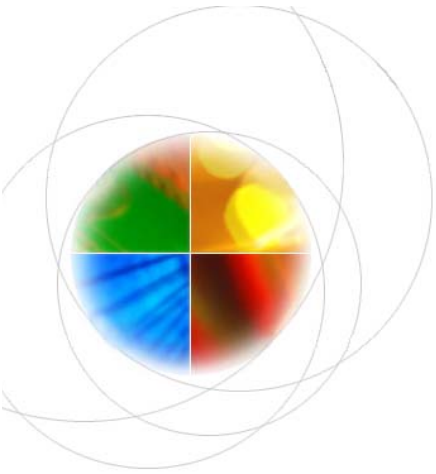
- **1980: Her daughter, Emily, born with Stickler's Syndrome (www.stickler.org.uk) causing sucking difficulties**
- **1982: Mandy begins work on designing a feeder for babies with sucking problems**



Developments in her story...

1984

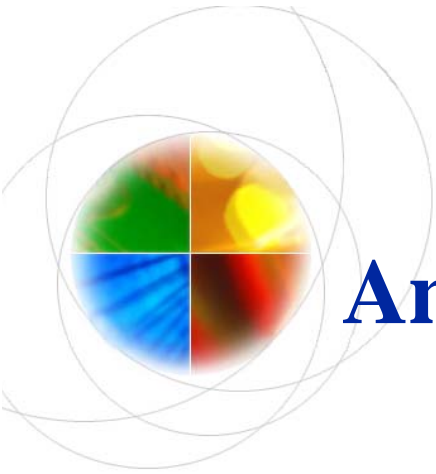
- **First prototypes of Haberman Feeder® produced with help of a private company; UK Patent Numbers 2169210 and 2131301**
- **Testing begun on six healthy babies, followed by successful testing on babies with feeding problems**
- **Sets up her own Company; Haberman Feeder® goes into production, with worldwide sales to specialist units, hospitals and clinics**



Motivation for designing the Anywayup Cup

1990

- **During visit to a friend's home saw children spill juice over the carpet**
- **This inspired her to work on the problem of leaky toddler's beakers**
- **Designed a leak-proof trainer cup that seals between sips**



Anywayup Cup Story Contd...

1992

- **First of many patents filed and granted (Patent No. GB-B-2266045) to protect her idea of using a slit valve to control the flow of liquid through the spout of a trainer cup**
- **Additional patents, both in the UK and overseas, are later filed and granted**



And the story continues...

1993

- **Prototypes offered for a license to 18 companies, mostly British, manufacturing products for infants. After initial enthusiastic response, for various reasons, no licensing deals struck**
- **Among prospective licensees was Jackel International Limited, which later infringed Mandy's patent**



Further progress...

1995

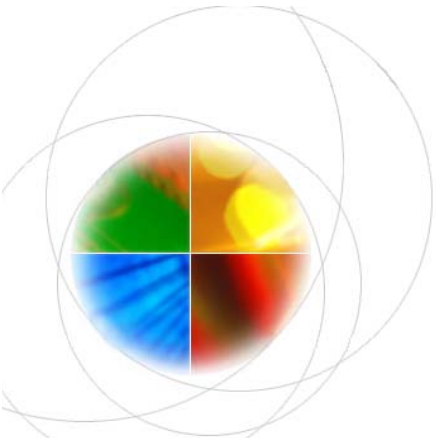
- **Mandy joins forces with small Cardiff-based V&A Marketing Ltd who specialize in marketing innovative products**
- **V&A produce prototypes for exhibiting at two baby and toddler fairs**
- **£10,000 worth advance orders secured**



Still more developments...

1996

- **Anywayup® cup sold in unprecedented numbers (@ 60,000 a week)**
- **Soon, a US company signed an exclusive USA licensing agreement to manufacture and sell it under Tumble Mates® brand**
- **Over 10 million cups are now sold each year worldwide**



Free-rider comes in...

- **As is often the case, the Anywayup® cup became a victim of its own success**
- **Just 18 months after the product was launched, discovered that a UK company she had initially approached for licensing (Jackel International Limited) brought on the market a product very similar to the Anywayup® cup**



Success in court action...

1999

- **Mandy Haberman sue the infringing company and won the legal battle**
- **An injunction was issued, preventing further infringement of the patent**
- **Appeal by the infringing company not followed up, after an out of court settlement was reached**



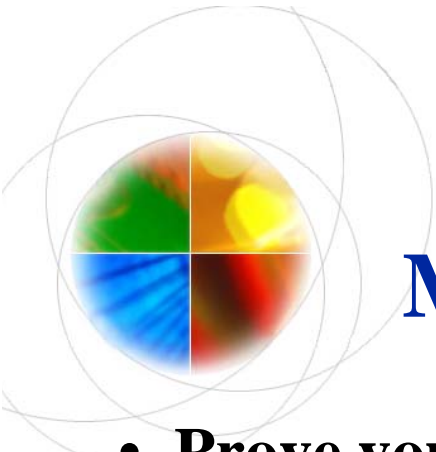
What do we learn from Mandy

- **Necessity is the mother of invention**
- **Patent before commercialization**
- **Commercialization and effective marketing through cooperation with experts and specialists**
- **Licensing strategy for increased revenue**
- **Monitoring the activities and enforcing the IPR**



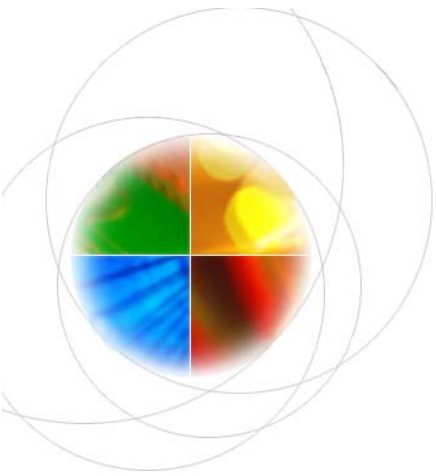
Mandy's Advice

- **Having an idea and turning it into reality is a most satisfying and rewarding experience**
- **If you want to change the world, inventing is the way to go about it**
- **Improving someone's quality of life is the greatest difference you can make**
- **Not only will you feel fulfilled but you will also be inspiring millions of others**
- **Every battle, every legal or financial struggle is worth it and makes the end product even more rewarding**



Mandy's Advice Contd...

- **Prove yourself to your bank manager, your friends, your family and to the world**
- **Be remembered, not forgotten**
- **If you want to bring awareness of IPRs, the best way is for you to experience their effects yourself**
- **Lead by example**
- **Life is for inventing, not relenting**



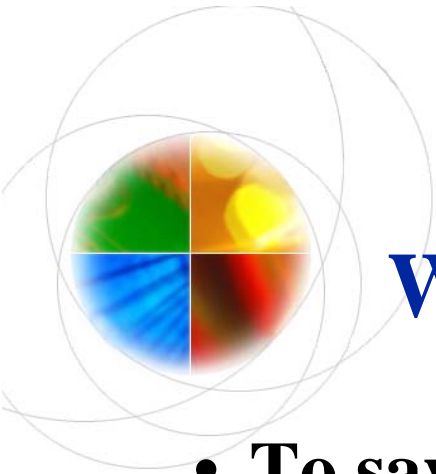
EATSET (Emergency Auto Transfusion SET)

- **A case study of Dr. Oviemo Ovjadje, an African medical doctor, who successfully raised financial resources for commercial exploitation of IPRs**



Background

- **Victims of Road Traffic Accident and patients with internal bleeding often dies from lack of blood**
- **Donated or purchased blood may be contaminated malaria parasites, Hepatitis B virus, Syphilis and AIDS Virus**
- **Transfusion services are not effective in Nigeria**



What did Dr. Ovjadje do?

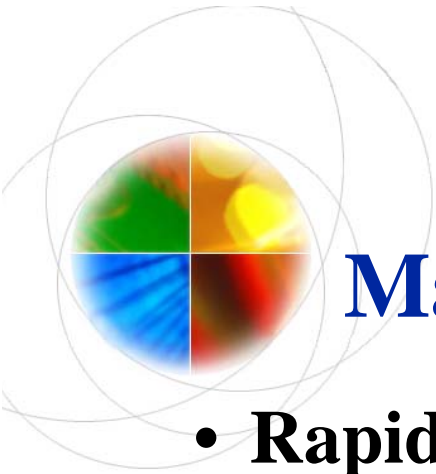
- **To save lives in need of blood**
- **Dr. Oviemo Ovjadje, of Military Hospital Ikoyi Lagos, while working at the University of Lagos and Benin Teaching Hospitals in Nigeria invented a emergency auto transfusion set, EATSET**

What is EATSET?

- **Recovering blood out of the body cavity during operations**
- **And to reinfuse it back into the patient after filtration**



EATSET manual device



Main Features of EATSET

- **Rapid recovery of blood from internal bleeding**
- **Simple to use: can be totally manually operated**
- **Closed system: no risk of infection transmission**
- **Cost effective: Disposable except manual pumping unit**



Key Benefits of EATSET

- **About 60% of Victims of Road Traffic Accident and patients with internal bleeding would benefit from blood recycling**
- **Extremely attractive idea especially for developing countries where blood resources are extremely scarce**



Achievements

- **With help of UNDP, EATSET device has been protected by patents and trademarks in nine countries**
- **In 1995, Dr. Ovadje declared the best African Scientist**
- **Awarded 1995 WIPO/OAU gold medal for scientific work designed to save women who usually die from abnormal pregnancy**

(OAU : Organization of African Unity)



Supporting Environment

- **In 1989, Dr. Ovadje started EATSET project with a meager sum of 1800 Naira (Approx. 120 USD)**
- **Nigerian government provided the necessary environment for research**
- **UNDP provided financial resources for R&D and testing**
- **WHO participated as executing agency**



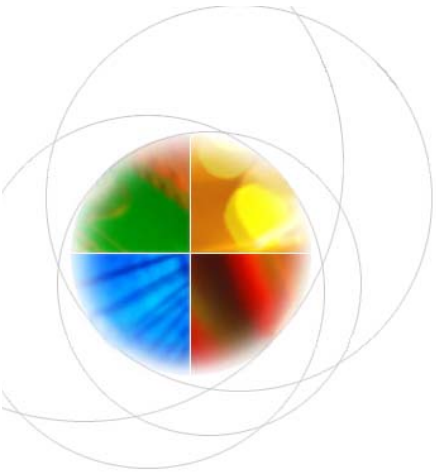
Pathway to Commercialization

- **April 2001: EATSET Industries established to facilitate the commercialization of EATSET medical device**
- **Though in its ‘infancy’, the company has already attracted several investors both public and private: 100,000 USD; expects to raise up to one million US Dollars**
- **Currently, EATSET industries focusing on designing appropriate medical tools for developing countries with limited resources for acquiring costly sophisticated technologies**



Lessons from Dr. Ovadje

- **Importance of effective use of publicly available funds or assistance to get IPR protection and to undertake further R&D**
- **Patents and trademarks play a key role in enhancing the confidence of investor and others**



Thank you