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Case Study (Norden Company)

Facts of the Case

Your company named Norden has started a new business in manufacturing and selling T-shirts and other apparel. The marketing office has suggested developing a new mark to market the new products and services.

Norden also came to idea to produce a line of T-shirts with famous characters from cartoons and movies. The CEO of Norden thinks that it would be nice to add some original art work (such as small paintings made by its employees/designers) on those T-shirts together with famous characters or celebrities.

Besides, Norden started manufacturing new packaging for its T-shirts and other apparel with some art work on them. Each package would be of the same color as the T-shirt and would smell differently: brown like chocolate, blue like blueberries, white like vanilla, red like roses, etc. Besides, the company's employees created a new method of closing such packages that allows them being efficiently reutilized. The CEO of Norden is very happy about that because, as he thinks, it improves the company's competitiveness in the clothing business.

The CEO of Norden was very happy about another fact as well. The specialist of Norden developed a new very efficient process of application of 3D images on T-shirts. The CEO of Norden considered patenting such process and thought about possible advantages and disadvantages of patenting. However, later he got to know that one of his employees who had developed that process got certain knowledge about such new design concept and technology from another company.

In any case, despite a few issues related to some of its employees' behavior, Norden has recently obtained venture capital to move its operations online based on an innovative concept where consumers would be able to create customized T-shirt designs with the mark Chicka! incorporating their personal pictures together with a chosen celebrity's picture via a simple upload of these pictures with the click of a mouse. Chicka!'s new online process which allows users to create high quality T-shirts is the envy of all competitors. Further, Norden plans to market its design capability on its website by creating digital links to other design concepts managed by other companies.

Moreover, the CEO of Norden has been recently informed about the fact of importation and reselling of Norden's branded apparel in Europe by several not authorized distributors. Since European market is very important for the company the CEO started to be worried about this practice.

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In turn, Norden would like to expand its business and to start selling its *Chicka!* branded apparel in some new markets. While planning to enter those new foreign markets the CEO consult you on the IP related issues to be considered.

NOTES:

1 – For the sessions *Making a Mark, Inventing the Future, Adding Value with GIs, Certificate and Collective Marks, and International Trade and IP*: please look at the exercises, questions, additional facts of this case, also additional exercises to other cases at Ms Lora Kushner's handouts.

2 – For the sessions *Looking Good, Creative Expression, In Confidence, and IP in the Digital Economy*, the exercises and questions will be discussed during Ms Kristina Janušauskaitė's sessions.