



# **Developing your IP Strategy Questions and Answers Session**

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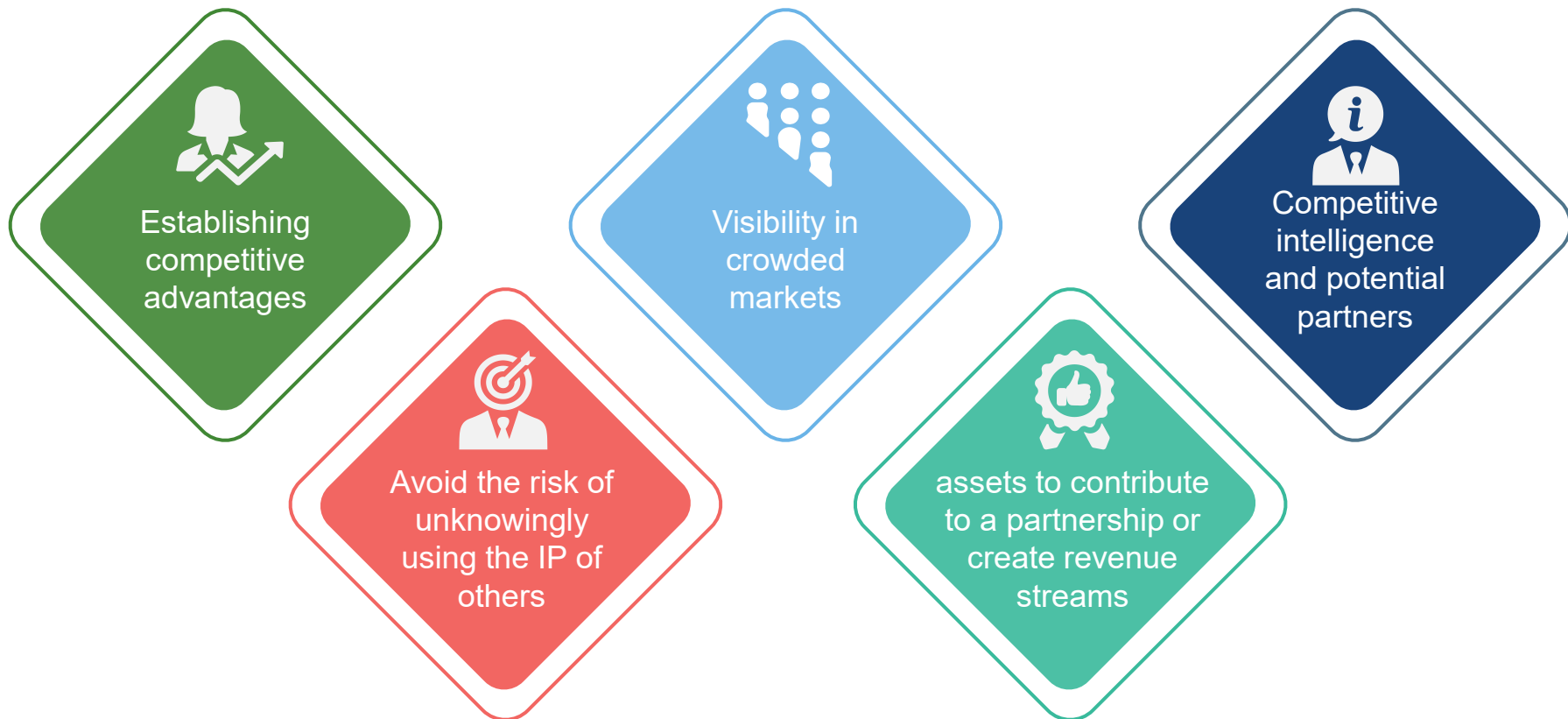
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# Outline



- Overview of top tips on IP for indigenous entrepreneurs
- Q&A session
- Some tools and resources

# Maximizing your potential through IP



# Protect your competitive edge with IPR

IP Rights give you control, deciding who can do what with your invention, creation, or brand



**An invention**  
patents, utility models  
or trade secrets



**A creative work**  
copyright, design  
rights

**MY  
COMPANY**

**Brand name or logo**  
trademark, copyright,  
design rights



**Confidential information**  
trade secrets



**A design**  
design rights,  
copyrights,  
patents\*



**A new plant variety**  
plant variety protection,  
patents



## Top Tips: Indigenous and Local Community Entrepreneurs and Intellectual Property

<https://www.wipo.int/tk/en/entrepreneurship/toptips/indigenous-and-local-community-entrepreneurs.html>

# 1. Protect your contemporary traditional cultural expressions with copyright

## **2. Use industrial design rights to protect the way your products look and feel**

### **3. Register distinctive Indigenous words, names and symbols as trademarks**



## **4. Distinguish your goods/services with certification/collective marks**

## 5. Link your goods and services to a place with a geographical indication

**6. Protect your innovations based on traditional knowledge**

**7. Keep your traditional knowledge confidential with trade secrets**

**8. Use unfair competition laws as a defense mechanism**

# Collaborations

- What information should be kept confidential?
- What kind of output could result in IP rights?
- Will those have sufficient commercial value to justify the expense of seeking IP protection?
- Who will apply for the IP rights?
- Who will own the IP rights?
- How will the benefits be shared?
- Who will be credited/attributed?

# Q&A

# IP strategy checklist

- Have you developed a product or a process that you consider new, innovative or unique?
- Do you create original, creative and/or artistic material?
- Do you rely on features to make the appearance of your product or the packaging of your product attractive?
- Does your business rely on information that if known by your competitors will affect your competitive advantage?
- Do you use a sign to distinguish your products?
- Do you rely on outside suppliers/providers?
- Do you have a website?
- Do you make or sell products outside of your country?
- Do you have employees?

# Intellectual Property and Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# Protect and Promote Your Culture

A Practical Guide to Intellectual Property for  
Indigenous Peoples and Local Communities



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
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# Growing a global portfolio through the Inventor Assistance Program



**APPLY TO THE IAP**  
<http://www.wipo.int/iap>

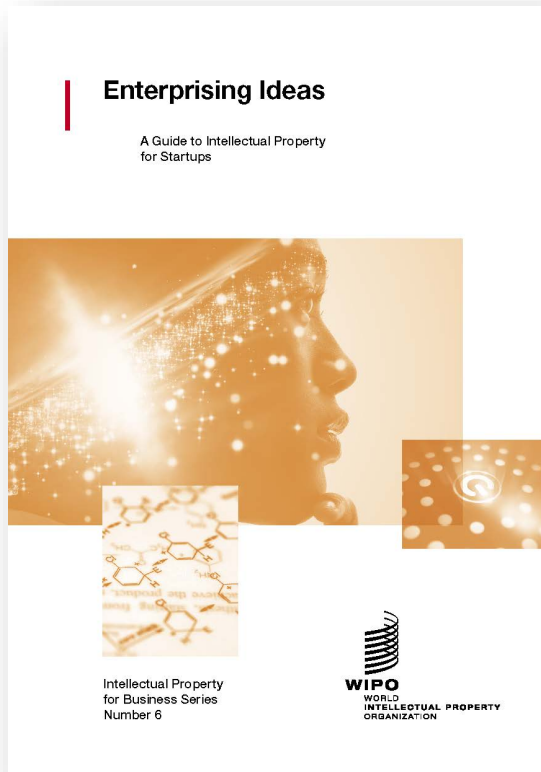


**GET MATCHED**  
inventor is matched with a  
volunteer to navigate  
the local patent system

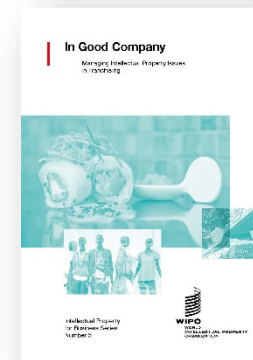
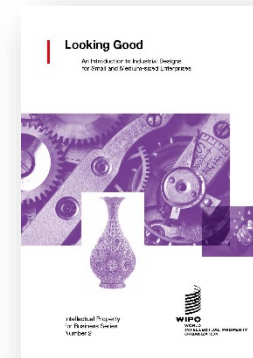
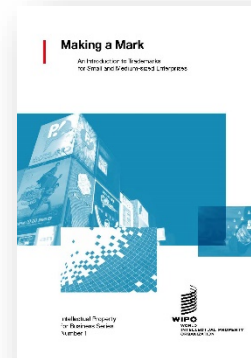


**GO BEYOND**  
inventor can also be matched  
with volunteers in  
selected countries and regions





*New in 2021*



See the entire series at  
<https://www.wipo.int/publications/en/series/index.jsp?id=181>

New to IP, get started with IPR Go!



[https://www.wipo.int/ip-outreach/en/ipday/2021/ip\\_journey.ppsx](https://www.wipo.int/ip-outreach/en/ipday/2021/ip_journey.ppsx)

Ready to start design your IP strategy?

Check out our step-by-step IP Diagnostics:

A white icon on a dark blue background. It consists of a magnifying glass over a document with a pulse line (EKG) on it, symbolizing a diagnostic or analysis tool.

<https://www.wipo.int/ipdiagnostic/>

# Thank you!

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