



# Naija IP Tales

**Trademark**

HAMZAT GIRLS COLLEGE, ZARIA, KADUNA STATE.

ZAINAB ABUBAKAR HAD MANY DREAMS,  
AND THIS WAS CERTAINLY ONE OF THEM.

BEING ALLOWED TO SPEAK BY HER INTELLECTUAL PROPERTY (IP) CLUB  
ON A SPECIAL PROGRAM ORGANIZED BY HER SCHOOL TO CELEBRATE THE  
WORLD IP DAY IN THE STATE WAS PHENOMENAL.

SHE PUT HER THOUGHTS TOGETHER AND GRACED UP, SHE HOPED  
SHE WOULD MAKE SENSE OUT OF WHATEVER SHE HAD TO SAY...

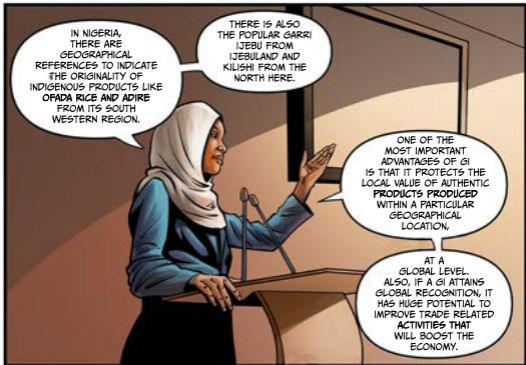
SEEING THE ENIGMATIC EMIR OF ZAZZAU, THE DIRECTOR GENERAL  
OF THE NIGERIAN LAW SCHOOL, KANO AND THE DIRECTOR-GENERAL  
OF THE WORLD INTELLECTUAL PROPERTY ORGANIZATION  
AMONGST OTHER DIGNITARIES SEATED IN THE HALL, EAGER TO  
LISTEN TO HER, MADE NOT ONLY HER LEGS TO TREMBLE BUT HER  
VOICE TO LOSE ITS STRENGTH.

MY TOPIC OF  
RESEARCH TODAY  
IS ON ONE OF THE LEAST  
EXPLORED ASPECTS OF  
INTELLECTUAL PROPERTY IN  
OUR DEAR COUNTRY. THIS  
MAKES IT A VERY TOUGH  
TOPIC FOR ME, BUT I AM  
CONFIDENT I WILL DO  
MY BIT.

UNTIL I  
RESEARCHED  
THIS TOPIC, I KNEW  
NOTHING ABOUT  
'GEOGRAPHICAL INDICATION'  
(GI) A VIRGIN AREA OF  
INTELLECTUAL PROPERTY  
IN NIGERIA.

A GOOD  
FOREIGN EXAMPLE  
IS THE POPULAR SWISS  
WRIST WATCHES THE  
SWISS PEOPLE ARE KNOWN  
FOR. PARMESAN CHEESE,  
AN ITALIAN CHEESE FROM  
ITALY IS ANOTHER  
GOOD EXAMPLE.

IN SIMPLE  
WORDS, THE TERM  
'GEOGRAPHICAL INDICATION'  
MEANS A SIGN USED  
ON PRODUCTS THAT HAVE  
SPECIFIC GEOGRAPHICAL  
ORIGIN AND POSSESS  
QUALITIES OR A REPUTATION  
THAT ARE DUE TO



IN NIGERIA, THERE ARE GEOGRAPHICAL REFERENCES TO INDICATE THE ORIGINALITY OF INDIGENOUS PRODUCTS LIKE OFADA RICE AND ADIRE FROM ITS SOUTH WESTERN REGION.

THERE IS ALSO THE POPULAR GARRI IJEBU FROM IJEBULAND AND KILISHI FROM THE NORTH HERE.

ONE OF THE MOST IMPORTANT ADVANTAGES OF GI IS THAT IT PROTECTS THE LOCAL VALUE OF AUTHENTIC PRODUCTS PRODUCED WITHIN A PARTICULAR GEOGRAPHICAL LOCATION.

AT A GLOBAL LEVEL. ALSO, IF A GI ATTAINS GLOBAL RECOGNITION, IT HAS HUGE POTENTIAL TO IMPROVE TRADE RELATED ACTIVITIES THAT WILL BOOST THE ECONOMY.



IN CONCLUSION...

HOWEVER, FOR LOCALLY MADE PRODUCTS TO BE RECOGNISED INTERNATIONALLY THEY NEED TO BE PROTECTED LOCALLY FIRST. BEYOND THIS, MANY COUNTRIES NEED A NATIONAL LAW FOCUSED ON THE PROTECTION OF GI.



THE ENTIRE HALL QUAKES WITH A STANDING OVATION FOR THE YOUNG GIRL.

DID I MAKE SENSE?

AND THE ACCOLADES COME IN TORRENTS....

PROFESSOR AMINU TANKO, DIRECTOR GENERAL, KANO LAW SCHOOL.

IN MY OVER TWENTY YEARS AS A PROFESSOR OF LAW, I DOUBT I COULD HAVE DELIVERED A BETTER LECTURE... AND I HEAR YOU ARE JUST IN SSI, THIS IS IMPRESSIVE.

THANK YOU, SIR.



SANNU DA AIKI.\* FOR MORE THAN THIRTY MINUTES YOU HELD ME SPELLBOUND WITH YOUR POWERFUL TALK. YOU ARE AMAZING. WE ARE ALL PROUD OF YOU.

NAGODE, SARKI.

MRS HALIMA BELLO, COORDINATOR OF THE IP CLUB...

YOU EXCEEDED MY EXPECTATION, DEAR. I AM SUPER PROUD OF YOU. WHAT A LOVELY WAY TO END THE BOARDING SCHOOL TERM. MAKE SURE YOU STAY IN TOUCH OVER THE BREAK. I'LL MISS YOU!

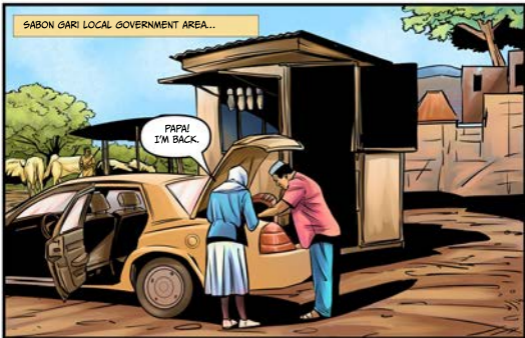
THANK YOU, MA FOR BELIEVING IN ME, I DIDN'T KNOW I COULD DO IT.

A LONG SCHOOL TERM WAS FINALLY OVER. SHE BADLY NEEDED THE REST; THE SCHOOL SESSION WAS ALWAYS VERY DEMANDING.



TRANSLATION:  
SANNU DA AIKI- WELL DONE.  
NAGODE, SARKI- THANK YOU.

SABON GARI LOCAL GOVERNMENT AREA...



PAPA!  
I'M BACK.



PAPA, I'M  
BACK.... WHAT...  
YOU DON'T LOOK  
HAPPY, YOU LOOK  
SAD. WHAT IS THE  
PROBLEM?




PAPA,  
YOU ARE NOT  
SAYING  
ANYTHING.



ISN'T IT  
OBVIOUS ALREADY,  
CAN'T YOU SEE  
THINGS FOR YOURSELF?  
DAUGHTER, SALES  
HAVE BEEN BAD,  
VERY BAD.

I DON'T  
EVEN HAVE MONEY  
TO BUY NEW LEATHER  
FOR MY SHOE BUSINESS  
AGAIN AND PATRONAGE  
HAS DROPPED  
DRASTICALLY.

THIS IS MY  
ONLY MEANS  
OF LIVELIHOOD.  
HOW DO I  
SURVIVE?



WHAT OF THE THRIFT ASSOCIATION YOU BELONG TO, CAN'T YOU GET ANY HELP FROM THEM? THEY HAVE PROVED VERY HELPFUL IN THE PAST.



YOU HAVE NO IDEA HOW MUCH I AM OWING THE THRIFT ASSOCIATION. IT IS A NO-GO AREA.



MAYBE I WOULD NOT HAVE FOUND MYSELF IN THIS MESS IF NOT FOR MY ARCH-RIVAL- DASUKI. BUSINESS WAS GOOD BEFORE HE SUDDENLY SHOWED UP ON THE SCENE.

REMEMBER I TOLD YOU HOW HIS UNHEALTHY RIVALRY IN THE COBBLER BUSINESS DROVE ME OUT OF SOKOTO SOME YEARS BACK.

HE DELIBERATELY WENT AHEAD TO SET UP HIS COBBLER SHOP DIRECTLY OPPOSITE MINE, STEALING ALL MY CUSTOMERS, INDIRECTLY PULLING DOWN MY BUSINESS.



MALLAM DASUKI IS HERE NOW?

LOOK ACROSS THE WINDOW TO THE SHOP OPPOSITE US.



I DIDN'T EVEN NOTICE WHEN I ALIGHTED FROM THE TAXI. HE HAS SUCH A HUGE PATRONAGE CLUSTERING AROUND HIS SHOP, SEE PEOPLE, WHA000!







SEVERAL MONTHS DOWN THE LINE...

INDEED,  
KNOWLEDGE  
IS POWER!



FOLLOWING HIS DAUGHTER'S ADVICE,  
ABUBAKAR ALSO JOINS THE 'MADE IN  
ZARIA FOOTWEARS' ASSOCIATION,

IT SOON GETS REGISTERED UNDER A COLLECTIVE  
MARK AND OVER TIME HE GREW A MARKET FOR HIS  
FOOTWEARS INTERNATIONALLY UNDER THE  
COLLECTIVE MARK OF 'MADE IN ZARIA FOOTWEAR'

SO THIS  
IS WHERE ABUBAKAR  
FINALLY PITCHED  
HIS TENT.

THIS  
BUILDING IS VERY  
INTIMIDATING!

HARUNA  
FOOTWEARS  
MADE IN ZARIA

WHAT KIND  
OF MAGIC IS THIS  
MAN USING TO GROW  
HIS BUSINESS?

I MUST  
GET TO THE  
ROOT OF THIS  
AND SURPASS  
HIM!





**[www.wipo.int/nigeria](http://www.wipo.int/nigeria)**