



**Case Study: Industrial designs.
Geographical Indications, Collective and
Certification Marks**

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By

Getachew Mengistie
IP consultant & attorney

Introduction

- Inventions and innovations are intellectual creations that may have economic value when put in the market
- Economic value may amongst other things depend on the **look** , **reputation and good will** of the product that may be protected, captured and further developed using IP tools

What is industrial Design?

- is any **composition of lines or colours** or any **three dimensional form** whether or not associated with lines or colours, provided that such composition or form gives a **special appearance** to a product of Industry or handicraft and can **serve as a pattern** for a product of industry or handicraft



1.1



Benefits of protection and use of Industrial designs

- **Decision to buy** a product is made not only on the basis of functionality, utility and purpose but also appearance
- Industrial design plays a role in **adding value and improving competitiveness** in that it:
 - ✓ makes a product attractive or appealing
 - ✓ increases marketability and commercial value of a product
 - ✓ distinguishes the product from similar products
 - ✓ prevent unauthorized imitation or use of design
- ID can be licensed and serve as a source of revenue



Case study on Industrial designs

Example of Benefits of Protected IDs

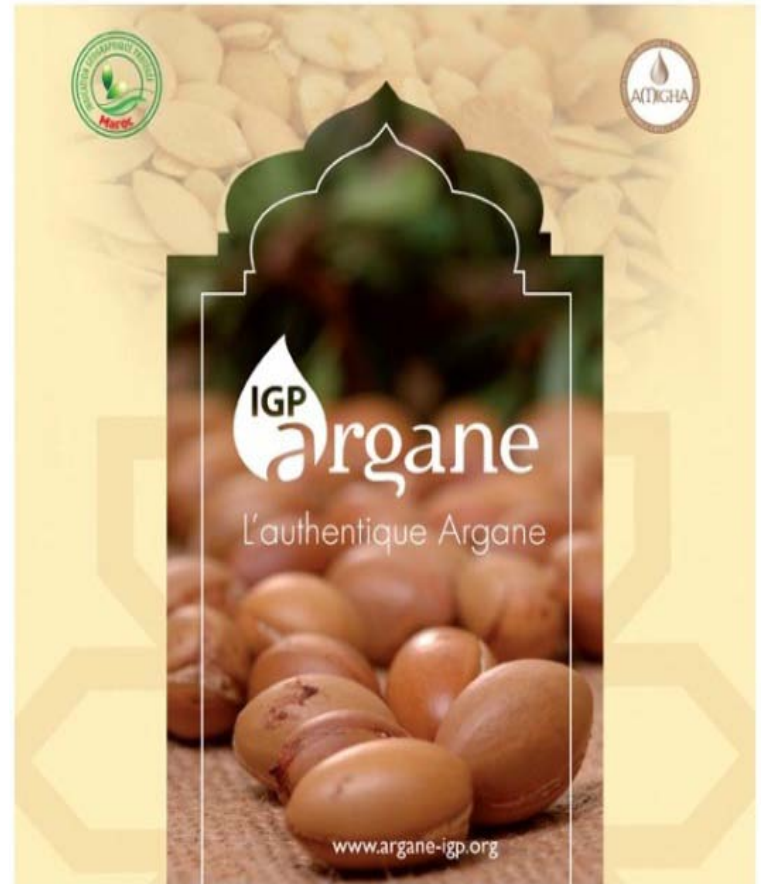
Saba Alene is involved in the handicrafts sector.

- Developed unique designs based on cultural, religious motifs and registered IDs
- 90% of her product are exported to the USA and Europe
- Competitive position in local market
- Helped to prevent use of design by an enterprise that use x-employee
- Recognition at home and abroad



What is geographical indication?

- is an **indication** that identifies a good as **originating in the territory** of a country; or a region or locality in that territory, where a given **quality, reputation or other characteristics** of the good is **essentially attributable** to its **geographical origin**





Definition of concepts & role of GI & Marks

What is a trade mark?

- Is any visible sign capable of **distinguishing** goods or services of one person from similar goods and services other persons; it **may include** words, designs, letters, numerals, colors or the shape of goods or their packaging or combinations thereof;



HARAR™
ETHIOPIAN
FINE COFFEE



YIRGACHEFFE™
ETHIOPIAN
FINE COFFEE



SIDAMO™
ETHIOPIAN
FINE COFFEE

What is a Certification Mark?

- Certification mark- is a **sign** used to **denote** the **origin** of the product that meets set standards and specifications.
- **Owner** independent certifying body
- Open to any user that meets **specified requirements/standards**

- **Mukono Vanilla**



What is a Collective Mark?

any **visible sign** capable of **distinguishing** the **origin** of **good or services** or **any other common characteristic**, including the **quality** of goods or services, of **different enterprises** which use the sign under the **control** of the **registered owner** of the collective mark.

- An example is a mark used by members of Apple producing coops of Italy



Role of marks & GI

- Marks & GI help to :
 - ✓ **distinguish** a product from similar products
 - ✓ **capture** and further **build** good will and reputation
 - ✓ tell stories to consumers and develop their understanding and association of the brands and designs with products
 - ✓ ensure **comprehensive and uniform** use on all products offered to the international market
 - ✓ increase **marketability and commercial value** of a product
 - ✓ enhance **earnings** etc.,



Case Study on use & protection of Distinctive Signs

Use of Protected Brands by Ethiopian Inventor



YASCAI AND FAMILY PLC
Starch & Adhesive



**Thank you very much for
your attention!!
getachewal@gmail.com**