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

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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
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;
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 Vanila**
What is a Collective Mark?

any visible sign capable of distinguishing the origin of goods 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
Thank you very much for your attention!!
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