



Project Implement Strategy

Branding Project for “Chobe Baskets”

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Project Scope

- n The project is to support branding of “**Chobe Baskets**” by assisting the producers in using an intellectual property (IP) tool.
 - n **Collective mark** is the IP tool relevant to this project.
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Project Goal and Objectives

The objectives of the project are:

- i. to help the basket weavers of "Chobe Baskets" to obtain a collective mark and to use it for branding their baskets; and
- ii. to improve the quality of their baskets through training opportunities in the process of obtaining the mark.

The ultimate goal is:

- iii. that "Chobe Baskets" is recognized as a quality brand as a result of interventions proposed in [i](#) and [ii](#).
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Project Implementation Strategy and Time Frame

The project will be implemented in the following three phases:

- n **Phase I:** Planning and Project Launch
 - n **Phase II:** Development of Mark, Standards and Regulations
 - n **Phase III:** Registration and Use of Mark
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Phase I: Planning and Project Launch

Time frame: September 2019

Goal:

- n Agree on the project implementation strategy and time-frame
 - n Kick-start the project
 - n Learn IP and relevant IP tools
 - n Discuss and agree on the grading system and the quality standards of “Chobe Baskets”
 - n Improve the quality of baskets through the First Training Workshop
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Phase I (Cont'd)

Activities: First Training Workshop

- n Presentation of the project implementation strategy
 - n Presentation by WIPO/JPO on the branding experience with other African countries
 - n Presentation by CIPA on the basics of IP and relevant IP protection tools
 - n Training on basket weaving given by master weavers
 - n Presentation by master weavers on the grading system
 - n Discussion on the grading system and the quality standards
 - n Discussion on the logo design concept
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Phase II: Development of Mark, Standards and Regulations

Time frame: October 2019 to January 2020 (TBD)

Goal:

- n Develop a mark, standards and regulations
 - n Reach a consensus on the mark, standards and regulations
 - n Improve the quality of baskets through the Second Training Workshop
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Phase II (Cont'd)

Activities: Development of Mark, Standards and Regulations

- n Collect data of baskets
 - n Develop a couple of logo designs
 - n Develop a couple of tag designs
 - n Develop a couple of sign designs
 - n Develop a couple of brochure designs
 - n Refine the grading system and the quality standards based on the collected data
 - n Draft the regulations accompanying trademark application
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Phase II (Cont'd)

Activities: Second Training Workshop

- n Presentation by JPO on the Regional Collective Trademark System in Japan
 - n Presentation by JPO on a case study: branding of Imabari Towel
 - n Presentation by WIPO/JPO on a case study: regulation on the use of mark "Taita Basket"
 - n Presentation of the mark (logo design), the draft written grading system, the draft standards and the regulations
 - n Discussion on the mark, the draft written grading system, draft standards and regulations
 - n Training on basket weaving following the draft standards and regulations
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Phase II (Cont'd)

Activities: Stakeholders Meeting

- n Discuss the mark (logo design) based on the feedback from basket weavers
 - n Discuss the draft written grading system, the draft standards, and the draft regulations based on the feedback from basket weavers
 - n Finalize the mark, the written grading system, the standards and the regulations for trademark application
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Phase III: Registration and Use of Mark

Time frame: February to July 2020 (TBD)

Goal:

- n Register the mark
 - n Improve the quality of baskets through the Third Training Workshop
 - n Use the mark for branding “Chobe Baskets”
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Phase III (Cont'd)

Activities: Registration of Mark and Preparation for Use

- n File a trademark application and register the mark with CIPA
 - n Print tags with the registered mark
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Phase III (Cont'd)

Activities: Third Training Workshop and Launching Event of the Mark

- n Presentation of the registered mark, written grading system, standards and regulations
 - n Training on basket weaving following the standards and regulations
 - n Training on grading baskets according to the written grading system
 - n Presentation by WIPO/JPO on case studies from IP Advantage
 - n Launching Event of the registered mark and distribution of tags
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Phase III (Cont'd)

Activities: Use of Mark

- n Hand over the printed tags to the umbrella organization of basket weavers
 - n Deliver (a) sign(s) with the registered mark
 - n Print brochures with the registered mark
 - n Use the registered mark on other promotional materials
 - n Write and post a story of the project on WIPO FIT Japan's webpage
 - n Produce and post a film of the story on the above webpage and show the film in IP events
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