



## **IP FOR BUSINESS GUIDES AND TOOLS**

Looking Good - An Introduction to Industrial Designs for Small and Medium-sized Enterprises (updated and revised 2019). <https://www.wipo.int/publications/en/details.jsp?id=4388&plang=EN>

Attractive designs are a key factor in determining the success of products in the market. Industrial design rights protect the ornamental or aesthetic appearance of a product and help companies differentiate their products from those of their competitors and enhance their brand image. This publication explains what industrial designs are and introduces the main issues in industrial design protection, to help businesses make informed decisions about protecting them.

Inventing the Future: An Introduction to Patents for Small and Medium sized Enterprises (updated and revised 2018) <https://www.wipo.int/publications/en/details.jsp?id=4350&plang=EN>

In today's knowledge economy, companies must constantly innovate and come up with new ideas and solutions to stay ahead. These innovative ideas and solutions may be protected by patent rights. This guide explains the patent system and how businesses may use it in their business strategy in simple and practical terms.

Making a Mark An Introduction to Trademarks for Small and Medium-sized Enterprises (updated and revised 2017) <https://www.wipo.int/publications/en/details.jsp?id=4208&plang=EN>

Distinctive signs enable a company to distinguish its products and services from those of other companies. Trademarks provide protection for these signs allowing companies to create visibility and build their brand image. This guide explains the trademark system and the importance of trademark management.

Creative Expression: An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises (2006 – currently being revised)  
<https://www.wipo.int/publications/en/details.jsp?id=152&plang=EN>

Most businesses are likely to develop artistic and creative material or use those developed by others. Businesses involved in printing, publishing, music and audiovisual creations (film and TV); advertising, communication and marketing; crafts, visual and performing arts; design and fashion and more recently software, multimedia, and digital content-driven industries are based on their creative works. Copyright

and related rights provide these creators protection and this guide explains the copyright system and how it can be used in business strategies.

In Good Company: Managing Intellectual Property Issues in Franchising (2019 revised)

<https://www.wipo.int/publications/en/details.jsp?id=271&plang=EN>

Franchising is one of the fastest and most popular means of business expansion. At the core of franchising is the licensing of intellectual property rights. Packed with examples and tips, this practical guide for business people outlines different types of franchise and takes you through the franchising process, identifying the key issues to consider at each stage.

Marketing Crafts and Visual Arts: The Role of Intellectual Property (2003)

[https://www.wipo.int/edocs/pubdocs/en/intproperty/itc\\_p159/wipo\\_pub\\_itc\\_p159.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/itc_p159/wipo_pub_itc_p159.pdf)

This guide is focused on the crafts and visual arts sectors and the intersection of intellectual property in the successful marketing of these products. A joint development of the International Trade Centre (ITC) and WIPO it draws on the expertise of both these organizations to deliver a practical guide illustrated with case studies to support artisans, craftsmen and visual artists successfully market their products.

Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters (2003)

<https://www.wipo.int/publications/en/details.jsp?id=294&plang=EN>

The result of the continued collaboration with the International Trade Centre (ITC) and WIPO, this guide is focused on the intellectual property issues that exporters need to think about. It deals with a number of issues of concern to exporters such as obtaining protection in markets of interest, engaging with partners and collaborators, contracting, licensing; drawing up business, marketing and export plans and strategies; quality regulations, standards, packaging, labeling etc.

Exchanging Value – Negotiating Technology Licensing Agreements (2005)

<https://www.wipo.int/publications/en/details.jsp?id=291>

This Manual is based on material used and tested in a series of workshops conducted jointly by WIPO and the International Trade Centre (ITC) where the importance of understanding the relevance of intellectual property in negotiating technology license agreements were discussed and mock negotiations were undertaken. The Manual explains the intellectual property issues that are relevant in technology licensing and provides practical tips in engaging in such negotiations.

WIPO IP DIAGNOSTICS (2020) <https://www.wipo.int/ipdiagnostic/>

WIPO IP Diagnostics is a web-based IP self- assessment tool for businesses and their intermediaries. The tool works through two levels of questions. The first screens the IP issues that are of relevance to that particular business and then the second drills down deeper and then generates a report on the IP assets or the potential IP assets of the business and how they may be protected, managed, and exploited based on the responses received.