

# **The Effective Use of the IP System in Creating, Owning and Commercializing IP Assets: Success Stories and Case Studies of Using IP in Business**

Topic 7 (ii)  
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## **Outline**

- **Copyright**
  - Fiji Performers Rights Association;
  - Cheen H Meen Ltd (PNG);
- **Industrial Property**
  - Fiji Water Ltd;
  - Mena Ltd;
- **Emerging Developments:**
  - Bilum Geographical Indications Protection;
  - ABS Arrangements.

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# Copyright

- Fiji Performers Rights Association;
  - Collective licensing body for performers in Fiji;
- Cheen H Meen Ltd (PNG);
  - Industry practice promoting copyright and neighboring rights;
  - recording, distribution and enforcement.

# Industrial Property

- (Fiji) - Fiji Water Ltd (Trademark):
  - Recognized brands in the world;
  - Trademark protection
- (Samoa) - Mena Limited (Trademark and Industrial Design).

# Emerging Developments

- Bilumwear; Geographical Indications Protection.
- ABS arrangements in various biological resources.