Topic 9:
Access to Cases of the Use of IP for Trade, Economic Growth and Development

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2011

Outline

■ (Introduction) Overview of Assistance under WIPO-Japan Funds-in-Trust Arrangements (FIT/JP)

■ Awareness Raising: IP and ....

■ Linking Intellectual Property and Business
  Case studies: IP Advantage
  Documentaries on Asian Innovators
Overview of Assistance under FIT/JP

- WIPO-JAPAN Funds-in-Trust (FIT/JP)

- Annual voluntary contribution to WIPO by the Government of Japan (the Japan Patent Office) for assistance activities in the field of Industrial Property

- Target Region: For Asia and the Pacific Region since 1987

- For Copyrights (Agency for Cultural Affairs) since 1993

Main objectives of FIT/JP (Industrial Property)

- Promotion of the awareness of the industrial property system for economic and technological development and of the benefits to be derived from the effective use of the system

- Assistance to developing countries in establishing or strengthening their industrial property laws and institutions

- Development of human resources in the sectors concerned with the administration and utilization of industrial property system
Activities under FIT/JP (Industrial Property)

- Forum / Workshop / Seminar
- Expert advisory mission
- Provision of equipments
- Public outreach; translation/printing of WIPO publications/IP reference materials, and documentary production (films)
- Training courses / Long term fellowships in Tokyo
- Research on successful cases linking Business and IP: IP Advantage

Awareness Raising in the field of IP

- “Awareness Raising” : Common challenge among LDCs
- “Familiarize” the term and concept of IP to the public by associating IP with something closer to us;
  
  *IP and ....., IP for ....., IP as .......

- Outreach
  
  Utilize available resources and/or count on WIPO’s assistance in translating into local languages
IP and Sports

FIFA Partners
- FIFA World Cup™ Sponsors
  - adidas
  - Coca Cola
  - Emirates
  - Visa

FIFA World Cup™ Sponsors
- Castrol
- Continental
- Gillette
- LG
- SEARA
- McDonald’s

http://www.fifa.com/worldcup/
http://www.london2012.com/

“SEMINAR ON INTELLECTUAL PROPERTY AND SPORT” organized by WIPO in cooperation with the Jamaica Intellectual Property Office (JIPO), April 2011

IP and Pop Culture

- WIPO Manga (Japanese comic) Competition
- Organized by WIPO Japan Office in cooperation with MOFA and the JPO
- Financed by Funds-in-Trust Japan
- Theme: Anti-counterfeiting
- “Honmono” : Genuine products
- To be translated into 6 other languages
Linking IP and Business

- Intellectual Property System: Patents, Utility Models, Trademarks Industrial Designs, Copyrights etc...
- Protects creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce...
- How these IP rights benefit our business
- Learn from case examples on how others do well

IP Advantage: Successful Cases of Linking IP and Business

- A proposal was made by the Government of Japan: “Web-based Experience Sharing on Successful Cases of Linking Intellectual Property and Business”
- For a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system
What is “IP Advantage” Database?

- Provides a one-stop gateway to case studies that chronicle the IP experiences of inventors, creators, entrepreneurs and researchers as well as rural communities, cooperatives and traditional knowledge holders from across the globe.
- Offers insights into how IP works in the real world and how its successful exploitation can contribute to development.
- Developed by WIPO Communications Division and the WIPO Japan Office in Tokyo with the support of the FIT/Japan.

IP Advantage: Structure

- Based on the Intellectual Creation Cycle:
  - Background on the creator, inspiration and R&D process.
  - IPRs acquired.
  - Licensing / commercialization.
  - Business results including profit and reinvestment.
  - Enforcement of IPRs (if any).
  - Lessons learned.
IP Advantage: Features

IP Advantage

The IP Advantage database provides a one-stop gateway to case studies that chronicle the intellectual property (IP) experiences of inventors, creators, entrepreneurs and researchers from across the globe. The case studies offer insights into how IP works in the real world and how its successful exploitation can contribute to development.

IP Advantage is a joint project developed by WIPO’s Communications Division and the JIPPIA (Japan Intellectual Property Information and Research Institute, Aichi), and supported by the Japan Funds-In-Trust for the WIPO Programme on the Protection and Exploitation of Intellectual Property and the broader goals of WIPO.

For feedback and potential new case studies

Please contact us to submit feedback and suggestions.

FEATURED STUDIES

Linking Collective Marks with Growth and Development

Of the 1.2 million tons of milk Peru produces a year, most of it comes from the Cajamarca department located 3,000 meters above sea level in the northern Andes. There are 23,690 registered milk producers in Cajamarca and over 200,000 head of cattle. Milk is made into cheese by the most important dairy and cheese-making region in the country. The most popular cheese produced is mozzarella, which is made from freshly plucking a fresh milk known as queso. With other ingredients, > Full Story

Simple Search | Advanced Search | Full Text Search

Instrument of Protection:

Copyright and Related Rights
Geographical Indications and Appellations of Origin
Industrial Designs

IP Advantage: Simple Search Interface

FEATURED STUDIES

Exporting the Beauty of Saigon

Early awareness of the importance of the effective use of the IP system played a key role in Saigon Cosmetics Corporation’s success. Without investing in the protection of its IP, it would have been significantly easier for the India, in particular,.....

Simple Search | Advanced Search | Full Text Search

Instrument of Protection:

Copyright and Related Rights
Geographical Indications and Appellations of Origin
Industrial Designs

Focus:

Branding
Commercialization
Financing

Order by:

Country/Territory
Industry

Search
Reset
IP Advantage: Advanced Search Interface

Object of Protection:
- Confidential Information
- Designs
- Distinctive Signs / Commercial Names

Instrument of Protection:
- Copyright and Related Rights
- Geographical Indications and Appellations of Origin
- Industrial Designs

Focus:
- Branding
- Lemmatisation
- Financing

Global Challenges:
- Employment
- Food Security
- Public Health

Organization Type:
- Commercial Enterprise
- Cooperative
- Entrepreneur

Industry:
- Beverages
- Building Materials and Fixtures
- Chemicals

Country/Territory:
- Argentina

IP Advantage: Full Text Search

IP Advantage

The IP Advantage database provides a one-stop gateway to case studies that showcase the intellectual property (IP) experiences of entrepreneur creators, entrepreneurs and researchers from across the globe. The case studies offer insights into how IP works in the real world and how its successful exploitation can contribute to development.

IP Advantage is a joint project developed by WIPO’s Communications Division and the WIPO Japan Office, based on a proposal from Japan and supported by the Japan Pondo-le Trust for Industrial Property. It aims to promote a better understanding of how to enable and protect intellectual property and to highlight benefits provided by the IP system.

Please contact us to submit feedback and suggestions for new case studies.

FEATURED STUDIES

From Fast-Food Wagon to Successful Business

At Empanadilleros Pancholo's, ownership of IP rights has been a matter of policy since 1997, and has become increasingly important as the business expands and the Pancholo's brand name becomes more famous. — Full Story
IP Advantage: Search Results

**Query:**
Franchising Trademarks

**Search Results:**

<table>
<thead>
<tr>
<th>Country/Territory</th>
<th>Industry</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines</td>
<td>Restaurants and Bars</td>
<td>Tony Tan Cagliao (Jollibee Foods Corporation)</td>
</tr>
<tr>
<td>Singapore</td>
<td>Clothing and Accessories</td>
<td>Highways Shoes Pte Ltd</td>
</tr>
<tr>
<td>Singapore</td>
<td>Filing Products</td>
<td>Yo Kian International Pte Ltd</td>
</tr>
<tr>
<td>Uruguay</td>
<td>Software and Computer Services</td>
<td>Memory Computación</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>Non durable Household Products</td>
<td>Sargent Cosmetics Corporation</td>
</tr>
</tbody>
</table>

Results listing, sorted by country/territory, according to user’s choice.

RSS feature allows users to subscribe to receive updates of latest additions to the database.
IP Advantage: Recent Developments

- There are some 142 case studies featured in the database and new case studies are added

- French, Russian and Spanish versions coming soon

IP Advantage: The Story of “Bijoy” from Bangladesh

- Bangla is the seventh most spoken language in the world (over 230 mil)
- But NO well functioning software for typing in the language until the late 1980’s

- A journalist took the initiative to develop the software and keyboard layout, foreseeing the need for and potential of a Bangla typing interface.
IP Advantage: The Story of “Bijoy” from Bangladesh

- **Licensing:** Signed by many computer vendors of Bangladesh who import Bijoy Keyboard layout printed keyboards from China
- **Challenge:** Rampant piracy of the software and influx of keyboards on which Bijoy layout was printed
- **Action:** After confirming the PATENT owner (Bijoy), the customs stopped and confiscated the import of pirated Bijoy software and keyboards
- **Challenge:** A freeware + similar layout keyboard from a competitor
- **Action:** Claimed COPYRIGHT and reached a peaceful solution

> “Patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.”

> “Copyright is a legal term describing rights given to creators for their literary and artistic works.”

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IP Advantage: “SONO Filter” from Bangladesh

**An Invention with a Social Cause: Bangladeshi Scientist Develops Water Filter to Fight the Arsenic Menace**

**Overview**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Dr. Aml Hasem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Type:</td>
<td>Entrepreneur</td>
</tr>
<tr>
<td>Industry:</td>
<td>Durable Household Products</td>
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<td>Country/Territory:</td>
<td>Bangladesh</td>
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<tr>
<td>Object of Protection:</td>
<td>Inventions</td>
</tr>
<tr>
<td>Instrument of Protection:</td>
<td>Patents</td>
</tr>
<tr>
<td>Focus:</td>
<td>Commercialization, Partnerships, Research and Development</td>
</tr>
<tr>
<td>Global Issues:</td>
<td>Environment, Public Health</td>
</tr>
</tbody>
</table>

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![Diagram of SONO Filter](image)
IP Advantage: “SONO Filter” from Bangladesh

- The toxic effects of arsenic in drinking water has been a health hazard to millions of people not only in Bangladesh but also in Cambodia, India, Nepal and even in the U.S.
- A Bangladesh chemist developed a simple and effective filter to remove arsenic particles from water, with a support of an NGO.
- Further development and distribution of the filters by investing the prize money his invention won.
- “The lack of clean water affects millions of people, with illness and lost educational opportunities in childhood, leading to poverty in adulthood, and solving this problem can bring a significant dividend for all in terms of better living.”

IP Advantage: Entrepreneur from Cambodia

- From a home business to a competitive company -

- Invested considerable resources to continuously improve and make her packaging more appealing
- Set out the following intellectual property (IP) strategy which continues to play an important role in the development of her business

  • To design more images, more vivid colors and attractive devices on the packaging;
  • To seek IP protection by registering trademarks and industrial designs with the intellectual property office;
  • To create consumer confidence in her trademarks which meet national quality standards;
  • To promote awareness of the company’s name and product brands through active participation in national exhibitions and other promotion events;
  • To regularly advertise the company’s trademarks and brand names.
IP Advantage: “Argan Oil” from Morocco

Traditional Knowledge

Producing argan oil is a very labor-intensive process, and Moroccan Berber women have relied on their traditional knowledge to extract the highest quality oil for centuries. Once harvested, argan nuts are typically crushed by women and brought to mills where they work in a traditional “naked assembly line” to extract the oil. To get to the kernels, women crack the nuts open the traditional way between two stones, with the lefters shells being put to use as fuel for fire. Between times, argan nuts rank among the hardest in the world, and this first stage of cracking them open is the most difficult part of the process. Machines designed to crack them often fail, and the traditional way of cracking them remains the most efficient way to get to the kernels.

After getting oil of the nuts shells, the kernels are passed to either women who then crush and pound them in a handmade mill called an amez. The oil being made is to be used for cooking purposes, the kernels are crushed before they are roasted and then ground to be ground to the husk. The resulting paste is mixed with water and repeatedly kneaded and pressed by hand to extract the oil, which is brought to the surface of the mixture. Once dried and other animals are known to love, the left over residue is collected and used to feed livestock. Using the traditional processing method, it takes approximately twenty kilograms of argan nuts and nearly twenty hours of labor to produce just one liter of argan oil.

Goods with Specific Geographical Origin

The argan tree used to grow throughout North Africa, but today it only grows in southwestern Morocco. Argan is perfectly adapted to the region’s harsh environment, with the ability to survive extreme heat (over 50°C), drought and poor soil. Although numbers are dwindling, argan is the second most abundant tree in Morocco, with over twenty million trees, 10% of which are in the region and playing a vital role in the food chain and environment. The tree’s roots grow deep into the ground in search of water, which helps bind soil and prevents erosion. Much of the region has resisted the advance of the Sahara desert due to the argan tree, and it therefore plays an irreplaceable part in the ecological balance of the region.

It is not only the geographical conditions of the region that make the argan tree unique, but also the role that the tree has played in the cultures of the Berber and Arab people living there for hundreds of years. Argan is a multipurpose tree and each part of it is usable as a food or economic resource. The nuts, called “argan oil,” can be eaten and oil can be extracted from them. The nuts and the tree’s wood can be used for fuel. The tree has therefore played a vital socio-economic role in local culture, and currently provides a significant source of food and income for over three million people, over two million of whom live in rural areas. The importance of argan trees to the geographical region and the people living there led the Moroccan government to seek protection of the tree as a Geographical Indication (GI).

Registered as a Protected GEOGRAPHICAL INDICATION (PGI) agricultural product in the EU and became the first product from Africa to receive such protection

PGI identifies Argan as being from a specific region with resulting unique properties and signals to consumers that its production meets stringent standards

Such standards make it easy to detect unofficial and fake Argan oil, thus protecting local producers, consumers and the environment.

“A geographical indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities or a reputation that are due to that place of origin. Most commonly, a geographical indication consists of the name of the place of origin of the goods.”
IP Advantage: “Tequila” from Mexico

Liquid Gold from the Agave

Overview

Name: Tequila
Object of Protection: Goods with Specific Geographical Origin, Traditional Knowledge

Organization Type: Government
Instrument of Protection: Geographical Indications and Appellations of Origin

Industry: Food Products
Focus: Commercialization, IP Enforcement/Enforcement

Country/Territory: Mexico

Background

The red volcanic soil of the Mexican city of Tequila and its surroundings offers the perfect environment for the growth of agave tequilana wGary (blue agave). The fermented juices obtained from the leaves of these blue agave plants are distilled to produce tequila, the finest Mexican liquor, which takes its name from the city in the state of Jalisco where its production started more than five hundred years ago. While there are many types of agave, only blue agave can be used for tequila production. Famed for its smooth aroma, this Mexican beverage is highly valued by collectors and connoisseurs all over the world.

Traditional Knowledge

Tequila producers are based within the surrounding areas of the town of Tequila. When the Spaniards conquered Mexico in the early fifteenth century, they adapted “tequila”, an indigenous drink made from the agave plant, into “Mezcal” spirit. The tequila that we drink today originated from further distilling of Mezcal. Most of the tequila production at present takes place in modern, well-equipped distilleries, although some traditional businesses still retain traditional production methods without sophisticated machinery. However, the knowledge of years of experience of making tequila is passed on even to the modern distilleries.

Agave tequilana Weber needs about eight to fourteen years to mature so that the juice of the core is succulent enough for tequila production. The selection of the right kind of agave is important in the quality of the tequila.

IP Advantage: “Tequila” from Mexico

- “Tequila” became Mexico’s first APPELATION OF ORIGIN (AO) in 1974, and was internationally protected in 1978.
- Agreements with Canada, the European Union and the United States recognize tequila as a product of Mexican origin, and only tequila produced in Mexico can be sold in these markets.
- The AO has helped tequila go from a regional drink to one that has achieved worldwide popularity.

“An Appellation of Origin is a special kind of geographical indication, used on products that have a specific quality that is exclusively or essentially due to the geographical environment in which the products are produced.”
IP Advantage: Ethiopian Fine Coffee

- Coffee generates about 60 percent of the country’s total export earnings and some 15 million people are directly or indirectly involved in the Ethiopian coffee industry while only 5 to 10 percent of the retail price actually goes back to Ethiopia.

- Ethiopian government decided to acquire TRADEMARKS for Ethiopian premium coffees, brand them and license them both within Ethiopia and in other countries.

- It enabled the growers and producers to become part of price setters instead of being price takers.

“A Trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person or enterprise”
Documentaries on Asian Innovators

Promote public understanding of IP through interviews with creators and innovators talking about their work, their source of inspiration and their experience with the IP system.

- Tripling the Mango Yield in the Philippines
  Dr. Ramón Barbara
  Inventor, Philippines

- A “Robot” Venture for the Future
  Mr. Takahashi Tomotaka
  Inventor, Japan

- IP and ______
  Mr. Kiyoshi Amemiya
  Inventor, Japan

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