IP Advantage
- Case studies on IP -

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WIPO's Strategic Goals

**Strategic Goal VIII**
A Responsive Communications Interface between WIPO, its Member States and all Stakeholders

<table>
<thead>
<tr>
<th>Strategic Goal I</th>
<th>Strategic Goal II</th>
<th>Strategic Goal III</th>
<th>Strategic Goal IV</th>
<th>Strategic Goal V</th>
<th>Strategic Goal VI</th>
<th>Strategic Goal VII</th>
</tr>
</thead>
</table>

**Strategic Goal IX**
An Efficient Administrative and Financial Support Structure to Enable WIPO to Deliver its Programs
What is the Fundamental Challenge that WIPO faces?
Director General Francis Gurry explained it as follows:

“\textit{I believe that the fundamental challenge that we face as an Organization is to achieve a shared understanding of the contribution and value of intellectual property to economic, social and cultural development.}”
How to face this challenge?

Top-down approach

Bottom-up approach
Example of Top-down Approach

Innovation Output Sub-Index vs. Innovation Input Sub-Index

Global Innovation Index 2013
Bottom-up Approach

IP Advantage is a “Bottom-up Approach”
Outline

1. What is IP Advantage?
2. Case Study Content
3. Research Tools
4. Research Process
5. IP Use in Developing Countries
6. Results
7. Usefulness
8. Access and Contribute
9. Summary
1. What is IP Advantage?
What is IP Advantage?

- Online database providing a gateway to IP case studies
- Chronicle the IP experience of inventors, creators, entrepreneurs, and researchers worldwide
- Offers insight into the real application of IP
- An educational tool
- Shows how IP contributes to development
  - In Line With WIPO Development Agenda
Background

- Jointly developed by WIPO HQ and the WIPO Japan Office (WJO)
- Based on the Japan Patent Office (JPO) proposal
- Researched and written at the WJO (Financed by the Japan Funds-in-Trust)
- Launched in late 2010
Broad Scope of Countries

97 Countries

198 Case Studies
IP Instruments

Instruments of Protection

Trademarks 149
Patents 102
GI/AO 20
Trade Secrets 16
Copyright & Related Rights 24
Utility Models 6
Industrial Designs 22
PBR 4
Purpose (1)

To provide real world examples of the successful use of IP among:

- Inventors, creators, entrepreneurs, researchers, governments, and organizations
- In developed and developing countries
- Over a wide range of industries
- Covering topics that are relevant today
  - Food security, public health, the environment
Purpose (2)

- To promote a better understanding of the IP system
- To provide examples of how the IP system can be beneficially used
To show that the IP system facilitates economic development

**Mothers 2 Mothers**
- NGO in South Africa
- Provides employment for disadvantaged people
- Uses branding and trademarks to expand reach

**LyLy Food Industry**
- Food & Beverage Company in Cambodia
- Trademark/Design Registration
- Employment opportunities for rural communities
Who is IP Advantage For?

- Anyone with an interest in innovation, creativity, economic development, and IP
- General Public, no prior knowledge of IP is required
- Specifically useful for:
  - IP practitioners (lawyers, examiners, etc.)
  - Students and educators
  - Those curious about how to utilize IP
2. Case Study Content
Case Study Content (1)

- Each case study highlights one success story

- IP themes are explained in each case study, so each one can be read and understood without any prior IP knowledge and without needing to refer to external sources

- Follows a specific, easily understandable layout
Case Study Content (2)

- At least one object of protection
  - Designs, commercial names, inventions, etc.

- At least one instrument of protection
  - Industrial designs, trademarks, patents, etc.
  - Effort to include lesser known objects and instruments of protection
### Case Study Content (3)

<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>Organization Types</th>
<th>Industries</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td>Commercial Enterprise</td>
<td>Beverages, Building Materials and Fixtures</td>
<td>Environment</td>
</tr>
<tr>
<td>Commercialization</td>
<td>Cooperative</td>
<td>Chemicals, Clothing and Accessories, Containers and Packaging</td>
<td>Food Security</td>
</tr>
<tr>
<td>Financing</td>
<td>Entrepreneur</td>
<td>Durable Household Products, Electronic and Electrical Equipment</td>
<td>Public Health</td>
</tr>
<tr>
<td>Franchising</td>
<td>Government</td>
<td>Farming and Fishing, Financial Services</td>
<td></td>
</tr>
<tr>
<td>IP Dispute Resolution</td>
<td>Non-Governmental</td>
<td>Food Products, Footwear, Health Care Equipment and Services</td>
<td></td>
</tr>
<tr>
<td>IP Enforcement/Infringement</td>
<td>Non-Profit Organization</td>
<td>Industrial Engineering, Industrial Transportation</td>
<td></td>
</tr>
<tr>
<td>IP Management</td>
<td>University</td>
<td>Leisure Goods</td>
<td></td>
</tr>
<tr>
<td>IP Valuation</td>
<td>Research Institute</td>
<td>Media</td>
<td></td>
</tr>
<tr>
<td>Licensing</td>
<td>Spin-Off</td>
<td>Nondurable Household Products, Oil and Gas</td>
<td></td>
</tr>
<tr>
<td>Partnerships</td>
<td></td>
<td>Personal Products, Pharmaceuticals and Biotechnology</td>
<td></td>
</tr>
<tr>
<td>Patent Information</td>
<td></td>
<td>Restaurants and Bars, Retail</td>
<td></td>
</tr>
<tr>
<td>Research and Development</td>
<td></td>
<td>Software and Computer Services, Technology, Hardware and Equipment</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel and Tourism, Utilities</td>
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</tr>
</tbody>
</table>
3. Research Tools
Research Tools (1)

The Internet
- News
- Journals
- IP Offices
- International Organizations
- NGOs
- Search Engines
- In multiple languages
Research Tools (2)

- Colleagues
  - WIPO
  - Other IP Offices
  - Other UN agencies
- Embassies
- Exhibitions and Trade Shows
- Seminars and Workshops
- The Library!
4. Research Process
Research Process (1)

Identify target subject

Ensure that the subject:

- Has currently registered IP
  - Desirable: More than one type
- Makes use of the IP
  - Desirable: In more than one way
- The IP is beneficial
- The IP is relevant (still in use; helps someone, etc.)
- Is still active!
Research Process (2)

- Initial Stage:
  - From any country and targeting any instrument of protection
  - Developed and developing countries

- Intermediate Stage:
  - Expand scope of countries and instruments
  - Developing countries a priority

- Current Stage:
  - Focus on those countries not yet represented
  - Add more case studies for uncommon instruments
  - Developing countries a priority
Research Process (3)

Cooperation

- With target subjects
- Verifying facts
- Providing images and videos
- Mutual support
5. IP Use in Developing Countries
A Major Theme

69%
From Developing Countries And Emerging Economies

Argentina, Jordan, Sri Lanka, Laos, Myanmar, Chile, Bosnia & Herzegovina, Vietnam, Mexico, Uganda, Brazil, Madagascar, Ghana, Thailand, Kazakhstan, South Africa, Costa Rica, Bangladesh, India, Malaysia, Cambodia, Mongolia, Guyana
Development Agenda and the MDGs

IP Advantage serves to play a role in a number of the 45 adopted recommendations under the WIPO Development Agenda and also WIPO’s activities towards meeting the Millennium Development Goals (MDGs).
What is the WIPO Development Agenda?

- To place development as the ultimate objective of the global IP system
- To make the IP system development friendly
- To take into consideration the specific needs and interests of developing and least developed countries
- To ensure a balance between the rights of IP right holders and public interests
- To make development considerations integral to WIPO’s work
History

Proposal first made in September 2004 by Argentina and Brazil. Later supported by 12 other developing countries.

The General Assembly of WIPO established the WIPO Development Agenda in 2007 to mainstream development into all areas of activity of the organization.

A set of 45 Recommendations were adopted.

Establishment of the Committee on Development and Intellectual Property (CDIP) to:

• Develop a work-program for implementation of the 45 recommendations.
• Monitor, assess, discuss and report on the implementation of all recommendations adopted.
• Discuss IP and development related issues as agreed by the Committee, as well as those decided by the General Assembly.
The Clusters

The 45 recommendations are grouped into 6 clusters:

1. **Technical Assistance and Capacity Building** (14 recommendations)
2. **Norm-setting, Flexibilities, Public Policy and Public Domain** (9 recommendations)
3. **Technology Transfer, Information and Communication Technologies and Access to Knowledge** (9 recommendations)
4. **Assessment, Evaluation and Impact Studies** (6 recommendations)
5. **Institutional Matters** (6 recommendations)
6. **Other Issues** (1 recommendation)
Solution to Recommendation 3 (Cluster A)

IP Advantage is a resource that has many success stories from developing countries and emerging markets. Because it targets a general audience, these success stories serve to foster greater public awareness on IP and promote a development-oriented IP culture.
Solution to Recommendation 4 (Cluster A)

Most case studies focus on SMEs and scientific research/cultural industries, and they can be used as an example to see where needs are being met and where they are not being met, thereby serving as a tool in the development of appropriate national IP strategies.
Connection with Recommendation 35 (Cluster D)

Case studies are real world examples that describe and analyze the positive economic, social, and cultural impact that the use of IP creates.
Millennium Development Goals (MDG)

Through the case studies available on IP Advantage, information and analysis is disseminated on how IP can be used as a tool to address the MDGs.
Connection with MDG 1
– Eradicate Extreme Poverty and Hunger –

Case studies provide information on innovation in agriculture, job creation, traditional knowledge, traditional cultural expressions, and genetic resources, and how these are used to overcome poverty and bring about increased food security.
Connection with MDG 3
– Promote Gender Equality and Empower Women –

Case studies highlight women inventors, entrepreneurs, and researchers and analyzes how they are empowered by IP, tap into their traditional knowledge for innovative inspiration, and are bringing positive change to their families and communities.
Connection with MDG 7  
– Ensure Environmental Sustainability –

Explain how the IP system *serves as a mechanism* to promote the realization of creative and innovative technologies that have *contributed solutions* to local and global environmental challenges.
Example Case Studies
– Using IP as a Development Mechanism –
Guanomad – Madagascar

Uses a readily available local resource – guano from bats – to produce environmentally friendly fertilizer. This lessens the country’s reliance on imported fertilizer, increasing food security. National trademark registrations and the use of the Madrid System have helped the company expand and work with producers to embark on sustainable farming techniques.
Using traditional knowledge as inspiration, the Program **invented herbal medicinal products** based on the lagundi plant. A **utility model** was registered and licensed to a company that **registered trademarks** for successful lagundi-based products. This has created **more jobs** for local communities, and safe, accessible, and affordable medicine.
Darjeeling Tea - India

With traditional knowledge and goods with specific geographic origin protected through a GI, domestic and international trademark registrations, and a registration with the Madrid System, farmers have been able to securely export Darjeeling tea products, start cooperatives and SMEs, and increase their livelihoods.
Panama Springs – Panama

Tapped into local resources to create Panama’s first bottled water brand. Developing a unique bottle design – registered as an industrial design – and trademark registrations, Panama Springs has become the leading bottled water company in the country.
Uncharted Play – USA

Invented a football that stores electricity as it is used. Provides a cost-effective energy alternative in energy poor regions, while promoting a healthy and active lifestyle. Patent registrations in the USA and internationally through the PCT system, and a trademark registration have allowed the company to bring electricity to those in need and improve living conditions in an environmentally friendly way.
6. Results
A Well Received Resource

Results of Recent Survey on the Use of IP Advantage:

76% Plan to Use

97% Found Useful and Recommend
An Outreach Tool

- Use in outreach activities

- Use in seminars and additional workshops
Inspiring Complementary Projects

- ASEAN
  - Ten new and original case studies focusing on the successful use of IP in ASEAN
  - Proposed by the JPO
  - Implemented by the WJO in coordination with WIPO HQ
  - Published in July 2014 in print and on the Internet
  - Distributed at IP conference in Vietnam

7. Usefulness
Learn

- How others are successfully putting IP into practice, potentially in your own country

- Discover new types of IP that you might not have known about
Apply

- Use the knowledge to adapt the examples to your own country, company, or organization

- Invent, design, or create something!
Use as a Tool

- With which you can show others how IP can be used in your own country

- With which you can help others to apply IP for economic growth and development

- With which to promote the further development of IP policy and frameworks
8. Access and Contribute
Access IP Advantage

http://www.wipo.int/ipadvantage/en
Simple, Advanced, & Full Text Search
**Example Results (Simple)**

### IP Advantage: Search Results

198 record(s) found.

<table>
<thead>
<tr>
<th>Country / Territory</th>
<th>Industry</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Chemicals</td>
<td>Síntesis Química S.A.</td>
</tr>
<tr>
<td>Argentina</td>
<td>Durable Household Products</td>
<td>Descorjet S.A.</td>
</tr>
<tr>
<td>Argentina</td>
<td>Farming and Fishing</td>
<td>RELMÓ S.A.</td>
</tr>
<tr>
<td>Australia South Africa</td>
<td>Electronic and Electrical Equipment Technology Hardware and Equipment</td>
<td>Shark Shield Pty Ltd</td>
</tr>
<tr>
<td>Australia</td>
<td>Food Products</td>
<td>Eagle Boys Dial-A-Pizza Australia Pty Ltd</td>
</tr>
<tr>
<td>Australia</td>
<td>Health Care Equipment and Services</td>
<td>ITL Limited</td>
</tr>
<tr>
<td>Australia</td>
<td>Industrial Engineering</td>
<td>Bishop Steering Pty Ltd</td>
</tr>
<tr>
<td>Australia</td>
<td>Industrial Transportation</td>
<td>Marc Hartmann / Derrick Yap</td>
</tr>
<tr>
<td>Australia</td>
<td>Leisure Goods</td>
<td>Jim Frazier</td>
</tr>
<tr>
<td>Australia</td>
<td>Pharmaceuticals and Biotechnology</td>
<td>Ozgene Pty. Ltd.</td>
</tr>
<tr>
<td>Australia</td>
<td>Travel and Tourism</td>
<td>Tourism Queensland</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>Durable Household Products</td>
<td>Dr. Abul Hussam</td>
</tr>
</tbody>
</table>
### Example Results (Advanced)

**IP Advantage: Search Results**

**Query:**
- Geographical Indications and Appellations of Origin
- Goods with Specific Geographical Origin
- Plant Breeders' Rights
- Research and Development

8 record(s) found.

<table>
<thead>
<tr>
<th>Country / Territory</th>
<th>Industry</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>Food Products</td>
<td>Colombian Coffee Federation (FNC)</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>Farming and Fishing</td>
<td>Corporacion Bananera Nacional Corbana S. A</td>
</tr>
<tr>
<td></td>
<td>Food Products</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>Farming and Fishing</td>
<td>Ashiro Rindo</td>
</tr>
<tr>
<td>Lebanon</td>
<td>Beverages</td>
<td>Chateau Ksara</td>
</tr>
<tr>
<td>Morocco</td>
<td>Personal Products</td>
<td>Argan Oil</td>
</tr>
<tr>
<td>Nepal</td>
<td>Beverages</td>
<td>Guranse Tea Estate Pvt. Ltd.</td>
</tr>
<tr>
<td>Peru</td>
<td>Farming and Fishing</td>
<td>Asociacion De Productores Da Maiz Blanco Gigante Del Cusco (APROMAIZ)</td>
</tr>
<tr>
<td>Republic of Moldova</td>
<td>Farming and Fishing</td>
<td>Agroselect Semences</td>
</tr>
</tbody>
</table>
## Example Results (Full Text)

### IP Advantage: Search Results

**Query:**

*traditional knowledge*

26 record(s) found.

<table>
<thead>
<tr>
<th>Country / Territory</th>
<th>Industry</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botswana</td>
<td>Health Care Equipment and Services</td>
<td>The Botswana Technology Centre</td>
</tr>
<tr>
<td>Brazil</td>
<td>Beverages</td>
<td>Vale dos Vinhedos</td>
</tr>
<tr>
<td>Colombia</td>
<td>Clothing and Accessories Personal Products</td>
<td>Corporacion Oro Verde (Oro Verdes)</td>
</tr>
<tr>
<td>Fiji</td>
<td>Personal Products</td>
<td>Pure Fiji Export, Ltd.</td>
</tr>
<tr>
<td>Guyana</td>
<td>Beverages</td>
<td>Demerara Distillers Limited</td>
</tr>
<tr>
<td>India</td>
<td>Food Products</td>
<td>Shri Mahila Griha Udyog Lijat Papad</td>
</tr>
<tr>
<td>India</td>
<td>Nondurable Household Products Personal Products</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>Pharmaceuticals and Biotechnology</td>
<td>Tropical Botanical Garden and Research Institute (TBGRI)</td>
</tr>
<tr>
<td>Italy</td>
<td>Food Products</td>
<td>Consorzio del Formaggio Parmigiano Reggiano</td>
</tr>
<tr>
<td>Jamaica</td>
<td>Food Products</td>
<td>Jamaica Blue Mountain Coffee</td>
</tr>
</tbody>
</table>
Contribute

- Propose new case studies to WIPO

- If chosen, it will be written and published to the IP Advantage Database

9. Summary
Summary

- IP Advantage is a free online tool that provides case studies showing the successful use of IP among countries all over the world.

- IP Advantage is a tool to promote understanding of the role IP plays in economic, social, and cultural development.
Thank You Very Much

WIPO Japan Office

- URL:  www.wipo.int/japan
- E-mail: japan.office@wipo.int