



Industrial Property Protection
Directorate, Ministry of Industry,
Commerce and Supply

Cartoon:

"Intellectual Property - Protection for you and
for me"

**Statistical report on the cartoon entitled
"Intellectual Property - Protection for you and for me"**



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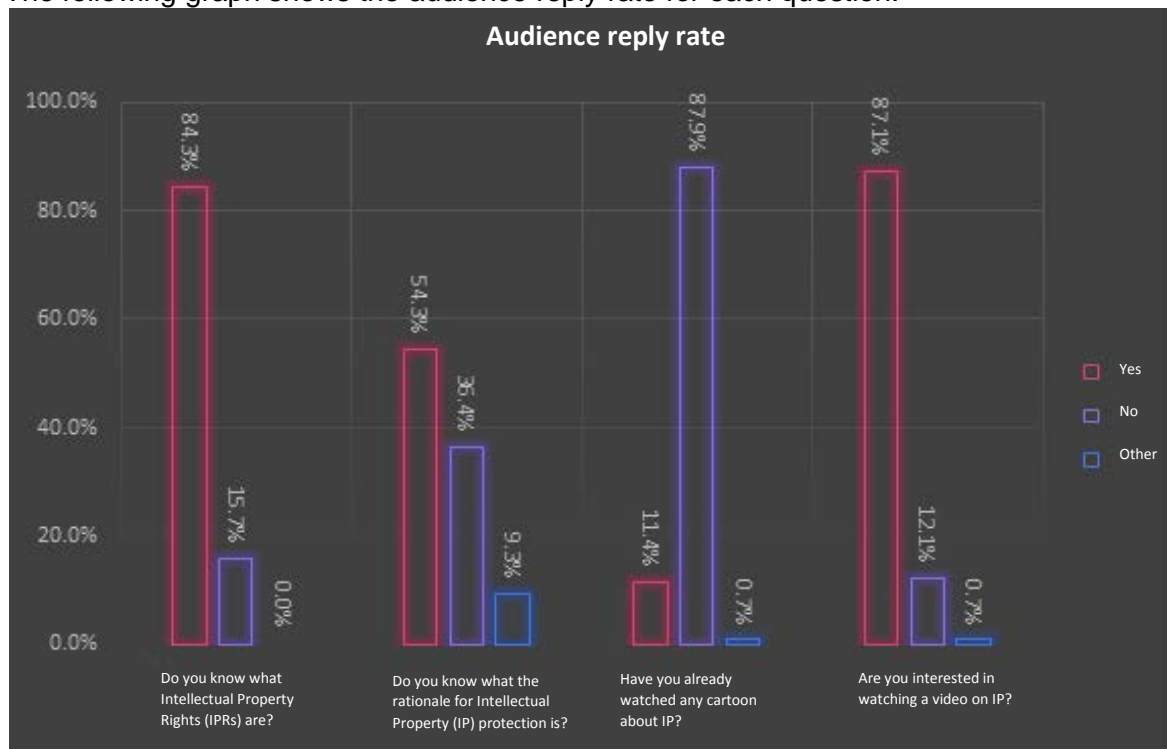
A cartoon entitled "Intellectual Property - Protection for you and for me" was screened at Chamber of Commerce of Amman during 4 sessions on April 11, 2015. 140 participants from the public and the private sector watched the cartoon. Two questionnaires were distributed to the participants, one before and another after the screening. 140 replies were collected in order to determine how much the participants benefited from the cartoon content, to know their opinions and to take those opinions into account in developing methods and tools for raising awareness about Intellectual Property Rights (IPRs).

Before watching the cartoon, a questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
1	Do you know what Intellectual Property Rights (IPRs) are?	84.3%	15.7%	0.0%
2	Do you know what the rationale for Intellectual Property (IP) protection is?	54.3%	36.4%	9.3%
3	Have you already watched any cartoon about IP?	11.4%	87.9%	0.7%
4	Are you interested in watching a video on IP?	87.1%	12.1%	0.7%

The following graph shows the audience reply rate for each question:

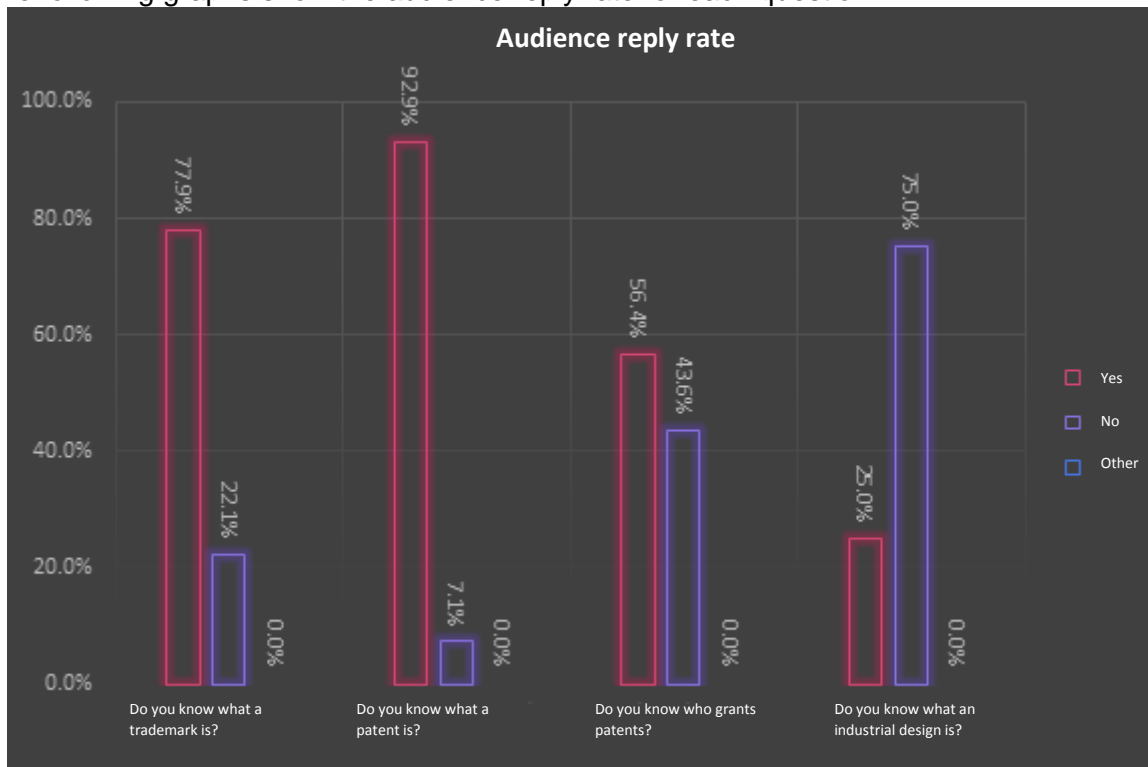




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
5	Do you know what a trademark is?	77.9%	22.1%	0.0%
6	Do you know what a patent is?	92.9%	7.1%	0.0%
7	Do you know who grants patents?	56.4%	43.6%	0.0%
8	Do you know what an industrial design is?	25.0%	75.0%	0.0%

The following graphs show the audience reply rate for each question:

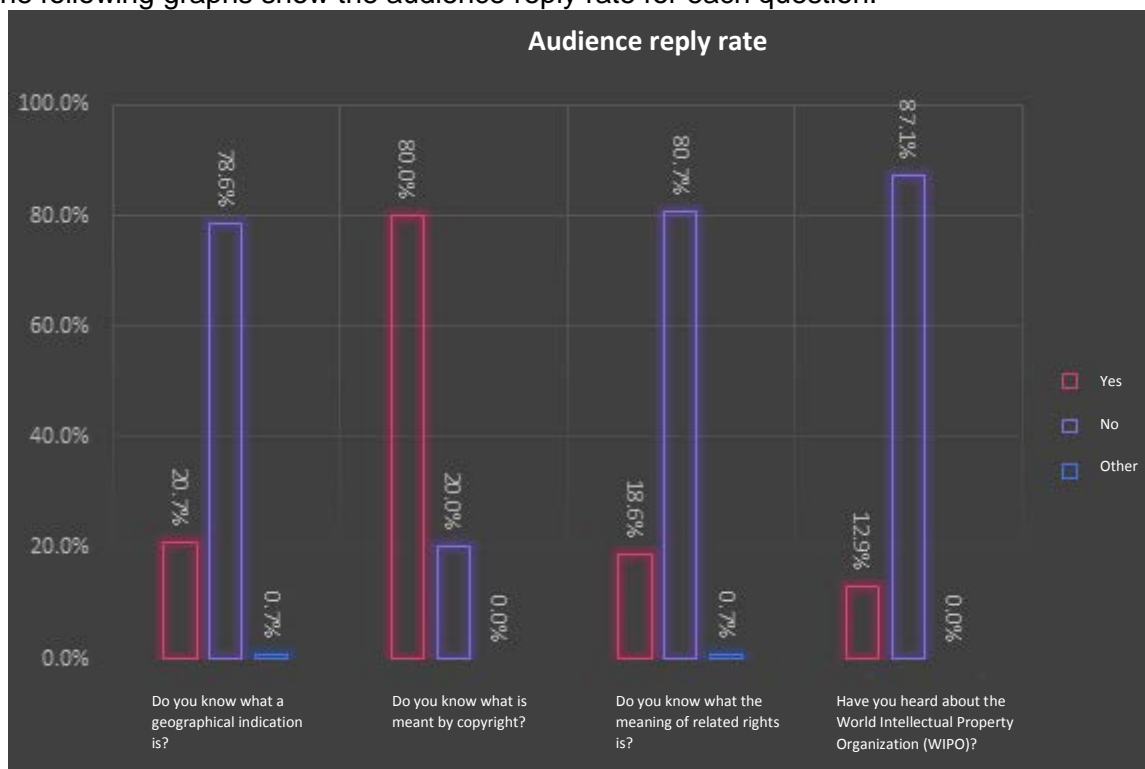




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
9	Do you know what a geographical indication is?	20.7%	78.6%	0.7%
10	Do you know what is meant by copyright?	80.0%	20.0%	0.0%
11	Do you know what the meaning of related rights is?	18.6%	80.7%	0.7%
12	Have you heard about the World Intellectual Property Organization (WIPO)?	12.9%	87.1%	0.0%

The following graphs show the audience reply rate for each question:



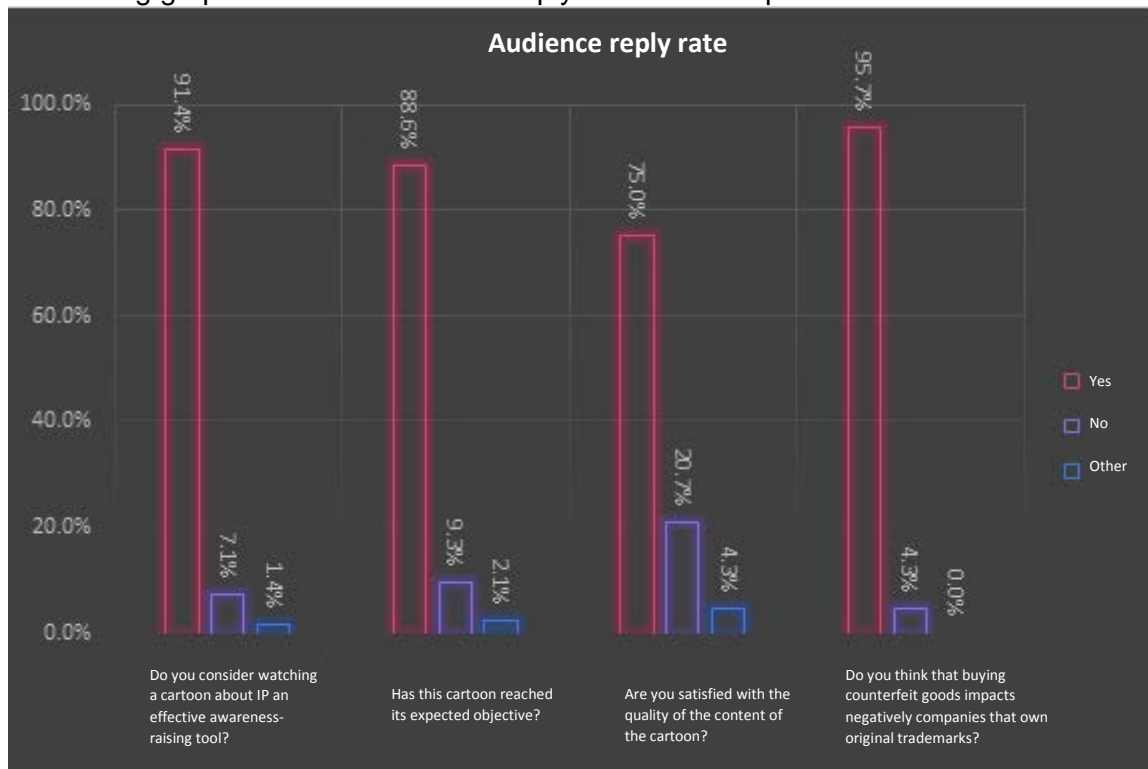


After watching the cartoon, another questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	After the sceening of the cartoon	Yes	No	Other
1	Do you consider watching a cartoon about IP an effective awareness-raising tool?	91.4%	7.1%	1.4%
2	Has this cartoon reached its expected objective?	88.6%	9.3%	2.1%
3	Are you satisfied with the quality of the content of the cartoon?	75.0%	20.7%	4.3%
4	Do you think that buying counterfeit goods impacts negatively companies that own original trademarks?	95.7%	4.3%	0.0%

The following graphs show the audience reply rate for each question:

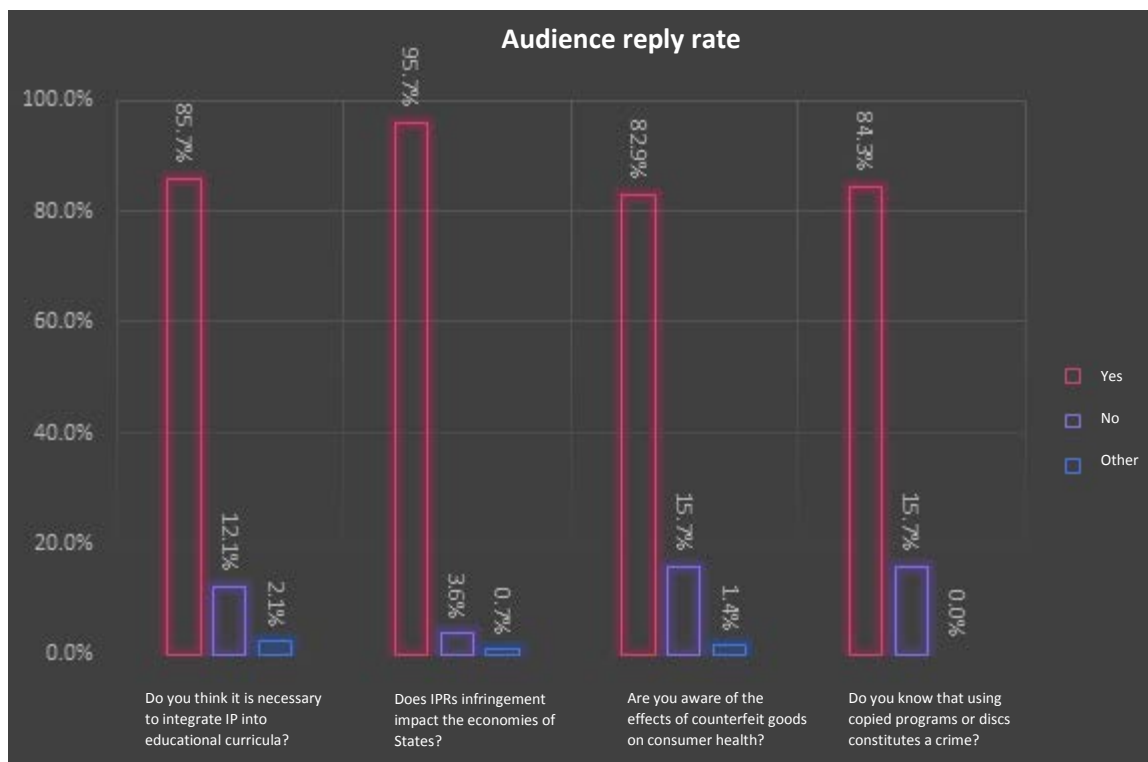




The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
5	Do you think it is necessary to integrate IP into educational curricula?	85.7%	12.1%	2.1%
6	Does IPR infringement impact the economies of States?	95.7%	3.6%	0.7%
7	Are you aware of the effects of counterfeit goods on consumer health?	86.9%	15.7%	1.4%
8	Do you know that using copied programs or discs constitutes a crime?	84.3%	15.7%	0.0%

The following graphs show the audience reply rate for each question:





We received some observations and recommendations after the screening of the cartoon

Positive observations:

1. Very simple and expressive.
2. Conveys the targeted idea very well.
3. Concise cartoon that clarifies IP and the negative effect of IP infringement on both economy and individuals.
4. Thank you for this effort.
5. The cartoon is successful and has conveyed the IP idea, but more information is needed.
6. Excellent and wonderful.
7. Rather expressive.
8. Excellent, wonderful and successful in increasing awareness about IP.

Recommendations:

1. It would have been better if it was a film with real actors. It would have been more effective and would have reached more people.
2. It would have been better if it reflected the case of real companies and others which counterfeited their products.
3. We expect a change and tangible actions rather than words and theories.
4. Young people need education and training on IP to grasp the actual idea of the subject matter and improve its understanding among all individuals.
5. Please try to produce such a cartoon in Jordanian dialect to encourage Jordanian works in this field.
6. I suggest prosecuting counterfeiters to preserve the country's economy and protect the consumer.
7. IP protection must be taught in universities.
8. Please adapt the content to the targeted audience, its dialect and its culture.
9. Please provide a cartoon which shows the harms induced by counterfeit products, with the IP and right decisions being clarified in advance.



10. It would have been better if an original product and a counterfeit one were presented for awareness purposes.
11. Contradiction among people and every person who thinks that he has more rights than others, which is a big error of course. Many thanks for the cartoon.
12. The cartoon was very targeted, covered multiple aspects of the subject and showed the importance of IP in preserving the rights of individuals and the importance of economy for different States. Thank you.
13. Must deal with deeper subjects.
14. It would have been better if the cartoon had been in Jordanian dialect.
15. Cartoon lacks clarification about IP laws.
16. I propose to add useful information to the cartoon in order to increase knowledge about the subject.
17. Highlight the rationale and clarify information.
18. I expect a better presentation to inform about IP rights.
19. The cartoon must be longer. Thank you.
20. I wish this cartoon to be a real film produced in Jordanian dialect or in classical Arabic by the Ministry of Industry, Trade and Supply.
21. Screen this cartoon through different media.

Observations:

1. I do not consider it to be necessary to integrate this aspect into educational curricula, but it would be appropriate to explain it during the school year. More clarification is needed about the products presented in the cartoon, whether original or counterfeit.
2. There is some exaggeration in the cartoon.
3. The cartoon seems somewhat exaggerated. The awareness about IP should be done in a complete manner.
4. The material screened has not reached its objective and has not shown very harmful effects that may prevent people from using counterfeit products.
5. Should present more examples.
6. This cartoon is designed for school children and students, not for the whole of society.



7. There are many concrete examples that could be used and may impact society much more than a cartoon, which means that a bigger effect could be induced by making a real film showing people who experience the problem of IP infringement.
8. The cartoon was boring in general and was not at the expected level. It targeted only young people. It covered some important aspects, but not the most important ones. It was also based on a comedy style. In my opinion, it should include some scenes on the consequences of not protecting IP and the impact of IP infringement.