

## Advisory Committee on Enforcement

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### INCREASING AWARENESS OF AND BUILDING RESPECT FOR INTELLECTUAL PROPERTY RIGHTS: THE JORDANIAN EXPERIENCE

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#### ABSTRACT

The present document describes an initiative launched by the Industrial Property Protection Directorate (IPPD), Ministry of Industry, Trade and Supply, Jordan<sup>1</sup>, to measure the success and impact of the Cartoon entitled "Intellectual Property - Protection for You and for Me". Jointly produced by the League of Arab States (LAS) and the World Intellectual Property Organization (WIPO), the Cartoon was intended as a tool for increasing awareness of the importance of the protection of intellectual property rights (IPRs) in the Arab Region. Specifically, it aimed at increasing consumer awareness of the adverse effects of counterfeiting and piracy. During the ninth session of the WIPO Advisory Committee on Enforcement (ACE/9), IPPD emphasized the need for a mechanism to assess the impact of promotional tools used in increasing awareness of, and building respect for IPRs. A statistical and empirical analysis is considered a prerequisite for any specific recommendations based on feed-back from intellectual property (IP) users and stakeholders in Jordan. IPPD also proposed that this experience be extended to other Arab countries through the LAS Intellectual Property and Competitiveness Department (IPCD).

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\* The views expressed in this document are those of the authors and not necessarily those of the Secretariat or of the Member States of WIPO.

<sup>1</sup> See <http://www.mit.gov.jo/EN>.

## **I. INDUSTRIAL PROPERTY PROTECTION DIRECTORATE (IPPD)**

1. As is the case in various countries, modernizing national IP systems is a significant challenge. In modernizing its IP system and establishing competent government bodies, Jordan followed an integrated development approach which included, *inter alia*, the improvement of administrative, legislative, IT, training and other activity frameworks.

2. IPPD is the competent authority in respect of industrial property rights, covering trademarks, patents, industrial designs and geographical indications. It is responsible for disseminating an IP culture and increasing awareness of IP rights and obligations amongst small and medium-sized enterprises (SMEs) as well as consumers. IPPD is also tasked with the registration and maintenance of industrial property rights with respect to trademarks, patents, industrial designs and geographical indications. In addition, it supervises the publication of patent-related information and contributes to the promotion of innovation and creativity.

3. As an IPR granting authority, IPPD does not participate directly in enforcement operations. However, in recent years, it helped facilitate various training activities for government enforcement bodies such as the Public Security Directorate, General Customs Department, the Judiciary, as well as the Jordan Standards and Metrology Organization. In addition, IPPD collaborates closely with the Jordan Department of the National Library and Copyright Office.

4. Among its activities, IPPD provides easy access to its databases for both public and private sectors. In this regard, WIPO's assistance, through national training activities, contributed positively to improving staff skills and competencies in various enforcement bodies.

## **II. BUILDING RESPECT FOR INTELLECTUAL PROPERTY RIGHTS**

5. IPPD collaborated closely with the WIPO Building Respect for IP Division with the objective of increasing awareness of the benefits and importance of IP as well as building respect for the IP system across different sectors of society. In this context, a WIPO Regional Workshop on Building Respect for Intellectual Property (IP) was organized in Amman, Jordan, from June 25 to 27, 2013. Participants included 60 officials from Jordan and other Arab countries.

6. The Workshop focused on capacity building among government enforcement officers and awareness raising of the importance and role of IP in economic and social development. It also aimed at enabling participants to develop national mechanisms for increasing awareness of IPRs and means for further strategic cooperation among the public and private parties concerned.

7. In addition, IPPD participated actively in the WIPO-LAS Regional Workshop on Building Respect for Intellectual Property in Cairo, Egypt, on May 26 and 27, 2015. This was an opportunity for LAS Member States to exchange ideas, information and experiences in respect of public awareness campaigns and strategies for building respect for IP.

## **III. CARTOON ASSESSMENT PROJECT**

8. The Cartoon entitled "Intellectual Property - Protection for You and for Me", is a four-part animated movie (60 seconds for each part) that features, in a light and funny style, the importance of respect for IPRs around four themes, namely:

- (i) Trademarks;
- (ii) Counterfeit trademarks and public health;
- (iii) Copyright and related rights;
- (iv) Online piracy.

9. During ACE/9, in Geneva, IPPD announced the launch of a national assessment initiative to measure the success of various awareness tools. The assessment project also covered the Cartoon jointly produced by LAS and WIPO and intended as a tool for increasing consumer awareness of the adverse effects of fraud and counterfeiting, as well as for disseminating a culture of respect for IP in Arab countries.

10. This assessment project seeks to measure the success of promotional tools, through an empirical approach to collect feed-back from the public and IP professionals. The objective is to improve the quality of promotional tools and ensure its success.

11. IPPD prepared a questionnaire consisting of an introduction on the Cartoon followed by a first set of questions to be answered before watching the Cartoon and a second set for after watching.

#### A. TARGET GROUPS:

12. The following target groups were selected:

- (i) Private sector, particularly SMEs;
- (ii) General public;
- (iii) Younger public (middle and secondary school); and
- (iv) Law enforcement officials.

#### B. RATIONAL FOR SELECTING TARGET GROUPS

13. Target groups were selected based on the following considerations:

- (i) Private sector: to encourage the private sector to better use the IP system and better understand its role in economic development and the adverse effect of fraud;
- (ii) General public: to increase awareness of, and build respect for IPRs and their value;
- (iii) Younger public (middle and secondary school): to prepare for a future generation of local innovators and creators; and
- (iv) Law enforcement officials: to increase awareness of IP, improve the fight against piracy, prosecute offenders, and strengthen legal procedures and their social and economic effects on society.

14. The Cartoon was viewed by around 700 persons from all target groups. Questionnaire replies were collected during awareness-raising workshops, science fairs and various other events. The Jordanian Chambers of Commerce and Industry played a key role in the successful feature of the Cartoon and the distribution of the questionnaire.

15. A statistical analysis was undertaken covering the responses received from various target group viewers. Comments suggested mainly:

- (i) To increase awareness activities in the field of IP, using modern and diversified tools;
- (ii) To include IPR in school programs and university curricula;
- (iii) To focus on economic adverse effects and prejudice caused by acts of counterfeiting and piracy;
- (iv) To design specialized scientific material adapted to each target group; and
- (v) To feature court rulings from IPR infringing cases.

#### C. PROJECT OUTCOME

16. The main results of this project are:

- (i) The establishment of a work-plan for increased and extended awareness-raising activities covering all provinces;
- (ii) The start of the preparation of booklets and leaflets adapted to each target group, which would meet expectations and encourage better respect for IPRs;
- (iii) The development of a work-plan for the integration of IP in public curricula; and
- (iv) The holding of capacity-building for enforcement bodies, including Customs, Public Security Directorate and the Jordan Standards and Metrology Organization.

#### IV. CONCLUSION

17. In addition to ongoing initiatives and activities, more work is needed to improve the quality of IP awareness-raising tools and materials in the Arab Region. Modern promotional material needs to be prepared which respond to public expectations and accurately address each target group. Success in these endeavors will require joint efforts on the national and/or international level.

[Annexes follow]