

# Experience of Trinidad and Tobago: National Project on Building Respect for Intellectual Property

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## Traditional enforcement approaches in the past

- ▶ Focus on “securing” or “protecting” IP
- ▶ Focus on enforcement agencies (Police, Customs and Excise and the Director of Public Prosecutions)

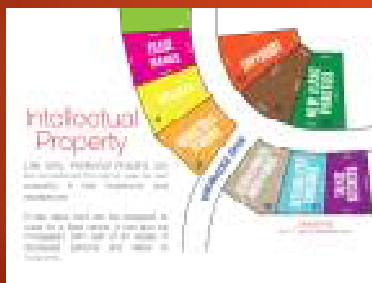


## Shortcomings

- ▶ Effort not sustained; sporadic enforcement drives
- ▶ Inconsistent funding
- ▶ Rotation of trained personnel away from a focus on IP
- ▶ IP not yet fully understood; regarded as “belonging to someone else”
- ▶ Major activities focused on large targets such as companies, institutions and retailers but not on individual consumers
- ▶ IP infringement not viewed as “real crime”

## New approaches to enforcement

- ▶ Going beyond pure enforcement – gaining respect for IP
- ▶ Viewing IP as a tool for economic development – my economic development
- ▶ Appreciating IP in the same way real property is regarded



## End goals

- ▶ To build an intellectual property savvy society by increasing the society's level of appreciation and value of IP, IP rights (IPRs) and the IP system
- ▶ To improve the local market conditions for creative goods and services by reducing the levels of piracy and counterfeit practices

## Targets/audiences

- ▶ 1. Policy makers
- ▶ 2. The general public
- ▶ 3. Youth groups
- ▶ 4. Law enforcement officials
- ▶ 5. Academic institutions and R&D centers
- ▶ 6. The private sector (with emphasis on SMEs and Creators)
- ▶ 7. The media

## Specific outputs and measures

- ▶ 1. Roving exhibition
- ▶ 2. Collections of information resource materials
- ▶ 3. Compilations of education, information and training materials
- ▶ 4. Compilations of IP literature to support the teaching of IP in the primary, secondary schools and in the universities and other tertiary institutions
- ▶ 5. A roving IP Clinic for creators/inventors, business especially SMEs, incubators and R&D institutions, with tools to collect and record data, analyze the data to determine their "IP health" and report/advise on corrective measures.
- ▶ 6. The provision of introductory courses in IP
- ▶ 7. A strengthened institutional capability at the IPO to administer Awareness, Education, Information and Training programs

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