Protect and Promote Your Culture: How Intellectual Property Tools can Support Traditional Producers and their Communities
What is IP?

- Intellectual property (IP) refers to creations of the mind – everything from works of art to inventions, computer programs to trademarks and other commercial signs.
Creativity and inventiveness are vital. They spur economic growth, create new jobs and industries, and enhance the quality and enjoyment of life.
What are the key features of intellectual property rights?

<table>
<thead>
<tr>
<th>Protect the products of creative intellectual activity</th>
<th>Criteria of protection</th>
<th>Some procedures or rules for getting protection</th>
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<td>Confer exclusive rights</td>
<td>Limited to protection (in time and territory)</td>
<td>Strive for balance: limitations and exceptions</td>
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In what ways do intellectual property rights differ?

- The subject matter that can be protected
- Requirements for gaining protection
- Duration of protection
- The nature of protection – the types of rights granted
What are traditional cultural expressions?
What is traditional knowledge?
What does traditional mean?
TK and TCEs are intellectual property

Traditional knowledge

Traditional cultural expressions

They cannot be fully protected by existing IP systems due to inadequacies of the system
Options of protection

Gaps in existing protection

Adaptation of IP rights

Adoption of *sui generis* regimes
What are existing IP rights useful for?

- IP plays a key role in helping entrepreneurs build stronger, more competitive businesses

Protection
- Prevent third party uses
- Prevent third party gaining IP rights over TK/TCEs

Promotion
- Proactive use of IP rights
Protect and Promote Your Culture

A Practical Guide to Intellectual Property for Indigenous Peoples and Local Communities

An example from Kenya: Taita baskets

In Taita Taveta County, Kenya, sisal baskets are produced according to a traditional art by local women. This skill has been passed down from generation to generation.

An example from Ecuador: the Montecristi straw hat

The Montecristi straw hat is made in the town of Montecristi in Manabi Province, Ecuador, by expert weavers, and dates back to the 19th century. Its production involves a time-consuming and labor-intensive process that takes many steps—a few of which include harvesting the green leaves of the raphia plant, boiling the fibers, the creation by expert weavers of intricate spiral patterns flowing outward from the center of the crown of each hat, the pounding of the rudimentary hats into their distinctive shapes, and the addition of finishing touches that mean the hats do not have seams.

An example from Australia: the crocodile hunter

The Jarlmadangah Burrur Aboriginal community resides in Kimberley in North West Australia. The marjala plant (scientific name: Barringtonia acutangula) is well known to the Jarlmadangah Burrur community for its healing properties, including pain relief. It is associated with the creation story of the Fitzroy River.

A hypothetical example: designing didgeridoos

After conducting an examination of the Designs Register of Australia, Terri Janke found some designs that had been "derived" from or "inspired" by indigenous themes. For instance, she found a hand-painted didgeridoo.
Protecting your tradition-based products and services with IP
Explore our top tips for Indigenous and local community entrepreneurs looking to use intellectual property.

Taking your tradition-based business online
Explore our top tips for Indigenous and local community entrepreneurs looking to take their businesses online.

Webinar Series
How to Protect and Promote Your Culture

Webinar series: How to Protect and Promote Your Culture
Indigenous and local community entrepreneurship

- WIPO provides assistance to indigenous peoples and local communities to make strategic and effective use of existing intellectual property tools in their businesses
  - Training, mentoring and match-making program for indigenous entrepreneurs
Intellectual Property and Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions

Intellectual Property and Folk, Arts and Cultural Festivals

Practical Guide
WIPO Photography Prize for Indigenous Peoples and Local Communities Youth 2023

Through this activity, the World Intellectual Property Organization (WIPO) celebrates and makes widely known the creativity of young members of Indigenous Peoples and local communities. Participation encourages Indigenous and local community youth to convey an impactful message about their peoples, communities and culture through photographic storytelling.
Thank you!
Branding with IP

Ozden Ilhan
Fellow, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO

Rita Barbosa
Inês Barbosa Ourivesaria Portuguesa;

Intellectual Property and Traditional Producers
Geneva, Switzerland, May 16, 2023
Filigree Certification
International Protection of Trademarks

Madrid System
Industrial designs
Industrial design
Geographical Indications

Geographical Indications (GIs) are signs used to identify goods as originating from a specific geographical location.

GIs can only be used by authorized producers from the specific place of origin.
Registration Procedure with the Lisbon System under the Geneva Act

- One application, one language, one set of fees
- Fees are deposited to WIPO
- Protection in all Contracting Parties (+future members)
- No renewal fees
Learn more

www.wipo.int
WIPO IP Diagnostics

Sarah Nassar
Associate Program Officer
IP for Business Division
IP and Innovation Ecosystems Sector
Protect your competitive edge with IPR

IP Rights give you control, deciding who can do what with your invention, creation, or brand

- An invention: patents, utility models, or trade secrets
- A creative work: copyright, design rights
- Confidential information: trade secrets
- A design: design rights, copyrights, patents
- Brand name or logo: trademark, copyright, design rights
- Geographical Indications
What is the WIPO IP Diagnostics tool?

A self-evaluation tool targeting IP strategy for SMEs. It allows you to receive personalized reports instantly on your IP situation.
How does it work?

AVAILABLE IN 7 LANGUAGES
Arabic, English, Spanish, French, Chinese, Russian and Japanese and more to come ...

PRE-ASSESSMENT QUESTIONNAIRE
A set of ten basic questions, to best tailor the remaining questions to the users’ needs.

• IMPORTANT! The tool does not replace the advice of a specialized legal counsel.

USER FRIENDLY AND FREE OF CHARGE
Available on computer and mobile phone. It will take a maximum of one hour to complete the assessment, the users can do it at their own pace, save it and come back as many times as they need to complete it.

A SET OF 10 SECTIONS ON DIFFERENT IP TOPICS
(e.g. innovative products, trademarks, licensing, designs, internationalization, etc.) WIPO IP Diagnostics has ten sections; the users complete only those sections that they consider relevant to their businesses.
Understand the IP in your business
- IP rights (patents, trademarks, designs, copyright and trade secrets).
- IP management aspects (maintaining a website, engaging in international trade, dealing with employees, external suppliers and contractors, and licensing, protecting, and defending your IP).

Develop an IP management strategy
- The report can then be used as a starting point for developing an IP management strategy relevant to your business.

Gateway to IP advisory services
- The report can serve as a basis for the discussion with an IP expert on how to protect identified IP assets and integrate an IP Strategy into the users' business.
Enterprising Ideas

A Guide to Intellectual Property for Startups

New in 2021

See the entire series at https://www.wipo.int/publications/en/series/index.jsp?id=181 or scanning the QR code
Conclusion and final notes

- A simple and accessible tool
- Pre-assessment that determines the next steps of the analysis
- Individual questionnaires on 10 IP topics applicable to the company
- Immediately downloadable individual reports tailored to the user's information needs
- Capable of responding to different scenarios
- Free of charge
- Enables the establishment of a real IP strategy
- Guides conversation with an advisor

Try it for yourself by scanning the QR code!
Thank you!
Sarah.nassar@wipo.int

Visit us at
https://www.wipo.int/sme/en/
2017. Entro a formar parte de Artesanía de Galicia.
Primera línea enfocada a Restauración.
Colección *My favourite girls.*
Colección My favourite girls.
A beleza do feito a man

“Pensar coas mans. Cestería, cerámica, xoiería de Galicia”.
Webinar — Intellectual Property and Traditional Producers

Colección Saudade; Rocha / Onda / Balume.
Colección Kirei, inspiración japonesa.
Coaboración con Zara y las redeiras de Corme.
Colaboración con Zara y las redeiras de Corme.
Bodegas Marqués de Murrieta “Best of 2023”
2022. Nokoru. Jarrón inspirado en cerámica tradicional japonesa del s. XVI.
GRACIAS!

www.degeronimo.com
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MICHELANGELO FOUNDATION FOR CREATIVITY AND CRAFTSMANSHIP

Founded by Johann Rupert and Franco Cologni in October 2016.

Johann Rupert is a leading South African businessman and Chairman of the Swiss-based luxury group Richemont International.

Franco Cologni is an Italian entrepreneur, author and cultural authority and former Chairman of Cartier International.
We champion craftsmanship, endorse and enable artisans to sell their work, and to sustain and grow their businesses in the long-term.
WE CELEBRATE HUMAN CREATIVITY AND EXCELLENCE

We are building a community of international artisans from rising stars to master craftspeople.

We inspire young generations to enter craft and to pursue it as a career path.

Our aim is to make craftsmanship more relevant, socially, culturally, and economically for our community.
A COMMON LANGUAGE TO DEFINE EXCELLENCE

We select our community of artisans according to the **11 criteria of excellence** established by researchers in **The Master’s Touch**.
A SHARED VISION

The Michelangelo Foundation **network** counts **130 like-minded international organisations** in **over 45 countries**.

- Unite the key actors in the network
- Understand local situations
- Collaborate on projects
- Identify local master artisans and young talents
OUR ACTIONS

More than 6000 artisans and young talents joining our community and taking part into our programmes
CRAFT AND DIGITAL
86% of artisans have a website

64% of artisans have a Facebook account

84% of artisans have an Instagram account
FINDING YOUR VOICE ON SOCIAL MEDIA
FROM AN ONLINE PORTFOLIO WINDOW WEBSITE TO AN ONLINE SHOP
RAISING AWARENESS ON DIGITAL
OUR SIGNATURE PROJECT

Homo Faber Guide is

ea participative and curated digital platform

- Discover craft addresses around the world
- Explore travel destinations through contemporary craft
- Connect with an international craft community
- **Homo Faber Guide** presents artisans from 40 countries in Europe and beyond (South Korea, Singapore, Japan and Colombia).

Over:
- 2000 artisans
- 300 manufacturers
- 250 museums
- 450 galleries and shops
- 950 experiences
- 46 city ambassadors
To be published online, artisans can:

- Apply through the Evaluation Tool
- Be recommended by the Homo Faber community (craft associations, designers, artisan hunters etc).

They benefit from visibility and can be contacted by:

- Potential clients
- Companies or professionals to commission a piece
- Craft enthusiasts to take part in experiences

www.homofaber.com/guide
HOMO FABER FELLOWSHIP
REDUCING SKILLS GAP AND STRENGTHENING ENTREPRENEURSHIP COMPETENCES OF FELLOWS

- A certifying 4-week masterclass on campus designed by an academic partner involving inspiring experts and bespoke for our audience.

- A hands-on digital workshop for the participants covering social media, website and e-commerce basics
Thank you

homofaber.com
michelangelofoundation.org