Topic 1: Introduction to Intellectual Property

WIPO Practical Workshop

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What is intellectual property?

- Products of the human **mind**, the fruits of human **creativity** and **innovation**

<table>
<thead>
<tr>
<th>inventions</th>
<th>literary and artistic works</th>
<th>designs</th>
<th>“brands” symbols, names and images used in commerce</th>
</tr>
</thead>
</table>
What is the intellectual property system?

- IP is protected by different laws and mechanisms…

<table>
<thead>
<tr>
<th>patents</th>
<th>copyright</th>
<th>trademarks</th>
<th>geographical indications</th>
<th>industrial designs</th>
<th>trade secrets</th>
<th>...</th>
</tr>
</thead>
</table>

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION
What is the intellectual property system for?

- Enables people to earn
  - recognition
  - financial benefit
  from what they invent or create

- Aims to foster a balanced environment
  in which creativity and innovation can flourish
The intellectual property family tree

- IP
  - Industrial property
    - Patents
  - Copyright
  - Sui generis protection for traditional knowledge
  - Brands
  - Designs
The basics of patents
USE OF TURMERIC IN WOUND HEALING

Inventors: Samar K. Das; Hari Har P. Cohly, both of Jackson, Miss.

Assignee: University of Mississippi Medical Center, Jackson, Miss.

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Int. Cl. 461K 35/78
U.S. Cl. 424/195.1; 514/925; 514/926; 514/927; 514/928

Field of Search 424/195.1

References Cited
U.S. PATENT DOCUMENTS
4,719,111 1/1988 Wilson 424/195.1
5,120,538 6/1992 Oei 424/195.1
5,252,344 10/1993 Shi 424/682

OTHER PUBLICATIONS

ABSTRACT
Method of promoting healing of a wound by administering turmeric to a patient afflicted with the wound.

6 Claims, No Drawings
Turmeric, a yellow powder developed from the plant *Curcuma longa*, is commonly used as a food colorant in many Indian dishes and imparts a bitter taste. Turmeric is also used as an additive in prepared mustard.

Although it is primarily a dietary agent, turmeric has long been used in India as a traditional medicine for the treatment of various sprains and inflammatory conditions (Rao T S et al., *Indian J. Med. Res.*, 75:574–578, 1982). The active ingredient in turmeric powder is curcumin, which is a completely symmetrical molecule
DETAILED DESCRIPTION OF THE INVENTION

The present invention provides a method of promoting healing of a wound in a patient, which comprises administering a wound-healing effective amount of turmeric to the patient.

The present inventors postulated that turmeric may have significant antineoplastic, antioxidant, antibacterial and anti-inflammatory properties when given orally or applied topically. In view of these facts and the availability of turmeric, the present inventors studied the wound healing properties of turmeric to provide a simple and economical solution to the problem of chronic ulcers.
tions of turmeric were added to the cell plates and this plate was incubated in 95% oxygen, 5% carbon dioxide air at 37 degrees Celsius for 72 hrs. Following incubation the cells were pulsed 16 hrs with tritiated thymidine and then harvested onto filter paper disk for counting by liquid scintillation. Cell counts revealed that cells cultured in media alone resulted in <500 CPM (counts per minute) whereas those cells cultured in media as well as turmeric [0.01%] resulted in 4900 CPM (counts per minute). These results demonstrate an in vitro proliferative effect of turmeric on endothelial cells isolated from umbilical vein.

We claim:

1. A method of promoting healing of a wound in a patient, which consists essentially of administering a

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wound-healing agent consisting of an effective amount of turmeric powder to said patient.

2. The method according to claim 1, wherein said turmeric is orally administered to said patient.

3. The method according to claim 1, wherein said turmeric is topically administered to said patient.

4. The method according to claim 1, wherein said turmeric is both orally and topically administered to said patient.

5. The method according to claim 1, wherein said wound is a surgical wound.

6. The method according to claim 1, wherein said wound is a body ulcer.
REEXAMINATION CERTIFICATE
ISSUED UNDER 35 U.S.C. 307

THE PATENT IS HEREBY AMENDED AS INDICATED BELOW.

B1 5,401,504

AS A RESULT OF REEXAMINATION, IT HAS BEEN DETERMINED THAT:
Claims 1–6 are cancelled.

* * * * *
The basics of patents

What is an invention?
- A product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

What is a patent?
- An exclusive right, that allows to prevent or stop others from commercially exploiting the patented invention
- granted by a State or by a regional office acting for several States
- applicable in the country or region in which the patent has been filed and granted, in accordance with the law of that country or region
- for a limited period, generally 20 years from the filing date of the application.
Three principal requirements for inventions to be protected (Conditions of patentability)

- Novelty: New characteristic not known in the body of existing knowledge (prior art) in its technical field
- Inventive step / non-obviousness: Cannot be deduced by a person with average knowledge in its technical field
- Industrial application /utility: The invention must be of practical use or capable of some kind of industrial application
- Disclosure of the invention (description in detail)

If these conditions are not met: A patent should not be granted. If this is discovered later, patents can be revoked or invalidated.

Interests at stake: State / inventor … Society
The basics of trademarks
What is a trademark?

A trademark is:

- A sign
- Capable of being represented graphically
- Which is capable of distinguishing goods or services of one undertaking from those of other undertakings
What does a trademark do?

The proprietor of a *registered* trademark has **exclusive rights** in the trademark which are **infringed** by **use of the trademark** in the given territory **without his consent**
Where to register a trademark?

Three possible routes to trademark registration

- National registration
- Regional system of registration (for example in Europe, registration of a Community Trade Mark)
- International filing
What is a sign?

- Words
- Designs
- Letters
- Numerals
- The shape of goods or their packaging
- Slogans
- Colours
- Sounds
- Smells
- Gestures
- Taste

Very few restrictions on what can be a sign
Words and designs

Slogans

Disney

Apple

McDonald's

i’m lovin’ it™
Colors

Sounds
**Shapes**

- Red Mini Cooper
- Coca-Cola bottle
- Toblerone chocolate bar

**Gesture**

- Gesture of two cutting fingers. This gesture is recognized as the commercial origin for TWIX chocolate.
What is a graphic representation?

A graphic representation is one which utilises images, lines or characters. In order to render a sign registrable as a trademark, the graphic representation must be clear, precise, self-contained, easily accessible, intelligible, durable and objective.

In addition, a representation must be sufficiently accessible and intelligible and not require excessive efforts to be taken for the public to understand it.
Word marks/Device or figurative marks
Shapes

Verbal description?

This will rarely be satisfactory as it will not convey the precise appearance of the sign

Example: “A chewy sweet on a stick”
Shapes

- Design drawings
- Photographs
Capacity to distinguish

- The sign must be capable of distinguishing the goods or services of one undertaking from the goods or services of another.

- A failure to comply with this requirement constitutes an absolute ground for refusal of registration.
Absolute grounds for refusing to register a trademark

Here we look at the sign itself
Categories of absolute grounds

Exclusion from registrability of signs that are:

- Non-distinctive (ex: single letters or numerals)
- Descriptive (ex: BABYDRY for nappies)
- Generic (ex: aspirin, escalator, sellotape, hoover)
- Contrary to public policy or morality
- Likely to deceive the public
- Prohibited by law
- Made in bad faith
Relative grounds for refusing to register a trademark

Here we compare the sign that is being applied for with signs that are already on the register
Trademark infringement

The proprietor of a registered trademark has **exclusive rights** in the trademark which are **infringed by use of the trademark** in the given territory without his consent.

- **No requirement of knowledge or intention** on the part of the defendant. Liability is strict.

- **No need to demonstrate damage**.
Invalidity and revocation

- A trademark may be declared **invalid** if it was registered in breach of one of the absolute or relative grounds for refusal.

- A trademark may be **revoked**
  - For non use
  - For suspension of use
  - If the trademark has become the “common name in the trade” (generic)
  - If the trademark has been used in a way so that it is liable to mislead the public (deceptive)
Defences - use of name or address, descriptive use and intended purpose

Usually, a registered trademark is not infringed by:

- The use by a person of his own name or address

- The use of indications concerning the kind, quality, intended purpose, value, geographical origin, the time of production of goods or rendering of service, or other characteristics of goods and services

- The use of the TM where it is necessary to indicate the intended purpose of a product or service

- In comparative advertising

Provided that the use is in accordance with honest practices in industrial and commercial matters
The basics of trade secrets
What are Trade Secret?

- Secret
- Commercial value
- Subject to reasonable steps to keep it secret
Why Trade Secret?

- No procedural formalities
- Unlimited period of time
What is the Risk?

- If discovered or leaked, it can be used by others.
The basics of geographical indications
What’s in your mind when you hear:

- Champagne
- Cognac
- Roquefort
- Chianti
- Pilsen
- Porto
- Sheffield
- Havana
- Tequila
- Darjeeling
What are Geographical Indications?

- A sign used on goods that have a specific geographical origin (the name of the place of origin of the goods and/or symbols without literally naming its place of origin).

- Possess qualities, reputation or characteristics that are essentially attributable to that place of origin.

- In short, to be distinct due to geographical location.
Why Geographical Indications?

- Identify its source
- Indicate the unique qualities
- Promote the product with a distinguishing name
- Prevent infringement and unfair competition
What are “Appellations of Origin”?

- Stronger link with the place of origin
  - exclusively or essential quality or characteristics due to geographical origin
  - the raw materials and the processing
The basics of industrial designs
What is an industrial design?

the ornamental or aesthetic aspect of an article

3-D

shape or surface of an article

2-D

patterns, lines or color
Why protect industrial designs?

- A design is what makes a product attractive and appealing
  - contributes to commercial value and marketability
  - promotes fair competition and honest trade practices
  - helps economic development, by encouraging creativity
How can industrial designs be protected?

- In most countries, must be registered in order to be protected
  - unregistered design

- must be “new” or “original”
  - no identical or very similar design is known to have existed before
The basics of copyright
Copyright

Rights over literary and artistic “works”
What is a work? Categories of works

- literary works
- dramatic works
- musical works
- artistic works
- cinematographic works
- ...

- sound recordings
- Broadcasts
- performances
Conditions for protection

- Arises automatically
- No formalities
Idea/Expression

Ideas are not protectable in themselves, but the expressions of such ideas are protectable

- Copyright does not protect: ideas, procedures, processes, systems, methods of operation, concepts, etc.
- It only protects the way ideas are expressed in a particular work
- What can be protected: the characteristics by which the author has made the theme personal
- Why? Would it be productive, efficient, fair, or morally justifiable to give exclusive rights to the first person to write about an idea?
Originality

The work must be original

- NOT
- NECESSARILY
- novelty
- ingenuity
- inventiveness
- aesthetic merit

“originates” from the creator
not copied
minimal degree of creativity
Duration

Rights are limited in time

- Life of the author + min. 50 years
Exclusive Rights

A “bundle”

Moral rights
- attribution
- integrity

Economic rights
- reproduction
- distribution
- adaptation
- translation
- public performance/display
- public communication
Violation - Infringement

some myths
we can copy as long as we don’t sell…
…any copying is unlawful

anyone who
without permission
carries out one of the reserved acts

UNLESS AN EXCEPTION OR LIMITATION APPLIES
Exceptions and Limitations

- Certain acts which might otherwise constitute an infringement of copyright do not incur liability
  - Fair use/fair dealing exceptions (research/private study, criticism/review, reporting current events)
  - Incidental uses e.g. in a sound recording, film, broadcasting