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## Policy Advisory Commission Considers World Intellectual Property Declaration



Dr. Idris with the members of the Policy Advisory Commission. Seated fourth from left is HRH Prince El-Hassan Bin Talal, Chairman of the Commission.

The World Intellectual Property Organization (WIPO) Policy Advisory Commission (PAC), meeting June 15 at the Organization's Geneva headquarters, agreed that a strong message should be sent to the international community stressing the value of intellectual property as a tool for promoting wealth creation and economic, social and cultural development.

### The Draft Declaration

The basis of discussions at the one-day meeting, chaired in the morning by HRH Prince El-Hassan Bin Talal of Jordan and by former Philippines President Fidel Ramos in the afternoon, was a proposed "World Intellectual Property Declaration." The draft Declaration was initiated by Japan's Vice Minister for International Affairs, Ministry of Trade and Industry, Mr. Hiromitsu Arai, and further elaborated by a task force of the PAC. The draft Declaration recognizes the universal relevance of intellectual property in today's knowledge-based societies and asserts the historical, cultural,

social and economic value of intellectual property since the earliest days of history. It stresses that intellectual property rights provide incentives to creators, promote equal access to the benefits of creativity, and help promote wealth creation for all. The Declaration recommends a series of activities to promote public awareness, dissemination of value-added intellectual property information, and better international registration services. The need to encourage the effective use of intellectual

property and protect cultural diversity is also addressed.

Members of the PAC offered comments on the draft text and agreed to pursue consultations over the next few weeks with a view to adopting the Declaration. After adoption by the PAC, a presentation of the Declaration will be made to the WIPO Assemblies at their annual meetings in September.

### Role of WIPO

Also on the agenda was a paper on the role of WIPO in a changing world. Presented by Mr. Henry Olsson, Special Government Advisor at the Swedish Ministry of Justice, the paper addresses several issues confronting the field of intellectual property today, such as questions regarding patent protection for plants, pharmaceuticals, and genes.

The paper offers suggestions on how WIPO can best tackle these issues. Members of the PAC suggested that WIPO study and consider both the positive aspects as well as potential problems posed



From left, Mr. Abdelbaki Hammass, Dr. Kamil Idris, Mr. Hiromitsu Arai, Mr. Shozo Uemura (WIPO), Mr. Bruce Latham (see box at right).

### Policy Advisory Commission members present at the June meeting:

- Mr. Jorge Amigo Castellado, Director General, Mexican Industrial Property Institute, Mexico;
- Mr. Hiromitsu Arai, Vice-Minister for International Affairs, Ministry of International Trade and Industry, Japan;
- Mr. Amin Ewey, former State Minister and Minister for Foreign Affairs, Côte d'Ivoire;
- Mr. Mayer Gabay, First Vice President, United Nations Administrative Tribunal, and Chairman, Patent and Copyright Laws Revision Commission, Ministry of Justice, Israel;
- Mr. Arunbhai Ghose, Member, Union Public Service Commission, India, and former Ambassador and Permanent Representative of India, Permanent Mission of India in Geneva;
- Mr. Walter Gygis, Switzerland's Ambassador to India;
- His Royal Highness, Prince El-Hassan Bin Talal, Hashemite Kingdom of Jordan;
- Mr. Abdelbaki Hammass, Minister for Culture, Tunisia;
- Mr. Wilhelm Hilsbeck, former Ambassador and Permanent Representative of Germany, Permanent Mission of Germany in Geneva;
- Mr. Lakshman Kalyanasami, Minister for Foreign Affairs, Democratic Socialist Republic of Sri Lanka;
- Mr. Bruce Latham, President, International Intellectual Property Institute, and former Assistant

Secretary of Commerce and Commissioner of Patents and Trademarks, United States of America;

- Mr. Henry Olsson, Special Government Advisor, Ministry of Justice, Sweden, and former Director of Copyright Department, WIPO;
- Mr. Philippe Petit, Permanent Representative of France to the United Nations in Geneva;
- Mr. Mario Porzio, Attorney, Advisor to the Ministry of Foreign Affairs, Chile, and Chairman of the Assemblies of Member States of WIPO;
- Mr. Zonghuai Qiao, Ambassador, Permanent Mission of the People's Republic of China in Geneva;
- Mr. Fidel Ramos, former President, Philippines;
- Mr. Vasily Sidoren, Ambassador and Permanent Representative of the Russian Federation, Permanent Mission of the Russian Federation in Geneva;
- Mr. Petar Stoyanov, President of the Republic of Bulgaria;
- Mr. John Woakes, Chairman, Global Trade Practices, APCC Worldwide, and former Ambassador and Permanent Representative of Canada, Permanent Mission of Canada in Geneva.

by the intellectual property system. They proposed that the intellectual property aspects of biotechnology and traditional knowledge remain high on WIPO's agenda and be brought to the attention of key policy makers.

Presentations were also made to the panel on the Organization's work in the area of patent law harmonization, the Worldwide Academy, WIPO/NIT, and public outreach efforts.

President Petar Stoyanov of Bulgaria reaffirmed the importance of intellectual property as a tool for wealth creation. He stressed that the intellectual property system presents a unique opportunity to reward "creative and innovative individuals for translating ideas into tangible products, and business (for) turning them into income and employment, contributing to economic development and the generation of wealth." He added that "it is up to governments and policy makers to create a business and economic environment favoring and promoting creativity and innovation," and underlined the importance of demystifying intellectual property rights.

WIPO Director General Dr. Kamil Idris thanked the members of the Commission for their contribution to the PAC and observed that in the not-so-distant past, intellectual property issues were not on the agenda of policy makers, let alone part of their policy strategy as they are today. Dr. Idris stressed that ▶



Prince El-Hassan Bin Talal with Mr. Idris Idriss

intellectual property has also become a key part of the strategy for business leaders, saying that a company's greatest assets are intangibles whose value is captured through the intellectual property system.

### Mandate of PAC

The PAC, made up of eminent personalities from the fields of politics, diplomacy, law and public administration, is mandated to enhance WIPO's capacity to monitor and respond in a timely, informed and effective manner to international and regional developments in intellectual property, in information technology and in other fields bearing on WIPO's operations and its policy environment.

The insights offered by members of the PAC help to ensure that the Organization remains relevant to the changing realities of the modern world and provide available assistance in the Organization's quest to demystify intellectual property. The intent of the Commission is to assist the Director General in identifying policies to deal with new and emerging trends in intellectual property. The PAC, like the Industry Advisory Commission (IAC), is a purely advisory body.

## Director General Meets With Four Prime Ministers in Geneva

### Lesotho

Dr. Idris and Prime Minister Pakalitha Mosisi of Lesotho discussed at a June 27 meeting at WIPO various ways to realize the benefits of the intellectual property system in Lesotho. During the meeting, Dr. Idris pledged additional support for the expansion of WIPO's activities in Lesotho.

Discussions focused on the role of the intellectual property system in safeguarding the traditional knowledge and biological resources of agriculture-based economies within the African region. Dr. Idris also underlined the importance of raising awareness among the broader public of the potential economic and social benefits of intellectual property protection.

"The strategic importance of intellectual property protection as a tool for social and economic development is increasingly recognized," Dr. Idris said after meeting with the Prime Minister. "Countries such as Lesotho, and indeed the whole continent of Africa, have much to gain from building effective systems of intellectual property creation, use, and protection. We are delighted to be able to further support the Government of Lesotho in its efforts to develop its capacity to reap the social and economic benefits of an effective and fully operational intellectual property system."

Future WIPO assistance will include help in setting up modern, information technology-based systems of protection in the fields of both industrial property and copyright, offering professional training courses through the WIPO Worldwide Academy, and providing intellectual property training materials to the University of Lesotho.

### Morocco

On June 28, Dr. Idris held talks with Prime Minister Abdelrahman Youssef of Morocco on ways to reinforce that country's intellectual property system.

Dr. Idris and Mr. Youssef reviewed cooperation activities between WIPO and Morocco, where WIPO has been providing extensive legal and technical assistance. They agreed to strengthen various cooperation activities, in particular in the area of human resource development and institution building. WIPO will continue to help Morocco in revising legislation relating to intellectual property as well.



Dr. Idris, Prime Minister Pakalitha Mosisi of Lesotho, and Ambassador Retellestrow Victor Lecheva, from the Permanent Mission of Lesotho in Geneva.



Dr. Idris and Prime Minister Abdelrahman Youssef of Morocco.



Dr. Idris and Prime Minister Vladimir Ermoshin of Belarus.

Dr. Idris and Mr. Youssef praised the successful launch of a post-graduate program in intellectual property at the University Hassan II in Casablanca in October 1999. WIPO provided support to the university in establishing a program that would lead to a post-graduate degree in intellectual property law (Diplôme d'études supérieures spécialisées de propriété intellectuelle). The two-year program covers both industrial property and copyright.

The talks also addressed the role of the intellectual property system in safeguarding traditional knowledge. Dr. Idris told the Prime Minister that WIPO is prepared to provide technical assistance to help Morocco use the intellectual property system to preserve its cultural heritage.

Dr. Idris and Mr. Youssef both acknowledged the strategic importance of a strong intellectual property system and its benefits in attracting foreign investment and facilitating the transfer of technology.

### Belarus

Dr. Idris on June 30 pledged the Organization's support to the government of Belarus in further reinforcing its intellectual property system. In talks with Prime Minister Vladimir Ermoshin, the Director General reiterated the strategic importance of intellectual property in the future economic, social and cultural development of Belarus.

Mr. Ermoshin and Dr. Idris discussed bilateral relations and resolved to intensify cooperation, in particular in the area of institution building and human resources training. The Prime Minister informed the Director General of his government's desire to establish a national Intellectual Property Center, which would promote scientific research, training, innovation, and invention. Dr. Idris said WIPO would support the government's efforts to establish the center.

The Prime Minister stressed that Belarus' president, Alexander Lukashenko, is firmly committed to building a strong intellectual property system. He said that Belarus recognizes the strategic importance of intellectual property and said the key to the country's future wealth is in the vast creative potential of its people, in addition ▶



## WIPO and Arab League Reinforce Cooperation



LAS Secretary General Dr. Ahmad Esmat Abdel Meguid with Dr. Idris.

to its natural resources. Dr. Idris agreed, stressing that – that the only resources that are inexhaustible are the products of the mind. He encouraged Belarus to continue to exploit the creative potential of its people.

### Senegal

Dr. Idris met with the Prime Minister Moustapha Niassé of Senegal on June 30 to discuss ways to strengthen intellectual property protection in Senegal. The Director General promised WIPO's continued support in assisting the Senegalese Government to develop an effective national intellectual property infrastructure.

Mr. Niassé and Dr. Idris agreed on a set of measures to enhance Senegal's ability to harness its creative potential. Such measures include training of qualified personnel, institution building, and legal technical assistance, particularly in the field of geographical indications and in capturing the economic value of traditional knowledge. To this end, the Director General and the Prime Minister agreed that an official WIPO mission to Dakar would take place soon to develop a nationally focused action plan (NFAP) for Senegal.

Dr. Idris applauded Senegal for its long-standing work in promoting awareness of intellectual property issues at the regional level.

Cooperation between the League of Arab States (LAS) and WIPO to strengthen intellectual property protection in the Arab region was high on the agenda of talks between LAS Secretary General Dr. Ahmad Esmat Abdel Meguid and WIPO Director General Dr. Kamil Idris on June 27 in Geneva. The two agreed on the need to reinforce the intellectual property systems of countries in the Arab world and to promote public awareness about the benefits of intellectual property protection.

"Intellectual property protection and capacity building is extremely important to countries in the Arab region both in promoting economic development and in safeguarding the rich cultural heritage of the region," said Dr. Idris. "In forging closer links between WIPO and LAS, it will be possible to enhance efforts to strengthen intellectual

property protection and to generate broader understanding of its role and value in generating meaningful economic, social and cultural benefits to all countries in the region."

In recent months, WIPO has expanded its activities with LAS by providing legal and technical assistance to establish an Intellectual Property Unit within the General Secretariat of LAS. A number of joint activities are also being planned, including an exhibition of Arab artists from Bahrain, Egypt, Jordan, Lebanon, Oman, Sudan, and Tunisia, which is to take place at WIPO headquarters from September 25 to October 3, 2000. A jointly-organized regional conference for Arab countries on emerging issues in the field of intellectual property is also planned for the first quarter of 2001.

## WIPO Pays Tribute to First Lady of Egypt

WIPO Director General Dr. Kamil Idris presented to Mrs. Suzanne Mubarak on June 29 a certificate which recognizes the Egyptian First Lady's "vision and exemplary leadership in promoting access to knowledge and information for children and young people, and for encouraging innovation and creativity among them."

"Mrs. Mubarak is actively contributing to promoting a better understanding of intellectual property through education by instilling in children a quest for knowledge," said Dr. Idris. "Nurturing a thirst for knowledge and information is a proven way of fostering creative minds and original thinking in young people. This sows the seeds for future inventive minds."

In accepting the award, Mrs. Mubarak emphasized the importance of intellectual property rights in her country. "This cause is of particular concern to us in Egypt," she said. "As we all know, it is the ultimate means of nurturing and stimulating the creation of thoughts, ideas, inventions, new technologies, and methods in science, works of art, and literature, all of which are the essence of any culture and set pace for the advancement and prosperity of mankind."

Mrs. Mubarak is known for her activities furthering respect for intellectual property among a key target group – children and young people. Children will grow up to be the scientists, inventors, artists and musicians of tomorrow – all of whom depend on the intellectual property system to translate



Egyptian First Lady Mrs. Suzanne Mubarak signs the visitors' book at the WIPO Information Center.

creative genius into tangible assets which add to the material and cultural wealth of a nation.

"WIPO has a mandate to promote the protection of intellectual property," said Dr. Idris. "Never has this been as critical as it is today with the increasing importance of knowledge and information in society." He expressed appreciation to Mrs. Mubarak for her personal efforts in demystifying intellectual property and bringing the issues closer to the grassroots level.

Mrs. Mubarak is involved in programs to enhance the welfare of children in Egypt. She is the Chairperson of the Advisory Board to the National Council on Childhood and Motherhood, President of the Egyptian National Womens Committee, and the Chairperson of the Integrated Care Society. She is also the Chairperson of the Egyptian Board on Books for Young People, which

promotes, among other things, awareness among young people about intellectual property.

Mrs. Mubarak expressed continued support for WIPO's work in encouraging creativity and innovation. WIPO held two copyright-related meetings in Cairo, one in February 1998 and the other April 2000, under the patronage of Mrs. Mubarak. "I consider these two events to represent the starting point of a more intensive and on-going program of cooperation for the purpose of protecting intellectual property rights in Egypt and the whole Arab and African regions," she said, "to ultimately benefit the economic, social, intellectual and cultural development of this region."

## Record Number of Alleged Cybersquatting Cases Filed in May

The Arbitration and Mediation Center of WIPO saw a record number of cases involving alleged cybersquatting disputes filed in May, bringing the total caseload to 569 (including country code domains). The rise in filings since the Center began administering domain name disputes in December 1999 (1 in December, 28 in January, 79 in February, 133 in March, 119 in April, and 172 in May) reflects the growing commercial importance of domain names.

The procedure is being used by a variety of sources—large, well-known companies, small and medium-sized enterprises, individuals, celebrities and organizers of sporting events. Cases involve parties from 53 countries in all parts of the world, reflecting the international nature of the problem. Statistics relating to the geographical distribution of both complainants and respondents generally mirror global Internet connectivity. The largest number of cases involve parties from the United States of America, representing over half of all complainants (209) and over half of all respondents (332). Of the 179 decisions made so far, 147 led to the transfer of the domain name to the complainant. Thirty-two complaints were denied and a considerable number of disputes were settled before a decision was taken. For continuously updated information on case statistics, please consult <http://arbitr.wipo.int/domains/statistics/index.html>.

An increasing number of well-known personalities are using the procedure to wrest back their Internet identity from alleged

Internet pirates or cybersquatters. In two recent cases filed with WIPO, expert independent panelists found in favor of the celebrities on the basis of common law, rather than on registered trademark rights. For further information on these rulings, refer to the cases involving [jalaroberts.com](mailto:jalaroberts.com) (02000-0210) and [jeanetteeverson.com](mailto:jeanetteeverson.com) (02000-0235) at <http://arbitr.wipo.int/domains/decisions/index.html>.

More sports-related cases are also reaching WIPO. These include [worldcup2002.com](http://worldcup2002.com) (soccer), [ryder-cup.com](http://ryder-cup.com) (golf), [pgachampionship.com](http://pgachampionship.com) (golf), [acfachampionleague.com](http://acfachampionleague.com), [gironidansdelordaux.com](http://gironidansdelordaux.com) (French soccer), [greenbaypackers.com](http://greenbaypackers.com) (American football), and [continfans.com](http://continfans.com) (Brazilian soccer).

"The rising number of alleged cybersquatting cases shows the growing premium placed on domain names by companies and individuals operating in the wired environment," said WIPO Assistant Director General and Director of the Arbitration and Mediation Center Mr. Francis Gurry. He underlined the need for further work on defining other areas of relevance to the domain name system as they relate to intellectual property. "Case filing trends demonstrate a need to further define what constitutes 'cybersquatting' in light of the scope of the current policy," he said. "For instance, questions arise as to whether the policy should also cover other areas such as trade names, geographical indications, and other rights that are not necessarily based on registered trademarks."

Cases are currently being filed under the Uniform Domain Name Dispute Resolution Policy applicable to generic top-level domains (.com, .net and .org) adopted by the Internet Corporation for Assigned Names and Numbers (ICANN) on August 26, 1999. The WIPO Center also provides dispute resolution services to six national registries, including Turvalu (.tv) and Nice (.nu). Decisions on two cases relating to the .nu ending remain outstanding at this time.

The ICANN policy establishes a uniform and mandatory administrative dispute-resolution system to address cases of bad faith and abusive registrations, the practice known as "cybersquatting." Using this system, panels of one or three experts, appointed by the WIPO Arbitration and Mediation Center, apply streamlined, quick and cost-effective procedures to review claims and eliminate cases of clear abuse of trademark holders' rights, leaving the more complex cases to the courts. The procedure requires that each case is resolved within a 45-day period. If the losing party fails to challenge the decision in a competent court within 10 days, the registrar is bound to implement the panel's decisions after that period. Once a case is filed with the Center, the domain in dispute is posted on the website, as is the decision (<http://arbitr.wipo.int/domains/cases/index.html>).

## Broader Access to HIV/AIDS Treatment Explored

A meeting organized by the *Fondation du Présent*, with the support of the Ford Foundation and the collaboration of WIPO focused on ways to facilitate and broaden access to treatment of HIV/AIDS.

Some thirty participants representing the various stakeholders – health practitioners, people living with HIV/AIDS, the pharmaceutical industry, international organizations, and representatives of the private sector that are confronted by the HIV/AIDS crisis – attended the Roundtable on HIV/AIDS Treatment Access Consensus at WIPO's Geneva headquarters on June 19 and 20. The meeting was moderated by Mr. Ron McInnis, Director, Global Health Council, Washington, D.C., and Ms. Sophia Monica Mukasa, Director, the AIDS Support Organization, Mperewe, Uganda.

The treatment gap between development and developing



countries for HIV/AIDS patients figured highly among the issues discussed. The Reverend Gideon Byamugisha from Uganda spoke about the barriers faced by people living with HIV/AIDS in accessing appropriate treatment. Healthcare providers in Africa, as well as representatives of several ministries of health, emphasized the challenges of mobilizing funds for healthcare.

A central point of discussion was the May 11 Joint Statement of Intent put forward by five companies in the pharmaceutical industry, Boehringer-Ingelheim, Bristol-Myers Squibb, Glaxo Wellcome, Merck & Co., Inc., and F. Hoffmann-La Roche, and five United Nations Programs or agencies, the Joint United Nations Programme on HIV/AIDS (UNAIDS), the World Health Organization (WHO), the World Bank, the United Nations International Children's Emergency Fund (UNICEF), and the United Nations Population Fund (UNFPA).

This roundtable, the first cross-sectoral forum at which the Statement of Intent and its implementation was discussed, evaluated the Statement as a framework agreement on principles to which all parties involved could subscribe. Its subscribers – including both inter-governmental organizations and industry – have indicated a willingness to move quickly towards negotiations with interested countries to conclude detailed arrangements.

Additional presentations came from representatives of the UN agencies. Dr. Peter Piot, Executive Director of UNAIDS, spoke about



the roles and responsibilities of UNAIDS in facilitating access to life-saving treatments. Mr. Richard Wilder, Director of WIPO's Division of Global Intellectual Property Issues, discussed the role of WIPO in this debate and the Organization's work in the field of intellectual property and pharmaceuticals. Mr. Wilder also addressed the question of WIPO's role with respect to intellectual property and access to health care. He emphasized the need, at the national level, for the relevant UN agencies to work together according to their respective areas of competence. He also underlined the need for collaboration at the local level between the relevant ministries to maintain the vibrancy of the intellectual property system while solving the drug access problems that confront them.

The roundtable reaffirmed the fundamental importance of research and development in the battle to find a cure for HIV/AIDS and the role that intellectual property protection plays as an inducement to the private sector to invest in this battle. Participants also reached a broad consensus on the necessity for close collaboration between all involved parties to help facilitate access to treatment and healthcare wherever needed.

## Visits

### Director General in Cuba and Costa Rica

During a visit to Cuba and Costa Rica from June 5 to 8, WIPO Director General Dr. Kamál Idris highlighted the key role of intellectual property protection in promoting economic and technological development.

Dr. Idris underlined several different issues during his visits: the protection of traditional knowledge and biodiversity, the access to genetic resources, and the protection and development of biotechnological inventions, electronic commerce and electronic communications. He stressed the need to look at and develop new indicators with the corresponding statistical back up on how intellectual property makes an impact on the GDP of developing countries.

At official award ceremonies in both countries, Dr. Idris paid tribute to the invaluable contribution of individual inventors. In Cuba, a WIPO Gold Medal was awarded to Mr. Nino Castañeda for his work in the development of broad spectrum fungicides as well as to 17 outstanding inventors and innovators. In Costa Rica, Dr. Idris conferred posthumously a WIPO Gold Medal on Mr. Clodomiro Picado Twight for his contribution to medical research, particularly in the field of antivenom serums (see box).

#### Cuba

Whiles in Havana, Dr. Idris met with President Fidel Castro and several high-ranking government officials. Dr. Rosa Elena Simón, Minister of Science, Technology and Environment gave the Director General a thorough overview on basic principles and strategies followed by the government for the development of Cuban science and technology, the structure of her Ministry, the modernization of the industrial property system, and the role played by intellectual property in such development. The Minister praised the continuous support and cooperation received from WIPO in the modernization and strengthening of the intellectual property system.

Discussions with other ministers touched several matters of interest both to WIPO and the Cuban government, among which was the role of WIPO within the United Nations system, implementation of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), the World Trade Organization's future work and accession to WIPO Internet Treaties.

#### Costa Rica

President of the Republic Dr. Miguel Ángel Rodríguez met with the Director General in San José on June 7. A presentation by Congressman Belisario Solano, President of the Congress' Intellectual Property Committee, briefed Dr. Idris on developments pertaining to the modernization of the intellectual property legal framework in Costa Rica. In the last six months, the legislature has approved five new intellectual property laws and acceded to the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty. The Director General pledged WIPO's support in the form of training in the field of mediation and arbitration, as well as in strengthening the technical infrastructure to facilitate wider use and broader access to intellectual property information.

## Gold Medal Awarded Posthumously to Costa Rican Scientist

### Dr. Clodomiro Picado Twight Honored with WIPO Medal



Dr. Idris presents Mrs. Lolita González Picado with the WIPO Gold Medal awarded to the late Dr. Clodomiro Picado Twight.

Born in 1887, Costa Rican Scientist Dr. Clodomiro Picado Twight was known as a prominent Latin American pioneer in toxicology. He published some 115 research papers in his lifetime, delving into nearly all aspects of his environment: soil, flora, fauna, human tissues, water, and others. He obtained diplomas in zoology and botany, as well as a doctorate degree from the University of the Sorbonne.

Dr. Clodomiro's research contributed to the development and innovation of biological sciences. In 1927 he published the results of research which demonstrated the inhibitory action of the *Bacillus genus penicillium sp* on the proliferation of the bacteria *staphylococcus* and *streptococcus*, which helped in the development of penicillin. His greatest internationally recognized achievements went for his studies of venomous snakes and his contribution to the development of various antivenom serums.

Other significant scientific contributions came from his research on bacterial diseases affecting beans and those causing coffee fermentation, as well as his studies demonstrating the beneficial effects of iodine.

Dr. Clodomiro died in 1944. Dr. Idris presented a posthumous WIPO Gold Medal Award for his lifetime achievements to his daughter-in-law, Mrs. Lolita González Picado.

## Cooperation for Development

### WIPO Asian Regional Seminar on the International Protection of Trademarks

WIPO cooperated with the State Administration for Industry and Commerce (SAIC), the supervising organization of the Chinese Trademark Office, to organize a seminar in Chengde, China from June 8-10. The objectives of the seminar were to review the latest developments in the protection of trademarks at the international, regional and national levels, to exchange views on the benefits of the international protection system under the Madrid Agreement and the Madrid Protocol Concerning the International Registration of Marks (Madrid system), and to explore possible ways for promoting the use of the Madrid system in the region.

Some 30 foreign and 150 local participants attended the seminar, which dealt with three themes:

- The international protection of trademarks: Latest developments at the international and regional levels;
- The international route to international protection of trademarks;
- Current situation of trademark protection in the countries of the Asian region.

During the sessions, useful dialogues among the participants and speakers were actively conducted on a wide range of areas on the subjects under discussion. Many questions were raised by the participants and were replied to or clarified by the speakers and attending WIPO officials.



SAIC and WIPO officials at the conference, including Mr. Bai Daxun, Deputy Commissioner, SAIC, at left, Mr. François Cuzboud, Deputy Director General, WIPO, third from left, and Mr. Hou Liu, Director General, Trademark Office, SAIC, at right.

The subject aroused great interest among the participants coming from both the government sector as well as the private sector. They recognized the important role of trademarks in the knowledge-based economy and the impact of the knowledge-based economy on the protection of trademarks. The need for the effective international protection of trademarks and the strengthening of WIPO's central role in the harmonization of international protection of trademarks was highlighted. The importance of improving the protection of well-known marks, the increasing importance of use and protection of trademarks on the internet, and the benefits of using the Trademark Law Treaty's (TLT) harmonized formal requirements for trademark registrations were emphasized.

The advantages of developing countries' use of the Madrid system were well illustrated with practical examples from both the government and the private sector in participating countries. WIPO received favorable comments for the work being done for the international protection of trademarks through the Madrid system and through its cooperation for development program with the countries in Asia and the Pacific region. Many participating countries informed the meeting of their specific plans and expectations for promoting the international protection of trademarks.

## International Conference on Intellectual Property Education for Business

The WIPO Worldwide Academy (WWA), the Government of Bulgaria and the University of National and World Economy in Sofia organized a joint conference on intellectual property education for business from May 29 to 31 in the Bulgarian capital. A group of 24 professors and lecturers from around the world attended the conference, along with 50 Bulgarian participants.

The objective was to assess whether the way intellectual property is taught in universities today is adequate and sufficient to meet the increasing demand for intellectual property professionals in the business world. Discussions centered on the following topics:

- Can universities satisfy the growing needs of intellectual property professionals in business?
- Perspectives and challenges for the intellectual property system in the 21st century;
- Policy and strategy considerations for strengthening the role of universities and research institutions in effective use of the intellectual property system;
- The teaching of intellectual property and the different approaches to the subject, including the use of modern information technologies such as the Internet.



Orthodox Church, Sofia, Bulgaria

The proceedings of the conference revealed that the current state of intellectual property teaching in universities does not sufficiently fulfill the accelerating demand. The participants agreed that strong intellectual property education is in great demand in universities today, particularly in view of the rapid social and economic changes taking place throughout the world. Universities, they concluded, have an obligation to meet the challenge of providing the education, knowledge and skills needed in this field.

A two-pronged approach, which would address the need for a general intellectual property education for all university students and in particular the needs of those already in the field of intellectual property or business, was recommended for inclusion in university curricula.

The role of WIPO and the WWA was cited as key for the successful development of intellectual property education in different countries, particularly with regard to:

- Curricula development;
- Provision of teaching material on intellectual property;
- Identification of relevant universities for the teaching of intellectual property;
- Assistance in introducing new forms of intellectual property education, for example, via distance learning over the Internet.

## In Geneva

### GDCnet – Speedy, Flexible, Efficient and Technology Driven



Geneva, Switzerland

The Geneva Diplomatic Community Network (GDCnet) is a network for improved information exchange between international organizations and permanent missions in Geneva. WIPO has been cooperating with the International Telecommunication Union (ITU), the United Nations Organization at Geneva (UNOG) as well as other international organizations and missions in Geneva to promote the development of GDCnet.

Organizers of GDCnet gathered at WIPO on June 8 to offer a status report on the project, which has already helped many Geneva missions, particularly from developing and least developed countries, to overcome obstacles they face in Internet connectivity as well as in acquiring computers and other information technology hardware.

GDCnet provides faster and more permanent connectivity between missions and international organizations, as well as access to the Internet. It also enables shared strategies that can considerably reduce information dissemination costs, simplify document access,

permit computer-assisted team work, videoconferencing, and high-quality, live video broadcasts of conferences and meetings.

GDCnet uses a high-speed connection with the latest technology not yet available on the local commercial market. Among the keys to the success of GDCnet is the sponsorship received from companies such as Swisscom, Alcatel, Cisco, Compaq and Micromet, as well as the efforts of different United Nations organizations such as WIPO, the ITU, and UNOG. The Japanese Patent Office has recently joined the project and is also giving assistance and support to GDCnet.

Some 64 missions are currently connected to GDCnet, 18 of which are from least developed countries (LDCs), 36 from developing countries and ten from developed countries. The expected rate of growth over the next two years is 40 new connections per year. GDCnet will be provided free of charge to the missions for the next two years. It is expected that in December 2002, at the conclusion of the implementation phase,

GDCnet will be handed over to its users – the missions and the international organizations of Geneva – with the cost savings from using GDCnet for all connectivity purposes covering the costs of running the system.

The Information Systems Users' Group of the Diplomatic Community (ISUG) has been instrumental in promoting wider contribution to the GDCnet effort and in the harmonization of related activities by international organizations. Its president, Ambassador Luis Gallegos Chiriboga, Permanent Representative of Ecuador, provided leadership and motivation for the project.

WIPO has participated in the GDCnet project from the start, by providing training, computer workstations, Internet connections and staff support. The concept of GDCnet is similar, on a smaller scale, to that of WIPONES.

The encouragement and participation of all the Geneva based UN agencies and permanent missions is considered vital for GDCnet implementation to proceed successfully and to guarantee its long-term sustainability. GDCnet is a solid foundation for long-term development of electronic working methods at a modest cost. More information may be obtained by visiting: <http://www.itu.int/gdcnet>.

## WIPO Renews Support for Festival de la Bâtie

For the second year running, WIPO is supporting a major festival of arts and cultural activities in Geneva, the Festival de la Bâtie, as a sign of the Organization's commitment to promoting and encouraging the creative arts, as well as artists and performers.

The Festival will take place in Geneva and neighbouring towns in France from September 1 to 17. One of the themes of the Festival this year will be the creative interplay between traditional and modern music. Such a theme reflects one of WIPO's new concerns, namely, exploring the link between the present day intellectual property systems and traditional knowledge and folklore, including traditional music. The Festival de la Bâtie this year will feature, among other events, performances by traditional Gamelan musicians from the Indonesian island of Bali.

As part of the Festival's program, WIPO will host a public roundtable exploring intellectual property questions arising from the increasing interchange between traditional and contemporary musicians and composers around the world. The discussion will bring together copyright experts, music performers and composers, journalists and the general public. The roundtable will take place at 7 p.m. on September 5 at WIPO's headquarters, and will be preceded by a performance of Balinese dance.

Serving as a platform for artists and performers to express their creativity, La Bâtie has for the past 20 years featured performances of contemporary works from all over

the world in the area of theater, rock, jazz, and electronic music, dance, literature, and the visual arts. More than 65,000 people attended the different performances staged last year.

WIPO's partnership with the festival sends a strong signal of support to artists all over the world and provides a means of reaching out to the general public to reinforce the need to respect the intellectual property rights of artists. "A central message we would like to communicate during the Festival de la Bâtie," said WIPO Director General Dr. Kamil Idris, "is that respect of the creative works of artists is what brings us better music, better art, better films, and better literature. Everyone's lives are enriched as a result."

The Organization's slogan for the Festival is "Support Artists and Their Rights," and the sponsorship provides a forum for WIPO to generate more public awareness of issues relating to those rights, specifically copyright. Copyright covers the rights given to creators for their literary and artistic works – such as novels, poems, plays, computer programs, films, musical compositions, paintings, drawings, sculpture, architecture – as well as performances by actors, singers, dancers, musicians, and others in the performing arts.





## Book Highlights: Socio-Economic Benefits of Intellectual Property Protection



Mr. Shahid Alikhan

WIPO has published a book entitled "Socio-Economic Benefits of Intellectual Property Protection in Developing Countries" on the policy considerations underpinning the economic value of effective protection and enforcement of intellectual property rights. The author, Mr. Shahid Alikhan, is a leading Indian intellectual property expert and former Deputy Director General of WIPO.

This new publication provides a comprehensive overview of issues dealing with the impact that intellectual property rights have on various facets of human progress. It seeks to clarify the role of intellectual property in spurring social, cultural, technological and economic development, as well as its importance to industry, business and the public at large. The book emphasizes the importance of modernizing and strengthening intellectual property systems and advises that such systems are an essential component in establishing an environment for knowledge-based and technology-based economic development.

"In the 21st century, the economic growth of developing countries, as indeed also of the developed ones, will depend on the international competitiveness of their economy, industry, and business," writes Mr. Alikhan. "Such international competitiveness, in turn, will be driven by knowledge-based technological progress, which can be achieved only through a well-



functioning national system of innovation that has as its core a strong, modern and well-enforced intellectual property system."

The book encourages governments of developing countries to establish inter-ministerial bodies to draw up national intellectual property policies, and to review national and international developments in this economically important area. In addition, the work urges these governments to launch widespread public awareness campaigns to forge a better general understanding of the benefits of the intellectual property system both for national economies and for social and cultural enrichment.

The author recommends that the specialized agencies of the United Nations system reinforce their technical assistance programs to help developing economies in capacity-building. Mr. Alikhan also suggests that industry and business encourage innovation and invention by creating better incentives and establishing interactive links with research and development institutions.

"Developing countries should, in the process of and quest for socio-economic development, use the intellectual property system as a number of other countries have done, and are doing, in order to sustain and constantly endeavor for technology-based growth," the author concludes. "Clearly, the way ahead depends on international competitiveness based on quality production for the national and export markets. A competitive industrial and business sector is critically dependent on a well-functioning, strong and cost-effective intellectual property system at the national level."

The book, which addresses other issues such as the protection of folklore, traditional knowledge, biodiversity and biotechnology, and questions relating to electronic commerce, is available from WIPO's Marketing and Distribution Section or electronic bookshop (please see back page for further information).

## Calendar of meetings

### July 10 to 14 (Geneva)

#### Standing Committee on Information Technologies (SCIT) (Fifth Plenary session)

The Committee will discuss, among other issues, project management methodologies to be implemented by WIPO and planning mechanisms relating to the Information Technology Strategic Implementation Plan. (During the same week, a PCT informal consultation meeting will be held to discuss electronic filing of PCT international applications.)

Invitations: As members, the States members of WIPO and certain organizations; as observers, other States and certain organizations.

### September 11 to 15 (Geneva)

#### Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCITM) (Fifth session)

The Committee will continue its work based on the results of its fourth session (March 27 to 31, 1999).

Invitations: As members, the States members of WIPO and/or of the Paris Union, and the European Community; as observers, other States and certain organizations.

### September 20 to 22 (Geneva)

#### Program and Budget Committee

The Committee will review and make recommendations to the Assembly of the Member States of WIPO on policy matters concerning budget surplus, special reserve funds and other related matters.

Invitations: As members, the States members of the Program and Budget Committee; as observers, other States members of WIPO.

### September 25 to October 3 (Geneva)

#### Assemblies of the Member States of WIPO (Thirty-fifth series of meetings)

Some of the assemblies will meet in extraordinary session, other bodies concerned in ordinary session.

Invitations: As members or observers (depending on the assembly), the States members of WIPO; as observers, other States and certain organizations. ▶

**October 2 to 13 (Geneva)****Committee of Experts of the Nice Union (Special Union for the International Classification of Goods and Services for the Purposes of the Registration of Marks) (Eighteenth session)**

The Committee of Experts will consider proposals for amendments and other changes to the seventh edition of the International Classification of Goods and Services (Nice Classification) in view of the entry into force of the Eighth edition on January 1, 2002.

Invitations: The States members of the Nice Union and, as observers, the States members of the Paris Union and the members of the Nice Union, the African Intellectual Property Organization, the Benelux Trademark Office and the Office for Harmonization in the Internal Market (Trade Marks and Designs).

**October 9 to 13 (Geneva)****Working Group on the Modification of the Regulations Under the Madrid Agreement and Protocol (First session)**

The Working Group will be presented with proposals for the modification of the Common Regulations Under the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to that Agreement, based on experience acquired with the implementation of those treaties, and will be called upon to prepare recommendations for consideration by a future session of the Assembly of the Madrid Union.

Invitations: As members, the members of the Madrid Union; as observers, the States members of the Paris Union that are not members of the Madrid Union, and certain organizations.

**November 6 and 7 (Geneva)****Conference on the Impact of Technology on International Dispute Resolution**

This Conference is co-sponsored by the London Court of International Arbitration (LCIA), the Dispute Resolution Section of the American Bar Association (ABA) and the Singapore Subordinate Courts. The Conference will explore e-business models, technical and legal issues surrounding e-business, the use of on-line dispute resolution and technology tools in aid of dispute resolution such as real time transcription services.

Invitations: Representatives from both public and private sectors competent in the field of Alternative Dispute Resolution, against payment of a registration fee.

**November 6 to 14 (Geneva)****Standing Committee on the Law of Patents (Fourth session)**

The Committee will continue its work on further harmonization and other issues relating to patent law. Invitations: As members, the States members of WIPO and other delegations that the Committee has admitted as members; as observers, other States and certain organizations.

**December 7 to 20 (Geneva)****Diplomatic Conference on the Protection of Audiovisual Performances**

The Diplomatic Conference will negotiate and is expected to adopt an international instrument on the protection of audiovisual performances.

Invitations: States members of WIPO, the European Community and, as observers, member States of the United Nations which are not members of WIPO, and certain organizations.

## Products

The following new products were issued by WIPO:

- *Patent Cooperation Treaty (PCT) and Regulations under the PCT January 2000 Edition* (English) No. 274(E), 18 Swiss francs
- *World Intellectual Property Organization (WIPO): General Information 2000 Edition* (English) No. 400(E), free of charge
- *WIPO Annual Report 1999* (English) No. 441(E), free of charge
- *Socio-Economic Benefits of Intellectual Property Protection in Developing Countries* (English) No. 454(E), 30 Swiss francs
- *WIPO Academy Information Brochure 2000* (English) No. 466(E), (French) No. 466(F), (Spanish) No. 466(S), free of charge
- *The WIPO Internet Treaties* (Arabic) No. L450N/A, (Chinese) No. L450N/C, (Russian) No. L450N/R, (Spanish) No. L450N/S, free of charge



WIPO publications may be obtained from the Marketing and Distribution Section:

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## Dilbert



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