

A STITCH IN TIME

Smart Use of
Intellectual
Property by
Textile Companies
in Pakistan



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The textile and clothing industry is the main driver of the export based industry in Pakistan both in terms of foreign earnings and job creation. The SMEs in Pakistan are engaged in research and development activities to produce innovative and market driven products. In doing so, many inventions, designs and brands are created in-house. It is important for SMEs to seek 'Intellectual Property' protection for all such valuable intangible assets. As Intellectual Property Rights present the biggest opportunity for SMEs to establish their credentials at par with the large enterprises. Keeping SMEs abreast on information about Intellectual Property Rights (IPRs) systems to protect their IP assets is a must. Ignorance, in this field may lead to loss of valuable rights or expensive litigation or both.

This customized version of 'A Stitch in Time' will provide useful insights to SMEs in Pakistan about Designs, Patents, Trademark, and Trade Secrets. The benefits, registration procedures in Pakistan as well as abroad, especially for exporters, and other relevant information regarding each of these IP rights are illustrated with the help of local and international examples. This effort is mainly directed at SMEs engaged in textile sector which includes cotton, yarn, fabric and made-ups and clothing which represents ready-made garments. The purpose of this endeavour is to enable SMEs to seize the opportunity of branding their products, protecting their design/feature/appearance, and patent the inventive processes and products developed immediately rather than deferring the decision to adopt IP system on the assumption that IP protection is costly and time consuming or enforcement of the laws are ineffective.

The efforts of the SMEDA core team comprising Ms. Aisha Amjad Mir and Mr. Shaheen Tahir, assisted by Mr. Liaqat Ali Gohar, in preparing this publication are commendable.

I hope our SMEs in Textile Sector will take advantage of this work which has been produced with the joint effort of the World Intellectual Property Organisation (WIPO) and Small and Medium Enterprises Development Authority (SMEDA), and opt for protecting their inventions, designs and labels by use of IP System to maximize export earning and create solid good-will with international customers and uniquely position their products in the marketplace.

Shahid Rashid
CEO SMEDA

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Intellectual Property in the Textile Industry

1 Intellectual Property in the Textile Industry

"In the field of observations, chance favors only the prepared mind." *Louis Pasteur, who "accidentally" discovered the fabric, later named rayon, while doing research to find artificial silk.*

Innovation in the textile and fabric industry has revolutionized its three main sectors - clothing, home and technical textiles - over the last fifty years. Lycra changed the women's and active wear clothing industry forever. Cotton overalls treated with the chemical flame retardent *Proban* and hoods made of *Nomex*, a flame resistant fabric, have saved the lives of firefighters the world over. The use of new fabric has also made furniture more durable, comfortable and attractive.

There can be no doubt of the tremendous value of intellectual capital in the textile and fabric industry. Yet many of the small and medium-sized enterprises (SMEs) in the industry pay little attention, if any, to protecting their intellectual assets. In the current business environment, the primary source of competitive advantage for all businesses is innovation and original creative expressions. Business managers need to identify such valuable intangible assets in a timely manner, determine their business relevance, and conduct cost-

"Those [SMEs in the textile and clothing sector] that are closing are the less innovative ones. Among the few answers to the increased competition [...from Asia] are technology, know-how, a faster supply chain, better intellectual property management and a quick response." *Silvia Grandi, coordinator of the FP6 Fashion Net project (European Innovation/July 2005).*

benefit analyses to determine which of these should be protected and leveraged by using the tools of the intellectual property (IP) system.

This booklet looks at the strategic management and use of IP rights to reduce risk, develop business partnerships and enhance the competitiveness of all types of businesses in the textile industry.

"Look at usual things with unusual eyes." *Vico Magistretti, one of Italy's most exclusive furniture designers.*

Designs

2 Designs

"As opposed to the common perception that registering designs is a cumbersome and expensive process, once we went through it we realized that it is not at all so."

Mr. T.J. Singh of the House of Valaya, the first Indian company to protect their design the "Valaya Diasun" pattern as both a trademark and a work of art.

Fashion is at the heart of the textile and fabric industry. Fresh, new fabric designs are introduced every season. Among the range of IP tools, the protection of industrial designs - also simply referred to as designs - is the most clearly relevant to the fashion industry. Registering a design helps the owner to prevent all others from exploiting its new or original ornamental or aesthetic aspects, be they three-dimensional features, such as attractive shapes, or two-dimensional features, such as aesthetically pleasing textile prints.

The fashion and clothing industry invests huge sums to create new and original designs each season. Despite this significant investment, little use is made of relevant national and/or regional design law to register and protect these designs. In some countries, they may be adequately protected by copyright law as works of applied art. However, a frequently cited explanation for not registering designs is that the short product life cycle does not justify the time and financial cost involved. In practice, the

arguments for registering a new design have to be considered on a case-by-case basis. Registering a design should help to deter others from copying it, and help to fight unscrupulous competitors who do so.

Moreover, design protection is not always a major financial burden. Some countries and regions, such as the United Kingdom and the European Union (EU), offer an unregistered form of protection for industrial designs for a relatively short period of time. Unregistered design protection, wherever available, is extremely useful for fashion designers or small businesses with limited budgets, and for all those that wish to test market new designs before deciding which ones' to register. The unregistered community design right of the EU offers protection for a maximum period of three years, starting from the date on which the design is first made available to the public in any of the 25 countries of the EU. It should also be noted that many countries including Pakistan, permit the registration of a large number of different designs (10, 20 or even 100) in a single application provided they all relate to the same product or "class" of products. (For further information refer to section 6).

While fashion trends may come and go in the blink of an eye, some never pass. Many items, along with the high quality fabrics and textiles used to make them, become classical pieces. There is a one-year waiting period at the French fashion house Hermes for the classic "Kelly" Bag, which grew to fame in 1956 after Princess Grace Kelly of Monaco appeared carrying the bag on the cover of LIFE Magazine. Each bag is made to order in the specific color and textile or

Designs

leather requested by the client. Another example, the plaid designed Burberry fabric still seduces new generations of shoppers many decades after it was first created.



Courtesy: Hermès
Hermès is one of the top ten users of the Hague System for the international registration of industrial designs, with hundreds of designs registered through the System.



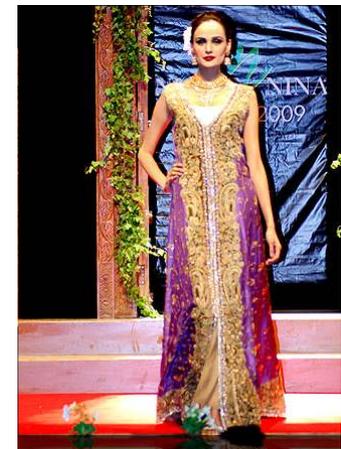
Fashion House in Pakistan

Nickie and Nina are two sisters with an indisputable flair for fashion. The year 2000 witnessed the birth of Nickie Nina, the luxury brand label. They launched their self titled label with the critically acclaimed millennium show in Lahore, Pakistan. The success of this show brought with it an unprecedented amount of glitz and glamour to the new label. The two designers together form an impressive team behind the Lahore based house of haute couture.

Nickie and Nina work with a variety of fabric, and what truly sets them apart is the innovative way they combine two or more textures in a single garment. Similarly, they mix bright and subtle hues in a unique fusion of colour displaying a fine-tuned aesthetic sense. Wasli, karchob, zardozi, silk threads, precious and semi-precious stones are used in fascinating

combinations to create unusual and distinctive garments. The comprehensive range of outfits includes trends for all occasions and covers bridal wear, formal and semi-formal wear for females of all ages. Nickie Nina's collection satisfies the demands of today's modern lifestyle which is infused with traditional roots. The collection is exquisite and chic, yet timeless in its appeal.

Over the years they have successfully held exclusive fashion shows at home and abroad. In 2008, the Nickie & Nina designs were showcased in Lakme India Fashion Week to critical acclaim. They have been exhibiting their collection at the exclusive Designer's Lounge in Dubai for the last three years consecutively. They have also, held exhibitions in Bahrain, Singapore, Hong Kong, London, Glasgow, and USA, where their creations were highly appreciated.



Courtesy: Nickie n Nina <http://nickienina.com.pk>
Photograph Geneva Show 2009

Designs

Fashion Design Success in South Africa

The South Africa Fashion Week, created as a showcase for the abundance of fashion talent that had gone largely unnoticed in the country. The resounding success the 2005 Fashion Week showed how far the industry had advanced in developing fashion into a serious business, creating wealth through design, and giving South Africa's designers a presence on the international stage.

Fashion Week exclusively promotes the South African design industry - clothing, accessories, footwear and textiles. Its organizers hold workshops fusing fashion and crafts in the country's smaller remote provinces. They also support talent competitions for young South African designers - winners get an opportunity to launch a debut collection at the Fashion Week.

The rich colors and exotic designs in South African textiles and fashion set it apart from others. Many of the country's designers take inspiration from their cultural heritage. South Africa's fashion industry is moving forward with confidence that it is being taken seriously.



The Bongwiwe Walaza collection at SA Fashion Week 2004

Photographer: Ivan Naude

Brimful Designs, Pakistan



For the past eleven years Brimful Designs, a textile design studio based in Lahore, Pakistan, has produced and marketed a successful brand of high quality, printed cotton designer clothing under the label Yahsir Waheed Designer Lawn. But in 2003, the very existence of the company was threatened by large scale copying from local print manufacturers. Inferior quality copies of Yahsir Waheed's original print designs for its spring/summer collection flooded the market under various labels at a third of the price of the original product. Salesmen used the Yahsir Waheed Designer Lawn's product catalogue to sell the fake designs, thus confusing Brimful's loyal customers.

A negative backlash from customers led to a rapid decline in the company's market share. Brimful consulted local experts at an IP training seminar organized by Small and Medium Enterprises Development Authority (SMEDA), who recommended seeking protection under Pakistan's Registered Designs Ordinance, 2000.

Brimful engaged legal counsel and since 2004 has registered all designs for the

Designs

Yahsir Waheed Designer Lawn Collection with the aim of deterring infringers and providing the possibility of legal action. They did not just stop at the point of registering their designs, they used the media to launch an effective campaign against these copiers plus with the cooperation of law enforcement agencies and their legal consultant, raided shops selling fake Yahir Waheed prints and seized their stock. The same effort was carried out in the subsequent summer and thereafter, in 2005, the extent of copying was curtailed.



Courtesy: M/s Brimful Designs

As yet, their battle continues. Being an innovative enterprise like Brimful Designs, it's strength may not be underestimated by its size rather be evaluated on the basis of effective enforcement of their protection rights.

The infringers are no longer replicating the exact designs, but the copies are still close enough to confuse buyers. While IP legal counsel is becoming widely available in Pakistan, this remains an expensive route. Brimful owners note that the process of obtaining and implementing a court injunction currently takes too long. Also, they feel that the violation of the Registered Designs Ordinance should be made a criminal offence. They would like to see strong, high profile punitive action by the authorities against IP violators in the textile sector in order to give teeth to design protection legislation and to deter further wide scale copying.

For fashion items with a long life span, filing an application for a registered industrial design may be the best way to prevent others from using the design. It is possible to request at the time of filing - not after - that the publication of the application be deferred for up to 30 months. This is a particularly useful feature, offered under the Hague System, the EU community mark, and many national systems, for those who may want to keep their design secret until it comes to the market. Presently, Pakistan is not a member of Hague System.

3 Patents

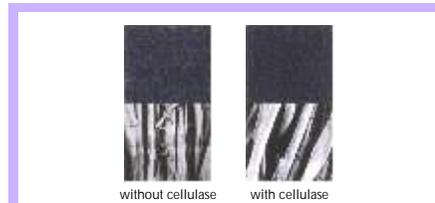
"In technical textiles, innovation is forced both by fierce competition and by the requirements of customers - the development of a new car or aircraft often triggers an invention step by the suppliers of the technical textiles that will go into them."

Lutz Walter of the European Apparel and Textile Organisation, Euratex.

Technical innovation - protected by patents - is one way to put a textile producer ahead of the competition. A portfolio of patents signals a company's technical superiority, for example in inventing new fabrics that do not crease, are softer, more weather-resistant, have greater elasticity, etc. Such a patent portfolio can help attract business partners or investors.

Novozymes, a Danish, biotech company specializing in enzymes and micro-organisms (www.novozymes.com), pioneered the use of enzymes in the treatment of fabrics. Though not previously involved in the textile industry, in 1987 the company developed and patented a technology for the treatment of "stone washed" denim jeans. This technology is based on an enzyme called cellulase, which removes some of the indigo dye from denim so as to give the fabric a worn look. Within three years, most of the denim finishing industry was using cellulase under license from Novozymes. Today, Novozymes' technology for improving production

methods and fabric finishing has been licensed worldwide. The company holds more than 4,200 active patents and patent applications, and pursues a pro-active licensing strategy to maximize royalty revenue from these IP assets.



Treatment of cotton

The Italian company Grindi Srl. invented Suberis, an innovative fabric made of cork, said to be as smooth as velvet, light as silk, washable, unscratchable, stain-resistant, waterproof and fireproof. After testing and codifying the treatment, Grindi filed an international patent application under the Patent Cooperation Treaty (PCT) in 1998 to protect its unique product in a large number of countries. The Suberis fabric is used in the manufacture of clothing, footwear and sportswear, as well as in many other applications.



Courtesy: Suberis, Suberis footwear

ECO-Design: A Fabric

"Safe Enough to Eat"

Sustainability is becoming a buzzword in design. In the textile sector, as elsewhere, the green market is rapidly expanding and ever more companies are using ecologically-friendly design(s) to mark themselves out from the competition.

Swiss textile manufacturer Rohner Textil AG made headlines, cut costs and won new business when the company teamed up with green design guru, William McDonough. Together they have produced a biodegradable upholstery fabric that they describe as "safe enough to eat."

Although Rohner had already been complying with all the Swiss environmental regulations, its fabric trimmings had been declared hazardous waste. In producing their new fabric, Climatex® Lifecycle™, a fundamental re-design took place in every aspect of production, from the factory work space, to the elimination of all toxic dyes and chemicals, and the use of organically grown materials. As a result, the factory waste water now tests cleaner than the water coming into the plant, and the fabric trimmings can be processed into felt for upholstery interliners or gardening mulch.

William McDonough notes: "Not only did our new design process bypass the traditional responses to environmental problems (reduce, reuse, recycle), it also eliminated the need for regulation, something that any businessperson will appreciate as extremely valuable."

"Have nothing in your house that you do not know to be useful, or believe to be beautiful."

William Morris, the British craftsman, designer (including textiles), and writer.



Photo: Rohner Textile AG

Case: New Patents May Revolutionize Textile Production

In 2002, the Procter & Gamble Company donated 37 patents and patent applications relating to a significant advance in textile production technology to North Carolina State University. The technology uses cationic peroxide bleach activators to potentially lower the temperatures, and therefore, costs at which textiles are manufactured.

Use of cationic activators results in much milder bleaching conditions and allows cotton to retain more of its fiber strength than the high temperature bleaching currently in use. The invention shows promise in permitting an effective, pre-processing bleaching of raw cotton at room temperature. In addition, the successful development and use of cationic peroxide activators could permit a wider range of fabrics to be treated with a

Patents

permanent press finish. This invention, which will require further development and testing, is expected to have a significant economic impact on textile production and the manufacture of new types and long-lasting articles of clothing. As sole new owners of the technology, NC State University will benefit from all future revenues if it is successfully developed and commercialized.

Source: NC State University Press

Geox Breathes® Patented System Rubber shoes, introduced over 50 years ago, represented a technological achievement - waterproof footwear that kept feet dry and warm, especially in winter. However, the downside was the lack of evacuation for perspiration, not a minor detail considering that the third highest concentration of sweat glands is found in the soles of our feet. Geox addressed this problem with a simple, yet revolutionary, patented system. Geox undertook extensive research and development to come up with a breathable membrane made of a special micro-porous material which absorbs sweat through the insole and evacuates it through the outer sole in the form of water vapor. The micro-pores - larger than water vapor molecules, but smaller than water droplets - keep water out and feet dry while maintaining an ideal microclimate in the shoe.

Geox's research team also worked on a solution to the same problem with clothing, and discovered a way for warm air and humidity to be absorbed into a cavity created in garments and expelled through special aerating holes positioned in the shoulder. This patented GEOX technology provides a natural dissipation of sweat from the garment and a natural regulation of body temperature.



Photographer: Ivan Naude

"The collective group of automotive textile companies are inventing as at no time in their long history. It is an explosive time for creation in this business, with new yarns, new finishing capabilities and new weaving and knitting technologies."
Transportation interior design expert George Moon.

Patents

Patent Documentation

Patent documents may hold information that can lead to further improvements in the product or shorten the time taken to get the product to market or increase the quality of the output. Enterprises in the textile industry may license-in patented technology to gain a competitive advantage or form a strategic partnership with a company to gain access to its technology. Patents contain information on the state-of-the-art, which can help an enterprise to avoid wasting resources, in terms of money and time.

Aside from checking whether an invention is patentable, timely and effective searching of patent databases may provide very useful information on:

- The R&D activities of current and future competitors;
- Current trends in a given field of technology;
- Technologies for licensing;
- Potential suppliers, business partners, or sources of researchers;
- Possible market niches at home and abroad;
- Patents of others to ensure that products do not infringe them;
- Patents that have expired and technology that has come into the public domain; and
- Possible new developments based on existing technologies.



Courtesy: Speedo

Textile Innovation in the World of Sports

The Speedo® FASTSKIN FSII swimsuit fabric, modeled on the skin of a shark, is designed to reduce drag and enable competition swimmers to gain vital split seconds.

Many textile manufacturers work with sports equipment and clothing companies to solve particular problems. Flame and abrasion resistant materials have been developed for the overalls and helmets of racecar drivers and motorcyclists, significantly reducing fatalities.



Juan Pablo Montoya

Branding and Trademarks

Branding and Trademarks

4 Branding and Trademarks

In the clothing industry, as in the furnishings and technical textile industries, strategic businesses capitalize on their brand equity. They develop a bond with their customers who come to associate their products with good design, or quality and workmanship, or outstanding technical properties. Trademarks are the most obvious means of distinguishing one company's products from those of their competitors. Trademarks can be protected through registration, and the associated artwork by copyright law. Trademarks are just as important for a small or start-up company as they are for the big names in the business.

The Italian clothes company, Pickwick (www.pickwick.net), offers an interesting example of the strategic use of a trademark to build a successful business from scratch in the high street fashion sector. Pickwick now sells a range of casual fashion wear to adolescents across Europe. But not so long ago, all that the company had was the trademark itself, which depicted a young, faceless boy with a spiky hairstyle. The trademark owner started his business by selecting items he judged would have particular style appeal to teenagers, adding his distinctive trademark and distributing them through the local shops in Rome. Initially, the business costs were kept low by operating from a garage.

Teenagers perceive the Pickwick logo as trendy and are willing to pay more for clothes bearing its trademark. Today, the company subcontracts the manufacturing

and focuses on marketing, distribution and monitoring and controlling the use of the trademark.



ChenOne

Case Study from Pakistan

As the millennium takes a turn, the free flow of information, resulting from the internet and satellite has resulted in a sweeping change in the fashion trends throughout the globe. Responding promptly to the market need, Mian Muhammad Latif, Chief Executive of Chenab Group, visualized a brand catering to such market requirements. ChenOne is a subsidiary of Chenab Limited, formally Chenab Fabrics and Processing Mills Limited. The Group is one of the largest exporters of home textile products from Pakistan.

In 1997, ChenOne opened its first branch in Jinnah Super, Islamabad. This was the first store of its kind in Pakistan offering the complete range of fashion clothing & foot wear, bed linen, kitchen accessories and furniture. The tremendous success and acceptance of the idea reflected the

maturity of customers on one hand, and on the other hand, prompted ChenOne to open branches nationally & internationally. ChenOne has the network of branches spread across 15 cities in Pakistan. Plus internationally ChenOne opened its branches in Dubai, Abu Dhabi, Ajman, KSA, Al-Ain, Kuwait and Muscat. With the target of opening 50 stores in Pakistan by 2015, ChenOne will maintain its status of being the largest chain of stores in Pakistan.



Courtesy: ChenOne Stores Ltd.

A few years later Takada Kenzo decided to return to the fashion industry, but this time to design textiles for furniture covering as well as other household items. He planned to register the Chinese letter version (pictogram) of his name as a trademark for the venture. This is when he discovered LVMH was already using the Chinese trademark. Thus in early 2005, he sued LVMH for the illegal use of his logo, and asked the court to order the company to pay millions in royalties. He claimed the disputed trademark was part of the rights returned to him in 1997 under the deal negotiated with LVMH. The dispute was ultimately settled out-of-court.

Geographical Indications, Collective and Certification Marks

Among the various trademark tools available to businesses to promote particular aspects of their products, are specific types of "shared" marks, notably collective marks, certification marks and geographical indications.

Case Study: More than a Name

The Japanese designer Takada Kenzo built on his reputation as a trendsetter over 30 years to create a strong trademark. He used warm rich textiles, mixing modern design with ethnic fabrics and styles, crossing cultural boundaries, to create the *Kenzo* look. In 1993 Takada Kenzo sold his fashion house to the French luxury giant LVMH for 29 million Euros, but stayed on as *Kenzo's* top designer until his retirement. In 1997, shortly before his retirement, LVMH ceded the trademark of his name and surname used jointly, back to the designer and retained the *Kenzo* trademark.

Collective marks are usually defined as signs that distinguish certain valued characteristics common to the goods or services of a number of enterprises using that mark, for example their geographical origin, material, and mode of manufacture. The owner may be either an association of which those enterprises are members or any other entity, including a public institution or a cooperative.

Products from a distinct geographical origin may, in many countries, also use geographical indications. These are designed to identify a product as originating

Branding and Trademarks

from a country or locality therein, reputed for particular qualities or characteristics. Geographical indications for certain products, mainly for wines and spirits, enjoy a more far-reaching protection than geographical indications for other products and products marketed under a collective mark.

Egyptian Cotton

Egypt's year round moderate climate is perfect for cotton plantation and is the primary reason why Egyptian cotton is of such superior quality that it has won worldwide recognition. The Egyptian government recognized the value of their product at a very early stage, already in 1926 they imposed strict controls of the seeds to make sure they were not mixed with others of lesser quality. In 2001, the Egyptian Ministry of Economy and Foreign Trade along with Alexandria Cotton Exporters Association (Alcotexa) jointly registered an international trademark application (Madrid system number 756059). Egyptian Cotton can only be used under license agreement and guarantees the quality and superiority of products made of 100 percent Egyptian Cotton.



Geographical Indications for Iran's Carpets

With 1.5 million people directly engaged in carpet production throughout Iran, the

country has compelling economic - as well as cultural - reasons to protect against imitations. Iranian carpets woven by hand in the various regions of the country are known for the distinctive characteristics associated with each region: traditional motifs, the type of knots and methods used while weaving, the dyes based on local plants, etc. Local producers cooperatives and guilds have for many years been able to use legal provisions covering collective marks to protect these regionally-specific characteristics. But now the Iranian parliament has also approved a law for the Protection of Geographical Indications (2005), which further strengthens the hand of carpet weavers to safeguard the distinctive elements which make the carpets of their region special.

Source: Special Characteristics of Iranian Hand-Woven Carpets: How to protect them on national and international levels on the basis of geographical indications, by Massoud Taromsari, University of Tehran.



Courtesy: Iran's Cultural Heritage Foundation

A number of countries also provide for the protection of certification marks. Certification marks are usually given for compliance with defined standards, but are not confined to any membership. They may be used by anyone who can certify that the products involved meet certain established standards. Famous certification marks include WOOLMARK, which certifies that

Branding and Trademarks

the goods on which it is used are made of 100 percent wool.



RUGMARK is a certification label set up by a non-profit organization working to end child labor in India, Nepal and Pakistan. The label provides consumers with an assurance that no child labor was employed in the manufacture of rugs and carpets bearing the certification mark. In order to be authorized to use the RUGMARK, participating carpet manufacturers register their looms with the Rugmark Foundation and undergo regular monitoring including unannounced inspections. Each carpet is individually numbered, so that it can be traced back to the loom on which it was produced. This also protects against counterfeit labels. Collective and certification marks may represent useful instruments for assisting SME textile firms to overcome some of the challenges associated with their small size and isolation in the market place. (More information on the procedures for the registration and use of collective and certification marks can be obtained from IPO Pakistan offices or visit www.ipo.gov.pk and www.smeda.org.pk)



Precious Fibers

Vicuna wool, the world's most valuable natural fiber, sells for US\$225 per pound of raw fleece. The vicuna, a llama indigenous to an area of the Andes shared by Argentina, Bolivia, Chile, Ecuador and Peru, is almost impossible to domesticate. The governments of these countries have developed policies to prevent their extinction, while trying to benefit from the huge economic opportunities offered by the rare wool of the vicuna, which is considered better than cashmere. In the time of the Incas only the ruler and his court were allowed to wear the fine fiber; today in Buenos Aires tourists pay as much as US\$2,000 for a vicuna coat.

Loro Plana, an Italian textile and fashion company that has made selecting the best raw materials in the world one of its strengths, has maintained a direct relationship with the government of Peru for years, actively participating in an operation to stop the extinction of the vicuna species. To protect the animal from poaching and guaranty the livelihood of the local people, it is proposed that all vicuna garments be sold with a certificate of origin as is already the case in Peru.



Credit: Raymond Sluiter, The Netherlands
A Peruvian Vicuna Llama

Branding and Trademarks

Unique Saris from Handloom Weavers

A group of handloom weavers in Pochampally, a small town in Nalgonda district of Andhra Pradesh, India, known for centuries for its very unique traditional *Ikat* design, now have geographical indication protection. The town's 5000 handloom weavers make the famous Pochampally *Ikat* design tie-and-dye sari, which requires extremely laborious weaving and dyeing. It is the first traditional Indian craft to receive this status under the country's new geographical indication law instituted in 2003.

Many other fabrics made in South East Asia may also be able to benefit from this appellation. For example, the hand-crafted *longyi* silk, used for generations to make *sarongs* in Myanmar, which is so intricate that it takes eight hours to weave an inch and at least three months to finish a piece of fabric; or *Jusi*, an embroidered fabric woven from silk and pineapple fiber, which is worn on formal occasions in the northern Philippines.



Saris Courtesy: Sangeeta Jaiya

Popular brands by M/s Sefam (Pvt.) Ltd., Pakistan



Bareeze' is today the recognized brand for quality products in domestic and international markets. Bareeze' is the modern day perfection of traditional sub-continent hand embroidery into exclusive Bareeze' fashion fabrics. It is owned by Sefam (Pvt.) Ltd. Bareeze' has more than 50 outlets nationwide, and already well established setups in Dubai, Sharjah, Abu Dhabi, Delhi and London. Sefam (Pvt.) Ltd. has continued to develop and diversify starting from one store in 1985, introducing other brands that offer the same fine quality and classic designs that are vintage Bareeze' represented below:



Source: <http://www.bareeze.com/>

Trade Secrets and New Business Models

5 Trade Secrets and New Business Models

Trade secrets may range from a list of key suppliers and buyers, to use of software tools for fashion design, to logistics management of the entire value chain, to processes and secret inventions. In some fashion businesses, core trade secrets serve to protect the computer-implemented, software-based business models, which underpin an entire business strategy, based on stealth and speed, to supply a limited quantity of fashion products.

For example, the Spanish retail fashion chain, ZARA, uses a proprietary information technology (IT) system to shorten their production cycle - i.e. the time from identifying a new trend to delivering the finished product - to a mere 30 days. Most of their competitors take from 4 to 12 months. The company receives daily streams of e-mail from store managers signaling new trends, fabrics and cuts, from which its designers quickly prepare new styles. The fabric selected is immediately cut in an automated facility, and sent to work shops. A high-tech distribution system, with some 200 kilometers of underground tracks and over 400 chutes, ensure that the finished items are shipped and arrive in stores within 48 hours.

Other fashion houses use IT to make customized products in response to an individual customer's request. For example, Shirtsdotnet (www.shirtsdotnet.com) aims to reshape the traditional clothing industry by reversing the process of decision making and following the made-to-order business

model. Shirtsdotnet is a Business to Business clothing software platform provider, offering made-to-measure, mass customization clothing solutions for mail order companies. Customers can design and order apparel directly from the virtual shop. The business relies on proprietary software, which is protected as a trade secret and by copyright law.

As shown throughout the examples in this booklet, intellectual capital and creativity are central to successful businesses in the textile industry. Protecting that intellectual capital in the form of IP assets serves to boost income through sale, licensing, and commercialization of differentiated new products, to improve market share, to raise profit margins and to reduce the risk of trampling over the IP rights of others. Good management of IP assets in a business or marketing plan helps to enhance the value of an enterprise in the eyes of investors and financing institutions.

The next section provides a brief summary of the different routes available to businesses seeking to protect their IP both at home and overseas.

Protecting Intellectual Property

6 Protecting Intellectual Property

I. Protection of Industrial Designs

How do you obtain protection for industrial designs?

In Pakistan, an industrial design must be registered under the Registered Designs Ordinance, 2000, in order to be protected. To register an industrial design you must file an application on the prescribed form at the Patent Office of the Pakistan.

It is important to point out that, in Pakistan, there are alternative ways of protecting industrial designs; the same are as under:

- A limited protection of a design can be availed under the law called "Copyright Ordinance, 1962". In this regard, you must keep in mind that Copyright in a design which can be registered under design law, but which has not been so registered, shall cease as soon as any article to which the said design has been applied has been reproduced more than fifty (50) times by an industrial process by the owner of the copyright.
- In addition, it might be possible in rare cases to register the industrial design as a trademark.

How long does it take to register a design?
The process of registration of an industrial design generally takes 8 to 12 months or longer depending on the time taken by the applicant to respond to objections raised by the design examiner. The applicant gets upto 7 months in aggregate (after obtaining extensions) to respond to official objections.

How do you register a design?
To register a design in Pakistan you must generally take the following steps:

- Fill in the prescribed application form i.e., Form 15 provided by Patent Office including your name, contact details and specimen of design, drawings, and/or photographs of the design(s) in question (standard formats have been specified in the law).
- You may also be required to file, or have the option of filing, a written description or statement of novelty of the industrial design(s). The description generally needs to be of the design and not of the product to which it has been applied. It should be accurate and adequate in differentiating it from any similar earlier designs. It should cover all the distinctive aesthetic features of

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the design and should describe which feature(s) is/are the most important.

- You will also be required to pay the filing fee of Rs. 450/- for one design application.
- You may choose to employ an IP agent to assist you in filing the application and completing the registration process. In that event, you will also have to file a power of attorney in favor of your agent.

Patent Office registers the design after undertaking a substantive examination for checking the existing designs for novelty and/or originality.

Once a design is registered, it is entered into the register of designs and a design registration certificate is issued.

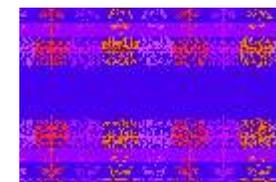
Processing an application – step by step
The procedure for registration of a design in Pakistan is as follows: -

Formal examination: The Patent Office examines the application to ensure that it complies with the administrative requirements or formalities (e.g., that all relevant documentation is included and the application fee has been paid). The application number (official receipt) is issued within thirty days.

Substantive examination: Substantive examination of the application is conducted

usually within 6 months of filing date. The results of the examination are sent in writing to the applicant (or his attorney) so as to provide an opportunity to respond to and/or remove any objections raised during the examination.

Registration Certificate: If no objections are raised after examination of the application or the objections are successfully removed by the applicant, the design is registered and the registration certificate is issued.



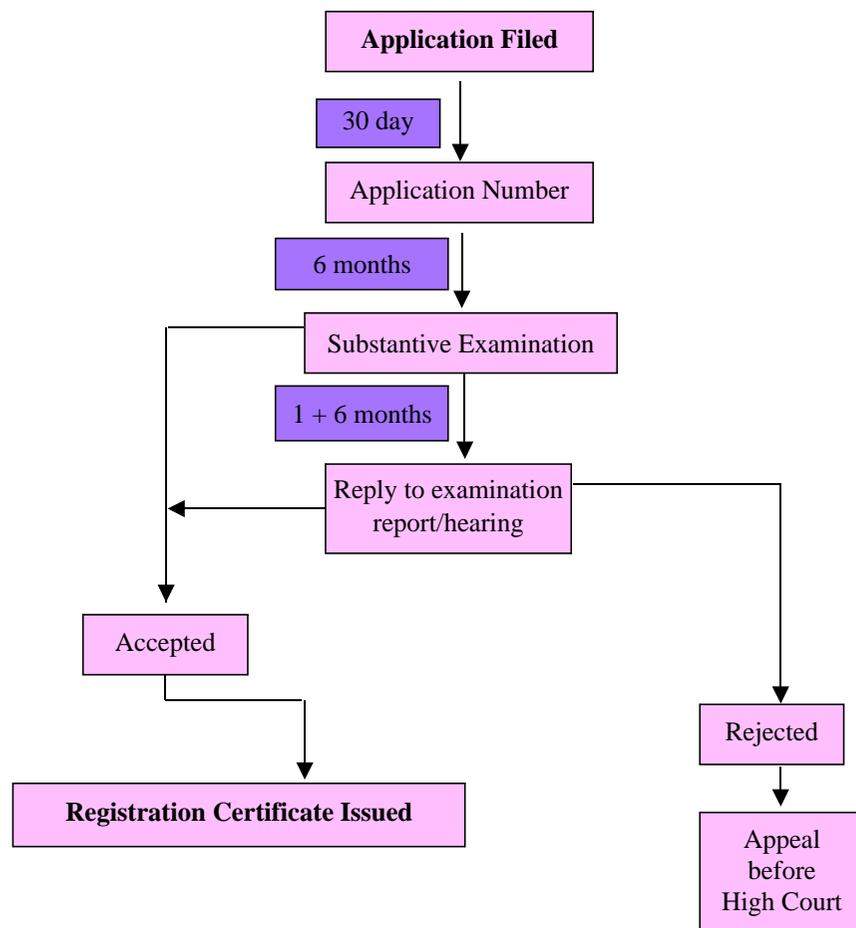
*Dupatta Design # 13221-D, Class # 13,
Date of issue of certificate: 11-Jan-'07
Courtesy: M/s Brimful Designs*



*Shirt Design # 11614, Class # 13,
Date of issue of certificate: 24-Jan-'04
Courtesy: M/s Brimful Designs*

The various stages of registration and their likely timeframes are indicated in the flow chart given on next page.

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- * The boxes in Purple indicate the likely time frame.
- * The boxes in Pink indicate the different stages of application.

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How much does it cost to protect an industrial design?

As indicated above, the actual costs for registering a design are very low. The only official fees involved in the design registration are as under:

Details	Official Fee
Filing fee	Rs. 450
Renewal fee (for ten years)	Rs. 750

However, there will also be costs associated with the hiring of the services of an IP agent to assist you in the registration process, if you choose to rely on expert advice to file your application.

Please keep in mind that there may be costs associated with the translation of industrial design if it is to be protected abroad.

How do you protect your industrial designs abroad?

Industrial design protection is territorial. This means that industrial design protection is generally limited to the country or region where you have registered your design. Hence, if you wish to have your industrial design protected in export markets you would have to make sure that protection is applied for in those specific countries.

It is important to bear in mind that you usually have six months from the date on which you applied for protection in the first country to claim the right of priority when you apply for design protection in other countries. Once this period has lapsed, you will be unable to apply for design protection in foreign countries, as your design will no

longer be considered new. There are three ways of protecting your industrial designs abroad.

1. The National Route: Companies may seek protection by applying separately to the national IP offices of each country in which they intend to obtain protection. The process can be rather cumbersome and expensive as translation into the national languages is generally required as well as payment of administrative (and sometimes legal) fees.

2. The Regional Route: If you are interested in a group of countries that are members of regional agreements which enable the registration of designs in more than one country, then you can consider filing a single application at the regional IP office concerned. Regional IP offices include: the African Regional Industrial Property Office (ARIPO) for industrial design protection in English-speaking African countries; the Benelux Designs Office (BDO) for protection in Belgium, the Netherlands and Luxembourg; the Office for Harmonization in the Internal Market (OHIM) for Community designs in the countries of the European Union; the *Organisation Africaine de la Propriété Intellectuelle* (OAPI) for protection in French-speaking African countries.

3. The International Route: Companies that wish to register their designs internationally in several countries may also use the procedures offered by the Hague Agreement Concerning the International Deposit of Industrial Designs, a WIPO-administered treaty. An applicant from a Member country to the Hague Agreement

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can file a single international application with WIPO; the design will then be protected in as many Member countries of the treaty as the applicant wishes. The agreement provides applicants with a simpler and cheaper mechanism for applying for industrial design registration in various countries. For full information about the Hague Agreement including a list of Member States and the application form, visit the WIPO website at: www.wipo.int/hague/.

Please note that Pakistan is not yet a member of the Hague Agreement concerning the International Deposit of Industrial Designs and thus the filing of an application through this international route may not be possible for you. However, Pakistan might have become a member of the Hague System or any other multilateral treaty by the time you decide to get your design registered abroad. It is advisable that you consult an IP attorney at the time you wish to get your design registered abroad.

How long does Designs protection last?
In Pakistan, the original term of protection for a registered industrial design is ten years. However, on application along with payment of prescribed fee of Rs. 750/- the same can be extended for two more terms of ten years each. The protection of a registered design cannot be extended beyond thirty years in total.

For further information on Industrial Designs registration you may download SMEDA's publication in the Intellectual Property for Business series titled "Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises in Pakistan" from SMEDA website www.smeda.org.pk.

II. Protection of Patents

How to apply for patent protection?
After a state of the art search has been performed and the decision to seek patent protection has been made, a patent application has to be prepared and submitted to the Patent Office. The application will include a full description of the invention, the patent claims that determine the scope of the patent applied for, drawings and an abstract.

The task of preparing a patent application is generally performed by a patent attorney or agent who will represent your interests during the application process. The box on the following page provides a basic overview of the application process.

Processing an application – step by step
The procedure for registration of a patent in Pakistan is as follows: -

Filing of application: An application is filed with the Patent Office on the prescribed form along with the prescribed fee.

Formal examination: The Patent Office examines the application to ensure that it complies with the administrative requirements or formalities (e.g., that all relevant documentation is included and the application fee has been paid). The Patent Office issues an application number (official receipt) and advertise the title of the application in the Official Patent Gazette of Pakistan Part-V as a newly filed patent application.

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Search: The Patent Office conducts a search to determine the state of the art in the specific field to which the invention relates. The search report is used during the substantive examination to compare the claimed invention with the state of the art.

Substantive examination: The Controller refers the application to an examiner for making a report after detail scrutiny of the application, specification, claims and drawing, if any, to the effect whether the invention is new and involves an inventive step, and to also determine whether other requirements of this Ordinance and rules have been complied with. The aim of the substantive examination is to ensure that the application satisfies the patentability requirements. The results of the examination are sent in writing to the applicant (or his attorney) so as to provide an opportunity to respond to and/or remove any objections raised during the examination.

Grant: If the examination process reaches a positive conclusion, the patent office grants/accepts the patent application. The granting or accepting a patent application means that the Patent Office has no objection concerning the patent application.

Publication: Once the patent application is granted/accepted by the Patent Office, the abstract of the patent application is published in the Official Gazette of Pakistan Part-V for the general public so that if anyone has an objection to registration of

application, he/she may file an opposition against it.

Opposition: The Patent Office provides a period of four months during which third parties may oppose the grant of a patent, for example, on the basis that the claimed invention is not new.

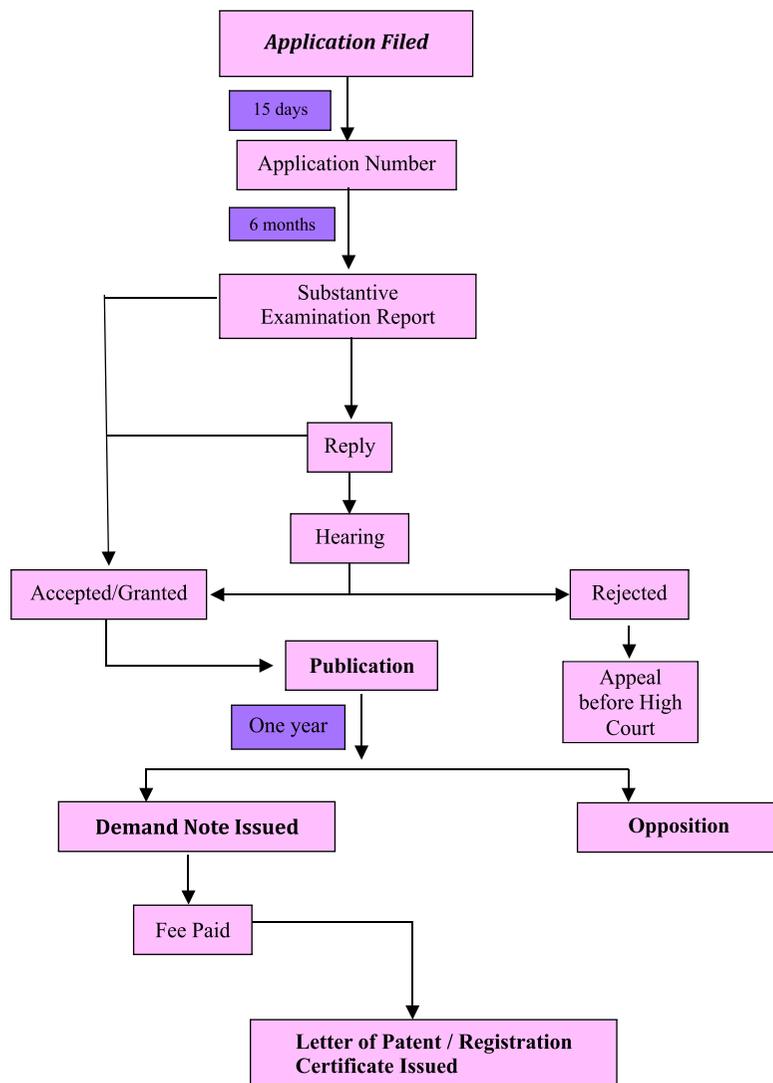
Sealing of Patent: If there is no opposition within four months by any interested party or any opposition filed has been rejected, then the Patent Office will seal the patent on payment of sealing fee and issue the registration certificate commonly referred to as Letter of Patent.



International application No. PCT/IT98/00133. The invention of a new process for treating lined cork, lies behind the success of Italian company Grindi SRL, which has relied on the exclusivity provided by the patent for the commercialization of a new textile fabric.

The various stages of registration and their likely timeframes are indicated in the flow chart on the next page.

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- * The boxes in Purple indicate the likely time frame.
- * The boxes in Pink indicate the different stages of application.

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How much does it cost to patent an invention?

The costs vary considerably depending on factors such as the nature of the invention, its complexity, attorney's fees, the length of the application and objections raised during the examination by the Patent Office. It is important to keep in mind and properly budget the costs related to the patent application and maintenance. Generally, the following costs may be incurred for registration of a patent application:

- Costs associated with performing a state of the art search, particularly if you rely on the services of an expert;
- Official fees that are to be paid to the Patent Office. The following official fees are required to be paid:

No.	Description	Fee Rs.
1	Filing Fee	2,250
	a. For each additional page of specification beyond 40 pages	30
	b. For each additional claim beyond 20 claims	75
2	Sealing Fee	2,250
3	Renewal fee	
	From 4 th to 8 th year (for one year)	3,000
	From 9 th to 12 th year (for one year)	4,500
	From 12 th to 16 th year (for one year)	6,000
	From 16 th to 20 th year (for one year)	8,000

- If you rely on the services of a patent agent/attorney to assist you in the application process (e.g., provide the patentability opinion, draft the patent application, prepare the formal drawings and correspond with the

Patent Office), you will incur additional costs;

- Once a patent has been granted by the Patent Office, you must pay maintenance or renewal fees, generally referred to as annuities as the same are paid on an annual basis in accordance with the amount given in the above table, to maintain the validity of the patent;
- In case you decide to patent your invention abroad, you should consider also the relevant official filing fees for the countries in question, the translation costs and the costs of using local patent agents (which is a requirement, in many countries, for foreign applicants).
- In case of inventions involving micro-organisms, where the deposit of the micro-organism or biological material with a recognized depository institution is necessary, fees for filing, storage and viability testing of the deposited material will have to be paid.

Financial Aid: There are different government, semi government or international institutions that may be willing to provide you financial aid. Some of these institutions may be interested only in a specific sector while, others may help you if you qualify as a small or medium enterprise.

How long does it take to obtain patent protection?

The time taken by the Patent Office to grant a patent may vary with the fields of technology. Generally a patent application

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takes less than two years for its registration.

From what date is your invention protected?

Once your application is accepted you will have the same rights as if your patent has been sealed. However, you will not be entitled to institute any proceedings for infringement unless your patent application is actually sealed i.e., you are issued the registration certificate or letter of patent.

How long does patent protection last?

The Patents Ordinance provides for a term of protection of 20 years from the filing date of the application, provided the renewal or maintenance fees are paid on time and that no request for invalidation or revocation has been successful during this period.

While the above relates to the legal life of a patent, the business or economic life of a patent is over if the technology covered by it is outdated, if it cannot be commercialized or if the product based on it has not been successful in the market. In all such circumstances, the patent holder may decide to no longer pay the maintenance or renewal fees, leaving it to expire earlier than the term of protection of 20 years, and thus, let it fall into the public domain.

How do you apply for patent protection abroad?

There are two main ways of protecting an invention abroad:

1. The National Route. You may apply to the national Patent Office of each country of interest, by filing a patent application in the required language and paying the required

fees. This path may be very cumbersome and expensive if the number of countries is large.

2. The Regional Route. When a number of countries are members of a regional patent system, you may apply for protection, with effect in the territories of all or some of these, by filing an application at the relevant regional office. The regional patent offices are:

- The African Regional Intellectual Property Organization (ARIPO) (www.aripo.org);
- The Eurasian Patent Organization (EAPO) (www.eapo.org);
- The European Patent Office (EPO) (www.epo.org).

Summary Checklist

- Territorial rights. Remember that patents are territorial rights.
- Priority period. Make use of the priority period to apply for protection abroad but do not miss deadlines that may impede you from obtaining patent protection abroad.
- Where to apply. Consider where you will benefit from protection and take into account the costs of protecting in various countries.

For further information on Patents registration you may download SMEDA's publication in the Intellectual Property for Business series titled "Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises in Pakistan" from SMEDA website www.smeda.org.pk.

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III. Protection of Trademarks

How can your company protect its trademark(s)?

In Pakistan protection is available for both the registered and unregistered marks. The registered marks are given protection under the Trade Marks Ordinance, 2001, whereas the unregistered marks can seek protection under the common law of "Passing Off". The law of Passing Off prohibits a business from presenting its products as if they belong to some other business. A registration certificate is an apparent proof of your entitlement to exclusive use of the mark. However, in order to seek protection for an unregistered mark certain facts are required to be proved. The first and foremost fact which must be proved is that the mark has acquired distinctiveness through extensive use.

Hiring the services of a trademarks agent although is recommendable yet is not compulsory for registration of a trademark in Pakistan.

Applications for registration of trademarks in Pakistan can be filed personally or through post. The Trade Marks Registry of Pakistan is currently being computerized. The application forms are available on its website www.ipo.gov.pk; however, online filing is not yet available.

Unlike some countries, the Trademarks Registry of Pakistan maintains a single trademark register and it does not have part A and part B with different categories of rights.

Registering A Trademark — Step by Step

The Applicant

As a first step, you have to send or hand in a duly completed trademark application form, which will include the contact details of your company, a graphic illustration of its mark, a description of the goods or services and class for which your business wishes to obtain trademark registration, and pay the required fees.

Note that some trademark offices (e.g. US and Canada) may also require proof of use or a declaration that your company intends to use the trademark. In Pakistan no such declaration is required at the time of filing and a trademark can be filed on the basis of its proposed use in future. However, such trademark is required to be used within five years from the date of its registration.

The Trademark Office

The steps taken by the Trademark Office in Pakistan are as under:

Formal examination: At the time of filing application and before the issuance of any application number the Trademark Office examines the application to make sure that it complies with the administrative requirements or formalities (i.e., whether the application fee has been paid and the application form is properly filled in).

Application number: The application number is given at the time of the filing of the application; however, the official receipt is

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usually given within three to four weeks after filing.

Substantive examination: The trademark office examines the application to verify whether it complies with all the substantive requirements (e.g., whether it belongs to a category which is excluded from registration by the trademark law and whether the trademark is in conflict with an existing mark on the register in the relevant class). If there are some objections then an examination report (commonly known as "Show Cause Notice") is sent to the applicant.

Reply: The applicant files the reply to the objections raised in the examination report.

Hearing: In most of the cases, the applicant files a response to the examination report and a hearing is appointed and the Registrar hears the arguments of the applicant or his agent in support of the stance taken in the reply.

Publication and opposition: After hearing if the Registrar is convinced then the trademark is accepted for publication in the official Trade Marks Journal within a two months time period (further extensions, not exceeding two months, may be obtained) for third parties to oppose its registration.

Registration: If there is no opposition or once it has been decided that there are no grounds for refusal, the trademark is registered, and a registration certificate is issued which is valid for 10 years.

Renewal: The mark may be renewed after every ten years, for indefinite terms, on payment of required renewal fees, but the registration may be canceled entirely for certain goods or services if the trademark has not been used for a continuous period of five years.

MARIA.B.

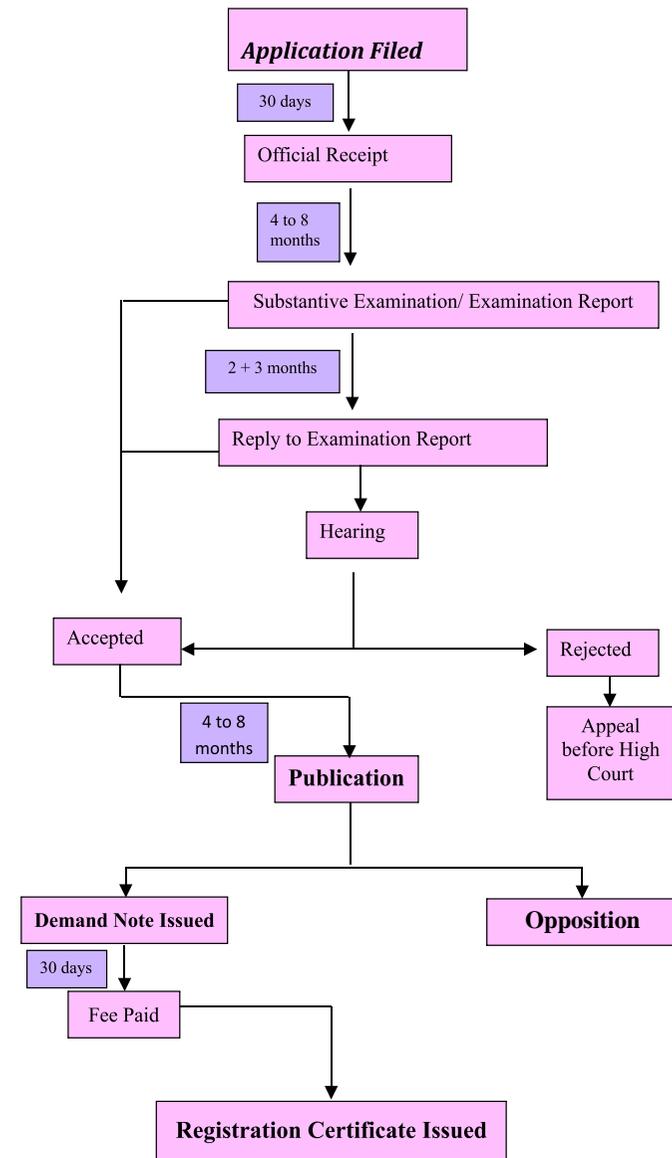
"My dream was always to make trendy, internationally relevant clothes for the modern women of Pakistan. The key was affordability with international style...taking the first step to making fashion a professional industry in the country", *MARIA.B. is the strongest women's brand in the country.*



Source: <http://www.mariab.pk/>

The stepwise procedure for registration and its likely timeframe is explained through a flow chart on following page.

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* The boxes in Purple indicate the likely time frame.

* The boxes in Pink indicate the different stages of application.

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How long does it take to register a trademark?

As the Pakistan Trademarks Registry conducts substantive examination, therefore it takes longer to get a trademark registered in Pakistan as compared to some other countries. The registration process used to take three to four years for its completion. However, with the ongoing computerization of the Registry, the process has been expedited and now it is completed positively within two years and is likely to get more expedient over time.

Application for renewal of the mark can be filed within six months before the date of expiry. After expiry of a trade mark, the same can be renewed within six months after paying late fee.

What are the costs associated with trademark protection?

It is important to keep in mind, and properly budget, the costs related to trademark creation and registration in Pakistan. These costs may include the following:

1. Costs associated with the creation of a logo or word to be used as a trademark, as many companies out-source this task.
2. Cost for conducting a trademark search i.e. Rupees 500.
3. The other official costs associated with the registration process are:

Details	Official Fee
Filing application	Rs. 1,000
Publication fee	There is no official fee, but printing blocks have to be provided by the applicant for its mark.
Registration fee	Rs. 3,000

4. Companies choosing to use a professional trademark agent to assist in the registration Process would face additional costs but would probably save significant time and energy in following the registration process.

5. If you intend to register your trademark in a foreign country you may have to incur additional costs.

The above cost estimates are for registration of one trademark in one class. It may rise if you intend to register your trademark in more than one classes.

For how long is your registered trademark protected?

While the term of protection may vary in different countries, in Pakistan registered trademarks are protected for 10 years. However, on payment of prescribed renewal fee trademark registration may be renewed after every ten years as long as you are interested in protecting your trademark. Make sure that someone in your company or firm is made responsible for ensuring timely renewal of trademark registrations in all

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countries of continuing interest to your business.

How can you register the trademark of your company abroad?

Once you have registered the trademark in Pakistan, you may want to register it in one or more other countries as well if you wish to export your product or grant a license to another company to use your trademark in another country. Typically there are three main ways to register the trademark in other countries:

1. The National Route: Your business may apply to the trademark office of each country in which it is seeking protection by filling the corresponding application in the required language and paying the required fees.

As indicated earlier, a country may require you to use the services of a locally-based trademark agent for this purpose.

2. The Regional Route: if you wish to apply for protection in countries which are members of a regional trademark system you may apply for registration, with effect in the territories of all Member countries, by filing an application at the relevant regional office. The regional trademark offices are:

- The African Regional Industrial Property Office
- The Benelux Trademark Office
- The Office for the Harmonization of the Internal Market of the European Union
- The Organisation Africaine de la Propriété Intellectuelle.

3. The International Route: The Madrid system (administered by WIPO) is used to register a trademark in more than 70 countries that are party to the system. Pakistan is not yet a member of the Madrid Protocol but is expected to become a member in the near future and is currently in the process of upgrading its Trademark Registry to enable it to fully implement the system.



M/s Gul Ahmed, produces finest quality print lawn in Pakistan, a very popular brand of Pakistan.



Source: <http://www.gulahmed.com/>

For further information on Trademarks registration you may download SMEDA's publication in the Intellectual Property for Business series titled "Making a Mark : An Introduction to Trademarks for Small and Medium-sized Enterprises in Pakistan" from SMEDA website www.smeda.org.pk.

Annex I

1. Intellectual Property Organization of Pakistan (IPO Pakistan)
House No. 23, Street 87, Ataturk Avenue (West), Sector G-6/3, Islamabad
Tel: +92-51-9208146 Fax: +92-51-9208157
Website: www.ipo.gov.pk Email: info@ipo.gov.pk

IPO Pakistan Regional Office
3rd Floor, Farid Tower,
19 Temple Road, Lahore.
Tel: +92-42-37224395
Fax: +92-42-37224396
Email: lahore@ipo.gov.pk

Trademarks Registry
Registrar Trade Marks Registry
Plot No. CD-3, Behind KDA Civic Centre,
Gulshan-e-Iqbal Block- 14, Karachi.
Tel: +92-21-99230538
Fax: +92-21-99231001
Email: tmr@ipo.gov.pk

Patent Office
Controller of Patents & Designs
2nd Floor Kandawala Building,
M. A. Jinnah Road, Karachi.
Tel: +92-21-99215488
Fax: +92-21-99215489
Email: patent@ipo.gov.pk

Copyright Office
Registrar Central Copyright Office
Ground Floor, Liaqat Memorial Library
Building, National Stadium Road, Karachi.
Tel: +92-21-99230140
Fax: +92-21-99230140
Email: copyright@ipo.gov.pk

2. Small and Medium Enterprises Development Authority (SMEDA)
6th Floor, L.D.A Plaza, Egerton Road, Lahore-54000
Tel: +92-42-111-111-456 Fax: +92-42-36304926
Website: www.smeda.org.pk Email: helpdesk@smeda.org.pk

REGIONAL OFFICES

PUNJAB
8th Floor, L.D.A Plaza, Egerton Road
Lahore-54000
Tel: (042) 111-111-456
Fax: (042) 36304926
Email: helpdesk@smeda.org.pk

SINDH
5th Floor, Bahria Complex 2,
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Karachi
Tel: (021) 111-111-456
Fax: (021) 5610572
Email: helpdesk-khi@smeda.org.pk

NWFP
Ground floor, State Life Building,
The Mall, Peshawar
Tel: (091) 9213046-47
Fax: (091) 286908
Email: helpdesk-pew@smeda.org.pk

BALUCHISTAN
Bungalow No. 15-A,
Chaman Housing Scheme,
Airport Road, Quetta.
Tel: (081) 2831702/2831623
Fax: (081) 2831922
Email: helpdesk-qta@smeda.org.pk

Publications in the “Intellectual Property for Business” Series:

1. Making A Mark - An introduction to Trademarks for Small and Medium-sized Enterprises.
2. Looking Good – An introduction to Industrial Designs for Small and Medium-sized Enterprises.
3. Inventing the Future - An introduction to Patents for Small and Medium-sized Enterprises.
4. Creative Expression - An introduction to Copyright and Related Rights for Small and Medium-sized Enterprises.

The adapted versions of the above mentioned publications are available at the WIPO (WIPO e-bookshop at www.wipo.int/ebookshop) and SMEDA website (SMEDA publications at www.smeda.org.pk).

NOTE:

For further information on the other business-oriented content and publications on intellectual property rights please visit WIPO's SME website at www.wipo.int/sme/en/. In addition, you may also subscribe to the free electronic monthly newsletter of the SMEs Division of WIPO, available at www.wipo.int/sme/en/documents/wipo_sme_newsletter.html. Recent activities on IP matters by SMEDA are available at www.smeda.org/services/Intellectual-Property-for-Bussines-Success.html

For more information contact

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Fax: +92-42-36304926

E-mail: helpdesk@smeda.org.pk Website: www.smeda.org.pk

Intellectual Property Organization of Pakistan (IPO Pakistan)

IPO Pakistan Headquarter:

House No. 23, Street 87, Ataturk Avenue (West), Sector G-6/3, Islamabad

Tel: +92-51-9208146 Fax: +92-51-9208157

Email: info@ipo.gov.pk Website: www.ipo.gov.pk

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SMEDA Publication No. IPR-SIT(09)

November 2009