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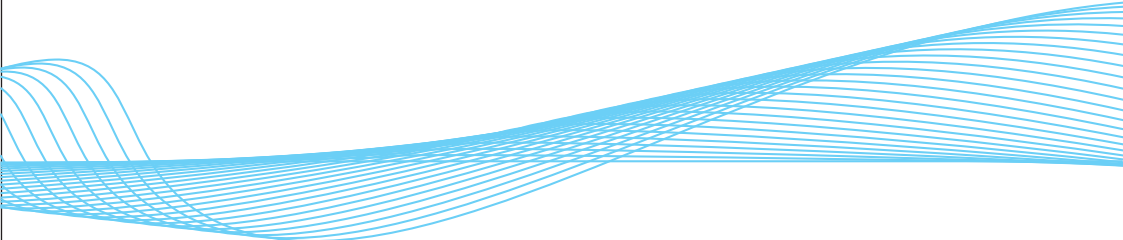
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1



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Ô`emvqi t¶¶Î tgav m`u` Ô MËgyj vi Ab`vb` cËKvkbv

1. tgvKs G gvK©. ¶jz`I gvSvii wkr cËZôvbi Rb` tUWgvK¶el qK cË_ugK avi Yv |
WIPO cËKvkbv bs 900 |
 2. j¶Ks _W : ¶jz`I gvSvii wkr cËZôvbi Rb` BÛw-`¶j wVRvBb wel qK cË_ugK avi Yv |
WIPO cËKvkbv bs 498 |
 3. BbtfwUs `v wclDPvi : ¶jz`I gvSvii wkr cËZôvbi Rb` tctÛU wel qK cË_ugK avi Yv |
WIPO cËKvkbv bs 917 |
 4. w¶tqulF G- tçKb : ¶jz`I gvSvii wkr cËZôvbi Rb` KrcivBU wel qK cË_ugK avi Yv |
WIPO cËKvkbv bs 918 | (Avmb)¶
- hveZixq cËKvkbv cvl qv hvte wIPOÛi B-e¶Kmfç, hvi wKvbr: www.wipo.int/ebookshop

www.wipo.int/sme/

mZKZvgj K tNvl Yv t GB wbt` ¶Kvqv ASF® Z_` tKvbrfvteB tckvMZ AvBvb mrvqZvi wKf wKQz
bq | wel qe`-m`u`wKZ tgSij K avi Yv cË vbB GB wbt` ¶Kvvi D`f`k` |

wIPO `Zj (2006) AvBvbvM Abgvz e`ZxZ, KrcivBU `ZpvaKvixi wj wLZ Abgvz Qvov GB cËKvkbvi
tKvbr AskB Btj ±wbK`wvj ev gvKvbK`wvj , th tKvbr AvKvi ev fvte çpi`rcv` b ev weZiY Kiv hvte
bv |

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ფიგურა

GB უბტ ზეკვი ოემთვი თქტი თგავ მჟუ 0 მსგუვი ცღ გ
უბტ ზეკვი თ თქტიბ თქვიუბი გუქიღს I ეიღს თქსქტი გჯ თ
Dcv`vb თმB თUWგუKღGi I ciB GB უბტ ზეკვი მგვეx|

GB უბტ ზეკვი ეემუგK` უბქვიY თქK თUWგუKჰK ე`L`vi თPov
Kiv ნტტQ| ებიღი Z` Dc`vcbv ე`weK Ges ციVK თბ მნტR
AvZ`K`KiZ ცუბ G KviY ზელq ე`L`v KiZ D`vniY I Que
ე`envi Kiv ნტტQ| ჟი`I გvSმი უკი ცღZov`ტქტიK (SME)
DrmwnZ Kiv ნტ`Q თბ Zviv Zv`i მგუMK ეემუგK თქსქტი
თUWგუKღKსქტიK GKxFZ Kivi j`ქქ` GB უბტ ზეკვი ე`envi
Kტიბ| უექ`vcx SMEღი ცღqvRb თბ h_v`წიფე თგუტიბ მჟე nq
Zv უბიღZ KiZ WIPO GB უბტ ზეკვი Avტიv ცუი გუRZ KiZ თ
თქტიბ გZvgZტიK`MZ Rvბტი`Q|

RvZxq ცღZovb I`vbxq Askx`vi`ტი` მნტიმZvq GB უბტ ზეკვი
უბტ`ო`ტი`k DcტიMx მს`იY Dbqtb Kiv თტიZ ცუტი |`ტი`k DcტიMx
მს`იY ცღტიZi KტიR GB უბტ ზეკვი`ტქტი Kuc მსMბ KiZ
WIPOღი მტი`Gme ცღZovტიK თუMტიტიMi Abტიiva Kiv ნტი`Q|

კვიჯ ბრინ
გნვე`ე`ცK, უექ; თგავ მჟუ` მს`v

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1. tUWgvK[©]

tUWgvK[©]K?

tUWgvK[©]GKwJ wPý ev cZxK | GuJ GK
cZóvb t_+K Av+iK cZóv+bi Drcwv Z ev
mieivn Kiv cY" ev tmev Avj v`v Ki+Z
m¶lg|

cY" ev tmev Avj v`v Kivi K+r e`eüZ `ZŠi
th tKv+bn kã, eY[®]msL`v, AsKb, Qie,
AvKwZ, iO, tj v¶Mv UvBc, tgvOK ev G_ tj vi
msvgyK tUWgvK[©]ntmte MY" n+Z cv+i |
tKv+bn tKv+bn t`+k veÁvc+bi t`vMvb I
tUWgvK[©]ntmte veteiPZ nq Ges RvZxq
tUWgvK[©]Avd+tm tUWgvK[©]ntmte tm_ tj v
vbeu+Z n+Z cv+i | A+þK t`k tUWgv+K[©]
t¶+T Kg cUvMZ aiY, thgb GKio,
w¶ gw¶ K wPý (c+Y`i AvKvi ev tgvOK),
kèY+thM" wPý (kã) ev NÖY mspvš-wPý
(NÖY) BZ`w vbeÜ+bi AbgvZ t`q| Zte,
tUWgvK[©]ntmte wK wK vbeu+Z n+Z cv+i tm
vel +q Avakvsk t`k GKwJ gv+` È vba¶Y
K+i+Q, mvavi YZ tmB wPý ev cZxK_ tj vi B
AbgvZ cÜvb Kiv nq th_ tj v tPv+L t`Lv hvq
ev bKkvi gva`+g Dc`vcb Kiv hvq|

D`vnb

kã:

YAHOO!

tmŠR+tb" : Bqvú!

tj v¶MvBc :



tc½Bb eK+m wj vgtU+Wi AbgvZ mvt+c¶
e`enri Kiv n+q+Q

tj v¶MvB+ci m+½ e+Y¶ vgyK :



© 1986 Wied Wied Gd-I qvì ¶ qvBW dvÜ di
tbPvi (eZzb I qvì ¶ qvBi j vBd dvÜ) ® Wied
Wied Gd vbeu+Z tUWgvK[©]ZjvaKvi x

w¶ gw¶ K gvK[©](c+Y`i AvKwZ)



Uetj i b ® vudv dWm M¶ © 1986-Gi
GKwJ vbeu+Z tUWgvK[©]

msuké tUWgvK[©]AvBtbi Aadb ubeÜb, Avcbvi tKv^umbtK GKB bvtg ev we^awšKi fite GKB gvK^q üeu ev KvQvKwQ gvtbi cY^ˆ weCYtb Ab^ˆvb^ˆ tKv^umbtK c^uZnZ Kivi GK^ˆQ^T Av^aKvi c^uvb Kti |

GKwU tUWgvK[©]envi Kiv thtZ cvti, wekI Kti thme Aw^ˆR c^uZövb e^ˆemwqK mvdjt^ˆi Rb^ˆ et^ui „i“Zim^utK^qLpB m^uPZb |

tUWgvK[©]ubeÜb Qvov GKwU cY^ˆ weCYtb Avcbvi webtqvm e^ˆv thtZ cvti, KivY c^uZövb c^uZövb üeu ev GKB aitbi ctY^ˆi t^qt^ˆT GKB ev we^awšKi fite GKB gvK^q e^ˆenvi Kitz cvti | hw^ˆ tKv^umb c^uZthvMx c^uZövb GKB ev üeu tUWgvK[©]envi Kti Zvntj tfv^ˆv Avcbvi tKv^umbi cY^ˆ gtb Kti c^uZövb c^uZövtbi cY^ˆ wk^utb VKtZ cvti | G Ae^ˆv tkej Avcbvi tKv^umbi g^ubdv nvm ev tfv^ˆv^ˆ i gta^ˆ we^awš-m^uöB Kite bv, cikvcnk tKv^umbi m^uvg I fvegvZ^q ^qlbe Kite, wekI Kti c^uZthvMx c^uZövtbi cY^ˆ hw^ˆ vbK^u gvtbi nq |

tUWgvK^q gj^ˆ Ges evRvti GKwU ctY^ˆi mdj Zv wbaft^uY tUWgvK^q th „i“Zi Zv we^utePbvq wbtq Guv w^uöZ Kiv AZ^ˆš^ˆ „i“ZcY^ˆ th tUWgvK^u msuké evRvti w^uöZ ntqtQ |

cikvcnk, Ab^ˆvb^ˆ tKv^umb „tj vtK GKwU w^uöZ tUWgvK[©]envti i AbgvZ c^uvb LpB mnR | Gfite tUWgvK[©]Avcbvi tKv^umbi Avtqi GKwU Av^uwi^ˆ ^ˆ3 Drm wntmte we^utePZ ntZ cvti Ges dv^ˆAvBRs P^ui^ˆ w^ufiE^ˆl ntZ cvti |

gv^uS-gta^ˆ, Aw^ˆR c^uZövb t^ˆtk A^ˆc^uvl qvi t^qt^ˆT tfv^ˆv^ˆ i gta^ˆ ^ˆvi^ˆb m^uvg AvtQ Ggb

tUWgvK[©].

- tfv^ˆv^ˆ thb ctY^ˆi gta^ˆ cv^ˆR^ˆ Kitz cvti Zv w^uöZ Kti ;
- tKv^umb „tj vtK Zvt^ˆ i cY^ˆ Avj^ˆv Kivi ^qlgZv c^uvb Kti ;
- gv^uK^us Uj Ges GKwU et^ui fvegvZ^q m^uvg m^uöi w^ufiE^ˆ wntmte KvR Kti ;
- i q^ˆv^uli gva^ˆtg Avtqi mi v^umi Drm m^uöZ j v^utmY^ˆ t^ˆqv thtZ cvti ;
- dv^ˆAvBR P^ui^ˆ i t^qt^ˆT GKwU „i“ZcY^ˆ Dcv^ˆvb ;
- gj^ˆ evb e^ˆemwqK m^uö^ˆ ntZ cvti ;
- ctY^ˆi gv^u eRvq ivLv I Dbqt^u tKv^umb „tj vtK webtqvm Drm^uvnZ Kti ;
- A^ˆms^ˆvtb m^uvgZv Kitz cvti |

Avte`b ewZj nI qvi cAb KviY, tj v nK nK?

tUWgvK@beP@bi mgq GUv Rvbv Ri`wi th, tKvb tKvb tkYxi wPy, tj v mvaviYZ ubeU@bi Rb` M@YthwM` bq| tUWgvK@beU@bi Avte`bcT mvaviYZ ewZj nq thme KviY, tm KviY, tj vK mvaviYfite ej v OA`vemij DU M@D@mO, G, tj v nt`Q :

- **tR@bwi K Uvg@ :** D`vniY wntmte, hw Avcbvi tKv@umb tPqvi w@pi Rb` @tPqvi @ brtg tUWgvK@beU@Z Ki@Z Pvg Zvntj GUv c@vL`vZ ntZ cvti, KviY @tPqvi @nt`Q H ctY`i tR@bwi K bvg|
- **tWm@u@wF Uvg@ :** G, tj v tmB kA th, tj v ctY`i eY@v w`tZB e`emv@q e`euZ nq | D`vniY wntmte, P@Kvtj U evRvi Rv@Zi t@t@t @mBU@ brtgi tUWgvK@w c@vL`vZ ntZ cvti, KviY GUv ctY`i eY@v c@vb Kti | Avmtj, GKw gvT P@Kvtj U Drcv`bKvix c@Z@vbtK Zv`i cY` evRvi Rv@Z @mBU@ k@wI | I ci GK`Q@ AnaKvi c@v@bi w@q@w Ab`vh` etj w@v@PZ ntZ cvti | GKBfite, YevPK ev c@ksmvPK kA thgb, @i`w@wO, @te=@, @KwmK@ ev @B@v@f@w@f@BZ`w` kA, tj vi e`vcv@i | GKB ai@bi Awf`thwM DV@Z cvti, hw` bv tm, tj v wf@e`@Z@jgj K tKv@v gvK@ Ask w@tkl nq| G t@t@t, GKw mZK@vgj K tNvI Yv A@f@P` Kiv c@qvRb ntZ cvti, thL@v ej v _vKte GB gvK@ H w@tkl A@tki Rb` tKv@v GK`Q@ AnaKvi Pvl qv nt`Q bv|

- **w@tm@wF tUWgvK@ :** G, tj v tmB tUWgvK@v ctY`i aiY, gvb ev t@t@w@j K cwi w@Z w@l@q t@v@vK t@vKv t`q ev w@v@S-Kti | thgb, @KvD@ ev Mi`i Qwe m@j Z GKw tUWgvK@ Aaxb gvR@i b w@v@bi Avte`b mvaviYZ c@vL`vZ nte, KviY GUv t@v@v`i w@v@S-Kite etj w@v@PZ nte, th@Zt@v@v GB gvK@K`@RvZxq ctY`i m@B w@j@q t`L@Z Af` (thgb, gvLb)|
- **Rbk;Lj v ev`bwZKZv w@v@ etj w@v@PZ gvK@ :** ag@l`bwZKZvi m@Rb M@n`i wZ-w@v@ etj w@v@PZ tKv@v kA | Aj`iY mvaviYZ tUWgvK@wntmte ubeU@bi AbgvZ cvq bv|
- **cZvKv, Kj wPy, mi Kwii Qvc, iv@l AvSR@ZK ms`v, tj vi c@ZK hv WIPO Gi AvSRwZK` ejt@v@Z A@vN Kiv nt@q@|** mvaviYZ Avj`v fite ubeU@bi evBti |

Avte`bcT @vi tj w@f M@D@mO-G ewZj nq hLb tKv@v tUWgvK@ m@B ce`v@KZ tKv@v tUWgvK@AnaKv@i w@v@va N@U|

- **D^mweZ ev D^mY kāō**: G kā₃ t₃ v n^oQ Aš₁ b₁ n₁ Z ev ev^o e t₁ K₁ v₁ t₁ b₁ v A₁ Q ov₁ B D^mweZ kā | D^mweZ kā₃ t₃ v m₁ n₁ t₁ R m₁ j₁ v K₁ i₁ v h₁ v q₁ K₁ v i₁ Y G₃ t₃ v ^o Z Š₁ g₁ j₁ K e₁ t₁ j₁ v e₁ t₁ e₁ v P₁ Z n₁ l₁ q₁ v i₁ t₁ e₁ n₁ k m₁ e₁ v b₁ v₁ t₁ K | G₁ i₁ t₁ b₁ v Z e₁ v P₁ K w₁ K n^oQ, t₁ f₁ v^o v₁ t₁ i₁ R b^o G₁ U₁ v g₁ t₁ b₁ i₁ v L₁ v^o i₁ A₁ v i₁ c₁ Y^o v e₁ A₁ v i₁ c₁ Z K₁ i₁ t₁ Z t₁ e₁ n₁ k c₁ v i₁ k₁ t₁ g₁ i₁ c₁ ō₁ q₁ v R₁ b₁ n₁ q₁ |

- **Bw₃ZcY^ogvK^o**: GB gvK^o t₃ v v G₃ b₃ w₃ K₃ O₃ z gvK^o t₃ v c₁ Y^o i₁ GK ev GKwaK₃ t₃ Y^o i₁ c₁ ō₁ Z Bw₃Z t₃ q₁ | Bw₃ZcY^ogvK^o A₁ v t₁ e₁ b₁ n^oQ G₃ t₃ v v e₁ A₁ v c₁ t₁ b₁ i₁ GK₁ U₁ d₁ g₁ v^o n₁ t₁ m₁ t₁ e₁ K₁ v R K₁ t₁ i₁ | m₁ v g₁ v b^o S₁ y₁ k n^oQ, t₁ K₁ v₁ t₁ b₁ v t₁ K₁ v₁ t₁ b₁ v t₁ t₁ k GK₁ U₁ Bw₃ZcY^ogvK^o L₁ p₁ B e₁ Y₁ b₁ g₁ j₁ K e₁ v t₁ W₁ m₁ p₁ c₁ u₁ l₁ f₁ e₁ t₁ j₁ v e₁ t₁ e₁ v P₁ Z n^o t₁ Z c₁ v t₁ i₁ |

B ÷ g^o v b t₁ K₁ v₁ w₁ k t₁ K₁ v₁ ú₁ m₁ b i₁ v b e₁ v Ū₁ Z t₁ U₁ W₁ g₁ v K^o n^o t^o Q t₁ K₁ v₁ w₁ k |



Kodak

t₁ m₁ Š₁ R₁ t₁ b^o : B ÷ g^o v b t₁ K₁ v₁ w₁ k t₁ K₁ v₁ ú₁ m₁ b

- **A₁ t₁ Š₁ v^o K gvK^o**: G₃ t₃ v G₃ b₃ k₃ h₃ v i₃ A₁ t₁ P₁ m₁ t₁ ½ t₁ h₁ c₁ t₁ Y^o i₁ v e₁ A₁ v c₁ b₁ t^o q₁ v n^oQ Z₁ v i₁ t₁ K₁ v₁ t₁ b₁ v m₁ e₁ ú₁ K^o b₁ B | h₁ w₁ l₁ G₁ a₁ i₁ t₁ b₁ i₁ gvK^o t₃ v m₁ n₁ t₁ R₁ B m₁ j₁ v K₁ i₁ v h₁ v q₁, Z₁ e₁ y₁ t₁ f₁ v^o v₁ t₁ i₁ g₁ t₁ b₁ gvK^o l₁ c₁ t₁ Y^o i₁ g₁ t₁ a^o t₁ h₁ v M₁ t₁ ^ Z₁ v i₁ K₁ i₁ t₁ Z e^o v c₁ K₁ v f₁ v i₁ Ę₁ K₁ v e₁ A₁ v c₁ b₁ x₁ c₁ ō₁ v i₁ Y₁ v i₁ c₁ ō₁ q₁ v R₁ b₁ n^o t₁ Z c₁ v t₁ i₁ |

D^o v n^o i₁ Y₁ : t₁ g₁ v e₁ v B₁ j₁ t₁ d₁ v b₁ e₁ v R₁ v i₁ R₁ v t₁ Z₁ i₁ R₁ b^o E₁ L₁ E₁ P₁ H₁ A₁ N₁ T₁ t₁ U₁ W₁ g₁ v K^o |

A₁ v c₁ b₁ t₁ h₁ a₁ i₁ t₁ b₁ i₁ gvK^o B₁ c₁ ō^o K₁ i^o b₁ v t₁ K₁ b₁, s₁ i^o Z₁ c₁ Y^o e₁ l₁ q₁ u₁ n^oQ v e^o v^o g₁ v b₁ t₁ U₁ W₁ g₁ v K^o A₁ b₁ k₁ i₁ Y₁ b₁ v K₁ v | c₁ ō₁ Z₁ t₁ h₁ v M₁ x₁ c₁ ō₁ Z₁ ō₁ v t₁ b₁ i₁ t₁ U₁ W₁ g₁ v K^o t₁ K₁ m₁ v g₁ v b^o G₁ w₁ K₁ l₁ w₁ K₁ K₁ v gvK^o e₁ v f₁ j₁ e₁ v b₁ v t₁ b₁ c₁ v i₁ v P₁ Z e₁ v b₁ w^o Z₁ gvK^o v b₁ e₁ Ū₁ t₁ b₁ i₁ m₁ t₁ h₁ v M₁ L₁ p₁ B K₁ g₁ |

D^o v n^o i₁ Y₁ : Z₁ i^o Y₁ t₁ i₁ t₁ c₁ v k₁ v k₁ m₁ v g₁ M₁ ō₁ i₁ t₁ q₁ t₁ Ū₁ EASY WEAR GK₁ U₁ v b₁ e₁ v Ū₁ Z₁ t₁ U₁ W₁ g₁ v K^o ō₁ E₁ E₁ Z₁ Y₁ WARE ō₁ t₁ U₁ W₁ g₁ v K^o e^o v n^o v i₁ K₁ t₁ i₁ GK₁ B e₁ v K₁ v Q₁ v K₁ v Q₁ a₁ i₁ t₁ Y₁ i₁ c₁ Y^o v e₁ m₁ p₁ u₁ i₁ t₁ P₁ ō₁ v K₁ i₁ v L₁ p₁ B A₁ v e₁ t₁ e₁ P₁ t₁ K₁ i₁ g₁ Z₁ K₁ v R₁ n₁ t₁ e₁ | K₁ v i₁ Y₁, G₁ U₁ v e^o v^o g₁ v b₁ gvK^o t₃ v m₁ t₁ ½ v e₁ a₁ v w₁ Š₁ K₁ i₁ f₁ i₁ t₁ e₁ K₁ v Q₁ v K₁ v Q₁ e₁ t₁ j₁ v e₁ t₁ e₁ v P₁ Z n^o t₁ e₁ G₁ e₁ v b₁ e₁ Ū₁ t₁ b₁ i₁ t₁ q₁ t₁ Ū₁ c₁ ō₁ Z₁ v L₁ v Z₁ n^o t₁ e₁ |

tUWgvK^QbeÜb Ñ avtc avtc

Avte`bKvix

cÜg avc wntmte, AvcbvtK h_v_ fvtē tUWgvK^QAvte`bcT cY Kti cvWtZ nte ev Rgv w`tZ nte | GLvtb AšfP`_vKte Avcbvi tKv`úmbi thvMvthvtMi cY^QWkvbv, gvKf mPĀ Aj ½iY (GKuU wlvw`θ dig`vU cÜqvRb ntZ cvti), cY` I tmevi eY^Q Ges/ev tKvb tKytZ Avcbvi e`emwqK cÜZövb tUWgvK^QbeÜb j vtf AvMöx | tmB mt½ cÜqvRbxq wcl cwi tkva Ki tZ nte |

gtb ivLteb th, wKQztUWgvK^QAwdtm (hY^Qivo^a I KvbWv) tUWgvK^Qe`envti i cÜvY`wLj Ki tZ nq ev Avcbvi tKv`úmb th tUWgvK^Q e`envi Ki tZ AvMöx tm wcl qK GKuU tNvI Yv cÜqvRb nq | Avte`b cÜqv wcl qK cÜqvRbxq Z`_ Avcbv msuké tUWgvK^QAwdm t`tK tctZ cvti b |

tUWgvK^QAwdm

tUWgvK^QAwdtm tUWgvK^QbeÜtbi avc`tj v GK GK t`tki tġtġ GK GK iKg, Zte tgvUv vġM Zviv GKB c`wZ Abjmi Y Kti |

Avb^QvbK ci xġv : Avte`bcT cÜvmbK eva`evaKZvi mt½ m½wZcY^QK bv Zv wlvw`Z ntZ tUWgvK^QAwdm Avte`bcT ci xġv Kti _vtK (thgb, wcl cwi tkwaz ntqtQ wK bv Ges h_v_ fvtē Avte`bcT cY Kiv ntqtQ wK bv) |

cieZ^QAbj^QÜb : Avte`bcT me ai tbi ev`weK eva`evaKZvi mt½ m½wZcY^QK bv Zv tKvtbv tKvtbv t`tki tUWgvK^QAwdm ci xġv Kti t`tL (thgb, Avcbvi gvK^QUv tUWgvK^Q AvBb Abhvqx ubeÜtbi Zwj Kv ewnfZ tkYxi AšfP` wKbv Ges msuké tKytZ w`gvb tKvtbv tUWgvK^Q mt½ Avte`bKZ tUWgvK^Q mv`k` i tqtQ wKbv BZ`w`) |

cÜkvb I wetiwaZv : ZZxq tKvtbv cġ thb cÜqvRtb GKuU wba^Q Z mgtqi gta` ubeÜtbi wetiwaZv Ki tZ cvti GRb` AtbK t`tk Avte`b Kiv tUWgvK^Q GKuU Rvbġj cÜkv Kiv nq | wKQzt`tk ubeÜtbi ci GKevi B gvĤ tUWgvK^Q cÜkv Kiv nq, Zte ubeÜb ewZj Avte`tbi Rb` GKuU wlvw`θ mgq avh`_vtK |

wbeÜb : cÜ`vL`vb Kivi tKvtbv wfvE`tbB G gġg^Qm`vš-Mö^QYi ci tUWgvK^Q ubeÜb Kiv nq Ges ubeÜb mb` Bmj Kiv nq hv mvaviYZ 10 eQti i Rb` KvhKi |

bevqb : cÜqvRbxq bevqb wcl cÜvb Kti tUWgvK^Q Awlvw`θ mgtqi Rb` bevqb Kiv thtZ cvti, Zte wlvw`θ wKQzcY` ev tmevi tġtġ ubeÜbU ewZj ntZ cvti hw` bv msuké tUWgvK^QAvBtb Dġj wLZ mgtqi gta` GB gvK^QU e`envi Kiv bv nq |

GKul tUWgvK®beÜtbi Rb" KZw b cÖqvRb?

GK GK † †k tUWgvK®beÜtbi mgq GK GK iKg, mvariYZ mgq j vřM 3 gvm †_†K 2 eQi | GUv wbfP Kti Ab"vb" A†bK weliqi I ci, thgb tUWgvK®Awdm cieZx® AbmÜvb cwi Pvj bv Ki†Q wKbv BZ" w | wboZ Ki"b th, Avcb nřZ mgq wbtqB wbeÜtbi Rb" Avte" b Kti†Qb thb mské cY" wecYtb ev weAvcb cD†i i t†† h_v mgq GUv e"envi Ki†Z c††b |

tUWgvK®Zwi, mj††v I e"envi i m†½ KZUv LiP RwoZ?

tUWgvK®Zwi I wbeÜb mské Li†Pi DchP evřRU wetePbvq tbqv LpB „i ZcY®

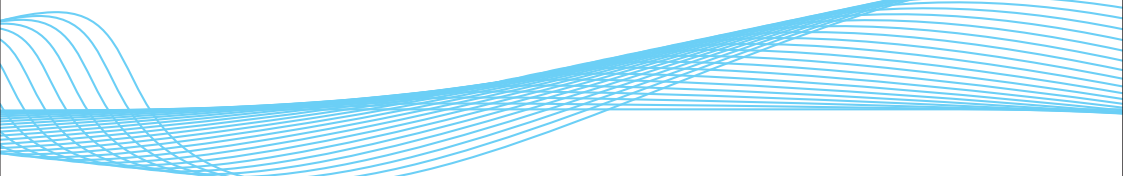
- tUWgvK®nt†mte e"eüz nte Ggb tj vřMv ev kã Zwi i Rb" LiP nřZ c††i, AnaKvsk †Kvúmb GB KvRuv AvDU†mvm® Kti ev Ab" cÖZövb†K w†q Kw†q tbq |
- tUWgvK®AbmÜv†bi Rb" LiP nřZ c††i (wb†P † Lp) |
- wbeÜb cÖqvri Kv†R LiP RwoZ Av†Q, GUv GK GK † †k GK GK iKg Ges c†Y" i tkYxi I ciB wbfP Kti (A_ev tUWgvK®kYx, 12 bs cřv † Lp) | Avcbvi † †ki RvZxq tUWgvK®Awdm tUWgvK®beÜtbi cÖqvRbxq Li†Pi wmwie RvbtZ c††e |

- wbeÜb cÖqvri mrvqZv t†tZ thme †Kvúmb †ckv vi tUWgvK®G†R:U wbtqM Kti Z†† i†K AvZwi ³ A_ LiP Ki†Z nq, hw | GiZ wbeÜb cÖqvri m†½ RwoZ mgq evřP |

Avcbvi cÖ†" i tUWgvK® m†½ Ab" †Kv†bv wbeÜZ tUWgvK® weti va i††Q wK bv Zv wK†te Rv†teb? tUWgvK®AbmÜvb Kx?

tUWgvK®beÜtbi Avte" bc† Rgv† qvi Av†M Avcbvi wboZ ni qv cÖqvRb th, cÖqvRbxq tUWgvK®AbmÜv†bi KvRul mabw†††Q | G KvRul Kiv nq GRb" th, Avcb th tUWgvK® e"envi Ki†Z AvMöx Zv thb BwZg†B üeu ev GKB ai†bi c†Y" i t†† Ab" †Kv†bv †Kvúmbi gva†g wbeÜZ bv nřq _v†K |

Avcb G††† w†RB tUWgvK®AbmÜv†bi KvRul Ki†Z c††b A_ev tUWgvK®G†R:U wbtqM Ki†Z c††b | RvZxq tUWgvK®Awd†mi gva†g (wewg†j" Kiv th†Z c††i ev wd cÖqvRb nřZ c††i) A_ev eww†R" K†te cwi Pwj Z tUWgvK®wv†††††i gva†g G KvRul Ki†Z c††b | th cÖqvri Kiv tnvk bv †Kb, g†b ivLteb th G RvZxq tUWgvK®AbmÜv†bi KvRul nřQ cÖvgK GKul avc | Avcbvi cÖ†" i tUWgvK® th we"gvb "ea-wbeÜZ †Kv†bv tUWgvK® m†½ Öreaw††K i†te GKB ai†bi 0 bv Zv wboZ Kivi KvRul Kw†b nřZ c††i | G Kvi†Y tUWgvK®Awd†mi i wZ Av† vj†Zi w†v††† m†½ cwi wPZ, GKRB Aw†Á tUWgvK® G†R†Ui w†† Rbv LpB Kw††i etj wetePZ nřZ c††i |



GİRƏÜİ mrvqZv tbcvi AvtM cö ugK
 AbymÜvtbi KvRw Ki tZ Avcb tLwR wbtq
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 ev tmevi aiY Abymti tUWgvK®tj v wvFbæ
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Avakisk t` tkB, tUWgvK®Arte` bcT
 cıtYi mgq AvcbtK cY` Ges/ev tmevi
 bvg Dıtj L Ki tZ nte, th cY` ev tmevi
 t¶t tUWgvK® wbeÜb Ki tZ I aiY
 Abjvqx tmUvtK tkYxfj³ Ki tZ Avcb
 AvMöx | GB tkYxfj³ Ki tYi wcl qw ej tZ
 GLvtb tUWgvK®kYxfj³ KiY c×wZ tK
 (tUWgvK®wvUteR Kkb wmt÷g) tsvSı`Q |
 tUWgvK®kYxfj³ KiY c×wZ cY` ev tmevi
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 msi ¶tYi mjear cö vb Kti | GB c×wZ
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meñak e`eüZ tkYxfj³ KiY c×wZ nt`Q
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Z` i tqtQ mshy³ 3-G | GQrov t` Lp
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D`vniY:

cY` wKfvte tkYxfj³ nq? GKUv D` vniY t` qv
 hvK | Avcbvi tKv=ümb hw` Ömi I Kulv-PvgP
 embtq`vtK Zvntj Avcbvi tUWgvK®
 Arte` bcT` wLj Ki tZ nte tkYx 8-G
 Dıtj wLZ Abjfc cY`i t¶t | hw`, Avcbvi
 tKv=ümb GKB tUWgvK®envi Kti Ab`vb`
 ivbNi mvgMö (thgb cvT, c`vb, cWZj)
 evRvi RvZ Ki tZ Pvg Zvntj AvcbtK tkYx
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 tUWgvK®i wbeÜb wbtZ nte | tKvtb tKvtb
 t` tk cÖZ`K tkYxi cY`i Rb` AvcbtK
 Avj`v Avj`v Avte`b Kivi cöqvRb nte,
 Avevi Ab`vb` t` tk GKwJgvT Arte` tbi
 gva`tg Avcb KtqKwU tkYxtZ tUWgvK®wbeÜb
 Ki tZ cvi teb |



tUWgvK®Ate`b`wLtji t¶¶t tUWgvK® GtRtUi c¶qvRb itqtQ wK?

mvavi Y wbgq Abhvqx, Awakisk t`tkB tUWgvK®
Ate`b tUWgvK®GtRtU wbtqvtMi eva`evaKZv
tbB; Avcb wbtRB G Ate`b i KvrUw KitZ
c¶tib | Zte, tUWgvK®AbyñUvrb`¶ Ges
tUWgvK®beÚb i hveZxq c¶qv mæútk®
AeMZ GKRb tUWgvK®GtRtUi tmev mgq
ewPvtZ mrvh` KitZ cvti | cvkvcwk GUVl
wbuÖZ KitZ cvti th, Dchp` tUWgvK®kyxtZ
Avcbvi tUWgvK® msi ¶¶Yi Rb` Ate`b Kiv
ntqtQ Ges Ate`b c¶t ÚA`veimij DU MÖDÜmÖ-
G cZ`vL`vZ nI qvi m¶hivM Kg | Avcb hiv
wet`tk tUWgvK®beÚb i Rb` Ate`b Kt i b
Zvntj H t`tk emevKvix GKRb tUWgvK®
GtRtUi tmev Avcbvi c¶qvRb ntZ cvti |
msiwk tgav mæú` mæú` Awdm (mshp` 2
t`Lp) GKRb GtRtU wbtqvtMi
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Ges Abtgw` Z tUWgvK®GtRtUj` i Zvñj Kv
AvcbvtK mieivn KitZ cvti |

KZw`b i Rb` Avcbvi Abtgw` Z tUWgvK® msiw¶Z?

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Awakisk t`tk wbeÚZ tUWgvK®10 eQi chS-
mj w¶Z | mgtg mgtg bevqb wcl c¶bv Kti
Avbiv`Ö mgtqi Rb` (mvavi YZ, cieZP10 eQi
Kti) wbeÚb bevqb Kiv thtZ cvti | Gt¶¶t
Avcbvi c¶ZÖvbi GKRb thb mgqgZ bevqtb i
e`vcvti` wqZkxj _vtK, i agv¶ wbtRi t`tkB
bq, me`tj v t`tkB, thLvrb Avcbvi e`emwqK
`¶¶tqtQ |

AvDÜtmwms Gi gva`tg tUWgvK®mjo

tUWgvK®wRvBb GKw mjoKxj Kiv |
Awakisk t`tk GKRb D`m¶eK Zvi mjoKxj ev
`kwir K KutRi` Z; avi Y Kt i b, tUWgvK®
wRvBb l mjoKxj Kiv G Kv itY Gi` Zj
wki x ev wRvBbvti i | GRb, tUWgvK®
wRvBb i KvrUw AvDÜtmw`Kiv ntj ev Ab`
tKvrbv e`w` ev c¶ZÖvbi gva`tg Kw itq wbtj
gj Pw`c¶t KwivBU gwñj Kv bvi wclqv l`úo
Kti Dti L Kiv c¶qvRb A`ev tUWgvK®
l ci` Z; Avcbvi tKiv`wbi tmUv
Avb¶wK fite wbuÖZ Kiv c¶qvRb |

Avcbvi wbtRi t`tk tUWgvK®beÚb wK AvSRÖZK fite`ea?

tUWgvK®beÚb i gva`tg c¶B AvBbMZ Awakiv
mvavi YZ H t`tk mwgZ th t`tk tUWgvK®
wbeÚZ nq | mZivs, mvavi Y At`Avcbvi wbtRi
t`tk wbeÚZ GKw tUWgvK® Awakiv tKej
Avcbvi wbtRi t`tkB mgvex, hiv` bv tmB
tUWgvK®LpB m¶wi wPZ gvK®wntmte wete wPZ nq
(m¶wi wPZ gvK®wcltg Avtiv Zt`i Rb` c¶bv 16
t`Lp) |

wet`tk Avcbvi tUWgvK®msi ¶¶Yi wclqv wK wetePbv Kiv DupZ?

Avcbvi wbtRi t`tk tUWgvK®beÚb i tCQtb
hZ`tj v Kiv i itqtQ tm`tj v wet`tki evRvti
Avcbvi c` evRvi RvZKi tYi t¶¶t l c¶hvR` | G
Kv itY, Avcbvi tUWgvK® wet`tk wbeÚb i
m¶wi k Kiv nt`Q, wet`k l Kti hiv` Ab` tKvrb
t`tk ZZxq tKvrbv c¶¶K Avcbv Avcbvi tUWgvK®
e`envti i j vBtmY c¶bv KitZ Avw¶x nb |

“ZŠ;gj K tUWgvK®mñj Z cY” idZmb
Avcbvi cY tK veġ tki evRvġi l cwi pZ
ntZ mnvñ Kite, veġ wk tfrvġt i gta
Avcbvi tKvúmbi mpvg l frvgnZmñjótZ
mnvqZv Kiġe, thUv D’P gpbvñ ARġb figKv
ivLte |

**veġ tK Avcbvi tKvúmbi tUWgvK®
wKfite vbeÜb KiġZ cvġib?**

vbtRi t tK tUWgvK® Gkervi vbeÜtbi ci
vzb fite Avcv Avcbvi tUWgvK® Ab’v
t tK vbeÜb KiġZ cvġib :

RvZxq i’U : th me t tK Avcbvi tUWgvK®
mj wġlZ KiġZ Pvb tmme t tK RvZxq
tUWgvK®Awdm wd c vġbi gva’tg cġhvR
fvlvq Avte`b Kiv thġZ cvġi | AvġMB ej v
ntqtQ, vbeÜtbi Rb’ tKvġv tKvġv mgq
v vixq GKRB tUWgvK®GġRtU i tmev cġqvRb
ntZ cvġi |

Avġwj K i’U : Avcv hw Hme t tK
Avcbvi tUWgvK® vbeÜb KiġZ Pvb, th
t k, t j v GKw Avġwj K tUWgvK®e`e`vi
m`m`, Zvntj Avcv msukó Avġwj K Awdġm
vbeÜtbi Rb’ Avte`b KiġZ cvġib | GUv
me m`m` t k, t j vi tġġġ cġhvR` nte |
Avġwj K tUWgvK®Awdm, t j v nt’Q:

- `v AwdKv vñRġI byj BÜw` t j v
tġcġwAwdm
- `v tetbj v tUWgvK®Awdm
- `v Awdm di `v nvi tgvvBġRkb Ae `v
BvUvi byj gvġKġ Ae `v BDġi wcvqb
BDġqb
- `v AMġvBġRkb AwdKv t j v
cġcġBtU BġtUj Kġġtj

AvŠRġZK i’U : Avcbvi vbtRi t tK
hw gw`^a wmt÷g-Gi m`m` nq Ges
Avcbvi tUWgvK® hw vbtRi t tK
Kvġġi Kivi Rb’ vbeÜZ ev Avte`b
Kiv nq, Zvntj Avcv Avcbvi
tUWgvK® 70wġi tenk t tK, hviv G
Pwġi cġġ, vbeÜtbi Rb’ gw`^a wmt÷g-
Gi (WIPO cwi Pwġj Z) mnvqZv vbtZ
cvġi b |

gw`^a wmt÷g e`envġi i mjeav
gw`^a wmt÷g e`envġi i gj mjeav nt’Q
tUWgvK®gwġj K GB wmt÷gġi cġġ ev Askx`vi
me, t j v t tK vbgġfġc vbeÜtbi Avte`b KiġZ
cvġib:

- GKw gwġ AvŠRġZK Avte`bcġġ,
- GKw gwġ fvlvq,
- wd l tWwġvġtbi l ci vbfġkxj |
mZivs, GKw gwġ c xwZ Abyñi Y Kġi
AvŠRġZK vbeÜb msi ġġb l bevġtbi
KvRw m`e |

tUWgvK® AvŠRġZK vbeÜb veġ t q Avġi v Z`
RvġZ Avcbvi t tK RvZxq tUWgvK®Awdm
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www.wipo.int/madrid/ | mshy³ 4-G
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i tqtQ |

3. tUWgvfKf aiY

tUW gvKf	GKwU wbu` 0 c0Z0vb Drcw` Z wbu` 0 cY` Avj v` v Ki tZ e`euZ gvKf
mwf f gvKf	GKwU wbu` 0 c0Z0vb mieivnKZ wbu` 0 ai tYi tmev Avj v` v Ki tZ e`euZ gvKf
Kvtj wef gvKf	GKwU mvgvZ ev mstNi m`m`i i Drcw` Z ev mieivnKZ cY` ev tmev Avj v` v Ki tZ e`euZ gvKf
mwditKkb gvKf	GK tmU gv b` tEi m t1/2 m1/2 cY` cY` ev tmev Avj v` v Ki tZ e`euZ gvKf Ges GKwU mb` c0vbKvix c0Z0vbi gva`tg mb` c0vbKZ
I tqj -tbb gvKf	evRvti mcvw i PZ etj wevew PZ gvKf th , tj v AwZ cwi w Pwzi Kvi tY Awak m j w q j Z _ v f K

mwf f gvKf wK?

GKwU mwf f gvKf ai tYi w` K w` tq A t b K U v tUWgvfKf KvQvKwQ | Dfqb `vZSjgj K; tUWgvKf GK tKv`ubw t` tK Ab` tKv`ubwi cY` Avj v` v K ti, Ab`w` tK mwf f gvKf tmev i t q j t GKB KvRwU K ti | tmev th tKv t b v cKv ti i n t Z c v ti, Aw`R, e`vswKs, agY, weAvcb ev K`vUwv s BZ`w` | tUWgvfKf gZ mwf f gvKf GKB k t Z` vbeUb, bevqb, ewZj, `Ej w b t q w Ges j v b t m Y` t` q v th t Z c v ti |

D`niY:

Kvtj wef gvKf Kx :

GKwU mgevq ev mvgvZ mvari YZ Kvtj wef gvKf gvj K _ v f K, hvi m`m`i v GB Kvtj wef gvKf e`envi K ti Zv` i w b t R t` i cY` evRvi RvZ Ki tZ c v ti | GB Kvtj wef gvKf e`envi i t q j t mvgvZ mvari YZ wKQzkZ`R t o t` q (thgb , YMZ gvb) Ges `ZSj tKv t b v tKv`ubw tK GB gvKf e`envi i AbgvZ c0vb K ti hw` t m B tKv`ubw H kZ` t j v c i Y K ti _ v f K | GK ,`o tKv`ubwi cY` thS`f v t e evRvi Rv t Z Kvtj wef gvKf Kv h R i x n t Z c v ti, hLb Zv i v t f v`v` i K v t Q Z v` i w b R` c Y` k b v` K i v t Z ev c0vb cwi t e k K t` i gva`tg cwi Pj b v K i v t Z K o K i cwi w`z i g j L v g y L n b |



D`vniY : tgvj Úv Kvtj Ƴf gvK®e`envi Kti
 BZwj i f`vtj ƳW bb Ges f`vtj ƳW tmyj Úi
 16u Avtcj Drcv`bKvix mgevq mvgwZi
 5200 Rb m`m` hvi v 1989 mvtj tgvj Úv
 KbttmUqvg cÚZwZv Kti |



tmSRtb` : tgvj Úv KbttmUqvg

mUÚttKkb gvK®i Kix

vbw`Ú Ƴgvttbi m½ m½wZ i`qV Ki tj B tKej
 mUÚttKkb gvK®cÚ vb Kiv nq, Zte GB gvK®
 m`m` cÚZvttbi gta` mxgve`x bq| th tKD
 GB gvK®e`envi Ki tZ cvti hw` Zvi cY`
 cÚZwZv ev vbañi Z gvb ARÚ Kti `vtK|
 Avakusk t`tk Kvtj Ƴf gvK®i mUÚttKkb
 gvttK® gta` cÁvb ZdvrÚv nt`Q Kvtj Ƴf gvK®
 e`envi Kti vbw`Ú GK`"Q tKv`úvb, thgb
 mvgwZi m`m`iv, Ab`w`tk mUÚttKkb gvK®
 th tKD e`envi Ki tZ cvti hw` tKvttv
 tKv`úvb mUÚttKkb gvttK® gvij K vbañi Z
 Ƴgvb c`Y Kti `vtK| mUÚttKkb gvttK®
 t`qtt Avek`K nt`Q mb`cÁbi thvM`Zv, A_Ƴ

th cÚZvbw vbeÚttbi Rb` Avte`b Ki tQ tmB
 cÚZvbw vbw`Ú c`Y i t`qtt Úmb`cÁbi
 thvM`Ú|

D`vniY : Dj gvK®m`f ev cÚxK nt`Q Dj gvK®
 tKv`úvb vbeÚZ tUWgvK® Dj gvK®t`Q gvb
 vbÚqZvi cÚxK, atí tbqv nq, th c`Y` GB
 cÚxK i t`qtt Zv kZfWm bZb Dtj i `Zwi Ges
 Dj gvK®Kv`úvb vbañi Z Ƴgvb vtt`Rbvi m½
 m½wZcY® GÚv vttkji 140uU t`tk vbeÚZ Ges
 65uU t`tk GB Ƴgvb c`Y Ki tZ m`qg Ggb
 Drcv`Kt` i GB j vttmY`cÚ vb Kiv nt`qtt|



tmSRtb` : `v Dj gvK®Kv`úvb

mYcwi vPZ gvK®i Kix

GKuU t`tki Dchp` KZtt`qji KvttQ LpB cwi vPZ
 gvK®, tj v l`tqj`-ttvb gvK®(mYcwi vPZ gvK®)
 vnt`mte veteivPZ | mYcwi vPZ gvK®tj v mYcwi YZ
 teuk mji v`qZ | D`vniY vnt`mte, GKuU vbw`Ú
 AA`tt mYcwi vPZ gvK®, tj vi `ve LpB mji v`qZ,
 GgbwK hw` tm`ttj v vbeÚZ bvl nt`q `vtK|

mvavi YZ üeü ev GKB aiþbi cþY'i tññt
 weãwšgǵ Kfvte KvQvKwQ gvKPe'envti i
 wei "x tUWgvK'mj wñZ _vtK, wKŠ' mpcwi wPZ
 gvKPe' tǵ v mj wñZ _vtK hw' Ab' cþY'i
 tññt I weãwšKi fvte KvQvKwQ ev GKB
 aiþbi gvKPe'envi Kiv nq, Zte GUV mæe
 hw' wv' š kZëþY Kiv nq | GB `p mj ñvi
 cãvb Dt' k' nt"Q GKwU mpcwi wPZ gvKPe'
 Nvt' Pov cãZnZ Kiv Ges Zvt' i mpvg ev
 L'wZi mæe' ñwZ cãZt'iva Kiv |

D`vni Y : aiv hvK ôl qvÜvi þKvj vð GKwU
 weL'vZ tKvj cvbxtqi tUWgvKPe'
 I qvÜvi þKvj v BbK. Hme t` þk Zvi gvKPe'
 mj ñvi cvte thme t` þk mpcwi wPZ gvKPe'
 k³ fvte mj wñZ Ges thLvþt H gvKwU
 tKvj cvbxtqi tññt mpcwi wPZ |
 mæúKwv cY' ev tmevi tññt I G mj ñvi
 mjeav cvl qv hvte | aiv hvK, Avti KwU
 tKvæúvb wU-kvU' þK mvbMvm chš-
 evRvZrvZ Kti Ges I qvÜvi þKvj v gvKPe'
 e'envi Kti G_ tǵ v evRvti Qvovi wmxvš-
 wbtqþQ, G KvRwU KiþZ H tKvæúvbþK
 I qvÜvi þKvj v BbK-Gi AbgñZ wbtZ nte
 Ab' _vq tUWgvK'Awavi fþzi Rb' Zviv
 gvǵj vi gñLvǵL nþZ cvti |

4. tUWgvK'e'envi

e'envi bv Kti tKvþv tUWgvK'K ubeÜb Kiv hvq?

tUWgvK'e'envi Kivi AvtM Avcub ubeÜþbi
 Rb' Avte` b KiþZ cvtib, wKŠ' tKvb tKvb
 t` k AvþpwbKfvte GUV ubeÜb Kiþe bv
 hw' bv Avcub GUV e'envti i cǵvY `wLj
 KiþZ cvtib (thgb, hv'ivo) | GQrov,
 Awakisk tññt ubeÜþbi ci GKwU wv' š
 mgq chš-(mvavi YZ 3 t` þK 5 eQi)
 e'envi Kiv bv nþj tUWgvK'beÜK Zv
 emZj KiþZ cvtib | Gi A_ñt"Q
 tUWgvKPe' I ci Avcub Awavi nvi vteb |

TM ev ®?

tUWgvKPe' ci ®, TM, SM ev mgñMvñ xq
 cǵxK e'envi eia`Zvgj K bq Ges GUV
 mvavi YZ AwZwi³ tKvþv AvBbMZ Awavi
 cÜvb Kti bv | Zey H wv' š cǵxK ev wPyUv
 th tUWgvK'Zv Ab' t` i tevSvþvi mnR Dcvq
 nt"Q GUV | GUV nþZ cvti mæe' f½Kvi x
 Rvñj qvZt' i mZK'Kivi PgrKvi GKwU cxwZ |
 GKei GKwU tUWgvK'beÜZ nþq tññt ®
 cǵxKwU e'envi Kiv nq, Ab' w þK TM-Gi
 A_ñt"Q wv' š H cǵxKwU GKwU tUWgvKPe'
 Avi SM KLbl KLbl mwmñ gvK'ñtñte
 e'eüZ nq |

meAvcbi Avcbvi tUWgvK[®]Kxfite e[®]envi Kiv DvPZ?

GKwU wbu[®] tUWRvBb ev d[®]tU hw[®] Avcbvi tUWgvK[®]beu[®]UZ nq Zvntj wbu[®]UZ Ki[®]teb th thf[®]vte tUWgvK[®] wbeu[®]UZ ntqtQ tmf[®]vteB thb e[®]e[®]UZ nq| GUv wbuqgZ Z[®]viwK Ki[®]teb, KviY Avcbvi tKv[®]u[®]mbi ct[®]Y[®]i fiev[®]guzP Rb[®] GUv „i“ZcY[®] q[®]u[®]qvc[®] ev b[®]gic[®] wnt[®]mt[®]e tUWgvK[®]e[®]envi cwi[®]nvi Kiv DvPZ, t[®]f[®]v[®]vt[®] i KivQ thb tmUv tR[®]t[®]bi K Uvg[®]nt[®]mt[®]e cZ[®]xqgvb bv nq|

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GKwU tKv[®]u[®]mbi wfbomfboc[®]t[®]Y[®]i t[®]q[®]t[®] m[®]vavi YZ wfbomfboc[®]t[®]UWgvK[®]e[®]e[®]UZ nq| cZ[®]wU tKv[®]u[®]mbi Z[®]vt[®] i e[®]w[®]U[®]s tKSk[®]tj i lci wbf[®]P K[®]ti w[®]xv[®]s[®]t[®]bte tKvb Kiv[®]U[®] Zviv Ki[®]te; hveZ[®]xq ct[®]Y[®]i Rb[®] GKB tUWgvK[®]e[®]envi Ki[®]te, bv wK cZ[®]wU ct[®]Y[®]i Rb[®] Avj[®]v[®] Avj[®]v[®] v[®]gvK[®]e[®]envi Ki[®]te|

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ev^l t^e, w^l z cwi m^ti i j vBtmYs P^rz i
 Avl Zvq tUWgvK^g vBtmYstqi w^el qw^l c^lqk
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 GKw^l w^o cY^l Drcv^l t^bi Rb^l t^cU^lU,
 Kwⁱ Mix Avb ev wKQzgv^lvq Kwⁱ Mix mnvqZv^m
 Ab^lvb^l tgav m^ut^l i j vBtmYs P^rz |

d^lvAvB^rs P^rz i m^t½ tUWgvK^g m^uK^gKⁱ?

GKw^l tUWgvK^g j vBtmYs n^tQ d^lvAvB^rs
 P^rz i gj w^el q | d^lvAvB^rs P^rz tZ d^lvAvB^r
 M^hxZvi l ci tUWgvK^ggwj tKi w^bq^stYi gv^lv
 mvavi YZ tUWgvK^g vBtmYs P^rz i tP^tq teuk |
 d^lvAvB^rstqi t^lq^l d^lvAvB^r c^l vbKvix w^o w^o
 w^o t^l Rbvi w^l t^lz Ges i q^lvj w^l ev t^lzC^ltYi
 w^elbg^tq Zvi e^lemvi c^lw^lz Av^ti K e^lw^lzK
 (d^lvAvB^r M^hxZvi) e^len^ti i Abg^lw^lz c^l vb K^ti b
 (Gi g^lt^l i t^lq^lQ tUWgvK^g Kwⁱ Mix Avb, M^hnK
 t^lmev, mdUI q^lvi, mvRm^l BZ^lw^l) |

D^lvniY : gj w^l Mi gvsm w^l t^lq^l Zwi Lvevi w^el
 Ki t^lQ Ggb GKw^l t^lvtUj cwi P^lvij Z n^tQ
 NANDOS tUWgvK^g Aax^lb | G RvZvq Lvevi
 c^lz l w^el i GKw^l c^lw^lz Db^lq^l K^ti t^lQ Zvi,
 hv w^ekvj cwi gv^lv w^el nq Ges G^lt^lq^l
 mgRvZvq GKw^l c^lw^lz Abj^lniY Kiv nq |

GB c^lw^lz i g^lt^l i t^lq^lQ A^lbK^l t^lv Dcv^l vb hv
 NANDOS ti t^l t^lUi e^lemv^lqK m^lvt^l t^l
 Ae^l vb ti t^lQ | G^l t^lvi g^lt^l i t^lq^lQ ti w^lmc,
 Lvevi c^lz i c^lw^lz thUv memgq GKB gv^l
 a^l ti t^lQ, Kg^l i t^lcv^lki w^lRvBb,
 fetbi w^lRvBb, tgv^l t^lki w^lRvBb Ges
 e^l e^l vcbv l w^l mve^l t^lY c^lw^lz | NANDOS
 Zvi Avb l Av^l F^lz d^lvAvB^r M^hxZvi K^lvtQ
 n^l v^l t^l K^ti Ges t^l vbq d^lvAvB^r M^hxZv^l i
 l ci Z^l vi w^l l w^bq^s tYi Av^l Kvi eRvq i vtL
 d^lvAvB^rs P^rz i GKw^l c^lvb Dcv^l vb n^tQ
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w w w . w i p o . i n t / s m e l



t^lm^lSR^lt^l : b^lvbW^lm M^loc t^lrw^l sm w^l t

**Ab^l t^lK^lvtb^l t^lK^lv^lmbi K^lvtQ tUWgvK^g v^l t^l
 ev w^el t^lq^l t^lK^lvtb^l evav-w^ll a i t^lq^lQ w^lK?**
 t^lh e^l emv c^lz o^lvb eZ^lgv^lb tUW gv^lK^g gw^l K
 Zv^l i t^l v^laxb^l fite tUWgvK^g e^l m^lq ev t^l t^lvtq^lW
 w^el qw^l w^l b w^l b m^lec^li n^tq DV^lQ | w^el q ev t^l t^l
 vtq^lW t^lq^l tUWgvK^g w^l t^l P^rz i GKw^l K^lvc ev
 Gi Ask^l w^l t^l Rgv t^l qvi c^lqRb n^tz cv^lti |

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mß†Wb
mßRvi j vÜ
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Zw†RwK vß
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†gim†Wmbqv
†Uv†Mv
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BD†µb
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www.wipo.int/directory/en/urls.jsp

mshy³ 3Ñ vbm KwmvclKkb

vbm Pm³ i Aaxtb tUWgvK^QbeÜtbi Rb³ cY³ I tmevi AvšR^QZK tkYxf³KiY cY³mgn

1. wki Kvi Lvbv, weÁvb, Avtj vKvPĪ, Kwł , D³ vbw³ v Ges Ai tY³ e³eüZ i vmvqubK³ ³è³; AcĪuqvRvZ Kwł g i Rb, AcĪuqvRvZ cw÷K; mvi; AwMmbeĉCK Dcv³ vb; tU³úwvi s I tmvj Wwvi s wčvfti kb, Lv³ è³ msi ħtY i vmvqubK Dcv³ vb; Pvgov cvKv Kivi Dcv³ vb; wki Kvi Lvbvq e³eüZ AvW|
2. i0, embR; Rs cĪZiti vta I KvVi ħq ti vta e³eüZ wčRvi t fUf; Kvj vi vU³m; gWĪi>Um; Acwi tkwaZ cĪKvZK i Rb; dtqtj e³eüZ avZi Ges wPĪ wki x, tWĪKti Ui, QvcvLvbv Ges wki x³ i e³eüZ cvDWi |
3. wePs wčvfti kb I tavj vB KvR e³eüZ Ab³vb³ e³; tavqvtgUv, cvij k, NI vgvRv Ges Gei wmf wčvfti kb; mvevb, mĪMÜ³ è³, tZj, cĪnvabx, tnqvi tj vkvb; w³tZi gvRb|
4. wki Kvi Lvbvq e³eüZ tZj I wMR; j we³tK>U; evBwUs wčvfti kb; Ryj vob I Avtj vK Īi K; tgvgewZ Ges cĪxtci mj tZ|
5. dvgĪmDwK³vj m I tftUwi bwvi wčvfti kb; wPwKrmvi DĪi tĸ³ m³vbwvi wčvfti kb; wPwKrmv KvR Awf³thvRZ c³ e³e³v wclqK e³; wki t³ i Lv³; cv÷vi, tWwms Dcv³ vb; wZ MRvftbv e³eüZ Dcv³ vb, wš-wPwKrmvq e³eüZ tgvq; wWmBbtdKU³vU; AwóKi tcvKvgvKo/RxeŠ³, dvi³vm wba³bi wčvfti kb|
6. mvavi Y avZi I Gi Lv³; avZi wbg³Yi Dcv³ vb; v³vbš³t³hV³ avZe feb; ti j j vBb wbg³Y e³eüZ avZi we³yr Acwi evnx Zvi Ges mvavi Y avZi Zvi; tj vvi Kvi evi, avZe hšystki ħi³ ħi³ a mvgM³; avZe cvBc I wUDe; w³ĵ; Ab³ tKvftbv tkYxtZ Ašf³ bq Ggb mvavi Y avZi mvgM³; AvKwi K|
7. tgvkb I tgvkb Uj; tgvUi I BwÁb (fvg Dc³thvMx hvb e³ZiZ); tgvkb mšthvRK e³ I m³cĉvi Dcv³ vb (fvg Dc³thvMx hvb e³ZiZ); Kwł tZ e³eüZ nvZ Pwj Z bq Ggb hš; wWg Zv t³ qvi BbwKDteUi |
8. nvZ Pvj bv Dc³thvMx hš; Qwi KuUv-PvgP mvgM³; ti Ri |
9. eÁwbK, tbSPvj bv m³úmk³, Rixc KvR e³eüZ, Avtj vKvPĪ I wPĪavi tY e³eüZ, AcwK³vj , I Rbhš; cwi gvcK, mštKZ cĪ v³bi KvR e³eüZ, ci x³ħvKvth e³eüZ (Z³vi wK), Rxeb ewPvZ I wK³ħvKvR e³eüZ mvgM³ I hš; we³yr mÁvj b, i³cvš³t, mšM³ I wbgš³Yi KvR e³eüZ mvgM³ I hš; kĀ I Qwe avi Y, weZi Y ev cĪ³ij cv³ t³b e³eüZ mvgM³, g wM³t³bwK tWUv K³wi qvi , ti Kwł³ w³; w³qsm³q t³fuUs tgvkb Ges K³tqb ev g³ i cwi Pwj Z

mvgMôI Kr.tKSkj ; K'vk tivR =vi, MYbv hšj; Z_ cōlquRvZ hšj;Ges Kiv=úDUvi ;
AvMbečK hšj|

10. mvrR'vj , tgvWtKj , tVbUvj I tftUti bwi mvgMôI hšj; Kwĭg cv, tPvL Ges
`wZ; Aĭ_čcwWK mvgMô; qjZ`vb tmj vBtqi mvgMô|
11. Avtj v cō4j b, Zvc Drcv`b, ev^oú Drcv`b, ivbœ msi qjY, i;Kvfbv, evqPvj bv, cwb mieivn
Ges m`wbUwi Dĭĭ ĭk` e`eüZ mvgMô|
12. hvbevb; Rj , `j I Ašixqj DcthvMx hvĭbi mvgMô|
13. AvtMqv` ; tMvj vevi ` Ges tĭcbv`i; weĭčvi K; AvZmewR |
14. gj`evb avZi I Gi Lv` Ges gj`evb avZi `Zwi cY` ev gj`evb avZi AveiY w ĩq `Zwi cY`
hv Ab` tKvfbv tkYxfĭ bq; Aj sKvi , gj`evb cv_i ; Nvo wbgŸy msukó hšj;I m²
mgqubičK mvgMô|
15. m1/2xZ msukó hšcwZ |
16. KvMR, KwŸew^oGes Gme Dcv`vb `Zwi cY` hv Ab` tKvfbv tkYxfĭ bq; Qvcvfbv mvgMô; eB
euvB mvgMô; Avtj vKvPĭ; t÷kbwii ; t÷kbwii i KvR ev emotZ e`envi ĩhvM` AvVv; wKĭĭ i
Dcv`vb; tčB;U eĭk; UvBci vBUvi Ges Avdm t÷kbwii (Avmeve e`ZxZ); wKqjv I cōkqjY
KvR e`eüZ Dcv`vb (mvgMô e`ZxZ); tgvokRvZKi ĩY e`eüZ cww÷K Dcv`vb hv Ab` tKvfbv
tkYĭZ Ašfĭ bq; Qvcvi ni d; Qvcvi eK |
17. ivevi , MvUvcvPv RvZxq ivevi , A`vmte÷R RvZxq LvbR c`v_^oAā Ges Gme Dcv`vb
w ĩq `Zwi cY` hv Ab` tKvfbv tkYĭZ Ašfĭ bq; Drcv`ĭbi Rb` e`eüZ cww÷ĭKi QvP;
c`vKs I we`jr Acvii evnx mvgMô, avZi `Zwi bq Ggb bgbxq cvBc |
18. Pvgov I Kwĭg Pvgov Ges Gme Dcv`vb w ĩq `Zwi cY` hv Ab` tKvfbv tkYxfĭ bq,
cĭi Pvgov, Qvj ; UšK I āgtYi e`vM; QvZv, tiv`vbevĭK QvZv I nuUvi Qvo; PveK, tNvovi
mĭ1/2 Mwo Rĭo t`qvi mi Ävg Ges chŸYKvi mvgMô|
19. wbgŸy mvgMô (AavZ); feĭbi Rb` AavZw ĩq `Zwi cvBc; A`vmdé, wcp I weUvgb;
AavZwbĭq wbgŸz `vbsĭĭhvM` emwo, tmša hv avZi `Zwi bq|
20. Avmeve, Avqvb, Qveĭ tdg; KvV, KK^o;bj LvMov, teZ, PUv, wks, nvo, AvBfwi , wZvgi
nvo, vSbK, A`vgevi, gj^ov, tKZgvĭKv Ges Gme Dcv`vbĭi weKĭ ev cww÷ĭKi weKĭ
Dcv`vb `Zwi cY` hv Ab` tKvfbv tkYxfĭ bq|
21. MvKvh^oev ivbvNi mvgMô Ges cvĭ (gj`evb avZw ĩq `Zwi bq ev G RvZxq avZi
AveiYhĭ bq); vPi`vb I `üÄ; eĭk (tčB;U eĭk e`ZxZ); eĭk `Zwi i Dcv`vb; tavqĭgvQvi
Dĭĭ ĭk` e`eüZ mvgMô; B`úĭZi dĭwj ; Kvi `KvhŸxb ev mvgv` Kvi `Kvh^om=ĭj Z KvP (feĭb
e`eüZ KvP e`ZxZ); KvĭPi mvgMô, tcvĭmĭj b Ges gvWJi `ZIRcĭ hv Ab` tKvfbv tkYxfĭ
bq|

22. `wo, mZv, Rvj , Zrey Puf` vqv, Zvtcñj b, e`v Ges e`m (Ab` tKvfbv tkYxfy³ bq); c`w mvgMô (ivevi ev cw÷ K e`ZxZ); AcôµqvRvZ Aukvtj v e`jkí mvgMô|
23. e`jkí e`eüZ mZv|
24. e`jkí I e`jkí mvgMô hv Ab` tKvfbv tkYxfy³ bq; weQvbn I tUmetj i Pv` i |
25. tcvkvK, RZv, gv_vq e`envh^omvgMô|
26. wclZv I GgetjWwii, wi eb I webyb; tevZvg, úK, wcb, mß; Kwl`g dj |
27. Kvtcø, Mwij Pv, g`vU I g`wUs, j vBtbwvj qvg I tqtS XvKvi Ab`vb` Kico; t` qvtj Sj vtbvi mvgMô (e`RvZ bq)|
28. tLj vaj vi mvgMô; wRgb`w÷ K Ges µxov msukó mvgMô, hv Ab` tKvfbv tkYxfy³ bq; wµmgvmw^amvRvfbvi mi Ävg|
29. gvsm, gvQ, tcvj w⁹, gvstmi wbhñ; i Kfbv I ivb^eKiv dj gj I kvKmevR; tRwj , R`vg; wWg, `pa Ges `pRvZ mvgMô; tfvR` tZj I Pwe⁹
30. Kwd, Pv, tKvKv, wPib, Pvj , kK⁹PvRvZxq Lv` , mv` , Kwl`g Kwd; AvUv Ges wmw qvj t`tK`Zwi wcbvfi kb, i`wU, tcv÷^a I KbtdKkbwii, eid, gay`o; C÷, tewKs cüDwvi ; j eY; mwi Iv; wftbMvi , mm; gwi P; BZ`w` |
31. Kwl RvZ, D``vbRvZ I ebR cY` Ges km` hv Ab` tKvfbv tkYxfy³ bq; Rxeš-ci ; Zi ZvRv dj I kvKmevR; exR, cöKwZK MvQ I dj ; ci Lv` , gè |
32. weqvi ; LibR I evqewqZ cwb Ges Ab`vb` bb-A`vj tKvrvij K cvbxq; dj RvZ cvbxq I im; wmi vc Ges tKvgj cvbxq cÜtZi Ab`vb` wcbvfi kb|
33. A`vj tKvrvij K tefvfi R (weqvi e`ZxZ)|
34. ZvgvK; agcvb mvgMô; g`vP|

tmevmgn

35. weÁvcb; e`emvq e`e`vcbv; e`emvq cökvmb; Awdm Kvññ |
36. exgv; Avw`R wclq, A`ñsµvš-wclq; wi tqj Gt÷U msukó wclq|
37. feb wbg⁹; ms`vi ; `vcbv tmev|
38. tUwj thwMthwM|
39. hvbevnb; cY` tgvokRvZ I msi`ñY, ágY AvtqvRb|

40. g`v`Umi qyj i qYvteqY|
41. wKqY; c`k`qY; w`tbv`b; μxov I mvs`wZK Kvhpq|
42. `e`ÁmbK I c`ny`³K tmev, MteIYv I G msukó wWRvBb; wkí msukó w`tkIY I MteIYv tmev; KufuDUvi nvWp`q`vi I mdUI q`vi wWRvBb I Dbq; AvBbMZ tmev|
43. Lv` I cvbxq mieivn tmev; A`vqx Avevmb tmev|
44. wPwKrmv tmev; tf`Uti bwi tmev; gvb| ev c`Yxi Rb` tmS`h` tmev; Kwl, D`vb Ges ebR tmev|
45. e`w`³ i c`q`vRb tgUv`Z Ab`vb`f` i c`v`bKZ e`w`³MZ I mvgwRK tmev; Riv-gvj mj qYvq vbi vcEv tmev|

Rvbqwi, 2006-G vbm Pw`³ i c`qY wQj 73wU t`k| tUWgvK`beU`bi D`f`f`k` t`k` t`j`v vbm t`kYxf`³KiY c`xwZ c`v`qb I c`q`vM Ki`f`Q|

`ðe` : nvj bWv` Z`f`i Rb` t`Lp

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gwì^a BDvbqfbi m`m`

(Rvbqwi 2006 ch³)

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Avj tRwi qv (G)
A`vU_ qv I evi gWv (uc)
Avtgfbqv (G A`vÜ uc)
A†÷tj qv (uc)
Aw÷tj (G A`vÜ uc)
AvRvi evBRvb (G)
evBivBb (uc)
tej vi`k (G A`vÜ uc 1)
tej wRqv* (G A`vÜ uc)
fjlvb (G A`vÜ uc)
emibqv I n†RfMwfv (G)
ej tMwi qv (G A`vÜ uc)
Pxb (G A`vÜ uc)
†µv†qikqv (G)
wKDev (G A`vÜ uc)
mvBcŏm (G A`vÜ uc)
†PK wi cvevj K (G A`vÜ uc)
†WtgvµvUJk uccj ŏm wi cvevj K Ae-
†Kwi qv (G A`vÜ uc)
†WbgvK³(uc)
vgki (G)
G†`wlvqv (uc)
BD†i uccqv b KvgDūbūl (uc)
wcbj `vÜ (uc)
dvY (G A`vÜ uc)

RwRqv (uc)
Rvgfb (G A`vÜ uc)
wMn (uc)
nv†½wi (G A`vÜ uc)
AvBmj `vÜ (uc)
Bivb (Bmj vqK wi cvevj K Ae) (G A`vÜ uc)
Avqvi j `vÜ (uc)
BZvuj (G A`vÜ uc)
Rivvb (uc)
KvRvL`vb (G)
†Klvqv (G A`vÜ uc)
wKiM`vb (G)
j vUwfv (G A`vÜ uc)
tj tµt`v (G)
wj tqp†Ubt÷Bb (G A`vÜ uc)
wj `ybvqv (uc)
j j· gevM³ (G A`vÜ uc)
tgvbv†Kv (G A`vÜ uc)
gt½vuj qv (G A`vÜ uc)
gtU†btMŏ (G A`vÜ uc)
gi†°v (G A`vÜ uc)
tgvRw†K (G A`vÜ uc)
bvqveqv (G A`vÜ uc)
tb`vi j `vÜm* (G A`vÜ uc)
bi I tq (uc)
tcvj `vÜ (G A`vÜ uc)
cZfuj (G A`vÜ uc)
wi cvevj K Ae †Kwi qv (uc)

wi cveij K Ae gj t` vfv (G A`vU uc)
i`gwbqv (G A`vU uc)
i vkkqv b tclWt`i kb (G A`vU uc)
m vb gwii t`bv (G)
m vne`qv (G A`vU uc)
wmt`qiv wj l b (G A`vU uc)
wm`zvcj (uc)
t`vfvwKqv (G A`vU uc)
t`v`fvwbqv (G A`vU uc)
t`ub (G A`vU uc)
mj vb (G)
t`mvqwiRj`vU (G A`vU uc)
mBt`Wb (uc)

mB`Rvi j`vU (G A`vU uc)
wmi qvb Avi e wi cveij K (G A`vU uc)
Zv`RwK`vb (G)
t`gt`mvt`Wwlbqv (G A`vU uc)
Zi` (uc)
Zt`K`gwb`vb (uc)
BDt`ub (G A`vU uc)
hj` i vR` (uc)
hj` i vo` (uc)
DRt`eiK`vb (G)
wft`qZbvg (G)
Rwv`qv (uc)

(G) A_`qnt`Q G Pw` i GKwU c`q
(uc) A_`qnt`Q G c`UvKt`j i GKwU c`q

* tejwRqig, j`j- gem`ev tb`vij`vUm
Avj`v`vfvte mj`qvi Avte`b bv Kti GB
wntmte wetePbv Kti (tetbj vK·) Avte`b
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