

# Te Tautiaki me te Whakatairanga i ngā Rawa me ngā Ratonga Taketake ā-Tuihono



I roto i te tūhonohono haere o te ao, kei te whai ētahi iwi taketake, ētahi hapori paetata hoki, i te ōhanga matihiko me te pae pāpori ki te tauhokohoko i ā rātou rawa me ngā ratonga. He huarahi hōu, he pua hōu hoki tō te hūnuku a ngā pakihi hanga-iti, hanga-āhua nui o ngā iwi taketake, ngā hapori paetata me ngā kaipakihi ki ngā pae tuihono ki te whakatairanga, ki te whakawhānui hoki i ā rātou pakihi, kia whātoro tōtika atu ki ā rātou kiritaki. Heoi anō, nā te whānui o te ara kutoro, tērā ētahi atu wero rawa whakairo hinengaro kua ara ake. Ahakoa ngā painga o te tauhokohoko ā-tuihono, me wawe te whakatau a ngā SME iwi taketake rātou ko ngā hapori paetata, ko ngā kaipakihi, ka pēhea rātou e whakawhanake i ngā rautaki rawa whakairo hinengaro tika e tautiaki ai ō rātou ko te hapori paetata wawata ā-tuihono.



## **1. Rēhitatia tō ingoa pakihi, tōna tohu, me tōna ingoa ā-rohe (wāhitau ā-ipurangi) hei mokopakihi**

Ko te hātepe tuatahi ki te ara tauhokohoko ā-tuihono ko te waihanga i tētahi nōhanga ā-tuihono. Ka taea e tō pakihi te waihanga nōhanga ā-tuihono mā te hoko i tētahi ingoa ā-rohe me te whakawhanake i tētahi paetukutuku; mā te whakamahi rānei i ngā pae tuihono maha, pēnei i te pae pāpori. Me rēhita pū te ingoa hei mokopakihi kia kore ai tētahi atu e whakamahi, e rēhita rānei i te ingoa ōrite. Hāunga i ngā ingoa pakihi, ka taea e te mokopakihi te tautiaki i ngā tohu, ngā ingoa o ngā hua me ngā tohu motuhake ka whakamahi ā-tuihono. Ka whāia ana e koe he mokopakihi, whakamahia. Whakaaturia tō mokopakihi me tō tohu mokopakihi (te ®, te TM, tōna ōrite rānei) ki ō hua, puta noa hoki i ō pae pakihi tuihono.

## **2. Whakamahia te manatā, ngā whakahoahoa ā-ahumahi rānei ki te tautiaki i te whakahoahoa, me ngā ihirangi auaha ki tō pae pakihi ā-tuihono**

Ka tautiakina te hoahoa o tētahi paetukutuku, tētahi whārangi ipurangi rānei e te manatā, e te ihiihi ā-ahumahi rānei. Ahakoa he mea aunoa te manatā, me rēhita tonu e koe āu whakahoahoa ā-ahumahi. Hei āpiti, ka tautiakina aunoatia hoki ngā marau ka wātea mai ana ki te pae tuihono e te manatā, pēnei i ngā tuhinga, ngā whakaahua, ngā kiriata, ngā puoro me ngā whakairoiro. Whakamōhio atu ki ngā kaiwhakamahi kua tautiakina ngā ihirangi puta noa i tō paetukutuku, i ō pae pāpori rānei e te manatā, mā te whakamahi i tētahi tohu manatā (te ©, te kupu “Manatā”, te kupu “Copyright”, ko tōna rite rānei) ki ia whārangi. Whakamahia tētahi tohu manatā ki ia whakaahua, whakauaua ake rānei i te tāruatanganga o ō whakaahua mā whakamahi i tētahi papanga tohuwai. Kua e whakairi i ngā whakaahua arinui ki ngā pae tuihono.

## **3. Kua e whāki i ngā kōrero tūmataiti ā-ahurea, ngā kōrero muna, ngā kōrero tapu, ngā mōhiohio whaihua ā-pakihi rānei ki ngā pae tuihono**

Kua whakangāwaritia te toronga ki te mōhiohio e te ipurangi mā te pāwhiri noa i te pātene. Ahakoa e tautiaki ana ngā ture o te

kōrero muna ā-ahumahi i ngā mōhiohio whaihua ā-pakihi, pēnei i ngā rautaki waihanga, ngā tukanga me ngā mōhiotanga, me takatū koe e muna tonu ai ngā mōhiohio. Ina koa, whakaaturia te wāhi ka hangaia ō rawa, kua kē i te rautaki i hangaia ai. Mēnā e matea ana, me mātua whakarite te hunga nō rātou te kawenga ki te tauwhiro i te ao tuihono o tō pakihi (pēnei i ngā kaimahi, ngā kaiwhakawhanake pae tukutuku, ngā kaihautū rānei), ki te tūmataitinga o ngā mōhiohio whāiti e tūhono ana ki tō pakihi, ki tō hapori paetata rānei. Me whai whakaaro pea ki te āpiti i ngā wāhanga tūmataiti i roto i ngā ngā kirimana ā-kaimahi, ki te waitohu hoki i ngā wāhanga tūmataiti me ngā hoa haere kōtui ā-pakihi.

#### **4. Hapahapai i te aroā o te ahurei me te tika o ō rawa me ō ratonga**

Āwhinatia ō kiritaki rātou ko ō kaiwhai pae pāpori kia mārama ai rātou ki te tino uho me te wāriu o ō rawa me ō ratonga mā ngā rautaki pūrākau matihiko e whai hua ana. Ka taea e te pūrākau matihiko te hono ā-aho aurongo atu ki tō hunga whai pānga, kia āta tuaritua ngā mōhiotanga mō te ahureitanga o ō rawa me ō ratonga, me te tūhononga ki ō mātauranga taketake me tō hapori paetata. E taea ana e ēnei rautaki te whakakaha mā te whakamahi i ngā momo utauta rawa whakairo hinengaro, pēnei i ngā tohu whai mana, e āwhina ana pea i te āhukahukatanga pakihi, me te hapahapai i te aroā tūmatanui mō te tika o tētahi mea, ki ngā hua anō rānei o ngā rawa me ngā ratonga kua tauhokohokona ki taua tohu. I tēnei horopaki, e taea ana hoki te whakamahi i ngā tapanga kia whai horopaki ai, kia whai mōhiohio ai rānei i te mātauranga e kore pea e taea ana e te rawa whakairo hinengaro te whakapuaki.

#### **5. Kia mataara, kia hohe mai hoki te tautiaki i ō ihirangi ā-tuihono**

Nōu te haepapa kia aroturukitia te ipurangi kia kitea ai te whakamahinga tinihanga o ō ihirangi tuihono me ō ake rawa whakairo hinengaro. Mehemea he motika rawa whakairo hinengaro āu, whakamōhio atu, hei tauira, mā te whakamahi tika

i te mokopakihi me te tohu manatā, kia motuhake ai, kia hōrapa ai hoki. Āta aroturukitia ō ake rawa whakairo hinengaro, tae rā anō ki ō mokopakihi, ō manatā, ō rawa whakahoaho ā-ahumahi kua tautiakina rānei, e tuaritā ana ki tō pae tukutuku, i ō pūketē pae pāpori rānei, me te tohe atu ina e matea ana. Kia maumahara tonu mai, he nui pea te utu ki te uruhi i ō motika rawa whakairo hinengaro. I ētahi wā, ko te huarahi pai ake, ko te tere tango i ngā whakamahinga tinihanga i te ipurangi. He ope kaiuruhi mō ngā rawa whakairo hinengaro tō ētahi pae tukutuku, e taea ana e te tangata te tohe atu, kātahi ka whakatewhatewhangia, ka tonoa ai hoki kia tangohia mai.

## 6. Whakamahia katoatia ngā rauemi e wātea mai ana ki ngā SME me ngā kaipakihi o te iwi taketake me te hapori paetata

He nui te utu kia rēhita, kia uruhi hoki i ngā motika rawa whakairo hinengaro. Ahakoa e kore e taea e te WIPO Ope Mātauranga Taketake te whāngai i te kōrero tohutohu āwhina ā-ture, me ngā kōrero anō pēnā, ka taea pea te tohu atu i ngā SME iwi taketake rātou ko ngā hapori paetata, ko ngā kaipakihi ki ngā ratonga utu-kore, utu-iti rānei, e wātea ana pea. Whakapā atu ki te Ope Mātauranga Taketake ki [grtkf@wipo.int](mailto:grtkf@wipo.int).

Mō ētahi atu kōrero mō tā te pūnaha rawa whakairo hinengaro tautoko i ngā SME iwi taketake me ngā hapori paetata, tirohia ngā whakaputanga o raro iho nei:

**Protect and Promote Your Culture:** A Practical Guide to Intellectual Property for Indigenous Peoples and Local Communities

**Intellectual Property and Folk, Arts and Cultural Festivals:** Practical Guide

**Background Brief 5:** Intellectual Property and Traditional Handicrafts

**Making a Mark** - An Introduction to Trademarks for Small and Medium-Sized Enterprises

**Looking Good:** An Introduction to Industrial Designs for Small and Medium-sized Enterprises

**Creative Expression:** An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises

**Inventing the Future:** An Introduction to Patents for Small and Medium-sized Enterprises





World Intellectual Property Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland

Tel: +41 22 338 91 11  
Fax: +41 22 733 54 28

To contact WIPO's External Offices  
visit [www.wipo.int/about-wipo/en/offices](http://www.wipo.int/about-wipo/en/offices)

© WIPO, 2022



Attribution 4.0 International (CC BY 4.0)

The CC license does not apply to non-WIPO content in this publication.

Cover: [unsplash.com](https://unsplash.com) / © Oriento,  
© Alice Pasqual, © Paul Zoetemeijer,  
© Federico Beccari;  
Getty Images / © Frans Lemmens

DOI: 10.34667/tind.46513