

Ngā SME Taketake me te Rawa Whakairo Hinengaro



Ahakoia te kamupene, iti mai, rahi mai, kāore he ara kotahi anake mō te whai i te rawa whakairo hinengaro. He wero, he āwangawanga hoki kā pā pea ki ngā hinonga hanga-iti, hanga-āhua nui hoki (ngā SME) e whakahaerehia nei e ngā iwi taketake me ngā hapori paetata, i a rātou e whakatere ana i ngā wai o te pūnaha rawa whakairo hinengaro.

E tino whai wāhi ana te rawa whakairo hinengaro ki te āwhina i ngā SME e whanake ake ai i te pakaritanga me te kakaritanga o te pakihiki hoki. Tūhuratia māi he pēhea tā te rawa whakairo hinengaro tautiaki, whakatairanga hoki i ngā auahatanga me ngā waihangatanga taketake, me te tautoko i ngā kaipakihiki taketake rātou ko ō rātou hapori.



1. Tautiakina ō whakaputanga taketake hōu ā-ahurea ki te manatā

Ka taea e te manatā te tautiaki i ngā waihanganga taketake hōu ā-ahurea, pēnei i te puoro, ngā toi me ngā tāraitanga i ngā whakamahinga kāore e whakaaetia ana, pēnei i te tāruatanga, te urutaunga, te whakaputanga, te pāpāhotanga me ngā momo whakapuakitanga anō ki te marea. Mā te manatā hoki e tohu atu i te mana titonga o tētahi mahi, kia tohe i ngā panonitanga o tētahi mahinga e tūkinu ai pea te mana o te kaihanganga. Ahakoa he mea aunoa te manatā, he mea tūtohu kia tonu i te rēhitatanga manatā mehemea e taea ana.

He kōrero anō mō te manatā *ki konei*.

2. Whakamahia ngā motika whakahoahoa ahumahi e tautiaki ai te āhua o āu hua

Ko tā ngā whakahoahoa ahumahi (e kīia nei ko ngā mana auaha whakahoahoa ki ētahi rohe) he tautiaki i ngā āhuatanga ā-tirohanga, ā-whakarākei rānei o tētahi hua, kua ko tōna āhuatanga mahinga – arā, ko te āhua ki tā te ringa i rongo ai, kua kē ki tāna i mahi ai. E hāngai ana pea ngā motika whakahoahoa ahumahi ki ngā tini hua, mai i ngā mahi ā-ringa, pēnei i te whakakai, tae noa ki ngā tapa me ōna whakahoahoa ā-tapa.

He kōrero anō mō te motika whakahoahoa ahumahi *ki konei*.

3. Rēhitatia ngā kupu taketake motuhake, ngā ingoa me ngā tohu hoki hei mokopakihi

Mā te rēhita tahi i ngā kupu taketake motuhake, ngā ingoa me ngā tohu hoki hei mokopakihi, kia tūhono hoki ki tētahi rautaki tauhokohoko tika, e āhukahuka ake ai te tūturutanga me te kounga o ngā hua ki tā te kiritaki titiro. Ina rēhita mai, whakaaturia tō mokopakihi me tōna pānui hoki (®, TM, te tohu hanga rite rānei)

ki ō hua. Mā te āta whakamahi i ngā mokopakihi hei wāhanga ake o te rautaki tohu pakihī e nui ake ai ngā hua ōhanga ki ngā SME taketake.

He kōrero anō mō te mokopakihi *ki konei*.

4. Whaitohua ō rawa me ō ratonga ki ngā tohu whai mana me ngā tohu tōpūtanga

Ka taea te whakamahi i ngā tohu whai mana me ngā tohu tōpūtanga e tētahi hapori e taurangitia ai te ekenga o ngā rawa me ngā ratonga kia kounga, pēnei i tētahi tūmomo pūtakenga ā-rohe, i tētahi momo whaihangatanga rānei. Ka āwhina ēnei tohu i te āhukahuka o te pakihī, kia mōhio mārika hoki te kiritaki ki te kounga o te rawa, o te ratonga rānei kua waitohua ki te tohu.

5. Tūhonoa ō rawa me ō ratonga ki tētahi wāhi mā te tohu ā-rohe

He motika tōpūtanga ngā tohu ā-rohe. Ka tohu atu ki ngā kaupupuri i te mōhioatanga taketake, ki ngā whakaputanga taketake ā-ahurea rānei, te mana e motuhake ai tāna rawa i tērā a te kaiwhakataetae mā te āta whakamōhio i tana hononga ki te rohe i ahu mai ai te rawa. Ka whai mana hoki ngā tohu ā-rohe ki te whakatau i tētahi utu whāngai.

He kōrero anō mō te tohu ā-rohe *ki konei*.

6. Tautiakina ō auhatanga i ara mai i te mātaruanga taketake

Ka tiakina ngā waihangatanga tene auaha, hōu hoki i hanga mai i te mātauranga taketake ki te mana auaha. Ko tā te mana auaha, he whai huarahi atu ki te kaihanganga tene me ā rātou waihanganga tene angitu kua herea ki tētahi wā. Ko te mana auaha he momo

motika motuhake ka tukuna ki tētahi waihanganga tene (he hua, he tukanga rānei e hōu ai te whai i tētahi mea, e hōu ai rānei te uruparenga hangarau ki tētahi kaupapa). E whai ai i tētahi mana auaha, me tauākī ngā mōhiohio hangarau mō te waihanganga tene ki tētahi tononga tūmatanui ka whakaputaina whānuitia e ako ai te marea.

He kōrero anō mō ngā mana auaha *ki konei*.

7. Me tūmataiti ō mātauranga taketake mā ngā kōrero muna ā-ahumahi

Ko tā ngā kōrero muna ā-ahumahi he āwhina i ngā SME iwi taketake me ngā hapori paetata kia tautiakina ngā kōrero tūmataiti ā-ahurea, ngā kōrero muna, ngā kōrero tapu, me ngā mōhiohio whai hua ā-pakihi, pēnei i ngā tukanga waihanga taketake me ngā tohutaka, kia kore ai ērā mōhiohio e puta mai, e riro rānei, e whakamahia rānei e ētahi atu, mehemea kāore i whai whakaaetanga. Hei tauira, kaua e tuari i ngā mōhiohio mō te waihangatanga o ō hua, engari me aro kē ki te ahurei o ō rawa me ō ratonga, me ōna hononga ki ō mātauranga taketake, me tō hapori.

He kōrero anō mō ngā kōrero muna ā-pakihi *ki konei*.

8. Whakamahia ngā ture mō te whakataetae makihuhunu hei rautaki whakawawao

Ka taea e ngā SME o te iwi taketake me te hapori paetata, tae noa atu ki ngā kaipakihi kua whaimana, kua motuhake, kua ngākaupai hoki i tāna whakaputa i ngā hua taketake, te whakamahi i ngā ture whakataetae makihuhunu ki te tohe i ngā tauākī tūhonotanga hē, i ngā rawa kua tinihanga i ngā māketete. Nōu te haepapa kia aroturuki i ngā whakamahinga mana-kore o ō ake rawa whakairo hinengaro.

9. Whakamahia katoatia ngā rauemi e wātea mai ana ki ngā SME me ngā kaipakihi o te iwi taketake me te hāpori paetata

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

Mō ētahi atu kōrero mō tā te pūnaha rawa whakairo hinengaro tautoko i ngā SME iwi taketake me te hāpori 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





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