



**Inter-Regional Meeting on Partnership for
Innovation and Technological Capacity Building
for the Landlocked Developing Countries
(LLDCs) and Landlocked Least Developed
Countries (LDCs)**

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Inter-Regional Meeting on Partnership for Innovation and Technological Capacity Building for the Landlocked Developing Countries (LLDCs) and Landlocked Least Developed Countries (LDCs)

“Using IP as a Tool for Development and Economic Competitiveness”

- **“The main impact on development, the direct impact, is through innovation and creative and cultural production. And these, of course, are the reasons for which we have intellectual property.”**

Dr. Francis Gurry, WIPO Director General at the "International Conference on IP and Development" , May 2019

Using IP as a Tool for Development and Economic Competitiveness

Intellectual Property protects the competitive advantage that is conferred by innovation

Key IP tools for protecting innovative and creative works:

- **Patents, utility models**
- **Copyrights**
- **Trademarks, Industrial Designs and Geographical Indications**

Role of IP in fostering Innovation

- **Intellectual property (IP) is at the center of the innovation which leads to growth and competitiveness.**
- **IP incentivizes innovation**
- **Enables technology markets**
- **Plays a key role in enhancing competitiveness of technology-based enterprises**
- **IP can facilitate mobilizing resources for innovation projects**

Patents

An efficient patent system contributes to the stimulation of innovation in three main ways:

- **Exclusive right to work an invention for a limited period of time constitutes an important incentive.**
- **Protects the inventor against uncontrolled competition from those who have not undertaken the initial financial risk or investment.**
- **Provides the framework for the collection, classification and dissemination of the richest collection of technological information existing in the world today.**

Patents

- **Patent information can assist users to:**
 - ❑ **Avoid duplicating research and development effort**
 - ❑ **Determine the patentability of inventions**
 - ❑ **Avoid infringing other inventors' patents**
 - ❑ **Exploit technology from patent applications that were not granted, are not valid in certain countries, or from patents that are no longer in force**
 - ❑ **Gain intelligence on the innovative activities and future direction of business competitors**
 - ❑ **Improve planning for business decisions such as licensing, technology partnerships, and mergers and acquisitions**
 - ❑ **Identify key trends in specific technical fields of public interest and inform policy planning**

Patents

- **A state of the art search through patent documents helps to identify the past solutions to a technical problem.**
- **Patent literature discusses advantages and disadvantages of using a particular process or design.**

Utility models

- **Compared with patents, utility model systems have less stringent requirements, have simpler procedures and shorter term of protection**
- **Provides protection of “minor inventions” through a system similar to the patent system.**
- **Minor improvements of existing products may have an important role in a local innovation system, which is more attractive to micro, small and medium size enterprises (MSMEs)**

Copyrights

- **Copyright (or author's right) is a legal term used to describe the rights that creators possess over their literary and artistic works.**
- **Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings and etc.**
- **Enables the rights holders to have a control over the use of their works and derive economic benefits.**
- **Promotes creativity and contributes to economic and social development.**

Copyrights

- **WIPO has undertaken activities to support countries in the collection of evidence on the economic performance of the copyright industries and on establishing the impact that copyright has had on them.**
- **While a number of projects seek to develop methodological advice and guidance to member states and stakeholders in undertaking studies, others are providing assistance in training, policy development and research in the economics of copyright.**

WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries, Revised 2015 Edition

(The WIPO guidelines were developed on the basis of best international practices by a group of renowned economists. The guidelines have been implemented in over 40 countries around the world and their improvement continues with the experience gained.)



Trademarks

- **Trademarks** are signs that distinguish goods or services according to their market origin.
- A trademark delivers to any potential consumer a specific information: the product or service bearing that sign originates (i.e. have been produced or marketed) from a certain firm.
- Denominative marks: for instance, Coca Cola, Pepsi® for beverages or BMW® for cars.



Geographical Indications

- A **geographical indication** is a distinctive sign used on goods that have a specific geographical origin and whose qualities or reputation depend on that place of origin: some examples are “Champagne,” “Cognac,” “Roquefort,” “Chianti,” “Pilsen,” “Porto,” “Sheffield,” “Havana,” “Tequila,” “Darjeeling.”



Geographical Indications

- Most commonly, **a geographical indication** consists of the name of the place of origin of the goods.
- A legally recognized geographical indication has the effect of giving the regional or local producers an exclusive right to use the indication in the countries which are bound by the relevant bilateral, regional and multilateral agreements.

Geographical Indications

For a GI to be successful, four components are essential:

- **Strong organizational and institutional structures to maintain, market, and monitor the GI.**
- **Equitable participation among the producers and enterprises in a GI region. participating residents should share reasonably costs and benefits and in the control and decisions regarding their public assets**
- **Strong market partners committed to promote and commercialize over the long term.**
- **Effective legal protection including a strong domestic GI system**

Industrial Designs

- An **industrial design** contributes to making certain products distinguished from others, It usually refers to the ornamental or aesthetic aspects of a product
- When an industrial design is protected, the owner – the person or entity that has registered the design – is assured an exclusive right against unauthorized copying or imitation of the design by third parties. This helps to ensure a fair return on investment.



Branding

- **Trademarks, geographical indications and industrial designs are powerful tools for branding.**
- **Brand names supported by trademarks, geographical indications and industrial designs have become the most valuable assets of a growing number of companies, often exceeding the value of their physical assets.**

Importance of Branding for SMEs

- **Constantly changing environment in today's economy**
- **Intense competition due to globalization**
- **Increasingly challenging for enterprises to maintain long term success and growth**
- **Society and economy has become more knowledge-based, with the business relying more on their intangible assets. The value of the company increasingly depends on its novel ideas (innovation) and distinctive value (brand).**
- **Without distinct features, without a clear vision or mission, or without the stable value based on innovation and brands enterprise would not be able to grow or stand out**

WIPO Development Tools and Support Services

- Intellectual Property and Innovation Policies and Strategies**
- Skills Development and Technological Capacity Building based on needs assessment (Incl. Transfer of Appropriate Technology for Development in LDCs)**
- Access to Knowledge and Strengthened Knowledge Infrastructure**
- Establishment of Technology and Innovation Support Centers**
- Automation and Modernization of National IP Offices**
- Capacity building, trainings programs, policy and legislative advice on patent, trademark, branding, copyright, traditional knowledge and geographical indication.**