

WIPO Making IP Work



Why WIPO?

WIPO is the global forum for intellectual property policy, services, information and cooperation.

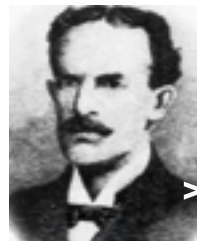
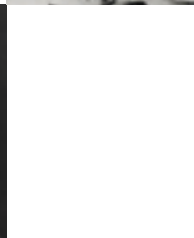
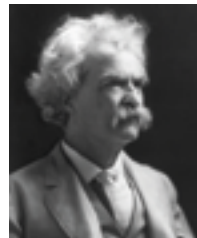
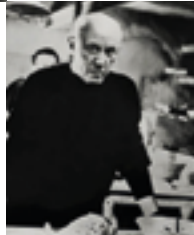
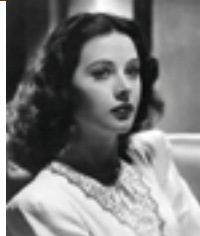
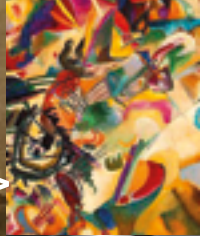
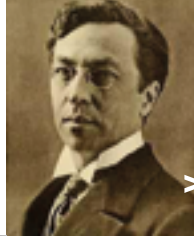
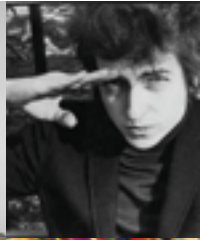
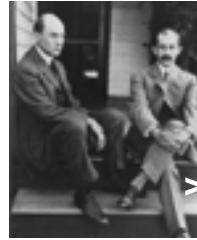
We are a self-funding specialized agency of the United Nations, dedicated to making IP work for innovation and creativity.

At WIPO we believe that IP and innovation go hand in hand. IP is about rewarding people for their ideas and original creations. It is about encouraging businesses to invest in innovations and new solutions. It is a means of enabling innovation and creativity for the benefit of all.

Why WIPO? Because for IP to work well – so people everywhere can benefit from it – the international IP system needs to be efficient. It needs to be accessible. And it needs a set of rules, agreed internationally, which balance the interests of those who produce and those who consume the fruits of innovation and creativity. Meeting these needs is what drives WIPO’s work.

Our role is to enable governments, businesses and individuals in all our member states to realize the potential of IP as a driver of innovation. Because innovation, in every society, is one of the most powerful forces for human progress.

Our goal is to make IP work. For everyone.

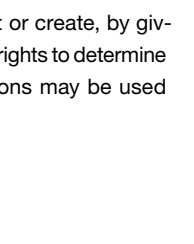
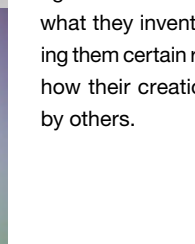
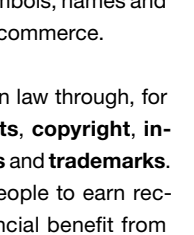
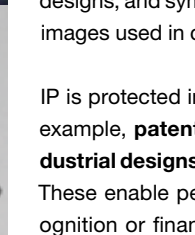
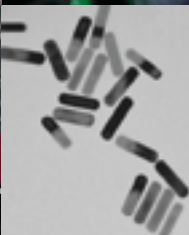
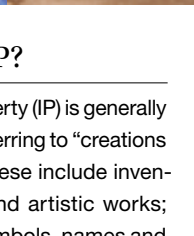
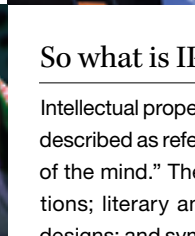


Intellectual property exists to encourage and reward innovators and creators throughout the world. (See who's who on page 20.)

So what is IP?

Intellectual property (IP) is generally described as referring to “creations of the mind.” These include inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

IP is protected in law through, for example, **patents**, **copyright**, **industrial designs** and **trademarks**. These enable people to earn recognition or financial benefit from what they invent or create, by giving them certain rights to determine how their creations may be used by others.



WIPO is the global forum for intellectual property

Core functions

Multilateral law-making
IP laws
Policy negotiations

Policy – Page 4

Public tools

Treaties

Core functions

IP filing services
Dispute resolution

Services – Page 8

Public tools

PCT System (patents)
Madrid System (trademarks)
Hague System (designs)
Lisbon System (GIs)

Core functions

Technical infrastructure
Knowledge-sharing

Infrastructure – Page 12

Public tools

**Technology and
Innovation Support Centers**
Classification systems

Core functions

Development agenda
Technical assistance
Public-private partnership

Cooperation – Page 14

Public tools

Legislative advice
Inventor assistance

Core functions

Economics and statistics

Communication – Page 17

Public tools

World IP Report
Global databases



We shape international IP rules for a changing world

Over 130 years ago, when governments signed the first international IP treaties, they laid the foundations on which the international legal framework for IP was built. Those agreements – the *Paris Convention for the Protection of Industrial Property* and the *Berne Convention for the Protection of Literary and Artistic Works* – remain cornerstones of the IP system today.

But the world has changed beyond the wildest imaginings of the authors of those first treaties. And IP laws have to change too so they can serve the needs of our digital, interconnected, global society today and in the years to come.

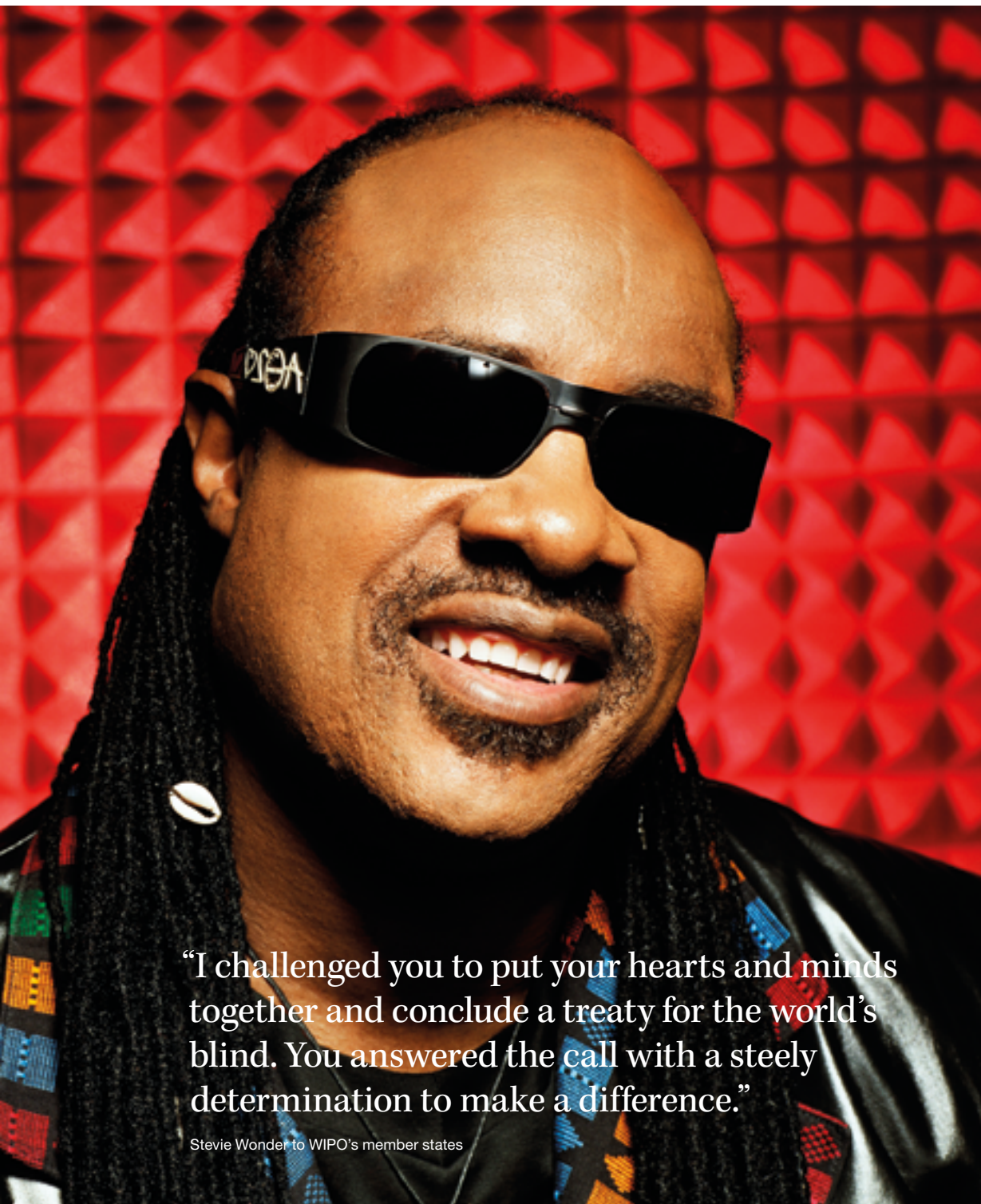
At WIPO, we provide a global policy forum where governments, industry groups and civil society come together to address evolving IP issues.

Making copyright work for visually impaired people

Of the million books published worldwide each year, less than seven percent are available in formats that can be read by blind or visually impaired people, such as Braille or digitized audio versions.

That is set to change. Thanks to the Marrakesh Treaty, which WIPO's member states adopted in 2013, it is now easier for accessible copies of books to be created and shared across international borders for the benefit of the 285 million people around the world with visual impairments and millions more with other print disabilities. Pop legend Stevie Wonder came to WIPO to urge negotiators to get the treaty "signed, sealed and delivered." They did.

Photo: © Corbis Outline/Andrew Macpherson



“I challenged you to put your hearts and minds together and conclude a treaty for the world’s blind. You answered the call with a steely determination to make a difference.”

Stevie Wonder to WIPO’s member states

Simplifying rules for registering designs

Our member states and non-governmental organizations meet regularly in WIPO Committees on copyright; on patent law; on the law of trademarks, industrial designs and geographical indications; and on genetic resources, traditional knowledge and traditional cultural expressions (folklore).

Their job is to negotiate the changes and new rules needed to ensure that the international IP system keeps working effectively to support innovation and creativity. Our multilingual expert staff at the WIPO secretariat in Geneva support them in this work.



Photos: WIPO

In the Standing Committee on Trademarks, Designs and Geographical Indications (SCT), member states are seeking an agreement on how to streamline international procedures for registering international designs.

“People have the impression that the IP system is very static. They don’t know how much it is trying to evolve to accommodate the interests of indigenous peoples and traditional knowledge. So when I left WIPO to return home, I brought back knowledge – and also hope.”

Jennifer Tauli Corpuz on the WIPO Indigenous Fellowship Program

Making IP work for traditional knowledge

WIPO's Indigenous Fellowship Program brings a member of an indigenous community each year to work with our Traditional Knowledge team. Former Indigenous Fellow Jennifer Tauli Corpuz, a lawyer and a Kankanaey Igorot from the Cordillera Region of the Philippines, helped reach out to indigenous peoples to increase their participation in WIPO negotiations aimed at developing a new international instrument (or instruments) to protect traditional knowledge, traditional cultural expressions/folklore and genetic resources.



We provide global services for protecting IP across borders

Businesses and innovators need easy, cost-effective ways to protect their inventions, their brands and their designs in multiple countries. WIPO's international IP filing services help them secure that protection.

By using these services – the PCT, Madrid, Hague and Lisbon Systems – applicants can file just one international patent application, or a single international registration for a trademark, design, or appellation of origin, which then has effect in any of the countries party to the respective system.

Our world-renowned **Arbitration and Mediation Center** provides a range of alternative dispute resolution services – including for Internet domain name disputes – as an alternative to costly litigation.

About half our staff are involved in the hands-on, daily operation of these global IP services, ensuring that they meet the changing needs of users worldwide. Revenues from our fee-based services make up more than 90 percent of our total budgetary income each year and fund everything else that we do.

“Innovation is part of our DNA, the foundation of our competitive capability.”

Ken Hu, Huawei's Deputy Chairman and Rotating CEO



Photo: Huawei

For technology-leaders

Huawei Technologies use WIPO's **PCT international patent system** to protect the billions of dollars they invest in research and technology. The company is among the top PCT filers worldwide.

Our patent and trademark filing systems make IP work for innovators and businesses, big or small

“A patent provides the legal safeguard necessary for the commercialization of our product. The support of WIPO has helped protect our know-how.”

Dr Abdul Munir



Photo: Evan Cantwell/Creative Services/GMU

For frugal innovation

Millions of people in rural Bangladesh are exposed to the risk of poisoning as a result of drinking water from wells contaminated by arsenic. Two brothers, Professor Abul Hassam and Dr Abdul K.N. Munir, invented the award-winning SONO filter, which converts arsenic-contaminated water into safe drinking water. They patented the filter through the **PCT System** because they want their technology to be used to help save lives in other parts of the world.

“The Madrid System helps us both in speed to market and in cost savings”

Shubhajit Sen, Micromax Informatics Ltd.



Photo: WIPO

For businesses

Trademarks matter to Indian consumer electronics company Micromax, which stakes its brand reputation on affordable innovation. WIPO's **Madrid System** is Micromax's first choice for protecting its trademarks internationally as it expands its brand in export markets.

“I like to think of design as a way of finding balance between objects, people and their surroundings.”

Patricia Urquiola, designer

For designers



Photo: Patricia Urquiola

Award-winning Spanish designer Patricia Urquiola designs furniture and other products for Italian company Flos, as well as being an architectural designer. Her **industrial designs** are protected internationally through the **Hague System** – such as this lamp inspired by antique Japanese armor.



Photo: Patricia Urquiola

For people who are proud of where their products come from



Photo: David Mora – COCLA Peru

Café Machu Picchu Huadquiña – green coffee beans from Peru – is registered as an **appellation of origin** under WIPO's **Lisbon System**. This name, or appellation, can be applied only to green coffee beans grown organically in a specifically defined area of about 1,600 hectares just north of Machu Picchu in the Cuzco region of southern Peru. The cooperative of coffee growers there can prevent anyone else from using their label, so that customers will know they are buying real Café Machu Picchu.



Photo: www.ronaldinho0.com

WIPO's alternative dispute resolution: fast and flexible, delivering straightforward remedies

For brand owners

The abusive registration by cybersquatters of other people's names or brands as **Internet domain names** is a problem that afflicts trademark owners and individuals around the world – including celebrities from Ronaldinho to Tina Turner to J.K. Rowling. But litigation to try to win back a name can be expensive and time-consuming.

WIPO's **Arbitration and Mediation Center**, using the Uniform Domain Name Dispute Resolution Policy (UDRP), provides a cost-effective alternative to the courts for dealing with clear cases of cybersquatting.



Photo: © Getty Images/GAB Archive/Piedfems

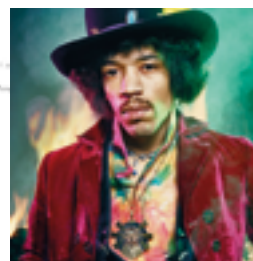


Photo: © Getty Images/David Montgomery



Photo: Flickr/Daniel Ogren



We build technical IP infrastructure to connect systems and share knowledge

Digital technologies have created boundless possibilities for **sharing work, data and knowledge** – regardless of geographical location.

Increasingly, IP offices in different countries are pooling tasks to avoid duplicating their efforts and to speed up the processing of patents. Many countries are also agreeing to share the information in their **databases** of patent, trademark and design documents.

To make this work, IP offices need common technical standards so that IT systems in different countries can “talk” to each other and

exchange data. The right tools also need to be freely available so that people can access, navigate and use that data.

WIPO coordinates with IP offices to develop globally interoperable tools and technical standards that make it easier for people everywhere to access and use technology information.

This knowledge-sharing infrastructure helps level the playing field by providing quick, free and universal access to the wealth of information generated by the IP system.



Photo: WIPO

“Just as participation in the physical economy requires access to roads, bridges and vehicles to transport goods, similar infrastructure is needed to participate in the knowledge economy. But here the highway is the Internet, bridges are interoperable data standards, and vehicles are computers and databases.”

WIPO Director General Francis Gurry

Photo: Irina Burkina

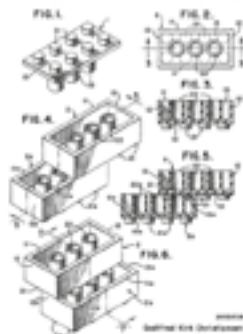
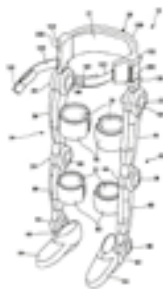
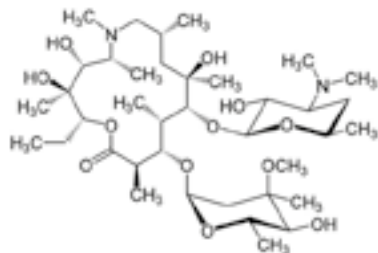


Connecting innovators to resources

In cooperation with WIPO's **Technology and Innovation Support Center (TISC)** program, IP offices in over 50 countries have created networks of centers to help scientists, researchers and businesses benefit from patent information and training.

“We believe that the TISC project will contribute to technology commercialization and to the effective use of IP assets in the Russian Federation.”

Elena Koroleva,
Rospatent project coordinator

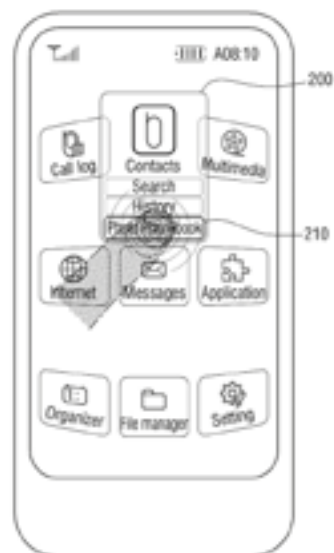


Sharing patent information

The international patent system generates a vast repository of technology information. Each time a patent application is published for a new invention, it does two things: it protects the rights of the inventor or patent-holder, and it makes detailed technical information about the new technology publicly available so that anyone else can learn from it. The information contained in

these patent documents is a treasure trove for innovators.

WIPO created **PATENTSCOPE**, a huge, free global collection of patent documents, so that scientists, engineers, designers and inventors – anyone with an Internet connection – can access this information at the click of a mouse.



We promote cooperation to make IP work for sustainable development and global challenges

Human inventiveness and creativity are natural resources in which every nation is rich. And every country prides itself on producing certain distinctive, desirable products. But when it comes to using IP as a way to turn such resources into marketable assets, some communities are way ahead of others.

As a United Nations agency, we want to see IP working for the benefit of all communities.

WIPO helps developing countries **build capacity** to use IP. We provide advice on integrating innovation and IP policies into national development strategies, and on developing balanced **legislative frameworks**. We assist in updating patent and trademark **processing systems**, and in building the IP skills of their people.

WIPO's **Development Agenda** reaches across all areas of our work. It ensures that development considerations are integrated into everything we do.

Using IP strategies to add value to local products

WIPO projects in Panama, the United Republic of Tanzania, Thailand and Uganda are helping small-scale farmers use branding strategies – such as **trademarks, certification marks** and **geographical indications** – to increase the revenues they can earn from high-quality local products. A project in Zanzibar (right) aims to promote the islands' main cash crop – cloves – and to re-establish Zanzibar as a leading exporter of the spice.



Photo: David Faulks/Generation Alliance

Building IP skills and knowledge

The Principal Attorney at the Library of Alexandria, Egypt, Hala Essalmawi is a WIPO Academy graduate. She first attended a training course for young IP professionals in Geneva, and went on to complete WIPO Academy distance learning courses in copyright, e-commerce and general IP law before being selected as a WIPO scholarship student to attend the Master Program in IP at Turin University.



Photo: iStockphoto/Holger Meite



Photo: WIPO

“The WIPO Academy introduced me to a professional network of people around the world whom I can rely on for peer support and in-country knowledge.”

Hala Essalmawi, Library of Alexandria

“If you want to do big things that are going to positively affect the health of the public, you need good partners.”

Dennis Liotta, Emory University



Photo: Emory Foto/Video

Innovation is central to the search for solutions to the greatest challenges facing mankind – challenges such as **climate change, public health and food security.**

Bringing together stakeholders from across the IP spectrum, we forge public-private partnerships to create collaborative platforms which put IP to work for innovation for the benefit of humanity.

Partnering to tackle neglected diseases

More than one billion people suffer from neglected tropical diseases, tuberculosis and malaria. The **WIPO Re:Search** partnership platform fosters collaborations and provides a public database of IP assets, expertise and resources to facilitate the research and development of new treatments for these diseases. Among the partners are Dr. Fidelis Cho-Ngwa (below) of the University of Buea (Cameroon), who teamed up with pharmaceutical company Merck to fight river blindness, and U.S. chemistry professor Dennis Liotta (left) of Emory University, whose patents include two frontline HIV drug treatments.



Photo: WIPO

We are the world reference source for IP facts and figures

Discussions about IP are often clouded by polemical arguments. The hotter the debate, the harder it can be to pin down the facts. Decision-makers need reliable statistics and objective analysis in order to assess the real impact of IP-related policies on business, economic or technology trends.

WIPO is uniquely placed to produce empirical studies, data, reports and statistics. These provide policy-makers and business leaders with the information they need to make evidence-based decisions about how they use IP.

Innovation drivers

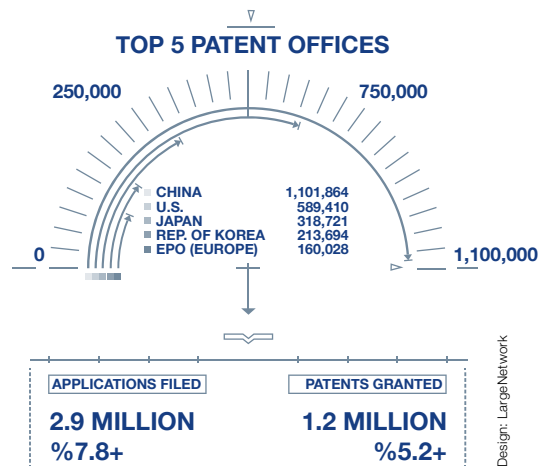
The annual **Global Innovation Index** (GII) evaluates the innovation capabilities of some 130 economies and assesses the conditions in which innovation flourishes. WIPO co-publishes the GI with leading graduate business schools INSEAD (France) and Cornell University (U.S.).



Photo: WIPO

“We have benefited from the innovation insights of leading WIPO economists and the global reach of WIPO Ambassadors.”

Professor Soumitra Dutta, co-author of the Global Innovation Index



Our staff, member states and stakeholders share a common goal: **an efficient and accessible IP system that provides benefits to all.**



Photos: WIPO/E. Berrod

Photo: State IP Services, Lithuania

WIPO
Making IP work



Photo: Zaid A. Wahaj

Photo: TISC, Honduras

Photo: David Blake more

Photo: Yuan Wenming

Who are the innovators and creators on page 1?

1	2	12	13	
3	14	15	16	17
4	5	18	19	20
6	22	23	24	25
7	8	26	27	
9	28	29		30
10	11	31	32	33

1 – Orville and Wilbur Wright
(aviation pioneers, U.S.)

Photos: Library of Congress

2 – Bob Dylan
(singer, songwriter, U.S.)

Photo: © Getty Images/Fred W. McDarrah

3 – Wassily Wassilyevich Kandinsky
(pioneer of abstract art, Russian Federation)

Photos: unknown

4 – Auguste and Louis Lumière
(pioneers of cinema, France)

Photo: Collection Institut Lumière

5 – Hedy Lamarr
(inventor of spread spectrum technology
that makes cell phones and other wireless
communications possible, Austria)

Photo: Alfred Eisenstaedt

6 – Pablo Ruiz y Picasso
(artist, Spain)

Photo: Underwood & Underwood/Corbis

Courtesy of the Succession Picasso

7 – Mark Twain
(writer, U.S.)

Photo: Library of Congress

8 – Orson Welles
(actor, writer, director, U.S.)

Photo: Library of Congress/Carl Van Vechten Collection

9 – Marie Skłodowska-Curie
(physicist, chemist, pioneered research
into radioactivity, Poland/France)

Photo: Library of Congress

10 – George A. Fuller
(architect, credited as being the
“inventor” of modern skyscrapers, U.S.)

Photo building: Detroit Photographic Company

11 – Gabriel García Márquez
(writer, Colombia)

Photo: © Isabel Steva Hernandez Colita/Corbis

12 – Frank Lloyd Wright
(architect, U.S.)

Photos: Library of Congress.

David Heald © The Solomon R. Guggenheim Foundation,
New York

13 – Juan Sebastián Osorio
(biomedical engineer, invented a device
to prevent sleep apnea in babies, Colombia)

Photos: MIT Technology Review – Juan Sebastián Osorio

14 – Miriam Makeba
(singer, South Africa)

Photo: © James Andanson/Apis/Sygma/Corbis

15 – Larry Page and Sergey Brin
(created Google, U.S./Russian Federation)

Photo: FOX/SIPA

16 – Massoud Hassani
(product designer, invented
an anti-landmine device, Afghanistan)

Photo: Hassani Design

17 – Qixin Chen
(electrical engineer, invented software
to reduce power wastage, China)

Photo: © Getty Images/Jeremy Wasserman

18 – Léopold Sédar Senghor
(poet, writer, Senegal)

Photo: ©Louis Monier/Rue des Archives

19 – Gopalan Sunderraman
(entrepreneur, engineer, India)

Photo: WIPO

20 – Steve Jobs
(entrepreneur, inventor, co-founder
of Apple Inc., U.S.)

Photo: WIPO

21 – David Kobia
(software engineer, created Ushahidi
web platform to share information
for disaster relief, Kenya)

Photos: Yvonne Boyd – ushahidi.com

22 – Louis Pasteur
(chemist, microbiologist, invented
pasteurization, France)

Photo: Nadar

23 – Hugh Herr
(engineer, biophysicist, invented robotic
prostheses and running blades, U.S.)

Photo: Shawn G. Henry

24 – Diébédo Francis Kéré
(architect, Burkina Faso)

Photos: WIPO – Erik-Jan Ouwerkerk

25 – Anthony Atala
(surgeon, regenerative medicine,
engineered and implanted the first
lab-grown human organ, Peru/U.S.)

Photo: Steve Jurvetson/Wake Forest Baptist Medical Center

26 – Patricia Bath
(ophthalmologist, invented a device
for treating cataracts, U.S.)

Photo: National Library of Medicine

27 – Omar Souleyman
(musician, Syrian Arab Republic)

Photo: Alex Woodward

28 – Victor Hugo
(writer, driving force behind the Berne
Convention for the Protection of
Literary and Artistic Works, France)

Photo: Nadar

29 – Geoffrey von Maltzahn
(biomedical engineer, prolific young
inventor of engineering solutions for
challenges in nutrition, environmental
sustainability and health, U.S.)

Photos: Courtesy of Harvard-MIT Division of Health
Sciences and Technology – Sangeeta Bhatia Laboratory, MIT

30 – Daito Manabe
(artist, programmer, VJ, Japan)

Photo: Kazuaki Seki

31 – Kenneth Cobonhue
(furniture designer, Philippines)

Photo: @ Kenneth Cobonhue

32 – Yuan Long Ping
(agricultural scientist, developed the
first hybrid rice varieties, China)

Photo: © Imaginechina/Corbis

33 – K'naan
(rapper, singer, songwriter, Somalia)

Photo: Seher Sikandar for rehes creative

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WIPO Publication No. 1060E
ISBN 978-92-805-2360-7