

WIPO

Development Tools and Services



Adopted in 2007 by the WIPO General Assembly, the Development Agenda recommendations aim to enhance the development dimension of the Organization's activities. WIPO is mainstreaming these recommendations throughout its programs and activities. This brochure describes the specific development tools and services WIPO provides, which respond to the recommendations and reflect over 30 years of WIPO's practice and experience in development assistance. They will continue to be improved and adapted to Member States' needs.

FACILITATING THE USE OF INTELLECTUAL PROPERTY (IP) FOR DEVELOPMENT

The goal of facilitating the use of IP for social, cultural and economic development drives a broad range of WIPO's technical assistance and capacity building activities. These are delivered through programs in every sector of the Organization and are articulated into the four pillars of WIPO technical cooperation:

Developing IP Strategies

At the request of Member States, WIPO assists in developing National IP and Innovation Strategies, which are consistent with each State's existing national development goals and objectives, and take into account international IP flexibilities.

To this end, WIPO has developed a number of practical tools, including a methodology handbook with practical templates and a baseline survey, and a handbook on benchmarking indicators.¹

¹ These tools are available, respectively, on the following links:
www.wipo.int/edocs/pubdocs/en/wipo_pub_958_1.pdf
www.wipo.int/edocs/pubdocs/en/wipo_pub_958_2.pdf
www.wipo.int/edocs/pubdocs/en/wipo_pub_958_3.pdf

Other tools have been developed to support the implementation of selected IP goals and orientations expressed in national IP strategies. A strategic area for economic and social development where developing and Least Developed Countries (LDCs) often request WIPO assistance concerns the protection, promotion of origin-linked products through the use of IP and branding strategies. In this context, the following tools are being used:

- **“A Framework for Action for Intellectual Property and Origin-Linked Product Branding”** – a set of best practices and methodologies that support farmers and producers from developing countries and LDCs in using IP and branding to add value to their products, increase export income and improve the living conditions of local communities. The methodologies include suggestions on how to conduct product benchmarking studies and capacity-building workshops for local communities, and on how to design appropriate IP and branding strategies.
- **A Training Kit on “Identification, Protection and Branding of Origin-linked Products (OLPs) and Geographical Indications (GIs)”** containing training modules to build stakeholders’ capacities in the development and management of IP for origin-linked products and GIs.

Developing Institutional and Technical Infrastructure

WIPO provides IP Offices with technical advice and guidance to enable them to deliver more efficient and user-friendly services, for example by preparing IP Office automation strategic plans, benchmarking existing systems, gap analysis, needs assessment, project scoping and planning, project and implementation costs, and simplification of IP Office business procedures.

Enhancing Human Capital

WIPO assists in building a critical mass of trained human resources with the knowledge and skills to deal with the broad range of requirements for the effective use of IP for development.

Providing Legislative and Policy Advice

Upon Member State request, WIPO provides tailored advice in the design of laws on patents, trademarks, copyright and related rights, industrial designs and geographical indications (GIs), traditional knowledge (TK), traditional cultural expressions (TCEs), and the interface between genetic resources (GRs) and IP as well as on provisions on building respect for IP, taking into account specific country needs and situations.

Assistance provided to developing countries, LDCs and countries in transition includes:

- Advice/assistance in the preparation of laws/provisions;
- Comments on draft national laws/provisions;
- Advisory missions to discuss IP-related legislative issues with policy-makers;
- Specific advice on policy issues, on compliance with international treaty obligations or with negotiated bilateral or regional agreements, on the use of multilateral flexibilities in the country's interest, or on national/regional strategies aimed at building respect for IP.

In relation to TK, TCEs and GRs, WIPO offers a Background Brief summarizing the legal policy and operational issues in developing a national strategy for protecting these assets.

MEETING TRAINING NEEDS

Upon Member State request, WIPO organizes training programs, workshops and seminars on:

- Patents and patent-related issues;
- Trademarks, industrial designs, GIs;
- The Patent Cooperation Treaty (PCT), Madrid, Hague and Lisbon Systems and operations under those Systems;
- The use of International Classifications and WIPO Standards;
- Copyright and related rights issues (including specialized courses on emerging or topical issues and advanced training);
- Collective management and voluntary registration systems for copyright and related rights;
- Administration of WIPO business modernization products and services (to enhance knowledge transfer among IP Offices, build their institutional capacity and promote collaboration);
- Building respect for IP;
- IP and Competition;
- The protection of TK and TCEs and the interface between GRs and IP.

Training targeted to small and medium-sized enterprises (SMEs) includes:

- Programs for national and regional SME support institutions;
- Training of trainers on effective IP asset management;
- Seminars on appropriate IP policies.

WIPO also offers capacity-building programs for decision-makers, scientists, researchers, technology managers, inventors, businesspersons and attorneys on:

- Patent drafting;
- Successful technology licensing;
- IP valuation;
- IP policies and technology transfer procedures for universities and research and development (R&D) institutions.

Capacity building services in the field of copyright include the following programs delivered at request and in a tailor-made fashion:

- Raising awareness on copyright matters and their importance in development processes for governmental and non-governmental audiences;
- Facilitating sub-regional, regional and inter-regional cooperation and collaboration among copyright offices/authorities;
- Promoting technical and knowledge capacity within competent national institutions for the effective administration of national copyright regimes.

IP EDUCATION OPPORTUNITIES

The WIPO Academy provides educational services to enhance IP knowledge in order to promote the use of IP for development.

Professional Development Program:

- Courses on industrial property and copyright and related rights at the intermediate and advanced levels;
- Specialized courses in IP for specific audiences, in cooperation with partner institutions;
- Courses in industrial property for senior officials from R&D institutions and technology transfer centers from developing countries, LDCs and countries in transition;
- Courses on the use of the International Patent Classification, the Nice, Vienna and Locarno Classifications and on the use of WIPO Standards in IP Offices;
- Courses for collective management organizations (CMOs)
- A WIPO-WTO advanced course on IP for government officials.

See www.wipo.int/academy/en/courses/professional_training/

Distance Learning Program

This program offers:

- Primer on IP and General Course on IP;
- Primer on the PCT;
- Advanced specialized courses on copyright and related rights management; IP and electronic commerce; the WIPO arbitration and mediation procedure under the WIPO rules; patents; patent information search; basic patent drafting; IP management (including in the publishing industry); trademarks, industrial designs and geographical indications; IP and biotechnology; traditional knowledge and traditional cultural expressions; collective management of copyright and related rights; IP and public health;
- Joint IP Specialization Program, jointly offered by WIPO and the University of South Africa;
- Distance learning course on IP, TK and TCEs.

See www.wipo.int/academy/en/courses/distance_learning/index.html

Academic Institutions Program

- Master's Degrees and Masters of Laws in Intellectual Property offered through:
 - University of Turin, Italy (international program);
 - Africa University, Mutare, Zimbabwe (regional program);
 - Queensland University of Technology, Brisbane, Australia (regional program);
 - University of Yaoundé II, Cameroon (regional program);
 - Seoul National University, Republic of Korea (international program);
 - Austral University, Buenos Aires, Argentina (regional program);
- Intensive Summer Course on Intellectual Property and Business Entrepreneurship, University of Haifa, Israel;
- WIPO-WTO Colloquium for Teachers of IP, Geneva.

See www.wipo.int/academy/en/courses/academic_institutions/

WIPO Summer School Program

- Offered annually in different countries for students, young professionals and indigenous peoples, with an interdisciplinary and problem-solving approach.

See www.wipo.int/academy/en/courses/summer_school/

Start-up Academies

- Upon governmental request, the Academy provides assistance for the establishment of national IP training institutions. Such projects include training of trainers programs, curricula development and establishment of national IP libraries.

MANAGING AND SHARING IP INFORMATION

WIPO provides tools, services, standards and platforms that can help IP institutions to work more efficiently, collaborate more effectively and provide high quality services to stakeholders and users on:

- **Access to Research for Development and Innovation (ARDI)**, in partnership with prominent science and technology publishers – access to over 20,000 peer-reviewed scientific and technical journals, books and databases;
- **Access to Specialized Patent Information (ASPI)**, in cooperation with major commercial patent database vendors – access to commercial patent databases with sophisticated tools for retrieving and analyzing patent data;
- **Technology and Innovation Support Centers (TISCs)** – support in setting up TISCs, which provide local R&D communities with expert assistance in finding technological information (including through ASPI);
- **TISC Clinics – Incorporate the Inventor Assistance Program (IAP)** and offer inventors in participating countries *pro bono* assistance by qualified attorneys in filing and prosecuting patent applications;

- **Interactive e-tutorial** on using and exploiting Patent Information – designed for use by individual users or to support training to groups of users across various levels of competency in the field of patent information, comprising sections on patent basics, patent search and retrieval and on patent analysis
- **WIPO Patent Information Service** – state-of-the-art search reports for particular well-defined technologies (usually in support of R&D activity);
- **Patent Landscape Reports** – a comprehensive analysis of innovation and patenting activity in a specific technological field, including in areas of particular interest to developing countries and LDCs, such as public health, food security and agriculture, climate change and the environment (including information on technology trends, major players, geographical distribution of patent rights and collaboration trends);
- **Industrial Property Administration System (IPAS)** – a flexible, integrated system for automated processing of patents (including utility models or petty patents), trademarks and industrial designs, which includes software products and training. The system covers the full business processes of an IP Office ranging from digitization of office documents to electronic document management, automated workflows, online filing and online publication;
- **Centralized Access to Search and Examination (WIPO CASE)** – platform for sharing information on search and examination reports among participating IP offices (facilitates work sharing programs);
- **Digital Access Service (DAS)** – online system allowing priority documents and other similar documents to be securely exchanged between IP offices.

FINDING TECHNOLOGIES AND PARTNERS

WIPO offers multi-stakeholder platforms to assist members and a range of relevant stakeholder groups connect with each other. Four new platforms are:

WIPO Re:Search – catalyzing the development of medical products for neglected tropical diseases, malaria and tuberculosis through innovative research partnerships and knowledge sharing:

- Provides access to IP assets (including compounds, compound libraries, unpublished scientific data, know-how, platform technologies, and patent licenses) for the acceleration of R&D for drugs, vaccines and diagnostics;
- Offers a searchable public database of available IP assets and Resources;
- Facilitates new collaborative partnerships to support organizations that conduct R&D.

WIPO GREEN – an interactive marketplace that promotes innovation and diffusion of green technologies in order to:

- Connect large and small companies, intergovernmental and non-governmental organizations, universities, innovators and government agencies from around the world;
- Offer users the ability to find and/or upload:
 - technological solutions (including products, technologies, patent licenses, and services);
 - green technology needs in different regions.
- Access WIPO and third party resources and services to accelerate transactions;
- Facilitate policy dialogue and networking.

IP Development Matchmaking Database (IP-DMD) – an online tool for matching specific IP-related development needs, through which:

- Developing countries, LDCs and countries in transition formulate development needs;
- Potential donors offer resources;
- WIPO assesses ideas and matches them with appropriate partners.

eTISC Knowledge Management Platform developed to encourage the exchange of information, experiences and best practices and the development of TISCs nationally and internationally, providing advanced social media tools, as well as integrating new services aimed at reinforcing activities in supporting the development of TISCs worldwide, particularly through e-learning modules and webinars.

Global IP Databases developed at WIPO to provide free-of-charge access to world leading search systems for patents trademarks and designs.

www.wipo.int/reference/en/index.html#databases

SHARING DEVELOPMENT INFORMATION

Several WIPO databases offer information on development and technical assistance needs:

- **Intellectual Property Technical Assistance Database (IP-TAD)** – contains information on WIPO's technical assistance activities where beneficiaries are developing countries, LDCs or countries in transition;
- **Roster of Consultants (ROC) database** – provides information on consultants engaged by the Organization to do specific technical assistance activities (at the national level) in developing countries, LDCs and countries in transition.

WIPO's **Resource Mobilization Program** also supports developing countries in mobilizing resources and partnerships for IP for development, including identifying potential funding sources.

DISPUTE RESOLUTION ASSISTANCE

The **WIPO Arbitration and Mediation Center** provides:

- Advice to country code **Top Level Domain (ccTLD)** administrators, in particular from developing countries, in establishing registration conditions and dispute resolution procedures;
- Information resources for registering **ccTLD** domain names or filing a dispute in relation to these domain names.

MANAGING COPYRIGHT AND RELATED RIGHTS

WIPO services in the field of copyright and related rights include the following:

- **WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries** – provides a methodology that countries can use to measure the contribution of this sector in economic terms. WIPO can assist countries in preparing national studies using this methodology;
- **Tools for Creators** – a series of practical guides for creators on how to manage copyright in the creative industries (including music, filmmaking and distribution, advertising, and book publishing);
- WIPO support to stakeholder dialogues for **facilitating the distribution of creative content** – a service delivered through the Open Intergovernmental Organization License (OIGO), which defines licensing options for sharing materials;
- The **Trusted Intermediary Global Accessible Resources (TIGAR) service** – a project of the **Accessible Books Consortium** that provides persons with print disabilities with catalogue information and cross-border access to copyright-protected literary works, in an agreed format and through the support of “trusted intermediaries”;
- **WIPO Copyright Connection (WCC)** an interconnected system for the collective management of copyright and related rights.
- The **TAG of Excellence** – development of a new, voluntary international quality assurance standard for CMOs, to help them achieve optimum performance levels on the basis of outstanding norms and best practices vis-à-vis right holders and users and a compendium of those best practices;
- The online **Copyright Management Database** – offers a range of materials such as lectures, articles, dissertations, tariffs, jurisprudence and commentaries relating to copyright management, as well as essential information on CMOs (available in 2016);
- **Studies on Copyright and Related Rights and Exceptions and Limitations** – a series of studies prepared on topics relevant to developing countries and countries in transition including copyright and related rights law applicable to: the audiovisual industry, videogames, internet service providers, museums; limitations and exceptions for: persons with print disabilities, libraries and archives, education and research institutions, and museums; and flexibilities including the public domain, copyright relinquishment, and open source licensing.

www.wipo.int/global_ip/en/activities/wipo_copyright_connection/index.html

PROTECTING TRADITIONAL KNOWLEDGE, TRADITIONAL CULTURAL EXPRESSIONS AND ADDRESSING THE INTERFACE BETWEEN GENETIC RESOURCES AND IP

Guidance on IP issues related to TK, TCEs and GRs includes:

- Background Briefs, an overview and other **publications and materials** on TK, TCEs and GRs, including regular e-mail news for subscribers;
- An online **database** of national and regional laws, regulations and model laws related to TK, TCEs and GRs;
- A **database** on codes, guides, policies protocols and standard agreements relating to the recording, digitalization and dissemination of TCEs;
- An online **database of contractual practices** in biodiversity-related access and benefit-sharing agreements in relation to GRs;
- **IP Guidelines** for Access and Equitable Benefit-Sharing in relation to GRs;
- A study on the **requirements in patent law systems** to disclose information about GRs and TK relevant to patented inventions;
- A **Traditional Knowledge Documentation Toolkit**, which provides practical guidance on IP management in the community-led documentation of TK and GRs;
- A practical **guide** on IP and folk, arts and cultural festivals.

In its work in relation to TK, TCEs and GRs, WIPO offers capacity-building resources and supports the participation of indigenous communities in the **Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (the IGC)**.

Tools and services include:

- A **Voluntary Fund** – facilitates the participation of representatives of accredited indigenous and local communities in the work of the IGC;
- An **Indigenous IP Law Fellowship Program** – offers a temporary fellowship in WIPO for an indigenous person with legal and policy expertise;
- A **Practical Workshop** for indigenous peoples on IP, TK, TCEs and GRs.

The Creative Heritage Project offers:

- A **Cultural Documentation and IP Management Training Program**, which provides technical assistance for indigenous and local communities in documenting cultural heritage and guidance in managing related IP interests;
- A **Guide for museums, libraries, archives** and other cultural institutions, with information on managing IP rights and interests relating to TCEs;
- A **Guide on IP management and arts festivals**, with guidance on using copyright and related rights, as well as certification and collective marks in arts festivals;
- A background brief on **IP management and traditional handicrafts**, with practical, often community-based solutions for using the IP system for effective recognition, protection, management, marketing and commercialization of cultural and economic assets such as handicrafts.

TOOLS FOR COUNTRIES IN TRANSITION

The following guides and studies are geared towards countries in transition that seek to further improve their use of IP for economic development:

- **IP Strategy Guide for Countries in Transition** – guidance in preparing and adopting national IP strategies;
- **Management of Academic Intellectual Property and Early Stage Innovation** – guiding principles for research institutes covering IP protection, knowledge transfer, research collaboration and contract research;
- **Technology Transfer in Countries in Transition** – a comprehensive examination and analysis of technology transfer processes and their adaptation in these countries, with recommendations for innovation promotion;
- **Model Intellectual Property Policy for Universities and Research Institutions** – assists universities and academic institutions in creating their own IP infrastructure and policies;
- **Study on Special Features of the Copyright System** – focuses on copyright administration by IP Offices in countries in transition, implementation of the **WIPO Internet Treaties**, copyright ownership and transfer, copyright contracts and collective management;

- **Nation Branding in Countries in Transition** – promotes the use of trademarks and GIs in developing a strong, distinctive brand image for national products and services, including creation of a nation brand;
- **IP Teaching in Countries in Transition** – identifies the special needs of countries in transition with respect to IP training and education and helps to define training goals and objectives as well as develop a core IP *curriculum*;
- **Enforcement of IP Rights in Countries in Transition** – assists law enforcement agencies, the judiciary, the private sector and consumers in countries in transition in developing and implementing effective enforcement strategies.

COMMUNICATING ABOUT IP

WIPO offers many tools for communicating about IP, and provides services that help to optimize this communication.

IP awareness raising:

- **Program for raising public awareness about IP** through national outreach strategies and campaigns and practical workshops, including a **Guide on planning and implementing outreach campaigns**;
- Customized regional training workshops to increase awareness about IP among **journalists**;
- **WIPO Awards Program**, with medals awarded for outstanding inventors, creators and innovative enterprises around the world;
- **World IP Day**, celebrated each year on **April 26** – an opportunity for IP Offices and other stakeholders to discuss IP and show how it fosters creativity and innovation (promotional materials and an **IP Day Facebook** page also available).

Online tools:

- **WIPO's YouTube Channel** – features short stories on successful use of the IP system by inventors and creators, mainly in developing countries;
- **IP Advantage database** – contains case studies describing the IP experiences of inventors, creators, entrepreneurs and researchers, with insights into how IP works in the real world and how its successful use can contribute to development;

- **Outreach in Practice database** – offers basic information on and links to interesting IP outreach initiatives around the world;
- **Outreach Research database** – contains studies on the awareness, attitudes and behavior of various audiences in relation to IP.

WIPO Publications and Library:

- **WIPO Library**, with over 35,000 references – offers paper and online library services including access to journal subscriptions and databases of current IP literature;
- **Depository Library Program** – provides a full set of all WIPO publications, upon Member State request;
- **General information Publications** – covering many aspects of IP, targeting various groups of stakeholders;
- **Educational publications for children and schools** – aimed at raising awareness among young people about the value of IP.
- **The Manual on the Delivery of WIPO Technical Assistance** is a portal to technical assistance activities and services offered by WIPO. It is addressed to Member States, institutions and individuals interested in WIPO technical assistance programs in developing countries, least developed countries and countries in transition.

See www.wipo.int/export/sites/www/cooperation/en/pdf/ta_manual.pdf

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WIPO Publication No. 1015E
ISBN 978-92-805-2635-6