

# Report of the Director General to the WIPO Assemblies 2013

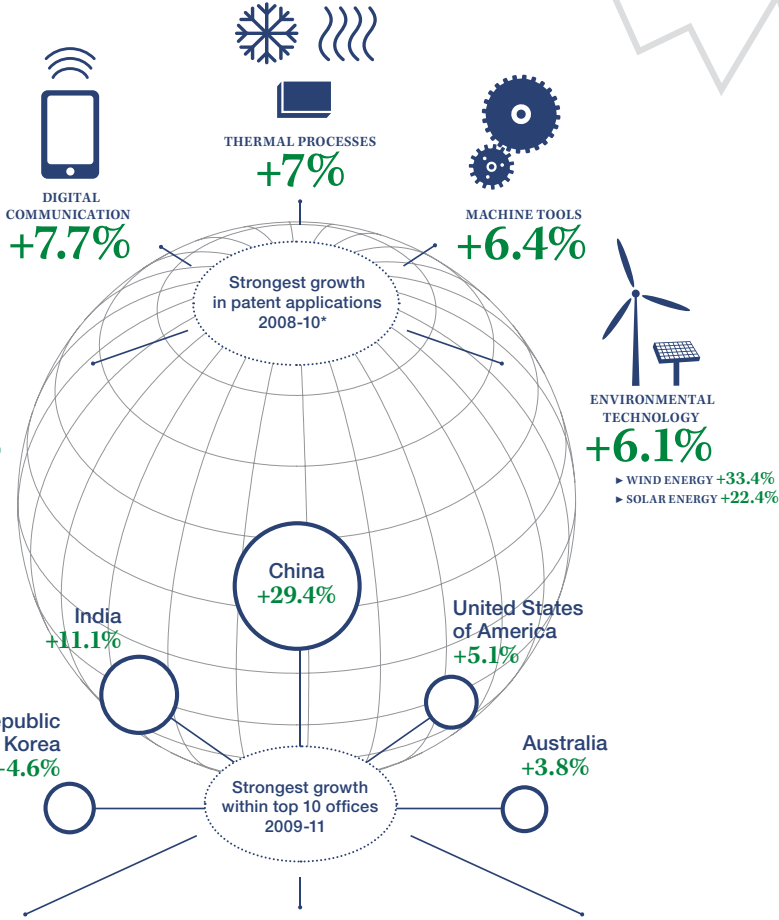
The Year in Review

Annual Report

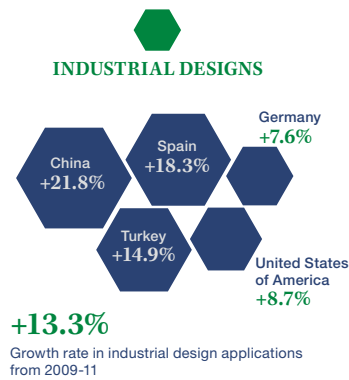
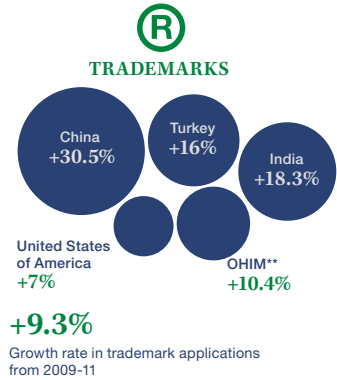
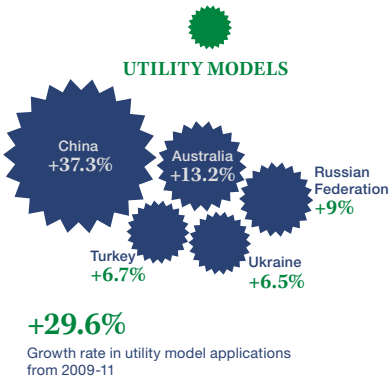


World Intellectual Property Indicators 2012  
**INTELLECTUAL PROPERTY GROWS  
 DESPITE ECONOMIC WOES**

**THE POST-2008 ECONOMIC DOWNTURN HASN'T STOPPED  
 COMPANIES FROM PROTECTING THEIR INTANGIBLE ASSETS.**



\*Nanotechnology left out because of its comparatively small number of patent applications



\*\*Office for Harmonization in the Internal Market

The Year in Review  
**November/  
 December 2012**

The **World Intellectual Property Indicators (WIPI)** report showed that, while the global economy continued to underperform, worldwide IP filings have kept growing—with China clocking up the highest growth rates. The annual WIPI publication has become a key reference source for IP statistics.

# Report of the Director General to the WIPO Assemblies 2013

1. The year since the meeting of the Assemblies of the Member States in October 2012 has been a very good and productive one for the Organization. The highlight was the successful conclusion in June 2013 of another new multilateral treaty, the Marrakesh Treaty to Facilitate Access to Published Works for Persons who are Blind, Visually Impaired or Otherwise Print Disabled (“the Marrakesh Treaty”). This was a great achievement by the Member States and an outcome of an intensive process that was universally applauded. I take this opportunity to thank the Government of the Kingdom of Morocco for the very warm and generous welcome that it extended to all delegations and to thank all Member States for the very active and constructive engagement that made a successful outcome possible.
2. While the conclusion of the Marrakesh Treaty was a particularly high point of the year, the Organization progressed well on many other fronts. I have set out below a summary of our progress, organized under the headings of the Organization’s strategic goals. Before moving to the strategic goals, however, let me recall the financial situation of the Organization.
3. In consequence, our reserves stood, at the end of 2012, at CHF 178.2 million, some CHF 58 million above the level set by the Member States as a prudent safeguard against downturns or other adverse impacts on our operating revenue. In line with the recommendations of our external auditors, we are examining ways to improve the disclosure and presentation of reserves within the financial statements with the aim of more clearly reflecting the different uses to which those reserves are put.
4. The first seven months of 2013, the second year of the current biennium, continues the same trend as in 2012, but without the same benefit of exchange gains that we experienced in 2012. At the end of July, we were enjoying a very good operating surplus. However, expenditure typically tends to increase at the end of the biennium. Nevertheless, provided that there is no unexpected turbulence of a fundamental nature affecting the world economy, we expect to end the year again with a healthy operating surplus.

## Financial Performance

3. Sound financial management has enabled the Organization to return a surplus in 2012, to have reserves at a level exceeding our targets, to be well positioned to fund our long-term liabilities, to commence advance capital planning and to maintain a stable headcount, while managing an increased work-load.
4. We have further integrated international public service accounting standards (IPSAS) so that not only our financial statements, but also our budget and planning, now take account of IPSAS adjustments. In 2012, we ended the year with an operating surplus of CHF 25.6 million, after taking into account IPSAS adjustments. After further deducting reserve expenditure, we ended with an overall surplus of CHF 15.7 million.
7. **Patent Cooperation Treaty (PCT).** As the principal source of the Organization’s revenue (generating around 75% of total income), the PCT determines the financial capacity of the Organization, as well as its capacity for action.
8. The PCT continues to out-perform the world economy. In 2012, 194,400 international applications were filed, an increase of 6.6% over 2011. In 2013, we expect growth at a lower level of around 4%. Generally speaking, the very rapid increase in filings from China seen in recent years is returning to a more sustainable level, while demand from mature markets, which was affected by the global financial crisis, is picking up. 2013 is likely to be the first year in which more than 200,000 international applications are filed. It took 24 years from the commencement of the PCT to reach 100,000 international applications filed in a single year. It will have taken 12 years to double that number and reach 200,000.

## Global Intellectual Property (IP) Systems<sup>1</sup>

1. Strategic Goal II: The Provision of Premier Global IP Services.

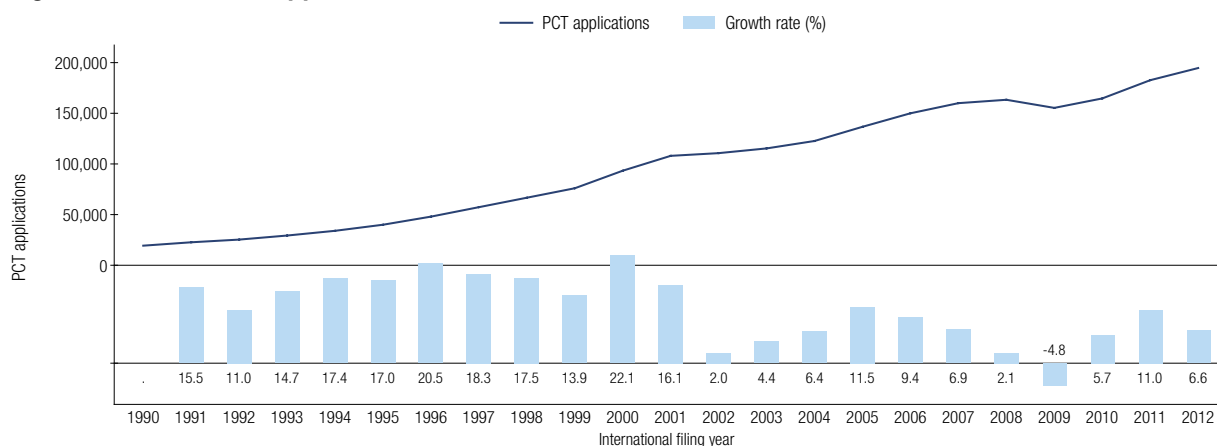




The Year in Review

# January 2013

The **Strategic Realignment Program** (SRP) ended on a high note with positive results from the 19 organizational change initiatives, as well as from the staff survey on WIPO's four core values. Above: The new Conference Hall project reflects our core value of environmental responsibility with its many green features, which include the use of locally sourced wood from renewable forests, and the creation of nesting places for birds and bats.

**Figure 1: Trend in PCT Applications**

9. The Asian three of Japan, China and the Republic of Korea (in order of the number of international applications) consolidated their position in 2012 as the largest block of filers, accounting for 38.1% of all international applications, as against 29.8% from Europe and 26.3% from the United States of America. The top four filers – ZTE Corporation, Panasonic, Sharp and Huawei – all came from China and Japan.
10. Since the last Assemblies, two more States (Saudi Arabia and the Islamic Republic of Iran) joined the PCT, bringing the number of PCT Contracting States to the impressive figure of 148. During that same period, the Egyptian Patent Office commenced operations as an International Searching Authority (ISA) and International Preliminary Examining Authority (IPEA), with effect from April 1, 2013, the first such Arabic-language Authority. The International Bureau has also been informed that the Indian Patent Office will commence operations as an International Authority as of October 15, 2013.
11. The continued success of the PCT and its attractiveness as the filing route of choice for international patent applications depend on the continuous improvement of the system. The PCT Working Group is one source of such improvement, sponsoring legal and procedural reform. The Working Group met in May 2013 and had a range of interesting and important proposals before it, many relating to efforts to improve the link between the international and the national phase of procedures, such as the proposal to require applicants, upon national phase entry, to respond to negative comments in international preliminary examination reports, or the proposal to require International Authorities to record search strategies for the benefit of national Offices. These and other proposals are vital for the continuous renewal of the PCT and we are grateful to the Member States for their very active engagement in finding ways to improve the functioning of the PCT system.

**Figure 2: Top 20 PCT Applicants**

Rank	Applicant's Name	Origin	PCT applications			Change compared to 2011
			2010	2011	2012	
1	ZTE CORPORATION	China	1,868	2,826	3,906	1,080
2	PANASONIC CORPORATION	Japan	2,153	2,463	2,951	488
3	SHARP KABUSHIKI KAISHA	Japan	1,286	1,755	2,001	246
4	HUAWEI TECHNOLOGIES CO., LTD.	China	1,527	1,831	1,801	-30
5	ROBERT BOSCH CORPORATION	Germany	1,302	1,518	1,775	257
6	TOYOTA JIDOSHA KABUSHIKI KAISHA	Japan	1,095	1,417	1,652	235
7	QUALCOMM INCORPORATED	United States of America	1,675	1,494	1,305	-189
8	SIEMENS AKTIENGESELLSCHAFT	Germany	830	1,039	1,272	233
9	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	1,433	1,148	1,230	82
10	TELEFONAKTIEBOLAGET LM ERICSSON (PUBL)	Sweden	1,147	1,116	1,197	81
11	LG ELECTRONICS INC.	Republic of Korea	1,297	1,336	1,094	-242
12	mitsubishi electric corporation	Japan	726	834	1,042	208
13	NEC CORPORATION	Japan	1,106	1,056	999	-57
14	FUJIFILM CORPORATION	Japan	275	414	891	477
15	HITACHI, LTD.	Japan	372	547	745	198
16	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	574	757	683	-74
17	FUJITSU LIMITED	Japan	475	494	671	177
18	NOKIA CORPORATION	Finland	632	698	670	-28
19	BASF SE	Germany	817	773	644	-129
20	INTEL CORPORATION	United States of America	201	309	640	331



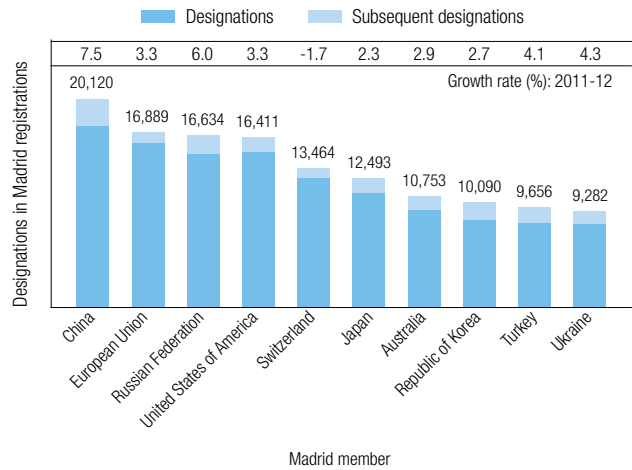


**KIPI Kenya** @kipikeny 30 Jul  
If you are a researcher, one of your best resources is @WIPO's PATENTSCOPE for free access to over 28 million searchable patent documents  
Expand

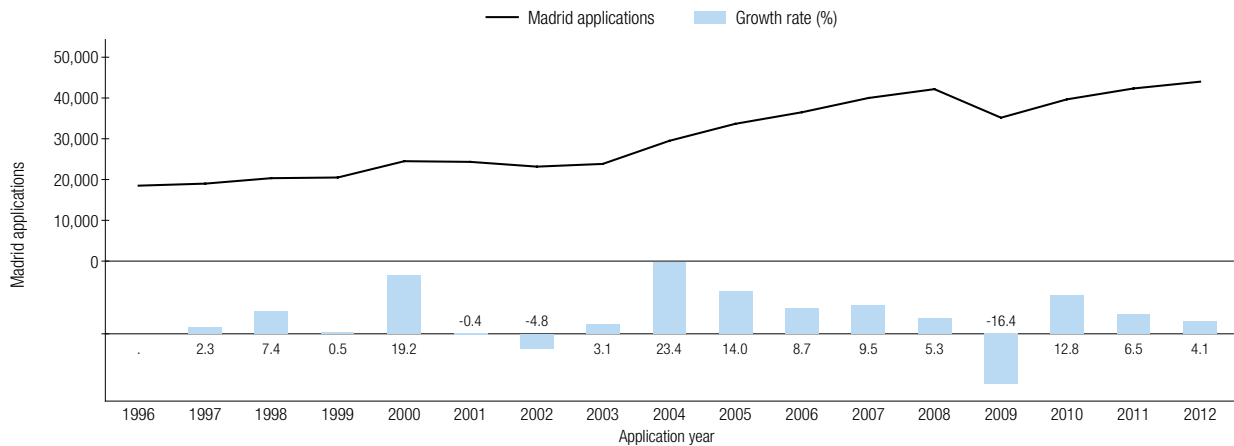
The **Global Brand Database** expanded to become one of the largest free public repositories of trademark and brand information. Six more IP offices added their national trademark record collections to the database, including the United States Patent and Trademark Office (USPTO), taking it up from 2.2 to almost 11 million records. The **PATENTSCOPE** database likewise took a leap forward in 2013 when five more national patent collections were added, including the extensive US and Chinese collections, pushing the total in September to over 32.4 million freely searchable patent documents.

12. A further source of improvement in the PCT is the IT facility known as ePCT. This promises to be a transformative technology, enabling electronic filing by applicants and secure interaction with their files and interactions between the various office actors in the PCT system – receiving offices, designated offices, international authorities and the International Bureau – in ways that are reducing paper and transmission and processing times and leading to the reduction of processing errors and enhanced productivity throughout the system.
13. **The Madrid System for the International Registration of Marks.** The Madrid System is experiencing a pleasing expansion. In terms of demand, 2012 saw the number of international applications rise to a new height of 43,998, a 4.1% increase on 2011. In the first seven months of 2013, this trend continued, with international applications rising by 5.9% compared to the same period in 2012.

**Figure 4: Top 10 Designated Madrid Members**



**Figure 3: Growth of Madrid Applications**



There are now over 560,000 international registrations in force on the Madrid International Register.

14. The Contracting Parties where applicants seek protection (designated Contracting Parties) is an important indicator of the perceived attractiveness of different markets and the desire to seek protection in those markets. In 2012, China was the most designated Contracting Party, followed by the European Union, Russian Federation and the United States of America:

15. The past 12 months have seen a continued expansion in the membership of the Madrid System, with Mexico, India, Rwanda and Tunisia all joining. Membership now stands at 92. Judging by requests for assistance in conforming domestic legislation to the Madrid System and adapting procedures accordingly, we have every reason to expect that this expansion will continue.



Photo: Zainul A. Mzige



Photo: TANZICT/Ujika Silitanen/tanzict.or.tz

The Year in Review  
**March 2013**

**The African Conference on the Strategic Importance of IP Policies to Foster Innovation, Value Creation and Competitiveness**, organized by WIPO and the Japan Patent Office, heard success stories showing innovation thriving in African universities and businesses. Tanzanian President Jakaya Mrisho Kikwete (above) opened the conference in Dar es Salaam, which brought together ministers, policy-makers and innovation leaders from five continents.



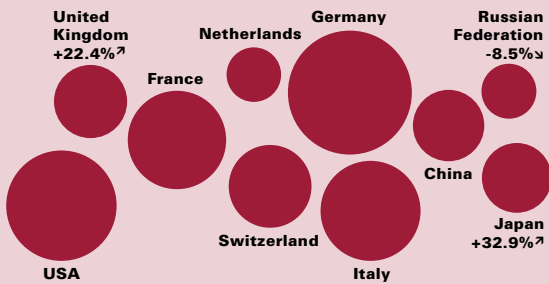
16. We have embarked upon an intensive program designed to enhance the attractiveness of the services offered under the Madrid System. The first expression of this is in our IT offerings. Over the past year, the Madrid Portfolio Manager (MPM), Madrid Real-Time Status (MRS) and the Madrid Electronic Alert (MEA) have been enhanced to reflect customer feedback. The Madrid Goods and Services Manager (MGS) is now available in 15 languages (English, Arabic, Chinese (traditional and simplified characters), Dutch, French, German, Hebrew, Italian, Japanese, Norwegian, Portuguese, Russian, Spanish and Turkish). The MGS has also added a new feature – “check acceptance by DCP” – that offers applicants the capacity to check the acceptance of terms by a proposed designated Contracting Party in an international application. While this database was designed for users of the Madrid System, it can also be used to create lists of goods and services when filing national or regional applications for registration. The Madrid Office Portal (MOP), an online tool providing IP Offices with comprehensive electronic access to the International Register of Marks and a means of electronically communicating with WIPO, is being tested in pilot countries and is expected to be generally available to all offices of members in the New Year.
17. **The Hague System for the International Registration of Designs.** The Hague System has been experiencing slow but steady growth on a relatively small number of international applications. In 2012, international applications increased by 3.5%. We expect a higher rate of growth in 2013, when we project that applications will rise above 3,000.
18. We expect a major transformation in the nature of the Hague System to occur in the next biennium. Positive expressions of interest in joining the System have been received from China, Japan, Republic of Korea, Russian Federation, United States of America and the member countries of the Association of South East Asian Nations (ASEAN). The challenge for the International Bureau will be to ensure that this likely expansion is smoothly managed and that the Hague System continues to provide a timely, efficient and high-quality service. In this regard, in June of this year a new electronic filing interface was introduced, which offers many improvements on its predecessor and which has received very positive response from users.
19. **The Lisbon Agreement for the Protection of Appellations of Origin and their International Registration.** Work on the revision of the Lisbon Agreement has been progressing well in the Working Group on the Development of the Lisbon System. The Working Group has recommended to the Lisbon Assembly at its 2013 Session to “approve the convening of a Diplomatic Conference for the Adoption of a Revised Lisbon Agreement on Appellations of Origin and Geographical Indications in 2015.” It is foreseen that the diplomatic conference would be preceded by a further two or three meetings of the Working Group.
20. The revision of the Lisbon Agreement offers a unique opportunity to resolve a challenge for which a solution has eluded the international community for decades. This is the challenge of having an international register for geographical indications and appellations of origin which is truly international in its reach. After more than 50 years, the Lisbon Agreement has attracted a limited membership of only 28 States. It is hoped that a revised Lisbon Agreement will offer a system that will be able to attract widespread acceptance and engagement.
21. **WIPO Mediation and Arbitration Center.** The Center continues to administer the largest number of Internet domain name disputes of any accredited service provider, handles a steady and slowly evolving case load of general IP arbitrations and mediations and is increasingly engaged in providing expertise and systems for alternative dispute resolution (ADR) procedures in a range of specialized IP contexts.
22. In the area of domain names, trademark holders filed in 2012 a record 2,884 cybersquatting cases, covering 5,084 Internet domain names, with the WIPO Center under procedures based on the Uniform Domain Name Dispute Resolution Policy (UDRP). This represented an increase of 4.5% over 2011. The case load continues at a steady, albeit slightly reduced, rate in 2013. To enhance the services of the Center for the administration of cases, an improved version of the electronic case administration system (Domain Name Electronic Case File Access Facility (DECAF)) was deployed.
23. Within the administration of domain name cases, the number of country code Top Level Domains (ccTLDs) for which the Center provides services grew in 2012 by two to 67, with the addition of .PW (Palau) and .TZ (Tanzania), and in 2013 by a further two to 69, with the addition .FM (Federated States of Micronesia) and .GD (Grenada).

INTERNATIONAL TRADEMARK FILINGS UNDER MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARK

# WHO FILED THE MOST MADRID TRADEMARK APPLICATIONS IN 2012?

**44,018**      **+4.1%**  
 Number of applications      Growth in 2012

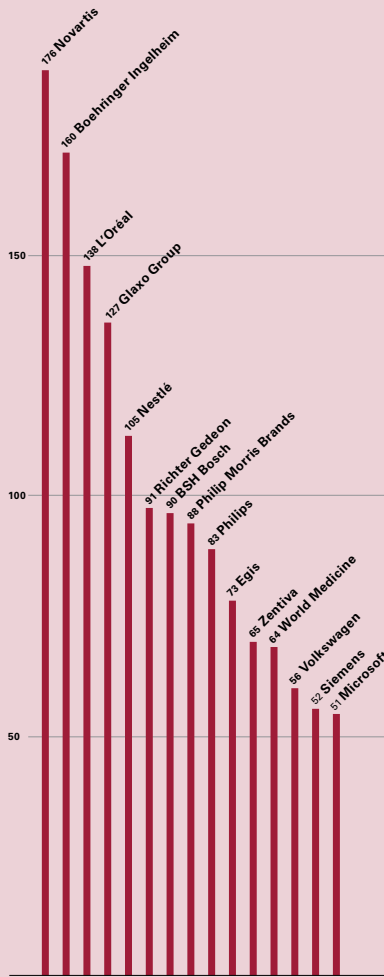
## TOP 10 COUNTRIES



1 Germany	6,545	6 United Kingdom	2,308
2 USA	5,430	7 China	2,179
3 France	4,100	8 Japan	2,092
4 Switzerland	2,898	9 Russian Fed.	1,321
5 Italy	2,787	10 Netherlands	1,272

## TOP 15 COMPANIES

Swiss pharmaceutical company Novartis was the largest filer in 2012.



**WIPO** @WIPO  
 Aug 27, 8:20pm via HootSuite  
 Did you know? Users of the International #Trademark System can now request new special services: [ow.ly/ojCyO](http://ow.ly/ojCyO)  
 115 retweets

The Year in Review  
**April 2013**

The **Madrid international trademark system** celebrated its 90<sup>th</sup> member, with the accession of India in April following Mexico's accession in November. Rwanda and Tunisia also joined the system in 2013. International trademark filings under the Madrid system grew by 4.1% in 2012—making it yet another record year. The trend continued in 2013, with applications up almost 6% in the first seven months.

24. A major development underway within the domain name system is the potentially unlimited expansion of the generic top-level domain (gTLD) space. The Internet Corporation for Assigned Names and Numbers (ICANN) is currently processing applications for up to 1,400 new gTLDs (the characters to the right of the dot, as in .com). It is uncertain what impact this expansion may have on trademarks, whether it will increase the incidence of cybersquatting, how trademark owners will monitor the infringement of their marks, whether it will diminish the branding value of gTLDs, and so forth. These are all questions to which time and experience will provide answers. In the interim, WIPO seeks to provide leadership in the development of ADR solutions. The WIPO Center was appointed by ICANN as the provider of dispute resolution services under a “pre-delegation” Legal Rights Objections (LRO) procedure. The procedure was developed by WIPO to allow an opportunity for trademark owners to object to the establishment of a new gTLD on the basis that the gTLD infringes a trademark. The administration of LRO cases began in the first quarter of 2013. As of this time, the Center has issued well-regarded panel decisions in nearly all of the 69 compliant LRO cases received.
25. An interesting new area of work for the Center has been working with IP Offices to assist in both the design and the administration of ADR procedures for oppositions or other proceedings before IP Offices. The Center administers or co-administers such procedures with the Intellectual Property Office of Singapore (IPOS) and the National Institute for Industrial Property (INPI) of Brazil. The first cases were successfully settled under the joint WIPO-IPOS mediation procedure for trademark oppositions.
26. The Organization was blessed with the successful conclusion of another new multilateral treaty in 2013, the Marrakesh Treaty to Facilitate Access to Published Works for Persons who are Blind, Visually Impaired or otherwise Print Disabled. The Marrakesh VIP Treaty builds upon the success of the Beijing Treaty on Audiovisual Performances of 2012.
27. The Diplomatic Conference at which the Marrakesh Treaty was adopted was a great event. It was generously hosted by the Government of the Kingdom of Morocco, which made outstanding arrangements for the participants and extended the warmest of welcome to all delegations. His Majesty King Mohammed VI graciously sent a message of encouragement at the commencement of the Conference. The Minister for Communications of the Kingdom of Morocco, the Honorable Mustapha Khalfi was elected President of the Conference and guided the proceedings with great skill. The renowned artist, Stevie Wonder, fulfilled his promise to Member States at the 2010 Assemblies and generously came to Marrakesh to celebrate the conclusion of the Treaty by giving a wonderful and memorable concert for all the participants on the final night.
28. The success in Marrakesh was a consequence of the extraordinary engagement and commitment of the Member States. A measure of this engagement was that five meetings and open consultations were held in the six months immediately preceding the Conference, as well as innumerable other informal meetings of different groupings of Member States. The negotiators at the Diplomatic Conference worked day and night, without respite. The outcome was a tremendous result for the visually impaired, for intellectual property, for the capacity of the international community to develop a consensus around an effective solution for a clear need, and for WIPO.
29. The need to which the Marrakesh VIP Treaty was addressed is the “book famine” in which, according to estimates, only about 5% of published works are available in formats accessible to the visually impaired in a reasonable time and even less to the overwhelming majority of visually impaired who live in developing countries. The Treaty addresses this need by mandating limitations and exceptions to copyright in national laws in order to allow the creation of accessible format versions of works for persons who are blind, visually impaired or print disabled. The Treaty also allows the cross-border transfer of those accessible versions of works so as to make the most efficient use of the limited resources available to make accessible formats by avoiding the need to create an accessible format of the same work in each country.

## The International Normative Framework<sup>2</sup>

2. Strategic Goal I: Balanced Evolution of the International Normative Framework for IP.





Photo: iStockphoto/© berdo



Photo: WIPO / Emmanuel Berrod



Photo: © Richemont

The Year in Review  
**May 2013**

**Geographical indications** were on the menu at the Working Group on the Development of the Lisbon System. The Group agreed to recommend that the Lisbon Union Assembly approve the convening of a diplomatic conference in 2015 for the adoption of a Revised Lisbon Agreement on Appellations of Origin and Geographical Indications. Meanwhile WIPO's new publication—*Geographical Indications: An Introduction*—won a place on the front page of Scribd, the popular social media publications-sharing site.

30. The successful conclusion of a new treaty is one thing; bringing it into effect is another. The Treaties represent a collective expression of the policy of the Member States. The Secretariat will work to promote the widest possible accession to both the Beijing Treaty and the Marrakesh VIP Treaty, so as to make them effective as soon as possible. By the time that the Beijing Treaty closed for signature, 71 eligible contracting parties had signed it. To date, 53 eligible contracting parties have signed the Marrakesh Treaty. These are promising signals for the widespread ratification of the two Treaties. More generally than these two treaties, I am also pleased to report that there were 26 new accessions to WIPO-administered treaties in the course of the year since the last Assemblies, continuing the growing adoption of WIPO treaties throughout the world.
31. In the case of the Marrakesh VIP Treaty, in addition to promoting accession to the Treaty, we shall work to bring the Stakeholders Platform, which was established by the Standing Committee on Copyright and Related Rights to make works in accessible formats available practically, to a higher level of professional implementation. We will explore means of obtaining voluntary funding for this new stage in the platform and report on progress to the Standing Committee.
32. Looking ahead for the normative agenda, while there are quite a number of items on the table, three stand out as approaching maturity. The order in which I shall now mention them carries no judgment on their respective importance or maturity.
33. Work on a proposed design law treaty is nearing completion in the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications. The proposed treaty would simplify the formalities associated with obtaining design protection. It would provide more accessible procedures for designers and would mirror for designs the simplification work that was achieved for patents and trademarks in the Patent Law Treaty and the Singapore Treaty on the Law of Trademarks, respectively. The Assemblies will be asked this year to decide on the convening of a diplomatic conference to conclude the treaty which the Russian Federation has generously offered to host. It is very much hoped that this exercise can go forward in order to continue to build upon Beijing and Marrakesh.
34. The Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC) has progressed very well in the past year in its work on the international protection of traditional knowledge and traditional cultural expressions and on intellectual property in relation to genetic resources.
- It is of the utmost importance to bring this work to a satisfactory conclusion. The process has been long and arduous. The Assemblies will be called upon to renew the mandate of the IGC and to express that mandate in a way that can be embraced by all Member States. One of the major priorities of the coming year will be to progress this work to a good outcome.
35. The protection of broadcasting is the third area that is approaching maturity. We have fallen a little behind in the schedule set by Member States (which foresaw a possible outcome in 2014) for the understandable reason that the Marrakesh VIP Treaty absorbed all available capacity amongst the membership in this area and broadcasting was, in consequence, not able to be treated in enough depth. It is hoped that a concentrated effort can be made over the next 12 months to bring this important exercise to the point where Member States can consider the convening of a diplomatic conference. Broadcasting remains the major remaining area covered by the Berne and Rome Conventions that has not been updated through the treaties concluded in 1996 (the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty) and in 2012 (the Beijing Treaty).
36. As these three areas progress to completion, I believe it will be important to commence a dialogue among the membership about the normative agenda in the years ahead. This is never an easy process, but the speed of change in the external world underlines the need for planning for future priorities.

### Development<sup>3</sup>

37. The development of national strategies at the request of, and in conjunction with, national authorities is the primary vehicle used for connecting the use of IP with the advancement of national economic objectives and development plans. Throughout the past year, the Organization continued its work on such strategies for least developed countries (LDCs), developing countries and transition countries. In 2012, work at various stages of either the development or implementation of strategies was carried out in 32 countries (five in Africa, five in the Arab region, nine in the Asia and Pacific region and 13 in the Latin America and the Caribbean region).

3. Strategic Goal III: Facilitating the Use of IP for Development



# المؤتمر العالمي للأشخاص معاقى البصر

تنظمه المنظمة العالمية للملكية الفكرية (الويبو)  
و تستضيفه المملكة المغربية

JUNE 17 TO 28, 2013  
MARRAKESH, KINGDOM OF MOROCCO

17 إلى 28 يونيو 2013  
مراكش، المملكة المغربية



The Year in Review  
**June 2013**

Member states' adoption of the **Marrakesh Treaty to Facilitate Access to Published Works for Persons who are Blind, Visually Impaired, or otherwise Print Disabled** showed multilateralism at its best. The treaty will boost access to books for the benefit of hundreds of millions of blind and visually impaired people. Music legend Stevie Wonder and singer José Feliciano (above) were among those who came to Marrakesh to join the celebrations.



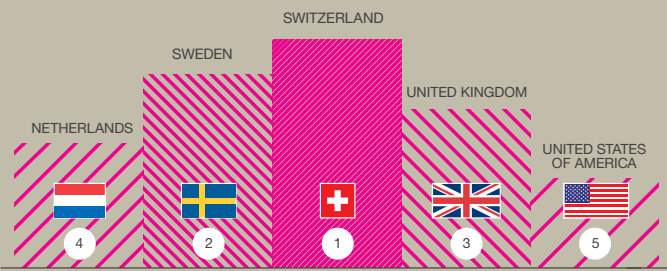
38. In supporting the implementation of strategies and in our development cooperation program generally, our focus remained on providing assistance in the establishment of appropriate legal and institutional regulatory frameworks, Office modernization, the development and deployment of technical support infrastructure and human capacity building. To this end, in 2012, some 794 technical assistance activities were carried out in 153 LDCs, developing countries and countries in transition, using some 1,426 expert speakers and consultants from around the world.
39. In human capacity building, the Organization endeavors to cover all aspects of the application for, and operational use of, IP – technical, administrative, legal and business – including its development implications. The WIPO Academy is the focal point for all professional training. Its distance learning courses provided training for around 49,000 people in 2012, compared with 33,000 in the preceding year. Under its face-to-face physical programs, 904 persons received training in 2012.
40. In addition to professional training, the Academy jointly conducts master programs on IP law with the University of Africa and ARIPO (Harare, Zimbabwe), Queensland University of Technology (Brisbane, Australia), University of Turin (Italy), University of Yaoundé II and OAPI (Cameroun), Haifa University of Technology (Israel) and Seoul National University (Republic of Korea). Seventy-two students were enrolled for these programs in 2012. In 2013, the first Spanish-language master program was launched with the Austral University in Buenos Aires.
41. The Development Agenda entered a more mature phase, with completed projects undergoing evaluations and the evaluation reports being considered by the Committee on Development and Intellectual Property (CDIP). The completed and evaluated projects were brought into the mainstream of the Organization's program and integrated into the draft Program and Budget for 2014-2015. Phase II of one project (on Developing Tools for Access to Patent Information) was approved by the CDIP in November 2012. A project proposal on IP and Design Creation for Business Development in Developing and LDCs proposed by the Republic of Korea is under consideration by the Committee.
42. In the area of the copyright and the creative industries, we are looking for ways to assist LDCs and developing countries to commercialize their deep cultural richness and to connect more effectively their creators, performers and artists to global markets. Part of the answer may be provided by effective collective management organizations. We have started a project to develop a new voluntary quality assurance standard for collective management organizations (called the TAG of Excellence). The aim is to provide guidance and support for collective management organizations to achieve high performance levels of transparency, accountability and governance for the benefit of the rights holders they represent. We are also revitalizing a data management IT system for collective management organizations in the developing world that we believe will assist not only in the more efficient management and clearance of rights, but also in creating connections for rights holders with markets beyond their home market.

## Global Infrastructure<sup>4</sup>

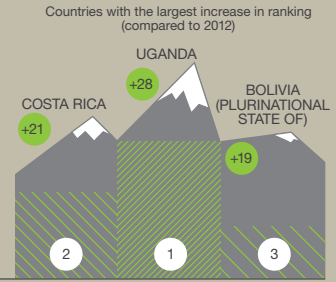
43. The Global Infrastructure program provides an integrated approach to enhancing the capacity of developing countries to use information and communication technologies (ICT) in support of IP administration and to take advantage of global knowledge databases and networks; making available through free global databases the technological, scientific and marketing information developed worldwide by the intellectual property system; and developing, in cooperation with Member States, platforms and tools that enhance cooperation and promote efficiencies by reducing redundant functionalities between IP Offices.
44. **Modernizing IP Offices.** The International Bureau continued to assist IP offices around the world to automate the processing of IP applications and, thereby, to provide improved services to stakeholders. Demand for WIPO's assistance continues to increase and the total number of offices using one or more WIPO-provided systems has increased from 61 to 72. The current usage of WIPO systems includes:
- 45 offices using IPAS (Industrial Property Administration System);
  - 10 offices using AIPMS (Arab IP Management System);
  - 17 offices using WIPO Scan (a digitization and workflow management system); and
  - 6 offices using WIPO EDMS (electronic document management system).

4. Strategic Goal IV: Coordination and Development of Global IP Infrastructure

### THE WORLD'S TOP 5 INNOVATORS

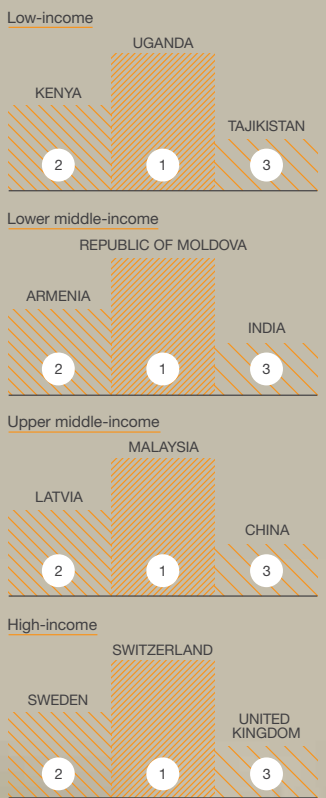


### INNOVATION INDEX CLIMBERS

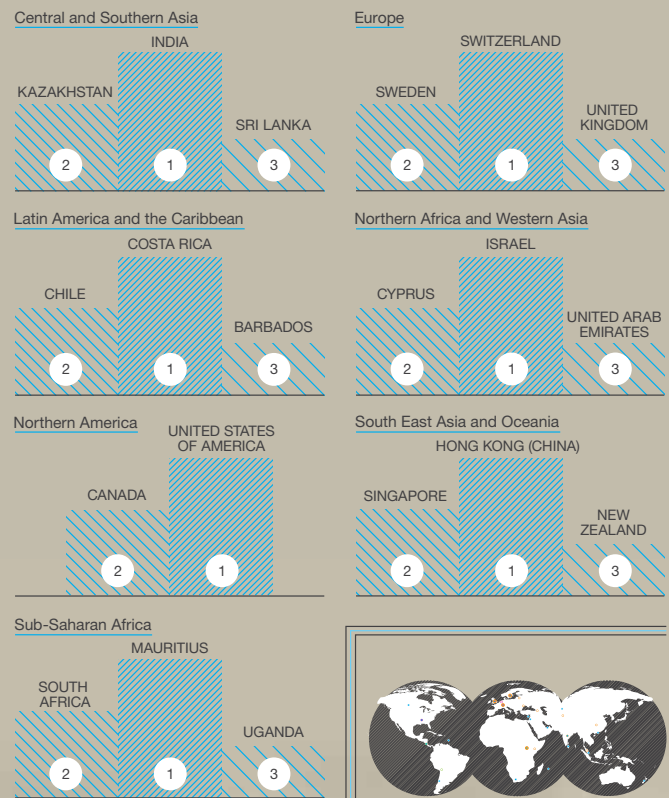


### TOP 3 PERFORMERS PER INCOME GROUP

World Bank classification



### TOP 3 PERFORMERS PER REGION



The Year in Review  
**July 2013**

The **Global Innovation Index 2013**, published by WIPO, Cornell University and INSEAD, highlighted the success of dynamic innovation hubs that capitalize on local advantages. The GII uses 84 indicators to measure the innovation capabilities and results of 142 economies. UN Secretary-General Ban Ki-moon took part in presenting the findings to the UN Economic and Social Council (ECOSOC) High-Level Segment in Geneva.

The list of outstanding requests for assistance is long and assistance is being prioritized according to the availability of resources. The data generated through the use of WIPO systems are, with the kind cooperation of the participating IP Offices, not only used locally, but also used to populate the global IP databases made available by WIPO.

45. **Global Databases and Other Knowledge Services.** It has been a particularly important year for the development of WIPO's global databases and other knowledge services. The Global Databases continue to pursue a multilingual approach and to provide users with both free-of-charge and effective machine translation and a cross-lingual search and retrieval function (CLIR) in 12 languages. The TAPTA statistical machine translation tool, developed in-house, is being extended to include further language pairs and a pilot study on its use by outsourced translators to reduce WIPO's translation costs was concluded in September 2013.
46. The PATENTSCOPE database now allows users to search more than 32 million patent documents worldwide, including 2.2 million international patent applications published under the PCT. This enormous growth, from 14 million documents last year and 8 million in the year before that, is largely due to the inclusion of both the US national patent collection and the Chinese national collection this year.
47. WIPO's Global Brand Database has also had an exciting year. With the inclusion of six new national collections of trademark records (including the entire United States Patent and Trademark Office (USPTO) collection) this free, public resource now allows users to search over 11 million records for brand-related information. Several new collections will soon be added as national offices take up WIPO's invitation to participate in the project.
48. **Access to Information and Knowledge.** ARDI (Access to Research and Development for Innovation) and ASPI (Access to Specialized Patent Information) are WIPO's programs to enhance access to scientific and technical periodicals and commercial databases for individuals and institutions in LDCs and developing countries. The number of institutions benefiting from both programs continues to grow steadily. ARDI has had a particularly significant year, with a dramatic increase in the volume of content available through it from 250 journals last year to over 10,000 peer-reviewed journals, books and reference works this year. ARDI has been a member of the Research4Life partnership, together with three other UN agencies and numerous leading publishers, since 2012. The partnership currently provides over 6,000 institutions in more than 100 developing countries with free or low-cost access to peer-reviewed online content from the world's leading scientific, technical and medical publishers. In June 2013, the number of peer-reviewed resources surpassed 35,000, comprising 13,000 journals and 22,000 e-books.
49. Thirty-six Technology and Innovation Support Center (TISC) projects have now been launched by WIPO in cooperation with its Member States, accounting for over 320 TISCs worldwide. TISCs support innovators in developing countries by providing access to locally available, high quality technology information and related services. WIPO supports TISCs by providing a structured program of on-site training and distance-learning courses. Sixty on-site courses had been organized by the end of 2012. To further reinforce the impact and long-term sustainability of TISCs, WIPO launched the eTISC online knowledge management platform in November 2012. eTISC allows TISCs to exchange experiences and share best practices within and across national networks. It also provides access to new WIPO services aimed at supporting the development of TISCs worldwide, including specifically targeted e-learning content, expert chats and webinars.
50. **Global Platforms.** The two main global platforms operated by WIPO with Member States (outside the PCT) have both seen progress throughout the past year. WIPO CASE (Centralized Access to Search and Examination) has improved technical features. A technical pilot project to link with the dossier systems of the IP5 offices was initiated in 2013. Further offices have expressed interest in evaluating or joining the system. WIPO DAS (Digital Access Service) was upgraded in 2012 and a new process was implemented that will make the system easier for offices and applicants to use.





**ethnosproject**  
Aug 05, 7:11pm via Web  
@WIPO Thanks for the great publication links! ow.ly/nDSHh, ow.ly/nDSJE, ow.ly/nDSmp #TK #TCE #IP @simsa0

Hide conversation

**E ethnosproject**: Practical workshop for Indigenous Peoples on intellectual property & traditional knowledge (Dec 4-6, 2013) <http://t.co/OdyzVWUji> @WIPO  
11:17pm, Aug 03 from IFTTT

**simsa0**: @ethnosproject Do you have more info on IP, "copyright" & oral knowledge (be it indigenous or other)? Could you point me to some? cc @WIPO  
12:21am, Aug 04 from Web

**WIPO**: @simsa0 @ethnosproject Here are 3 links you may find useful: <http://t.co/PC6m6HoKOe> & <http://t.co/UqEc60a9nr> & <http://t.co/MWVj7BX2WC>  
5:54pm, Aug 05 from Web



# The Year in Review August 2013

**Social media** never sleeps! 365 days a year, WIPO shares information and joins with our stakeholders in the global conversation on Twitter and other social media platforms. Our growing "Klout" (social influence) score shows strong public recognition of @WIPO as a source of authoritative online content.

## WIPO as a Global Reference for IP Information<sup>5</sup>

51. In a world with arguably an excess of available data and information, we try to focus our efforts on the production of a limited number of high quality and high impact references, where we can justifiably claim to be the world leader.
52. The global audience for **WIPO Lex**, the electronic database which provides access to IP laws and treaties of the 195 Members of WIPO, WTO and the UN, continues to rise. In 2012, one million users visited WIPO Lex. In 2013, that number had been reached by July. The database is now available in English, Arabic, Chinese, French and Spanish and the Russian public interface is being vigorously tested and enhanced prior to a gradual public release. The new treaties component of WIPO Lex was released in November 2012 and has already been updated. It features 170 multilateral and 500 bilateral IP-related treaties, with 2,000 more bilateral treaties identified for future inclusion. Given the dynamic evolution of national IP systems and the database's expanding language interfaces, WIPO Lex needs to be continuously reviewed and updated. This is done in valuable cooperation with national authorities, universities, law companies and other interested actors. We intend to cultivate further and to diversify this network of partners.
53. The **Global Innovation Index 2013 (GII)** was co-published in partnership with Cornell University and INSEAD. It was launched this year in the presence of the Secretary General of the United Nations, Mr. Ban Ki-moon, as part of the High-level segment of the United Nations Economic and Social Council (ECOSOC) in Geneva in early July. The GI has become a leading reference and bench-marking tool on innovation. Its rankings and main findings received extensive coverage in the international press.
54. Thanks to the support of many national offices, WIPO has been able to significantly improve the collection and reporting of **statistical data on IP activity worldwide** since the last Assemblies. The following flagship reports are now produced each year:
- *World Intellectual Property Indicators 2012*, the latest edition of which was enriched by the inclusion of statistics on the use of the Patent Prosecution Highway and plant variety registrations.
  - *Yearly Reviews* for each of the *PCT*, *Madrid* (published for the first time in 2013) and the *Hague Systems*.

5. World Reference Source for IP Information and Analysis

55. A new World IP Report, which will be the sequel to the Report on *The Changing Face of Innovation*, which was published in 2011, will be published in late 2013 on the role of branding.

## Engagement with Global Policy Issues<sup>6</sup>


56. In the past 12 months, WIPO has deepened its trilateral cooperation with the World Health Organization (WHO) and the World Trade Organization (WTO) on the intersection between health, innovation and trade. A study produced by the secretariats of the three Organizations on *Promoting Access to Medical Technologies and Innovation: Intersections between public health, IP and trade* was published in February 2013 and has been received very favorably. The third symposium to be sponsored by the three Organizations on "Medical Innovation – Changing Business Models" was held at WIPO in July 2013.
57. **WIPO Re:Search** is a public-private consortium that promotes the sharing of IP, undisclosed research and expertise in order to accelerate the development of new drugs, vaccines and diagnostics in the areas of neglected tropical diseases, malaria and tuberculosis. WIPO Re:Search held its first annual meeting in October 2012 in conjunction with a technology licensing workshop for African Medical Research Institutes. Since its launch in October 2011, membership in WIPO Re:Search has more than doubled to over 70 members from all five continents. There are now 30 agreements or collaborations between the members. In addition, five hosting arrangements placing researchers from developing countries in the research departments of corporations and universities in both developed and developing countries have been organized through Funds-in-Trust from Australia.
58. Following a successful pilot program, **WIPO Green**, a virtual marketplace that links providers and seekers of environmentally sustainable technologies, is due to be launched in November 2013. Partners are now signing up to the WIPO Green Charter.

6. Strategic Goal VII: Addressing IP in relation to Global Policy Issues






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 **GeorgiaGeneva**  
 Aug 26, 5:27pm via Twitter for Mac  
 #Georgian National Ballet #Sukhishvili will perform at @WIPO on 23 September 2013 to mark the Assemblies of #WIPO, #Geneva, #Switzerland

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At a series of **cultural events** during the WIPO Assemblies and throughout the year our member states celebrated the diverse creative and innovative talents of their countries. On show at WIPO were Italian, Polish and Spanish design, Belgian beer and comic books, Indian film and Georgian dance.



## Communications<sup>7</sup>

59. In the past twelve months we have greatly increased our use of social media in order to take advantage of new and larger audiences and new and creative content-delivery vehicles.
60. The best examples of the success of our communications strategy over the past year were to be seen in connection with major events of the Organization. Our Communications team created and delivered rich, original content for World IP Day 2013 on the theme of “Creativity – The Next Generation”, including design and artwork, editorial, photographic, video, web and social media content. Eighty-nine countries reported World IP Day events (up from 76 in 2012) and the total reach of the Facebook campaign more than doubled compared to 2012 (with the most “likes” coming from India, United States of America, Mexico, Brazil and the United Kingdom). The impact of this promotion was clear immediately – the WIPO website had more than double the number of visits on that day than on any other day in the preceding twelve months. During the entire campaign, the World IP Day website was visited nearly 100,000 times (up 80% from 2012).
61. All WIPO publications are now available for free online download. Over the past year, 28,000 publications were dispatched and there are now 90 Depository Libraries around the world enabling the general public to have access to physical publications of WIPO.
62. WIPO’s social media footprint has considerably expanded since we established presences on Twitter and Flickr in March 2012:
  - WIPO’s “Klout” social influence score reached a peak of 72 following World IP Day in April (higher than that of the ITU, ILO, UNIDO, WMO, IFAD or UNOG);
  - WIPO has reached a total of 22 million potential impressions on Twitter;
  - WIPO’s photo postings on Flickr have been viewed about 400,000 times
  - WIPO’s publications on Scribd have been read more than 360,000 times
  - WIPO’s videos on YouTube have been viewed 3.3 million times over the lifetime of the WIPO account.

63. In 2012, we embarked on a major realignment of the website. This has been a massive exercise in streamlining and re-organizing the presentation of content, re-arranging data structures and introducing design responsive to the range of devices that are used to connect to the Internet. We plan for the result of this huge effort to go live in the last quarter of the year.

## Administration and Management<sup>8</sup>

64. The Administration and Management Sector provides leadership for the planning and budgetary and financial management of programs and for the efficient delivery and performance evaluation of programs. It also manages the building and ICT infrastructure, conferences and general language services, procurement and travel services and the safety and security of staff and assets. It is thus focused on enhancing the way in which we deliver our services and programs.
65. The **Strategic Realignment Program (SRP)**, the major change program that has been undertaken over the past five years, came to a successful conclusion at the end of 2012. The program’s 19 reform initiatives have now been integrated into the Organization’s culture, working methods and procedures. Further work remains to be done on two of the initiatives, those concerned with internal controls and the Enterprise Resource Planning (ERP) system, both of which are on track according to their respective work plans. From the intensive process of the SRP, we have been moving to a state in which we strive for continuous improvement through continual monitoring, review and innovation in relation to all our administrative and management procedures.
66. The **New Conference Hall Project** is progressing well and entering the exciting stage when we start to have an idea of how the building will look when completed. The decision to take over the direct responsibility for the worksite in July 2012 has brought with it greatly increased management responsibilities to which the staff have responded remarkably. We plan for the New Conference Hall to be completed and commissioned in time for the meeting of the Assemblies in 2014.

7. Strategic Goal VIII: A Responsive Communications Interface between WIPO, its Member States and all Stakeholders

8. Strategic Goal IX: An Efficient Administrative and Financial Support Structure to enable WIPO to deliver its Programs



The Year in Review  
**2013**

During the twelve months since the 2012 Assemblies, WIPO welcomed 26 new adherences by 22 countries to the **international treaties** we administer.

67. In the area of conference services and ICT, we have introduced webcasting and VoD (Video on Demand) for the proceedings of all major WIPO meetings. This has had the effect of increasing transparency, facilitating the passive participation of a much greater audience and enhancing the richness of the record of meetings available on our website.
68. An important step has been undertaken in the launch of a process to achieve ISO 27001 certification. ISO 27001 Information Security Management Certification will provide a greatly increased level of assurance to WIPO stakeholders that confidential information is properly handled and is secured to the greatest extent possible.
69. The adoption of the WIPO Language Policy by the Member States has resulted in an increase of 53% in the number of pages translated by our Language Service. To ensure that this additional workload is smoothly absorbed, we have concentrated on the enhanced use of computer-assisted translation and terminological tools and have relied to a greater extent on out-sourced translation services.
70. It has been a year of great activity for our Human Resources Management Department, which has brought the process of regularization of our long-serving short-term staff to near completion, managed the implementation of the reform of the Staff Rules and Regulations (SRR) approved by the Member States at the 2012 Assemblies; overseen the drafting of a revision of our internal justice system that will be considered by the 2013 Assemblies; eliminated outstanding recruitment backlogs and reduced the time from decisions to recruit to the introduction of newly appointed staff to the Organization; overseen steady, if slow improvements in geographical and gender balance in the staff; and undertaken a major exercise of organization design with the aim of achieving a better fit of staff skill profiles to post requirements.
71. The very positive results achieved by the Organization in the past year have only been possible as a result of the constructive engagement, commitment and support of the Member States and of the professionalism and dedication of the staff. I should like to express my gratitude for this to the Member States and to the women and men who have contributed so much to WIPO as staff members.



Francis Gurry  
Director General





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