

Successful Cases of Linking Intellectual Property and Business

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Encouraging creativity and innovation



WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION

Case Studies

Research

To obtain practical information based on actual cases of successful use of intellectual property to help develop policies and practical measures to improve its use.

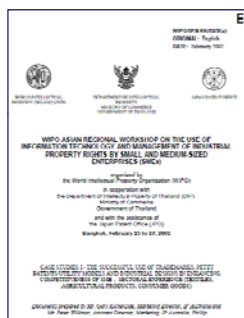
Outreach & Education

To promote a better understanding of abstract legal concepts through concrete and inspiring stories describing the successful use of intellectual property by creators and entrepreneurs.



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WIPO Case Studies



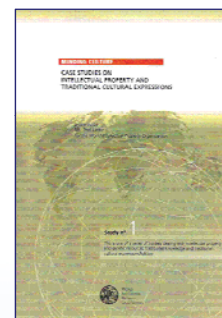
Official Documents



Website



WIPO Magazine



Publications



Documentaries



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- Consortium of stakeholders led by EIPO established in 2004 to capture intangible value of selected fine coffees through strong branding;
- Trademark registration of Harrar, Sidamo & Yirgacheffe in 36 countries;
- Royalty-free licensing scheme and extensive cooperation network;
- Trademark opposition.

“Our coffee is grown on four million very small plots of land. Setting up a certification system would have been impracticable and too expensive. Trademarking was more appropriate to our needs. It was a more direct route offering more control.”



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SAIGON COSMETICS CORPORATION

- 200+ trademarks and industrial designs essential for product recognition in highly competitive cosmetics market;
- Extensive use of licensing;
- Experience in IPR enforcement;

“Without investing in the protection of our IP assets, it would have been significantly easier for free riders to take advantage our ingenuity, creativity and reputation making it more difficult if not impossible, for the company to establish itself as a leader in cosmetics manufacturing in Viet Nam”



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Case Studies at the Japan Office

- Database;
- Collection of new case studies from the Asia-Pacific Region;
- Documentaries on Japanese IP success stories.



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Database

- Based on Japan's proposal "Web-based Experience Sharing on Successful Cases of Linking Intellectual Property and Business" (CDIP/3/8);
- One-stop shop;
- Multi-faceted classification.



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Database Structure

Similar structure to WIPO IP Outreach Databases:

- Basic search for quick and easy access;
- Advanced search for more targeted and complex needs;
- Free text search;
- RSS feed.

A screenshot of a search interface. At the top, there are four icons: a person's face, a lightbulb with the word 'every', a sun with the number '365', and two red tags. Below the icons are two tabs: 'Basic Search' and 'Advanced Search'. Under 'Basic Search', there are two dropdown menus. The first is labeled 'Category:' and has 'Any' selected, with options 'IP Creation', 'IP Crime', and 'IP Use and Awareness'. The second is labeled 'Outreach Tools:' and has 'Any' selected, with options 'Awards / Scholarships / Grants', 'Brochures / Guides', 'Campaign', 'Camps', 'Cartoon Animations / Comics', 'Case Studies', and 'Clubs'.

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Case Study Structure

Based on the Intellectual
Creation Cycle:



- Background on the creator, inspiration and R&D process;
- IPRs acquired;
- Licensing / commercialization
- Business results including profit and reinvestment;
- Enforcement of IPRs (if any)
- Lessons learned.



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Case Study Collection

Successful use of IP in Asia-Pacific Region by:

- Academia (based on WIPO's University Initiative)
- Businesses (follow-up to 2005 WIPO/ASEAN study)



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Documentaries

Part of the IP Creators series produced to aid public understanding of IP through interviews with creators and innovators talking about their work, their source of inspiration and their experience with the IP system.



Dr. Ovadje (Nigeria)



Dr. Barba (Philippines)



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