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Tenth Session

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INCREASING AWARENESS OF AND BUILDING RESPECT FOR INTELLECTUAL PROPERTY RIGHTS: THE JORDANIAN EXPERIENCE

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ABSTRACT

The present document describes an initiative launched by the Industrial Property Protection Directorate (IPPD), Ministry of Industry, Trade and Supply, Jordan¹, to measure the success and impact of the Cartoon entitled "Intellectual Property - Protection for You and for Me". Jointly produced by the League of Arab States (LAS) and the World Intellectual Property Organization (WIPO), the Cartoon was intended as a tool for increasing awareness of the importance of the protection of intellectual property rights (IPRs) in the Arab Region. Specifically, it aimed at increasing consumer awareness of the adverse effects of counterfeiting and piracy. During the ninth session of the WIPO Advisory Committee on Enforcement (ACE/9), IPPD emphasized the need for a mechanism to assess the impact of promotional tools used in increasing awareness of, and building respect for IPRs. A statistical and empirical analysis is considered a prerequisite for any specific recommendations based on feed-back from intellectual property (IP) users and stakeholders in Jordan. IPPD also proposed that this experience be extended to other Arab countries through the LAS Intellectual Property and Competitiveness Department (IPCD).

* The views expressed in this document are those of the authors and not necessarily those of the Secretariat or of the Member States of WIPO.

¹ See <http://www.mit.gov.jo/EN>.

I. INDUSTRIAL PROPERTY PROTECTION DIRECTORATE (IPPD)

1. As is the case in various countries, modernizing national IP systems is a significant challenge. In modernizing its IP system and establishing competent government bodies, Jordan followed an integrated development approach which included, *inter alia*, the improvement of administrative, legislative, IT, training and other activity frameworks.

2. IPPD is the competent authority in respect of industrial property rights, covering trademarks, patents, industrial designs and geographical indications. It is responsible for disseminating an IP culture and increasing awareness of IP rights and obligations amongst small and medium-sized enterprises (SMEs) as well as consumers. IPPD is also tasked with the registration and maintenance of industrial property rights with respect to trademarks, patents, industrial designs and geographical indications. In addition, it supervises the publication of patent-related information and contributes to the promotion of innovation and creativity.

3. As an IPR granting authority, IPPD does not participate directly in enforcement operations. However, in recent years, it helped facilitate various training activities for government enforcement bodies such as the Public Security Directorate, General Customs Department, the Judiciary, as well as the Jordan Standards and Metrology Organization. In addition, IPPD collaborates closely with the Jordan Department of the National Library and Copyright Office.

4. Among its activities, IPPD provides easy access to its databases for both public and private sectors. In this regard, WIPO's assistance, through national training activities, contributed positively to improving staff skills and competencies in various enforcement bodies.

II. BUILDING RESPECT FOR INTELLECTUAL PROPERTY RIGHTS

5. IPPD collaborated closely with the WIPO Building Respect for IP Division with the objective of increasing awareness of the benefits and importance of IP as well as building respect for the IP system across different sectors of society. In this context, a WIPO Regional Workshop on Building Respect for Intellectual Property (IP) was organized in Amman, Jordan, from June 25 to 27, 2013. Participants included 60 officials from Jordan and other Arab countries.

6. The Workshop focused on capacity building among government enforcement officers and awareness raising of the importance and role of IP in economic and social development. It also aimed at enabling participants to develop national mechanisms for increasing awareness of IPRs and means for further strategic cooperation among the public and private parties concerned.

7. In addition, IPPD participated actively in the WIPO-LAS Regional Workshop on Building Respect for Intellectual Property in Cairo, Egypt, on May 26 and 27, 2015. This was an opportunity for LAS Member States to exchange ideas, information and experiences in respect of public awareness campaigns and strategies for building respect for IP.

III. CARTOON ASSESSMENT PROJECT

8. The Cartoon entitled "Intellectual Property - Protection for You and for Me", is a four-part animated movie (60 seconds for each part) that features, in a light and funny style, the importance of respect for IPRs around four themes, namely:

- (i) Trademarks;
- (ii) Counterfeit trademarks and public health;
- (iii) Copyright and related rights;
- (iv) Online piracy.

9. During ACE/9, in Geneva, IPPD announced the launch of a national assessment initiative to measure the success of various awareness tools. The assessment project also covered the Cartoon jointly produced by LAS and WIPO and intended as a tool for increasing consumer awareness of the adverse effects of fraud and counterfeiting, as well as for disseminating a culture of respect for IP in Arab countries.

10. This assessment project seeks to measure the success of promotional tools, through an empirical approach to collect feed-back from the public and IP professionals. The objective is to improve the quality of promotional tools and ensure its success.

11. IPPD prepared a questionnaire consisting of an introduction on the Cartoon followed by a first set of questions to be answered before watching the Cartoon and a second set for after watching.

A. TARGET GROUPS:

12. The following target groups were selected:

- (i) Private sector, particularly SMEs;
- (ii) General public;
- (iii) Younger public (middle and secondary school); and
- (iv) Law enforcement officials.

B. RATIONAL FOR SELECTING TARGET GROUPS

13. Target groups were selected based on the following considerations:

- (i) Private sector: to encourage the private sector to better use the IP system and better understand its role in economic development and the adverse effect of fraud;
- (ii) General public: to increase awareness of, and build respect for IPRs and their value;
- (iii) Younger public (middle and secondary school): to prepare for a future generation of local innovators and creators; and
- (iv) Law enforcement officials: to increase awareness of IP, improve the fight against piracy, prosecute offenders, and strengthen legal procedures and their social and economic effects on society.

14. The Cartoon was viewed by around 700 persons from all target groups. Questionnaire replies were collected during awareness-raising workshops, science fairs and various other events. The Jordanian Chambers of Commerce and Industry played a key role in the successful feature of the Cartoon and the distribution of the questionnaire.

15. A statistical analysis was undertaken covering the responses received from various target group viewers. Comments suggested mainly:

- (i) To increase awareness activities in the field of IP, using modern and diversified tools;
- (ii) To include IPR in school programs and university curricula;
- (iii) To focus on economic adverse effects and prejudice caused by acts of counterfeiting and piracy;
- (iv) To design specialized scientific material adapted to each target group; and
- (v) To feature court rulings from IPR infringing cases.

C. PROJECT OUTCOME

16. The main results of this project are:

- (i) The establishment of a work-plan for increased and extended awareness-raising activities covering all provinces;
- (ii) The start of the preparation of booklets and leaflets adapted to each target group, which would meet expectations and encourage better respect for IPRs;
- (iii) The development of a work-plan for the integration of IP in public curricula; and
- (iv) The holding of capacity-building for enforcement bodies, including Customs, Public Security Directorate and the Jordan Standards and Metrology Organization.

IV. CONCLUSION

17. In addition to ongoing initiatives and activities, more work is needed to improve the quality of IP awareness-raising tools and materials in the Arab Region. Modern promotional material needs to be prepared which respond to public expectations and accurately address each target group. Success in these endeavors will require joint efforts on the national and/or international level.

[Annexes follow]



Industrial Property Protection
Directorate, Ministry of Industry,
Commerce and Supply

Cartoon:

"Intellectual Property - Protection for you and
for me"

**Statistical report on the cartoon entitled
"Intellectual Property - Protection for you and for me"**



Statistical report on the cartoon entitled "Intellectual Property- Protection for you and for me"

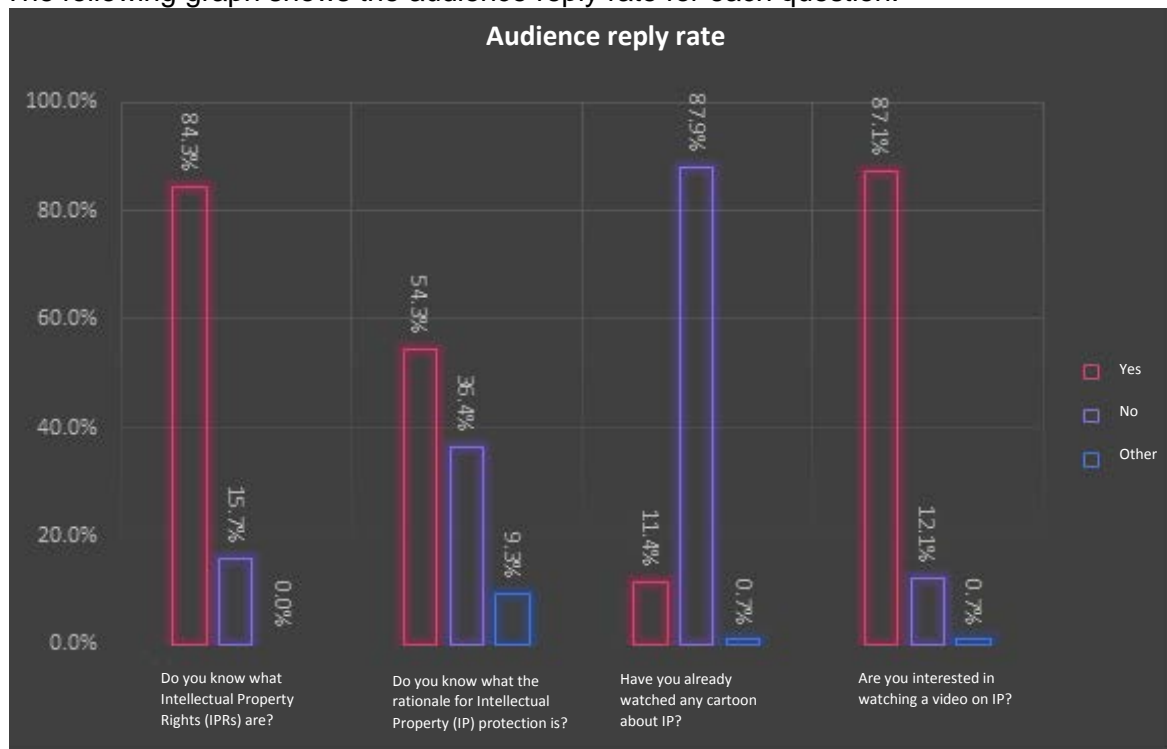
A cartoon entitled "Intellectual Property - Protection for you and for me" was screened at Chamber of Commerce of Amman during 4 sessions on April 11, 2015. 140 participants from the public and the private sector watched the cartoon. Two questionnaires were distributed to the participants, one before and another after the screening. 140 replies were collected in order to determine how much the participants benefited from the cartoon content, to know their opinions and to take those opinions into account in developing methods and tools for raising awareness about Intellectual Property Rights (IPRs).

Before watching the cartoon, a questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
1	Do you know what Intellectual Property Rights (IPRs) are?	84.3%	15.7%	0.0%
2	Do you know what the rationale for Intellectual Property (IP) protection is?	54.3%	36.4%	9.3%
3	Have you already watched any cartoon about IP?	11.4%	87.9%	0.7%
4	Are you interested in watching a video on IP?	87.1%	12.1%	0.7%

The following graph shows the audience reply rate for each question:

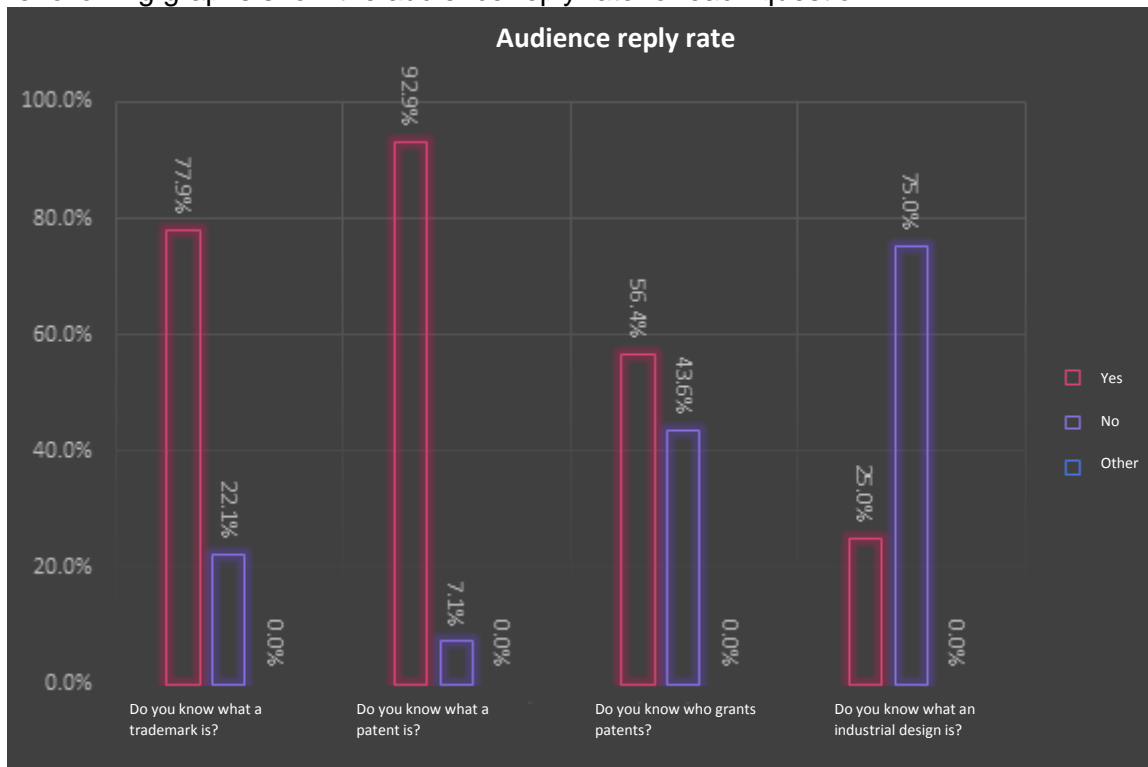




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
5	Do you know what a trademark is?	77.9%	22.1%	0.0%
6	Do you know what a patent is?	92.9%	7.1%	0.0%
7	Do you know who grants patents?	56.4%	43.6%	0.0%
8	Do you know what an industrial design is?	25.0%	75.0%	0.0%

The following graphs show the audience reply rate for each question:

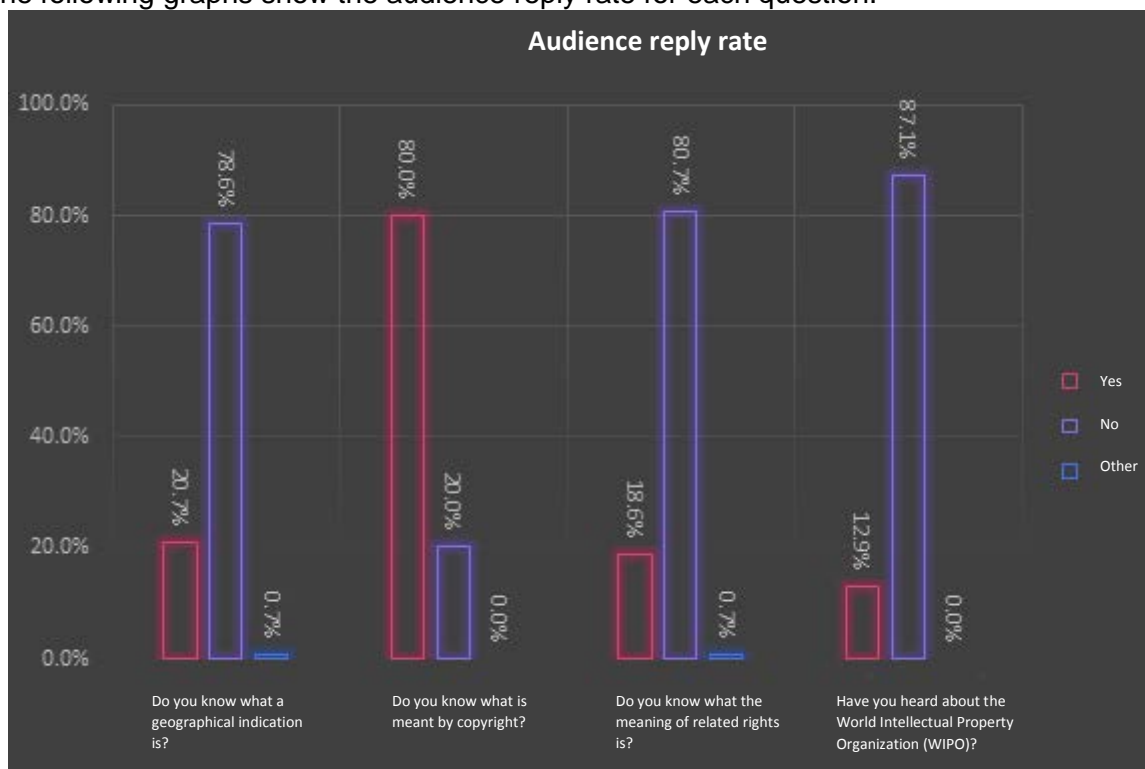




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
9	Do you know what a geographical indication is?	20.7%	78.6%	0.7%
10	Do you know what is meant by copyright?	80.0%	20.0%	0.0%
11	Do you know what the meaning of related rights is?	18.6%	80.7%	0.7%
12	Have you heard about the World Intellectual Property Organization (WIPO)?	12.9%	87.1%	0.0%

The following graphs show the audience reply rate for each question:



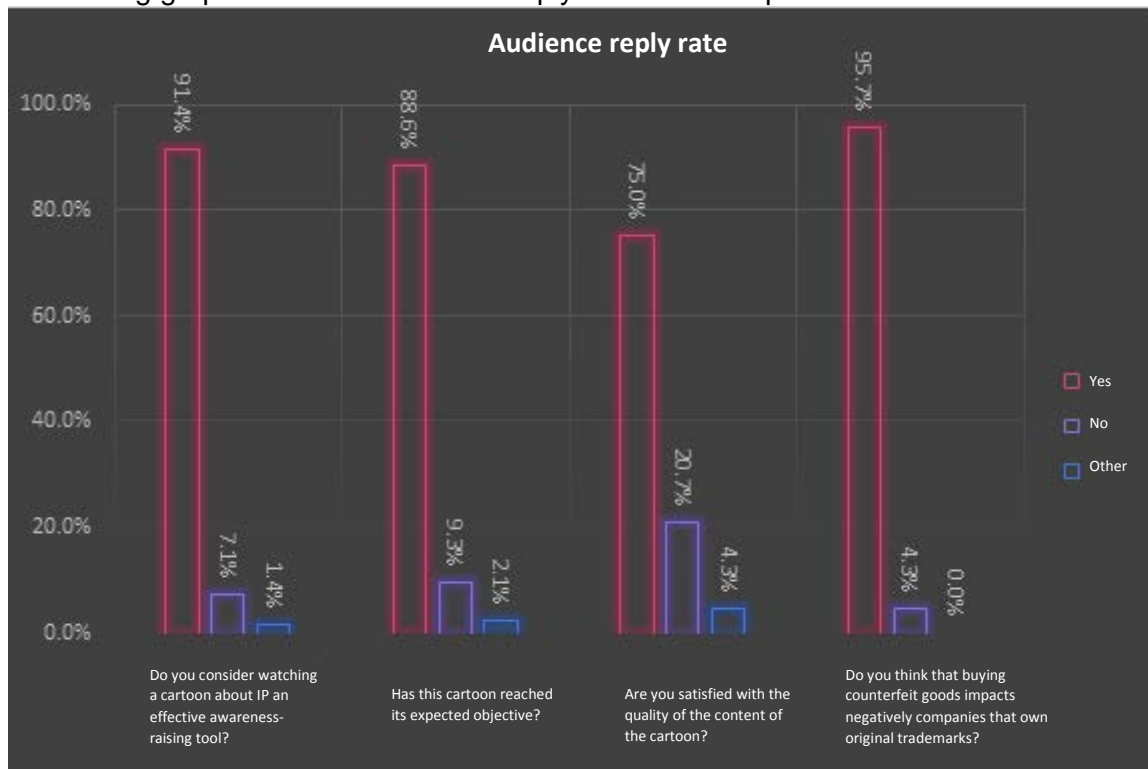


After watching the cartoon, another questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	After the sceening of the cartoon	Yes	No	Other
1	Do you consider watching a cartoon about IP an effective awareness-raising tool?	91.4%	7.1%	1.4%
2	Has this cartoon reached its expected objective?	88.6%	9.3%	2.1%
3	Are you satisfied with the quality of the content of the cartoon?	75.0%	20.7%	4.3%
4	Do you think that buying counterfeit goods impacts negatively companies that own original trademarks?	95.7%	4.3%	0.0%

The following graphs show the audience reply rate for each question:

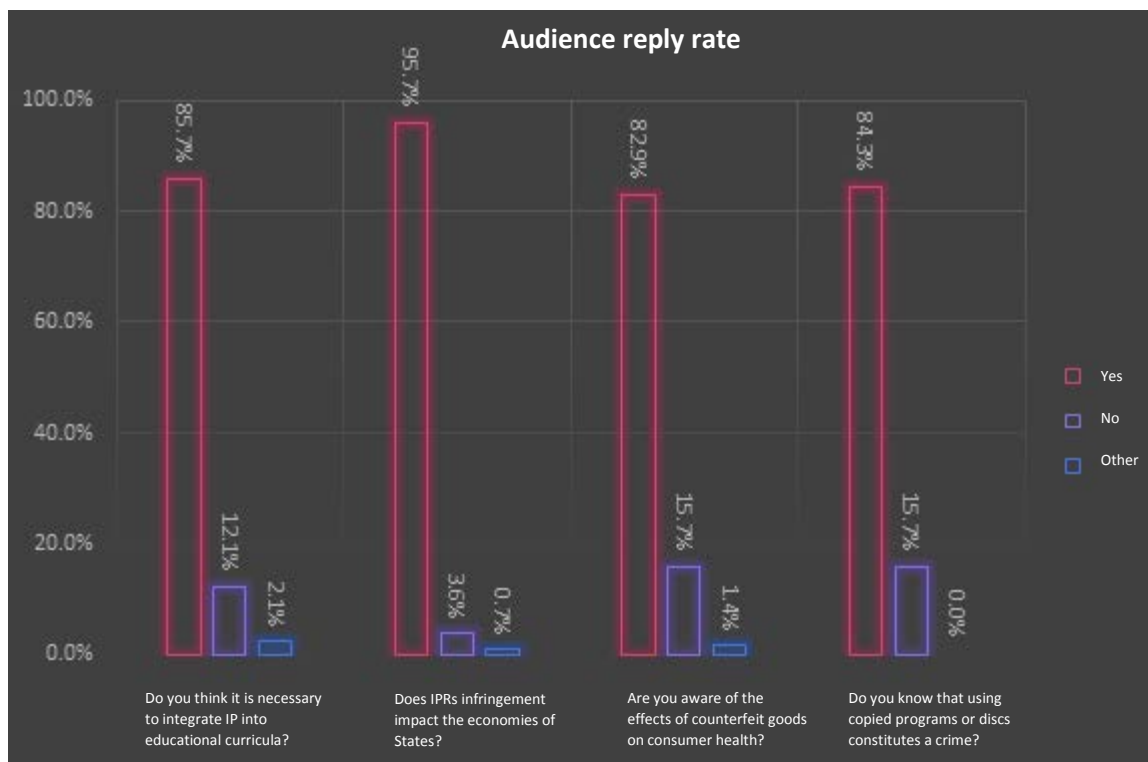




The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
5	Do you think it is necessary to integrate IP into educational curricula?	85.7%	12.1%	2.1%
6	Does IPR infringement impact the economies of States?	95.7%	3.6%	0.7%
7	Are you aware of the effects of counterfeit goods on consumer health?	86.9%	15.7%	1.4%
8	Do you know that using copied programs or discs constitutes a crime?	84.3%	15.7%	0.0%

The following graphs show the audience reply rate for each question:





We received some observations and recommendations after the screening of the cartoon

Positive observations:

1. Very simple and expressive.
2. Conveys the targeted idea very well.
3. Concise cartoon that clarifies IP and the negative effect of IP infringement on both economy and individuals.
4. Thank you for this effort.
5. The cartoon is successful and has conveyed the IP idea, but more information is needed.
6. Excellent and wonderful.
7. Rather expressive.
8. Excellent, wonderful and successful in increasing awareness about IP.

Recommendations:

1. It would have been better if it was a film with real actors. It would have been more effective and would have reached more people.
2. It would have been better if it reflected the case of real companies and others which counterfeited their products.
3. We expect a change and tangible actions rather than words and theories.
4. Young people need education and training on IP to grasp the actual idea of the subject matter and improve its understanding among all individuals.
5. Please try to produce such a cartoon in Jordanian dialect to encourage Jordanian works in this field.
6. I suggest prosecuting counterfeiters to preserve the country's economy and protect the consumer.
7. IP protection must be taught in universities.
8. Please adapt the content to the targeted audience, its dialect and its culture.
9. Please provide a cartoon which shows the harms induced by counterfeit products, with the IP and right decisions being clarified in advance.



10. It would have been better if an original product and a counterfeit one were presented for awareness purposes.
11. Contradiction among people and every person who thinks that he has more rights than others, which is a big error of course. Many thanks for the cartoon.
12. The cartoon was very targeted, covered multiple aspects of the subject and showed the importance of IP in preserving the rights of individuals and the importance of economy for different States. Thank you.
13. Must deal with deeper subjects.
14. It would have been better if the cartoon had been in Jordanian dialect.
15. Cartoon lacks clarification about IP laws.
16. I propose to add useful information to the cartoon in order to increase knowledge about the subject.
17. Highlight the rationale and clarify information.
18. I expect a better presentation to inform about IP rights.
19. The cartoon must be longer. Thank you.
20. I wish this cartoon to be a real film produced in Jordanian dialect or in classical Arabic by the Ministry of Industry, Trade and Supply.
21. Screen this cartoon through different media.

Observations:

1. I do not consider it to be necessary to integrate this aspect into educational curricula, but it would be appropriate to explain it during the school year. More clarification is needed about the products presented in the cartoon, whether original or counterfeit.
2. There is some exaggeration in the cartoon.
3. The cartoon seems somewhat exaggerated. The awareness about IP should be done in a complete manner.
4. The material screened has not reached its objective and has not shown very harmful effects that may prevent people from using counterfeit products.
5. Should present more examples.
6. This cartoon is designed for school children and students, not for the whole of society.



7. There are many concrete examples that could be used and may impact society much more than a cartoon, which means that a bigger effect could be induced by making a real film showing people who experience the problem of IP infringement.
8. The cartoon was boring in general and was not at the expected level. It targeted only young people. It covered some important aspects, but not the most important ones. It was also based on a comedy style. In my opinion, it should include some scenes on the consequences of not protecting IP and the impact of IP infringement.



Industrial Property Protection
Directorate, Ministry of Industry,
Commerce and Supply

Cartoon:

"Intellectual Property - Protection for you and
for me"

**Statistical report on the cartoon entitled
"Intellectual Property - Protection for you and for me"**



Statistical report on the cartoon entitled "Intellectual Property - Protection for you and for me"

A cartoon entitled "Intellectual Property - A protection for you and for me" was screened at the Chamber of Commerce of Amman in 4 sessions on March 9 and 10, 16 and 17, 23 and 24 and 30 and 31, 2015. 94 participants from the public and private sector watched the cartoon. Two questionnaires were distributed to the participants, one before and another after the screening. 94 replies were collected in order to determine how much the participants benefited from the cartoon content, to know their opinions and to take those opinions into account in developing methods and tools for raising awareness about Intellectual Property Rights (IPRs).

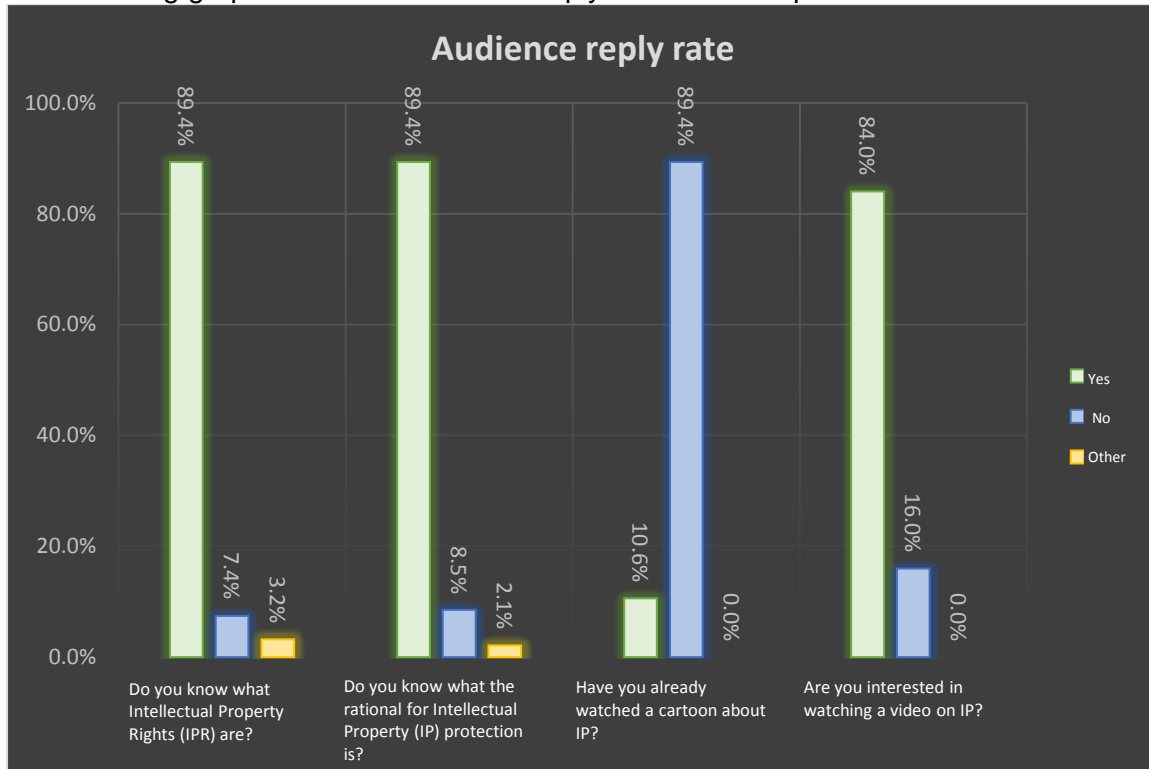
Before watching the cartoon, a questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
1	Do you know what Intellectual Property Rights (IPRs) are?	89.4%	7.4%	3.2%
2	Do you know what the rationale for Intellectual Property (IP) protection is?	89.4%	8.5%	2.1%
3	Have you already watched any cartoon about IP?	10.6%	89.4%	0.0%
4	Are you interested in watching a video on IP?	84.0%	16.0%	0.0%



The following graphs show the audience reply rate for each question:

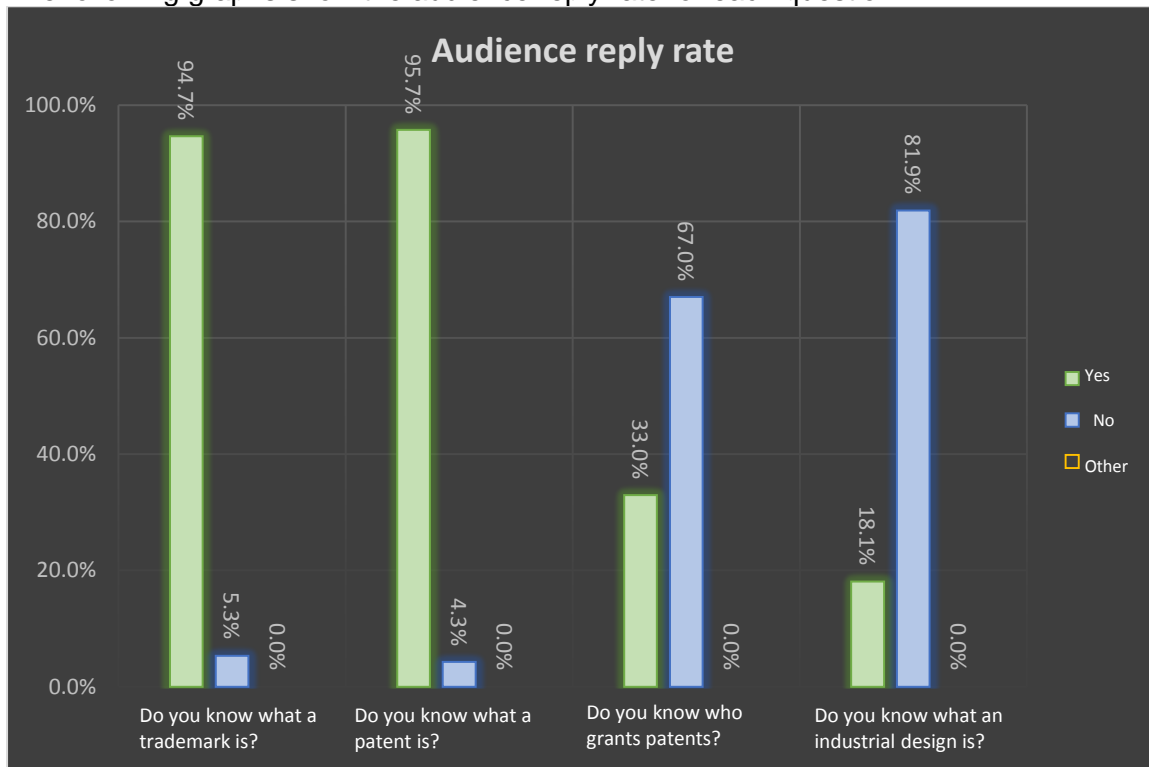




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
5	Do you know what a trademark is?	94.7%	5.3%	0.0%
6	Do you know what a patent is?	95.7%	4.3%	0.0%
7	Do you know who grants patents?	33.0%	67.0%	0.0%
8	Do you know what an industrial design is?	18.1%	81.9%	0.0%

The following graphs show the audience reply rate for each question:

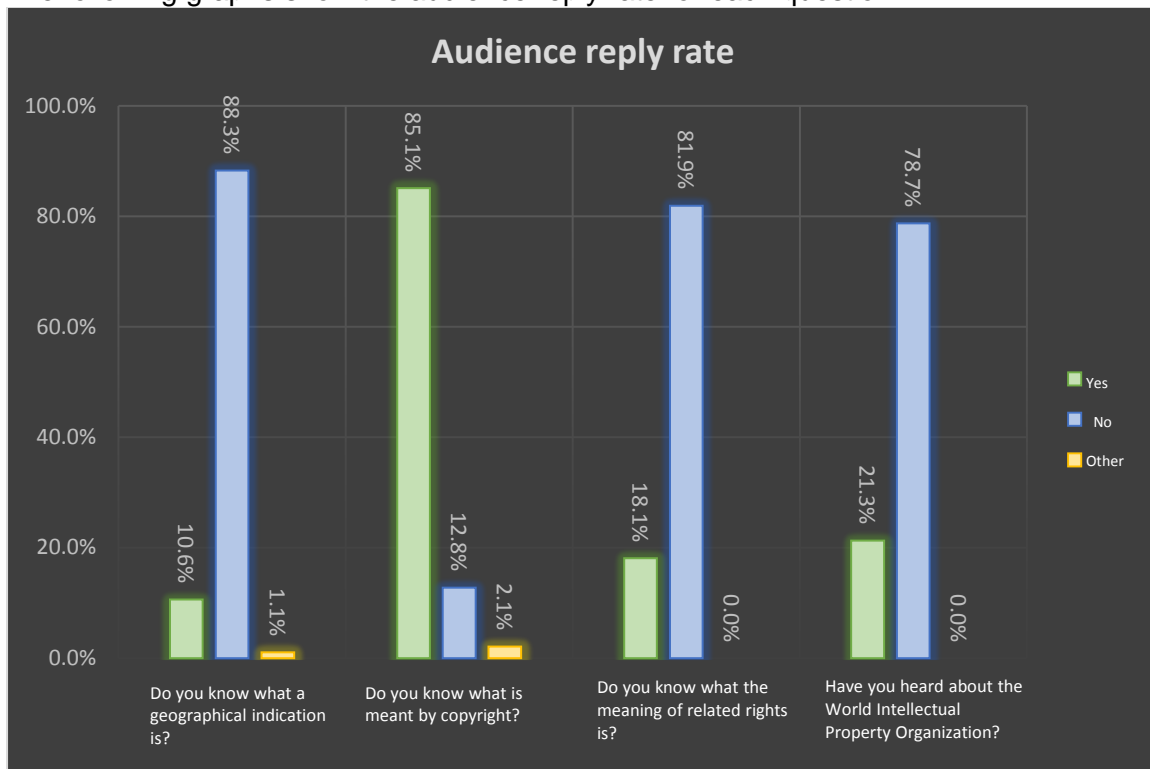




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
9	Do you know what a geographical indication is?	10.6%	88.3%	1.1%
10	Do you know what is meant by copyright?	85.1%	12.8%	2.1%
11	Do you know what the meaning of related rights is?	18.1%	81.9%	0.0%
12	Have you heard about the World Intellectual Property Organization (WIPO)?	21.3%	78.7%	0.0%

The following graphs show the audience reply rate for each question:



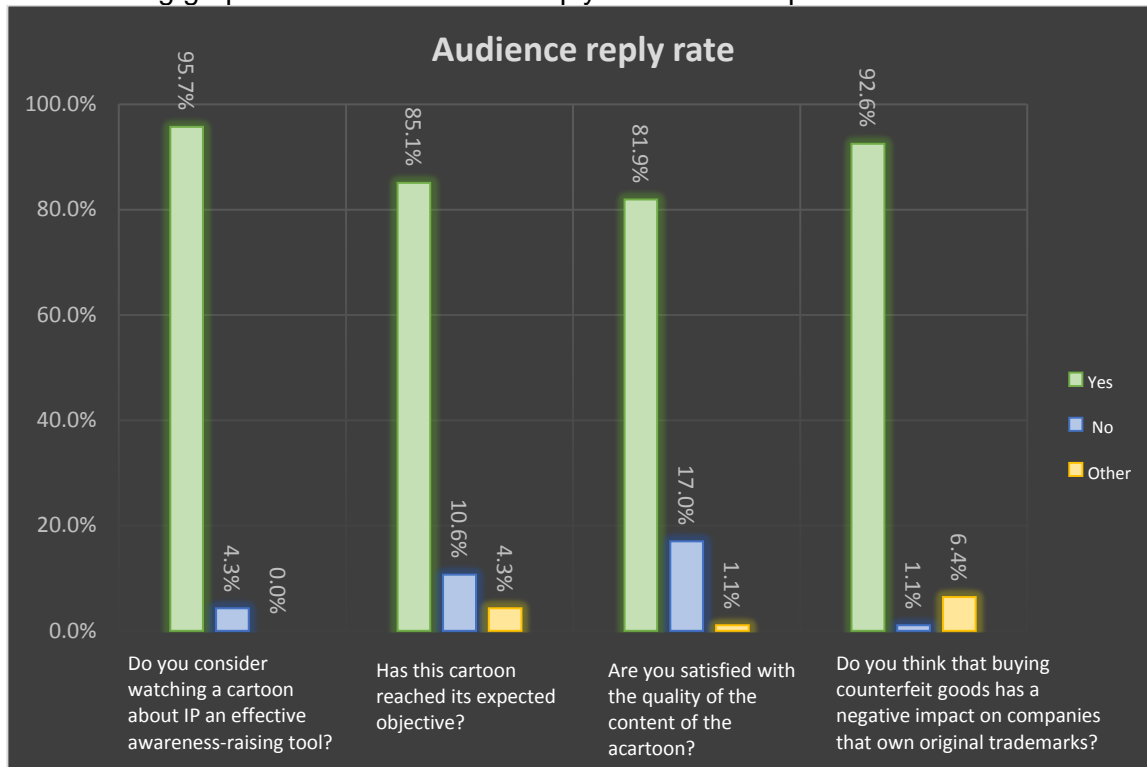


After watching the cartoon, another questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
1	Do you consider watching a cartoon about IP an effective awareness-raising tool?	95.7%	4.3%	0.0%
2	Has this cartoon reached its expected objective?	85.1%	10.6%	4.3%
3	Are you satisfied with the quality of the content of the cartoon?	81.9%	17.0%	1.1%
4	Do you think that buying counterfeit goods has a negative impact on companies that own original trademarks?	92.6%	1.1%	6.4%

The following graphs show the audience reply rate for each question:

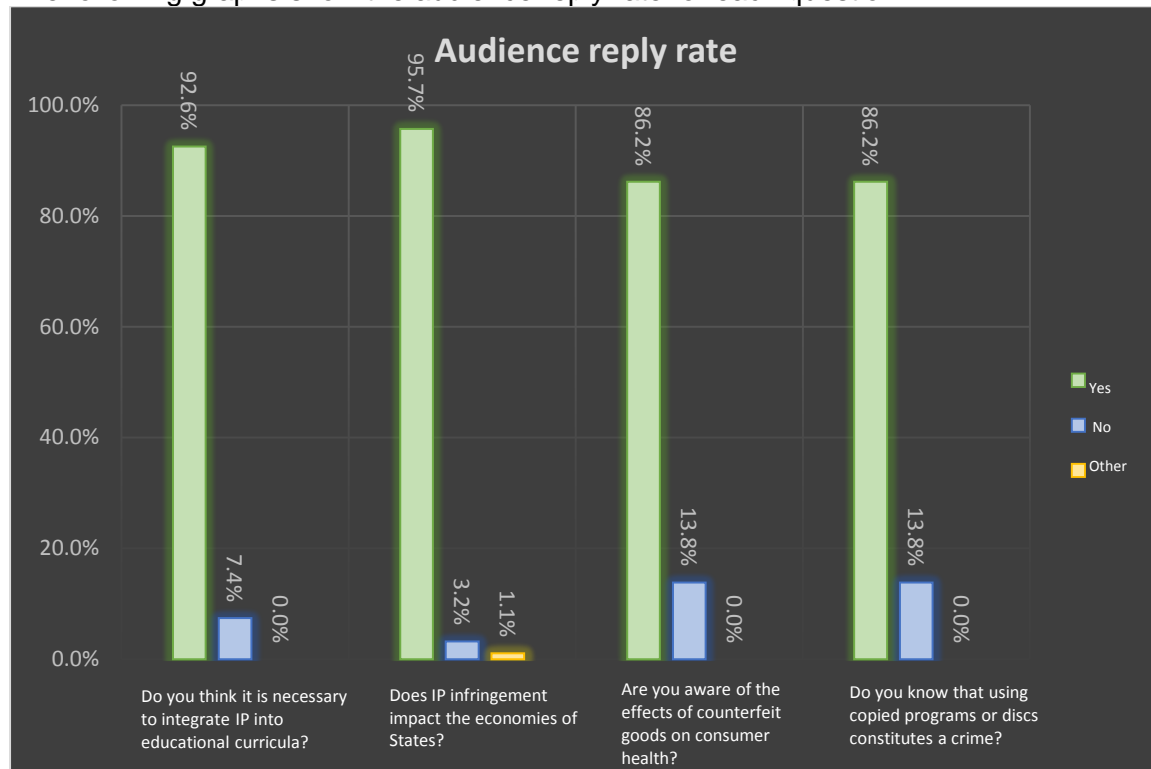




The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
5	Do you think it is necessary to integrate IP into educational curricula?	92.6%	7.4%	0.0%
6	Does IPR infringement impact the economies of States?	95.7%	3.2%	1.1%
7	Are you aware of the effects of counterfeit goods on consumer health?	86.2%	13.8%	0.0%
8	Do you know that using copied programs or discs constitutes a crime?	86.2%	13.8%	0.0%

The following graphs show the audience reply rate for each question:





We received some observations and recommendations after the screening of the cartoon

Positive observations:

1. The cartoon is expressive and sufficient.
2. Many thanks to everyone who contributed to this work.
3. The cartoon's idea is good.
4. Cartoons are very important.
5. The cartoon proved clearly the aim of IP.
6. Good cartoon with a clear and concise message.

Recommendations:

1. It would be better if the cartoon explained in brief the legal consequences of IPR infringement and the probable consequences for the infringer. It would be better also to add a legal opinion and try to resolve IP infringement phenomena.
2. Why not reduce custom taxes on original products in order to compete with counterfeit products?
3. The cartoon should include voices of actors from each country and be screened in other Arab countries.
4. Indicate the procedure to get IP protection and the Authority that grants such protection in Jordan.
5. The cartoon is in Egyptian dialect. It would be better if it was in classical Arabic. There are firms in Jordan able to make a better cartoon and submit it to the League of Arab States for approval. It is an obsolete cartoon in terms of form and content.
6. I hope that awareness-raising activities would be extended to all advertising media to reach a larger number of people in order to raise their awareness on the rights of producers and intellectuals and incite infringers not to violate IPRs.
7. It would be better to screen it many times, if possible, as people may not grasp the idea in the first screening.
8. Please focus on religious ethics to prohibit these practices.
9. The cartoon should be longer.



10. Please publish it on websites.
11. Raise the awareness of Jordanian society in general on IP using diverse advertising tools and mass media, especially the Internet.
12. Educate people or this cartoon audience about sanctions for people buying counterfeit products.
13. I should like this cartoon to be in Jordanian dialect and to get in touch with Jordanian artists such as Zaydoon Karadsheh.
14. Add contact information, such as a phone number or a website, at the end of the cartoon.

Observations:

1. This cartoon did not affect me and I felt that it is prosaic. My convictions concerning IP stem from the fact that stealing the thoughts and works of other is religiously prohibited. We have to focus on this matter.
2. IP, IP enforcement in Jordan and IP benefits should be explained first, if possible.
3. Films have a more realistic effect than cartoons, there are real examples about the harms caused by counterfeit goods.
4. Despite awareness-raising campaigns, people will always look for less expensive goods, even if they are fake.
5. There is some exaggeration in the cartoon.