

Committee on Development and Intellectual Property (CDIP)

Twenty-Ninth Session
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COMPILATION OF WIPO CASE STUDIES ON INTELLECTUAL PROPERTY MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES

prepared by the Secretariat

1. During the 28th session of the Committee on Development and Intellectual Property (CDIP), when discussing the agenda item “IP and Development” and subsequently the Future Work, the Committee “*requested the Secretariat to prepare a compilation of case studies on IP Management by SMEs, for its consideration at the next session of the CDIP*” (para. 9 of the [Summary by the Chair of the CDIP/28](#)).
2. To respond to that request, the Secretariat has compiled a selection of case studies and success stories obtained from various areas of WIPO, that showcase the use of IP rights by Small and Medium-sized Enterprises (SMEs). The compilation is contained in Part I of the Annex to this document.
3. Although some of the examples provided in the Annex may not strictly qualify to be case studies on IP management, they have been compiled to provide a comprehensive overview to the Committee, in a harmonized way, on how IP is used by entrepreneurs, inventors and creators, to add value to their products, support business growth, create employment and promote economic development.
4. In addition to the examples contained in Part I, WIPO regularly features case studies and success stories on the use of IP through a number of channels, such as for example: the [IP Advantage Database](#), [IP at Work](#) series, and the [Women in Green](#) interviews. The information about these channels is contained in the second part of the Annex.

5. *The CDIP is invited to take note of the information contained in the Annex to this document.*

[Annex follows]

Part I: Overview of WIPO Case Studies / Success Stories on IP Management by SMEs

NAME AND BRIEF DESCRIPTION OF THE CASE STUDY	COUNTRY	RELATED IP FIELD	LINK TO THE FULL CASE STUDY
<p>Designing Smart Urban Energy Solutions: “SunScreen” is a road-side wall that acts as an extremely effective noise barrier and generates solar power. The success story shows how design rights for “SunScreen” put the company in a great position to start distributing its design around the world.</p>	France	Industrial designs	https://www.wipo.int/hague/en/stories/hague_system_stories_techs_afe.html
<p>Connecting People with Design and Technology: “Neomano” is a wearable robotic glove that enables people with hand paralysis to perform everyday actions. The success story looks at how securing their innovative design allowed the company to obtain protection in many of the world’s major markets.</p>	Republic of Korea	Industrial designs	https://www.wipo.int/hague/en/stories/hague_system_stories_neofect.html
<p>Diving Deeper into Design with Seacsub: The success story is about the revolutionary design of “Unica”, a full-face snorkeling mask that makes snorkeling a comfortable, natural and enjoyable experience. With a protected design, the mask saw an ever-increasing demand and within no time became available even in supermarkets and toyshops.</p>	Italy	Industrial designs, Patents	https://www.wipo.int/hague/en/stories/hague_system_stories_seacsub.html
<p>Rocksteady Coffee and the Journey Growing Some of the World’s Finest Coffee: In the interview, the creator of the famous company Rocksteady Coffee – Ricardo Forbes – discusses the significance of the Blue Mountain Coffee Geographical Indication for his business and the importance of IP in developing his gourmet operation.</p>	Jamaica	Geographical indications	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/rocksteady.html
<p>LAM Leather Bags: Embracing Tradition: It is common in the luxury goods market to find robust IP portfolios behind famous brands. These IP portfolios tend to be worth a substantial amount of entire companies. With this in mind, LAM knew that IP would play a significant role in its branding strategy. The case study demonstrates how a trademark protection became an essential first step in the company’s strategic planning.</p>	Bahrain	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/lam_leather.html

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<p>The Icing on the Cake: A Smart Solution for Food Transportation: Business Change and Project Manager Patience Nwodu launched Chibu Reusable Carriers in February 2019. In the interview, Ms. Nwodu explains why she created Chibu, how it offers a stress-free solution to common cake-transportation problems and the different ways that IP is supporting her in achieving her business goals.</p>	United Kingdom	Trademarks, Industrial designs	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/chibu.html
<p>Technology and Innovation Support Center (TISC) Helps Aibo find its Feet: Once a startup with no IP to its name, Aibo has set up its IP management team and system. The case study showcases that a company can develop significantly thanks to its understanding of IP, its commitment to innovation and the specialized services offered by its local TISC. In just five years, IP has become central to Aibo's business model and is powering its development.</p>	China	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/aibo.html
<p>Windpact: Patented Impact Protection Technology: Windpact is a technology and applied science company focused on analyzing, designing, and implementing solutions to protect individuals against impact to make their lives safer. The case study showcases a clear example of a successful small business, which understands that investing in a robust IP strategy from the start is crucial to a company's success.</p>	United States of America	Trademarks, Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/windpact.html
<p>When Ideas Percolate: What started as one person's love for coffee has transformed into a full-fledged business venture. The case study highlights how having a registered trademark helped the company to obtain global recognition.</p>	The Philippines	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/jred.html
<p>What Once Was Lost is Now Found: The misplacement or unintended loss of personal possessions is a universal phenomenon. Looking to provide a new solution to this age-old problem, Tokyo-based startup MAMORIO Inc. developed a smart tracking tag and app to help people keep track of their belongings. The case study showcases that the company's success is largely based on three main points: design, function and branding.</p>	Japan	Industrial designs, Trademarks, Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/mamorio.html

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<p>CDK: Driving Sustainable Fashion in Bhutan: CDK is an emerging sustainable fashion line that gives a modern interpretation to traditional Bhutanese designs. The case study describes how company’s innovative design concepts, forward-thinking IP strategy and holistic approach make it one of Bhutan’s most exciting upcoming SME.</p>	Bhutan	Industrial designs	https://www.wipo.int/wipo_magazine/en/2021/01/article_0007.html
<p>Global Health Biotech: Bridging the Gap Between Science and Business: In the interview, Professor Keolebogile Shirley Motaung shared her story of translating research into a commercial asset. IP became the basis of the agreement with the University to spin-off her company.</p>	South Africa	Patents	https://www.wipo.int/wipo_magazine/en/2021/01/article_0006.html
<p>Energysquare Makes Wireless Recharging a Reality: Energysquare’s wireless-charging technology, Power by Contact®, offers a smart solution for charging multiple devices simultaneously. In the interview, the company’s Chief Executive Officer – Timothée Le Quesne – explains how the company has built its business model around its expertise and know how. Thanks to its large portfolio of patents, it is licensing its award-winning technology to major international electronics manufacturers.</p>	France	Patents	https://www.wipo.int/wipo_magazine/en/2021/01/article_0004.html
<p>IMBERLITA: Creating Value from Artisanal Handicrafts Through Branding: The case study features handicrafts of Imbert and shows how the registration of the IMBERLITA collective mark has had a positive impact on local artisans’ lives and businesses.</p>	Dominican Republic	Traditional knowledge, Collective marks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/imberlita.html
<p>Rethinking Wind Energy: Vortex Bladeless S.L. develops and markets bladeless wind turbines that do not require the shaft, gears, bearings or mechanisms found in standard wind turbines. The case study explains how the company protects its innovations and itself through industrial property, which has always been considered to be the backbone of its activity.</p>	Spain	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/vortex.html
<p>Re-thinking Herbal Supplements: Medika Natura Stands Apart: Medika Natura focuses on the development of botanical drugs and high-value herbal ingredients of Malaysian</p>	Malaysia	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/medika-natura.html

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origin. The case study elaborates on how the company uses IP protection to scale up and commercialize its products.			
EHang: The Sky's the Limit: Guangzhou EHang Intelligent Technology Co., Ltd. is a world-leading autonomous aerial vehicle ("AAV") technology company that develops AAV products and commercial solutions. In the interview, the company explains the significance of IP management for their business, as well as the IP challenges they faced in bringing their ideas to market.	China	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/ehang.html
XYZ Reality Brings Precision and Technology to Construction Sites: Thanks to technology developed by UK-based XYZ Reality Limited, engineers can now use augmented reality to visualize 3D models of complex structures, such as an entire building. The case study demonstrates how the company's strategic approach to IP protection provides it with the tools it needs to become a key player in the global market.	United Kingdom	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/xyz.html
GI Protection Revives Caper Production on Pantelleria: In the interview, Gabriele Lasagni, the Chief Executive Officer of Bonomi & Giglio, a leading producer of capers, explains how a geographical indication protection has supported the local caper production and enabled his company to thrive.	Italy	Geographical indications	https://www.wipo.int/wipo_magazine/en/2021/02/article_0005.html
Julius K9®: Harnessing Innovation to Meet Dog Lovers' Needs: In the interview, Gyula Sebő, Founder and the Chief Executive Officer of Julius K-9®, a leading canine accessories brand, explains why it is so important for companies like his to have a carefully crafted IP strategy in place from day one.	Hungary	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/2021/02/article_0004.html
JSC Laser Systems: Innovation as Collateral for Finance: The case study showcases the JSC Laser Systems, which is a leading Russian producer of laser and optoelectronic equipment with a wide range of industrial applications. Thanks to a new government funding mechanism for knowledge-intensive companies to develop their businesses,	Russian Federation	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/jsc-laser.html

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the company used its robust IP rights as collateral to secure funding.			
The Banano de Costa Rica Geographical Indication: Supporting Environmental Sustainability: Banana production is extremely important to Costa Rica’s economy, one of the world’s top banana-exporting nations. The case study elaborates on Banano de Costa Rica, which became the country’s first registered geographical indication, reflecting the distinctive quality of the fruit and producers’ strong commitment to social and environmental sustainability.	Costa Rica	Geographical indications	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/banano.html
Harvesting Fog to Relieve Water Shortages in Arid Regions: The case study demonstrates how a pioneering water technology called the CloudFisher® offers communities facing severe water shortages an affordable and sustainable source of clean water. CloudFisher® is a registered trademark held by the German Water Foundation, and the technology is protected with both utility models and patents.	Germany / Morocco	Patents, Utility models	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/cloudfisher.html
Oman: Pollinating Date Palms with Artificial Intelligence (AI) and Drones: Wakan Tech startup is transforming date production with AI, robotics and drones, making it a more cost-effective and attractive activity for new generations of date farmers. The case study shows that protecting its technology with IP enables the startup to secure the investors and the funding it needs to expand.	Oman	Patents, Copyright	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/oman_wakan.html
Treating Wastewater in the Philippines with Vigormin: Vigormin, a white powder comprising several organo-minerals, is improving wastewater treatment in the Philippines. The success story demonstrates why protecting Vigormin with the IP rights was important for the company.	The Philippines	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/vigormin.html
Eco-Friendly Bio-Latrines in Uganda: Turning Waste into High-Quality Fertilizer and Biogas: The success story is about Ugandan company Tusk Engineers, which is developing bio-latrines that are improving living standards in rural areas in Uganda. The company is in the process of protecting their	Uganda	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/uganda.html

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<p>innovation with an IP Certificate to prevent others from copying their work, as well as to license out the technology.</p>			
<p>Mauricio de Sousa Productions: Comic Success Underpinned by IP: The cartoonist’s company, MSP, has become a leading player in Brazil’s publishing market, with a product portfolio that extends well beyond comic books and includes animated films, stage shows, theme parks, computer games and cuddly toys. The case study demonstrates how copyright and trademark licensing of the artist’s cartoon characters underpin MSP’s business strategy.</p>	Brazil	Copyright, Trademarks	https://www.wipo.int/wipo_magazine/en/2021/03/article_0004.html
<p>Mootral: Saving the Climate, One Cow at a Time: The case study is about Mootral, a Swiss AgriTech startup, which produces natural feed supplement, significantly reducing greenhouse gas emissions from cows. This is a critical step in building a greener future. Mootral is covered by a number of patents. These rights protect the innovation and make it possible to exclude others from making, using and selling the invention.</p>	Switzerland	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/mootral.html
<p>Graphenel: Pioneering Graphene Production in Viet Nam: Graphenel JSC is a technology company with a novel approach to graphene production. In the interview, Jane Phung, who is responsible for the company’s international business development, discusses the company’s novel approach to graphene production, as well as the role that IP plays in supporting its ambition to become a leading industrial supplier of graphene-based materials.</p>	Viet Nam	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/2021/03/article_0005.html
<p>Transforming Waste Pulp into a New Feedstock for the Chemical Industry: South Africa’s wood pulp industry produces millions of tons of lignin, a waste wood component, which researchers from Stellenbosch University are converting into a new feedstock for the chemical industry. In the interview, they discuss their novel technology, as well as the importance for inventors to protect their work with IP.</p>	South Africa	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2021/transforming_pulp.html

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<p>Sustainable Storage: Eco-pallets Made from Flower Stems: Colombian-based Bioestibas, the first ecological pallet plant in Latin America, has found an ingenious way to transform the agricultural waste produced by the country's flower growers into high-performance eco-pallets. The case study explains how the company's IP strategy has allowed Bioestibas to strengthen its competitive advantage and enabled it to generate income from its technology, while also promoting the principles of sustainability and the circular economy.</p>	Colombia	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/bioestibas.html
<p>Foodics: Pairing the Food Industry with Technology: Foodics' real-time solution is digitalizing the hospitality service industry in Saudi Arabia. In the case study, Ahmad Al-Zaini and Mosab Al-Othmani of Foodics explain why it is so important for them to protect the financial investment they make in developing innovations with IP.</p>	Saudi Arabia	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/foodics.html
<p>Biodôme du Maroc Brings Renewable Energy to Local Farmers: Biodôme du Maroc is the first company in Morocco, specializing in recovering organic waste through natural treatment and environmentally friendly processes. In the case study, Dr. Beraich, the Chief Executive Officer of Biodôme du Maroc, elaborates on the mission of the company and the role of patents in strengthening the company's reputation as a provider of innovative solutions.</p>	Morocco	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/biodome.html
<p>Beewise: Out-of-the-box Thinking to Save the World's Bees: Saar Safra, the Chief Executive Officer of Israeli startup Beewise, is on a mission to save bees, using artificial intelligence, computer vision and robotics. In the interview, Mr. Safra discusses the role that IP plays in supporting small companies like Beewise, which are working to tackle some of the world's most pressing challenges.</p>	Israel	Patents	https://www.wipo.int/wipo_magazine/en/2021/04/article_0004.html
<p>Putting Indonesian Tea on the Map – From Bogor to Vegas: Indonesian entrepreneur Ekasari Iriana is building the Sila brand of tea and transforming a locally made product from</p>	Indonesia	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/sila.html

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<p>a common commodity into an asset of value. The case study on Sila brand and tea shop is a great example of a small, sustainable business that transforms a locally made product from a common commodity into an asset of value.</p>			
<p>NF Health Care: Preventing Pressure Ulcers with Innovative, Low-Cost Devices: Thai SME, NF Health Care, founded by Professor Nalinee Kovitwanawong, is producing a range of affordable pressure ulcer-prevention devices to support patient recovering and alleviate healthcare burdens. In the case study, Professor Kovitwanawong explains the role that IP plays at NF Health Care.</p>	Thailand	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/health-care.html
<p>Modern Ilongga: Celebrating Indigenous Culture through Fashion: The case study showcases the Modern Ilongga, which is a thriving social enterprise in Iloilo in the Philippines. It is glamming up the traditional Filipino handicraft industry and putting a spotlight on the region’s high quality, creative, culturally enriched and locally grown products. With a registered trademark in hand, Modern Ilongga has attracted the interest of a number of investors.</p>	The Philippines	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/modern-ilongga.html
<p>Alleviating Food Hunger and Reducing Food Waste with Innovation: In the success story, Kavita Shukla, founder and the Chief Executive Officer of The FRESHGLOW Co., explains how her invention FreshPaper – sheets infused with botanicals that keep produce fresh for longer – help to alleviate hunger around the world. She holds four U.S. patents and is a recipient of the biennial INDEX Design to Improve Life Award, the world’s largest prize for design.</p>	United States of America	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/kavita-shukla.html
<p>Shenzhen Shokz: Bone Conduction Technology for a New Listening Experience: Pioneering bone conduction technology, developed by Shenzhen Shokz, offers users a new listening experience. The case study explains how the company’s commitment to innovation and its robust IP strategy are enabling it to thrive.</p>	China	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/shenzhen-shokz.html

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<p>Japanese robotics company solves loneliness with futuristic communication: Japanese robotics company Ory Lab Inc. is tackling loneliness resulting from physical and cognitive disability through alter-ego robots. In the success story, Aki Yuki, co-founder and the Chief Operating Officer of Ory Lab, elaborates on the company’s innovation journey and the role that IP has played in it.</p>	Japan	Patents, Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/japanese-robotics.html
<p>SimplyGood: Moving to a Greener Cleaning at Home: The success story is about SimplyGood, which produces cleaning products, making it easier for consumers to take action at home that has a positive impact on the planet. It also elaborates on IP behind a cleaning tablet.</p>	Singapore	Patents	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/simplygood.html
<p>Healthbotics Limited: Digitalizing the Health Sector in Africa with Blockchain Technology: The success story is about Healthbotics Limited, a Nigerian healthcare startup, which is developing game-changing artificial intelligence-driven solutions to improve healthcare in Africa.</p>	Nigeria	Trademarks	https://www.wipo.int/wipo_magazine/en/ip-at-work/2022/healthbotics.html
<p>Nursery Feeding Made Simple: The Haberman® Feeder, the Anywayup® non-spill toddler trainer cup and the Suckle Feeder have revolutionized the nursery industry and brought relief to millions of families around the world. In the interview, Mandy Haberman shares her story and explains how IP has been the backbone of her company.</p>	United Kingdom	Patents	https://www.wipo.int/wipo_magazine/en/2018/02/article_0007.html
<p>From Brewing to Biologics: Biocon’s Kiran Mazumdar-Shaw Transforms Global Health: Kiran Mazumdar-Shaw started out as a Master Brewer and now heads up Biocon, India’s largest innovation-led biopharmaceutical company. In the interview, she talks about what it takes to establish a multi-billion dollar global business that is transforming global healthcare and the part played by IP.</p>	India	Patents	https://www.wipo.int/wipo_magazine/en/2018/02/article_0005.html
<p>Supporting Environmental Sustainability with Geographical Indications (GIs): The Case of Madd de Casamance: The case study showcases Madd de</p>	Senegal	Geographical indications	https://www.wipo.int/ip-outreach/en/ipday/2020/articles/madd_de_casamance.html

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<p>Casamance, which grows in southern Senegal and enjoys a reputation for its flavor and medicinal properties. It has great potential to become a flagship GI for the region, and Africa's first GI for a wild product.</p>			
<p>Aurelius Environmental: Aurelius Environmental's FenixPb process can recover the active material in batteries, the so-called "leady oxide," which is a mixture of lead metal and lead oxide, while reducing the carbon footprint by more than 85 percent. The success story explains how IP has been fundamental to Aurelius' success so far, with the underlying IP giving the founders confidence to build the business.</p>	United Kingdom	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/aurelius_environmental.html
<p>Green Lizard Technologies: The success story is about Green Lizard Technologies, which focuses on developing solutions to the world's most immediate industrial challenges, and with the help of IP bringing those solutions to commercial reality as fast and effectively as possible.</p>	Malaysia	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/green_lizard.html
<p>Reswirl: Closing the Loop in Toothbrush Manufacturing: The success story is about Reswirl, which is a startup with ambitions to tackle plastic pollution by closing the loop in toothbrush manufacturing and recycling. Registered patent allowed the company to secure investor interest and pursue grants.</p>	United Kingdom	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/reswirl.html
<p>Xeros Technology Group: Making Fashion More Sustainable: The success story showcases the Xerox Technology Group, which develops and licenses technology that helps the garment manufacturing and cleaning industries to reduce water consumption and energy use in processes such as dyeing or washing. Xeros technologies are covered by more than 40 patent families.</p>	United Kingdom	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/xeros.html
<p>Tackling Air Pollution from Mining: The success story is about qAIRa, a Peruvian startup, which is using IP-backed up drone and sensing technology to tackle air pollution, including that associated with the country's mining operations.</p>	Peru	Utility patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/qaira.html

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<p>Scotch Whisky’s Green Footprint: The Scotch Whisky industry has already demonstrated its environmental leadership in embracing non-fossil fuel energy, making significant investment in renewable technologies in Scotland, United Kingdom. The case study is about the production of Scotch Whisky demonstrates that geographical indications can be used as a vehicle for sustainability.</p>	United Kingdom	Geographical indications	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/scotch.html
<p>Grana Padano’s Commitment to the Environment: Grana Padano PDO Cheese Protection Consortium (Consortium) is a non-profit organization entrusted with protecting Gran Padano cheese. The case study about Grana Padano is an example of how, through the special thread that bonds all the actors in its production chain, a geographical indication can have a significant impact on the environment of the area, region or country from which it originates, when embracing policies of sustainability.</p>	Italy	Geographical indications	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/grana_padano.html
<p>Climeworks: A Technology to Reverse Climate Change: The success story is about Climeworks, which develops large-scale direct air capture plants to remove the carbon dioxide from the atmosphere and reduce the impact of carbon emissions. The company holds several patents on its technology, and is positive about their worth in terms of protecting its knowledge and helping to secure investment.</p>	Switzerland	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/climeworks.html
<p>FeTu: Clean Energy Solutions: The success story is about FeTu, an innovation-driven enterprise, which created a revolutionary “green” energy device, the FeTu Reticulating™ System, that targets carbon reduction across a broad range of systems and industries. The core innovation of the FeTu device is protected by patents in more than twenty countries.</p>	United Kingdom	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/fetu.html
<p>Abora – A Company Breaking Efficiency Records: Abora is a small company with the aim of improving the day-to-day yield of solar panels. The case study shows how Abora protects its innovations and its business model through IP.</p>	Spain	Patents, Trademarks	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/abora.html

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<p>Wedge: Business Model Innovation: The success story is about Wedge Global, which, with its protected invention, integrates the most valuable activities in the value chain of the wave energy market (design, production, testing and commercial application).</p>	Spain	Patents, Trademarks	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/wedge.html
<p>Titan Tracker: Solar Trackers for all Technology: The success story is about Cabanillas Ingenieros, S.L., which began in 1986 as an engineering office in a town close to Toledo and Madrid. The company started working to improve existing photovoltaics solutions and, in autumn 2006, it began to document its protection and exploit it commercially.</p>	Spain	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/titan_tracker.html
<p>Clean Air Tech from Oman: The success story is about a group of graduate engineers from the Higher College of Technology in Muscat, who have developed a new technique for extracting carbon dioxide directly from the air and changing it into useful minerals and nanoscale carbon using chemical processes and chemical reactions. Their protected invention promises to pave the way to an economical and non-polluting means of making valuable materials and of combatting environmental change.</p>	Oman	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/oman_airtech.html
<p>Silver Energy: Converting Water to Thermal Energy: The success story is about Silver Energy Renewable LLC, which is a green startup that focuses on water fuel thermal technology. It was established in 2016 by engineer Dhuhi Jamal Al Barwani, whose research work led him to develop a number of innovative prototypes.</p>	Oman	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/silver_energy.html
<p>Fluorosis: A Condition Still Prevalent in the 21st Century: The case study showcases how a team from the Spanish National Research Council (CSIC) and the Addis Ababa University of Ethiopia have developed and patented technology that removes fluoride from water in an inexpensive and sustainable manner.</p>	Spain, Ethiopia	Patents	https://www.wipo.int/ip-outreach/en/ipday/2020/case-studies/fluorosis.html
<p>BrightSign: A Smart Glove that Gives a Voice to Those who cannot Speak: In the case study, Saudi inventor Hadeel</p>	United Kingdom	Patents	https://www.wipo.int/wipo_magazine/en/2019/05/article_0005.html

NAME AND BRIEF DESCRIPTION OF THE CASE STUDY	COUNTRY	RELATED IP FIELD	LINK TO THE FULL CASE STUDY
<p>Ayoub, founder of the London-based startup BrightSign, talks about how she came to develop BrightSign, an artificial intelligence-based smart glove that allows users of sign language to communicate directly with others without an interpreter. She also discusses how IP helped her.</p>			
<p>With Teqball the World is Curved: Teqball is a new, ingeniously simple and fun ball game that is taking the world of football by storm. In the interview, Teqball's Gergely Muranyi talks about the challenges associated with developing this new sport, the role played by IP in furthering the company's ambitions to promote the sport globally.</p>	Switzerland	Patents, Industrial designs	https://www.wipo.int/wipo_magazine/en/2019/04/article_0005.html
<p>23 Capital: Creating New Ways to Monetize IP in Sports: Stephen Duval and Jason Traub are co-founders of 23 Capital, which is a capital and solutions provider for the sports, music and entertainment sectors. In the interview, they share their insights on how IP rights are creating value in the rapidly evolving sports sector.</p>	United Kingdom	Trademarks	https://www.wipo.int/wipo_magazine/en/2019/02/article_0006.html
<p>Elaphe: Driving the Development of Electric Vehicles: Elaphe Propulsion Technologies, a Slovenian company based in Ljubljana, has been at the forefront of in-wheel motor design, manufacturing electric in-wheel motor propulsion systems since 2003. In the interview, Gorazd Gotovac, the company's Chief Technology Officer, talks about the role that innovation and IP play in Elaphe's business strategy and its ambitions for the future.</p>	Slovenia	Patents	https://www.wipo.int/wipo_magazine/en/2019/01/article_0002.html
<p>Protecting Rainforest-Derived Technology Equitably: The case study is about a Colombian company, Ecoflora Cares, which has developed and commercialized, with a use of IP, a cobalt-blue powder, benefiting the indigenous peoples known as the Emberá.</p>	Colombia	Patents, Indigenous knowledge	https://www.wipo.int/wipo_magazine/en/2019/01/article_0005.html
<p>Enda: Kenya's First Home-grown Running Shoe: Kenyan entrepreneur Navalayo Osembo-Ombati gave up a job at the United Nations in New York to build Africa's first running-shoe brand, fulfilling her dream of building on Kenya's rich sporting</p>	Kenya	Trademarks, Industrial designs	https://www.wipo.int/wipo_magazine/en/2020/03/article_0005.html

NAME AND BRIEF DESCRIPTION OF THE CASE STUDY	COUNTRY	RELATED IP FIELD	LINK TO THE FULL CASE STUDY
heritage while creating livelihood opportunities for local communities. In the interview, she explains how IP rights enabled to protect Enda's business interests and to expand the company.			
<p>Uncanny Valley: Charting a New Era of Musical Creativity: In 2010, Australian singer/songwriter Charlton Hill and music technologist Justin Shave joined ranks to set up Uncanny Valley, a Sydney-based progressive technology company. In the interview, Charlton Hill, who is also head of innovation at Uncanny Valley, discusses the company's ambitions to speed up, democratize and re-shape music production through the use of artificial intelligence and IP.</p>	Australia	Copyright	https://www.wipo.int/wipo_magazine/en/2021/03/article_0003.html
<p>Isabella Springmuhl Brings Inclusive Guatemalan Designs to the Fashion World: In the interview, a Guatemalan designer Isabella Springmuhl, the first designer with Down's Syndrome to feature in London Fashion week, shares her story of entrepreneurship. She is using her brand, Down to Xjabelle, to break stereotypes and promote diversity and inclusion in the fashion world, and IP is supporting her endeavor.</p>	Guatemala	Trademarks, Industrial designs	https://www.wipo.int/wipo_magazine/en/2022/01/article_0005.html
<p>Building a Better Future with Recycled Plastic: In the interview, a Kenyan young entrepreneur Nzambi Matee explains how she came to establish Gjenge Makers, which produces affordable building materials from recycled plastic.</p>	Kenya	Patents	https://www.wipo.int/wipo_magazine/en/2022/01/article_0003.html
<p>Apheris: Solving the Data Privacy Dilemma: How do you enable sophisticated artificial intelligence tools while respecting the privacy and protecting the IP of data assets? The case study showcases a Berlin-based startup, which believes that federated learning provides the answer to that question.</p>	Germany	Trademarks	https://www.wipo.int/wipo_magazine/en/2022/02/article_0001.html
<p>Eco Panplas: Better Recycling of lubricant Containers: Brazilian company Eco Panplas has developed an award-winning, clean, safe and sustainable solution that is 30 percent cheaper than traditional recycling methods of lubricating oil. In the interview, Felipe Cardoso, Eco Panplas's Chief Executive Officer, discusses his entrepreneurial journey,</p>	Brazil	Patents	https://www.wipo.int/wipo_magazine/en/2022/02/article_0007.html

NAME AND BRIEF DESCRIPTION OF THE CASE STUDY	COUNTRY	RELATED IP FIELD	LINK TO THE FULL CASE STUDY
the importance of patents to the company and future plans to expand into international markets.			
A Toast to Ya Kun’s IP-driven Success: Ya Kun is a Singapore-based coffee and toast chain with outlets across Asia. In the success story, the Executive Chairman Adrin Loi explains how IP has been central to the business’s expansion.	Singapore	Trademarks	https://www.wipo.int/wipo_magazine/en/2018/01/article_0006.html
Grumpy Cat: The Feline who Grew a Business Empire with IP Rights: The success story demonstrates how a grumpy-looking kitty became an Internet sensation and allowed to build a business empire through an effective and robust IP strategy.	United States of America	Trademarks, Copyright	https://www.wipo.int/wipo_magazine/en/2018/01/article_0008.html
Curaçao Celebrates 125 Years of Trademark History: The case study showcases the small Caribbean island of Curaçao, which enjoys a long tradition of trademark protection. In 2018, it celebrated 125 years of trademark history.	The Netherlands	Trademarks	https://www.wipo.int/wipo_magazine/en/2018/03/article_0005.html
Wafrica: Exploring Identity through Design: Cameroonian-born designer Serge Mouangue, Founder and Art Director of Wafrica, left the world of industrial design and concept cars to create a new aesthetic narrative that questions the idea of origin and identity through artistic design. In the interview, the designer talks about his work and why it is important for creators to use the IP system to protect their work.	Cameroon	Trademarks	https://www.wipo.int/wipo_magazine/en/2018/06/article_0004.html
Using Innovative Technology to Educate Future Changemakers: The case study is about a Green School in Bali, which, with the help of WIPO GREEN, established a collaboration with a USA-originated global company, Zero Mass Water, and installed SOURCE hydropanels to bring sustainable potable water to its students.	Indonesia	Patents, Trademarks	https://www3.wipo.int/wipogreen/en/news/2019/news_0009.html

Part II: Additional Channels that Feature Case Studies and Success Stories on the Use of IP by SMEs

In addition to the examples presented above, WIPO regularly features case studies/success stories that offer insights into how IP is used

by SMEs, through, *inter alia*, the channels described below. New case studies and success stories are added to these channels on a regular basis.

<p>WIPO's IP Advantage Database contains a collection of almost 300 case studies and success stories, highlighting how IP works in the real world, and how its successful exploitation can contribute to development. They focus on various areas, including but not limited to IP Management (around 70 case studies).</p>	<p>Global</p>	<p>All IP fields</p>	<p>All case studies and success stories featured on IP Advantage database: https://www.wipo.int/ipadvantage/en/search.jsp?ip_right_id=&focus_id= Case studies and success stories focusing on IP Management: https://www.wipo.int/ipadvantage/en/search.jsp?ip_right_id=&focus_id=582</p>
<p>WIPO's Women in Green is a series of interviews, in which female innovators and green entrepreneurs tell about their inventions, the development of their business, and their experiences in the eco-friendly technology and innovation field.</p>	<p>Global</p>	<p>All IP fields</p>	<p>https://www3.wipo.int/wipogreen/en/womeningreen/archive.html</p>
<p>IP at Work features success stories that offer insights into how IP is used by entrepreneurs, inventors and creators around the world, to add value to their products, support business growth, create employment and promote economic development.</p>	<p>Global</p>	<p>All IP fields</p>	<p>https://www.wipo.int/wipo_magazine/en/ip-at-work.html</p>
<p>WIPO Report Series on Unlocking IP-Backed Finance is a new series of WIPO reports that track how countries are tackling IP-Backed finance. Each report is developed in partnership with a local partner IP office, a local expert and WIPO, and provides an inside perspective of the situation on the ground. The reports reflect on successes and challenges, as well as the road ahead, and contain case studies on how different SMEs use IP-backed finance.</p>	<p>Global</p>	<p>All IP fields</p>	<p>More information is available at: https://www.wipo.int/sme/en/news/2022/news_0002.html Additional resources available at: https://www.wipo.int/sme/en/</p>

[End of Annex and document]