

WIPO Development Tools and Services



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

Developing IP Strategies

Certain WIPO tools and services focus specifically on helping Member States to develop national intellectual property (IP) strategies. These are:

- **National IP Strategy Methodology** – a series of practical tools, including a methodology handbook with practical templates and a baseline survey, and a handbook on benchmarking indicators
- **Product Branding Strategy for Business Development** – supports farmers and producers from developing countries and least developed countries (LDCs) in using IP and branding to add value to their products, increase export income and improve the living conditions of local communities, through product benchmarking studies, capacity-building workshops for local communities, design of appropriate IP and branding strategies
- **Modernizing IP Offices** – technical advice and guidance in preparing IP office automation strategic plans, benchmarking existing systems, gap analysis, needs assessment, project scoping and planning, project and implementation costs, and simplification of IP office business procedures

Providing Legislative and Policy Advice

Upon Member State request, WIPO provides tailored advice on the design of laws on patents, trademarks, industrial designs and geographical indications (GIs), as well as on provisions on IP enforcement, taking into account specific country needs and situations. Assistance provided to developing countries, LDCs and countries in transition includes:

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

In relation to traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs), WIPO offers:

- A Background Brief summarizing the legal, policy and operational issues in developing a national strategy for protecting these assets
- An online database of national and regional laws, regulations and model laws related to TK, TCEs and GRs

Meeting Training Needs

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

- Patents and patent-related issues
- Trademarks, industrial designs, GIs
- The PCT, Madrid, Hague and Lisbon systems and operations under those systems
- Copyright and related rights issues (specialized courses on emerging or topical issues and advanced training)
- Administration of WIPO business modernization products and services (to enhance knowledge transfer among IP offices, build their institutional capacity and promote collaboration)
- Building respect for IP

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

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

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

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

IP Education Opportunities

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

Professional Development Program

- Courses on industrial property and copyright at the intermediate and advanced levels
- Specialized courses in IP for specific audiences, in cooperation with partner institutions
- Courses in industrial property for senior officials from R&D institutions and technology transfer centers from developing countries, LDCs and countries in transition
- Courses for collective management organizations (CMOs)
- A WIPO-WTO advanced course on IP for government officials

Distance Learning Program

This program offers:

- Primer on IP and General Course on IP
- Primer on the PCT
- Advanced specialized courses on copyright and related rights management, IP and electronic commerce, the WIPO Arbitration and Mediation Rules, patents, patent information search, basic patent drafting, IP management (including in the publishing industry), trademarks, GIs, industrial designs, and IP and biotechnology
- Joint Specialization in IP, certificate given by WIPO and the University of South Africa

See www.wipo.int/academy/en/courses/distance_learning/index.html for the language availability of the above courses.

Academic Institutions Program

- Master of Laws in Intellectual Property offered through:
 - University of Turin, Italy (international program)
 - Africa University, Mutare, Zimbabwe (regional program)
 - Queensland University of Technology, Brisbane, Australia (regional program)
 - University of Yaoundé II, Cameroon (regional program)
 - Seoul National University, Republic of Korea (international program)
 - Austral University, Buenos Aires, Argentina (regional program, as of March 2013)
- Intensive Summer Course on Intellectual Property and Business Entrepreneurship, University of Haifa, Israel
- WIPO-WTO Colloquium for Teachers of Intellectual Property, Geneva

Executive Education Program

- Designed for IP managers, executives, entrepreneurs, technical executives, managers of legal departments and other stakeholders from developing countries, LDCs and countries in transition

WIPO Summer School Program

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

Managing and Sharing IP Information

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

- **Access to Research for Development and Innovation (ARDI)**, in partnership with prominent science and technology publishers – access to over 17,000 peer-reviewed scientific and technical journals, books and databases
- **Access to Specialized Patent Information (ASPI)**, in cooperation with major commercial patent database vendors – access to commercial patent databases with sophisticated tools for retrieving and analyzing patent data
- **Technology and Innovation Support Centers (TISCs)** – support in setting up TISCs, which provide local R&D communities with expert assistance in finding technological information (including through ASPI)
- **WIPO Patent Information Service** – state-of-the-art search reports for particular well-defined technologies (usually in support of R&D activity)
- **Patent Landscape Reports** – a comprehensive analysis of innovation and patenting activity in a specific technological field, including in areas of particular interest to developing countries and LDCs, such as public health, food security and agriculture, climate change and the environment (including information on technology trends, major players, geographical distribution of patent rights and collaboration trends)
- **Industrial Property Administration System (IPAS)** – a flexible, integrated system for automated processing of patents (including utility models or petty patents), trademarks and industrial designs, which includes software products and training free of charge
- **Centralized Access to Search and Examination (WIPO CASE)** – platform for sharing information on search and examination reports among participating IP offices (facilitates work sharing programs)

- **WIPOScan** – a tool for business process and back-file digitization workflow that manages the indexation, quality control and formatting of IP documents
- **WIPO Electronic Document Management System (EDMS)** – a tool that enables fully paperless processing by IP offices through secure, reliable storage of electronic copies of documents
- **Digital Access Service (DAS)** – online system allowing priority documents and other similar documents to be securely exchanged between IP offices

Finding Technologies and Partners

WIPO offers IP platforms to help members of specific stakeholder groups connect with each other. Three new platforms are:

WIPO GREEN – a tool that connects various critical partners with WIPO in order to:

- Facilitate policy dialogue and networking
- Enable owners of proprietary technologies to make selected technologies and solutions available as packages, including know-how, services and materials
- Facilitate matching of needs with technology providers
- Provide additional services, including links to training, consulting, dispute resolution and financial support

WIPO Re:Search

- Provides access to IP for pharmaceutical compounds, technologies and know-how and to data available for R&D in the area of neglected tropical diseases, e.g., malaria and tuberculosis
- Provides a searchable public database of available IP assets and resources
- Facilitates new partnerships to support organizations that conduct research on treatments

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

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

Sharing Development Information

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

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

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

Dispute Resolution Assistance

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

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

Managing Creators' Rights

WIPO services dedicated to copyright and related rights include the following guides, software, databases and other tools:

- **WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries** – provides a methodology that countries can use to measure the contribution of this sector in economic terms (WIPO can assist countries in preparing national studies using the methodology)
- **Tool for Creators** – a series of practical guides for creators on how to manage copyright in the creative industries (including music, filmmaking and distribution, advertising, and book publishing)
- **WIPOCOS** – a modular, interoperable software product for CMOs that enables transparent and autonomous royalty distribution (Offered free of charge and with free support, it currently focuses on musical works)
- **WIPO support to stakeholder dialogues for facilitating the distribution of creative content** – a service delivered through the Open Intergovernmental Organization License (OIGO), which defines licensing options for sharing materials
- **The Trusted Intermediary Global Accessible Resources (TIGAR)** service – provides persons with print disabilities with cross-border access to copyright-protected literary works, in an agreed format and through the support of “trusted intermediaries”
- ***Gestión de Derecho de Autor (GDA)*** – a tool that helps copyright offices improve the efficiency of copyright registration and manage automated processing of copyright registration data
- **The Tag of Excellence** – a new, voluntary international quality assurance standard for CMOs, to help them achieve optimum performance levels on the basis of outstanding norms and best practices vis-à-vis right holders and users (available as of the second half of 2013)

- **Diploma in Copyright Management** offered through a leading US university (as of September 2013)
- The online **Copyright Management Database** – offers a range of materials such as lectures, articles, dissertations, tariffs, jurisprudence and commentaries relating to copyright management, as well as essential information on CMOs (available in 2013)

Protecting Cultural and Intellectual Heritage

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

- A **Voluntary Fund** – facilitates the participation of representatives of accredited indigenous and local communities in the work of the IGC
- An **Indigenous IP Law Fellowship** program – offers a temporary fellowship in WIPO for an indigenous person with legal and policy expertise

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

- An online **database of contractual practices** in biodiversity-related access and benefit-sharing agreements in relation to GRs
- **IP Guidelines** for Access and Equitable Benefit-Sharing in relation to GRs
- A study on the **requirements in patent law systems** to disclose information about GRs and TK relevant to patented inventions
- A **Traditional Knowledge Documentation Toolkit**, which provides practical guidance on IP management in the community-led documentation of TK and GRs
- Background Briefs, a booklet and other **publications and materials** on TK, TCEs and GRs, including regular e-mail news for subscribers

The Creative Heritage Project offers:

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

Tools for Countries in Transition

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

- **IP Strategy Guide for Countries in Transition** – guidance in preparing and adopting national IP strategies
- **Management of Academic Intellectual Property and Early Stage Innovation** – guiding principles for research institutes covering IP protection, knowledge transfer, research collaboration and contract research
- **Technology Transfer in Countries in Transition** – a comprehensive examination and analysis of technology transfer processes and their adaptation in these countries, with recommendations for innovation promotion
- **Model Intellectual Property Policy for Universities and Research Institutions** – assists universities and academic institutions in creating their own IP infrastructure and policies

- **Study on Special Features of the Copyright System** – focuses on copyright administration by IP offices in countries in transition, implementation of the WIPO Internet Treaties, copyright ownership and transfer, copyright contracts and collective management
- **Nation Branding in Countries in Transition** – promotes the use of trademarks and GIs in developing a strong, distinctive brand image for national products and services, including creation of a nation brand
- **IP Teaching in Countries in Transition** – identifies the special needs of countries in transition with respect to IP training and education and helps to define training goals and objectives as well as develop a core IP curriculum
- **Enforcement of IP Rights in Countries in Transition** – assists law enforcement agencies, the judiciary, the private sector and consumers in countries in transition in developing and implementing effective enforcement strategies

Communicating About IP

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

IP awareness raising:

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

Online tools:

- **WIPO's YouTube Channel** – features short stories on successful use of the IP system by inventors and creators, mainly in developing countries
- **IP Advantage** database – contains case studies describing the IP experiences of inventors, creators, entrepreneurs and researchers, with insights into how IP works in the real world and how its successful use can contribute to development
- **Outreach in Practice** database – offers basic information on and links to interesting IP outreach initiatives around the world
- **Outreach Research** database – contains studies on the awareness, attitudes and behavior of various audiences in relation to IP

WIPO Publications and Library:

- **WIPO Library**, with over 35,000 references – offers paper and online library services including access to journal subscriptions and databases of current IP literature
- **Depository Library** program – provides a full set of all WIPO publications, upon Member State request
- **General information** publications – covering many aspects of IP, targeting various groups of stakeholders
- **Educational publications** for children and schools – aimed at raising awareness among young people about the value of IP

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