

IPRIA International Developments in IP Update March 2005

Welcome to the IPRIA **International Developments in IP Bulletin for March 2005**. The following is a summary of some of the featured updates on the website. The page can be viewed in full at <<http://www.ipria.org/intdev/index-new.html>>.

PATENTS

The Director General of WIPO, Dr. Kamil Idris, expressed satisfaction this week at the outcome of informal consultations on the future work of WIPO's Standing Committee on Patents, which is working to build consensus on a treaty that seeks to harmonize patent laws around the world. Following a decision by WIPO member states in the northern autumn of 2004, the Dr Idris convened informal consultations concerning future sessions of the SCP in Casablanca, Morocco, on February 16, 2005. http://www.ipria.org/developments_in_ip/intdev/wipo.html#Patents

Exchanging Value- Negotiating Technology Licensing Agreements

A new practical guide on how to negotiate technology licensing agreements has been published by WIPO and the International Trade Centre (ITC). The manual, entitled *Exchanging Value- Negotiating Technology Licensing Agreements*, offers a practical introduction to negotiating licensing agreements and is designed to address the needs and concerns of non-specialists.

The guide focuses on the identification, acquisition and transfer, through licensing agreements, of intellectual property, in particular patent-protected technologies. It provides guidance on negotiating techniques for licensing contracts and explains in clear, concise terms a number of basic rules, common issues and legal concerns associated with the negotiating process.

http://www.ipria.org/developments_in_ip/intdev/wipo.html#Publications

OECD draft guidelines on licensing genetic inventions

The OECD has released draft guidelines for the licensing of genetic inventions. The guidelines offer principles and best practices to license intellectual property rights related to genetic inventions used for the purpose of human health care. They target those involved with innovation and the provision of services in health, and those involved in the licensing of such inventions. The guidelines seek to foster the desired objectives of stimulating genetic research and innovation while maintaining appropriate access to health products and services.

http://www.ipria.org/developments_in_ip/intdev/oecd.html#guidelines

TRADEMARKS

International trademark registration system

Use of the international trademark registration system reached a record level in 2004, with the receipt of 29,459 international trademark applications representing a 23.5% increase on figures for 2003. For the twelfth consecutive year, Germany topped the

list of biggest users, followed by France, Italy, Benelux and Switzerland. Within only 12 months of signing up to the Madrid Protocol, the US filed enough international applications to rank 6 in the world. Statistics for 2004 also show a marked increase in the number of international trademark applications.

http://www.ipria.org/developments_in_ip/intdev/wipo.html#record

WIPO's progress in curbing cybersquatting

In 2004, WIPO continued its efforts to combat the abusive registration of trademarks as domain names. It received 1,179 cases, a 6.6% increase, over the number received in the previous year. The Uniform Dispute Resolution Policy's popularity stems from its cost-effectiveness, the predictability of the process and swift enforcement of the results. Frequent users of the UDRP include the entertainment industry, pharmaceutical companies, IT firms and a significant number of small-to-medium-sized businesses who favour the UDRP over traditional litigation considering it to be a far quicker and cheaper way of protecting their trademark rights against cybersquatting.

http://www.ipria.org/developments_in_ip/intdev/wipo.html#cyber

SMEs

Interactive Multimedia Content on IP for SMEs

WIPO and the Korean Intellectual Property Office (KIPO) have agreed to jointly develop interactive multimedia content on intellectual property for SMEs. *Intellectual Property Panorama*, which will have 10 modules dealing with patents, trade secrets, trademarks, industrial designs, copyright, patent information, marketing, licensing, e-commerce, IP audit and enforcement of intellectual property rights, will be rolled out over the next two years. The first 30-minute overview module will be released in March 2005.

http://www.ipria.org/developments_in_ip/intdev/wipo.html#interactive

DEVELOPING COUNTRIES

IP in Latin America

The Director General of WIPO, Dr Kamil Idris, and the Executive Secretary of the Economic Commission for Latin America and the Caribbean (ECLAC), Dr. Jose Luis Machinea, met in February to discuss joint activities to promote intellectual property as a tool for development in the Latin American and Caribbean region. Dr. Idris praised the positive collaboration between both organizations since the working relationship was formalized in a cooperation agreement in April 2004.

Under the terms of the agreement, WIPO and ECLAC agreed to develop research projects, methodologies, and guidelines at a national, sub-regional or regional level, particularly in areas relating to intellectual property and its impact on economic development.

http://www.ipria.org/developments_in_ip/intdev/wipo.html#caribbean

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