



# Introduction of Intellectual Property and International IP Situation

Technology and Innovation Support Center, supported by WIPO.

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# Introduction to Intellectual Property and Intellectual Property Rights



# Key Questions



- What is meant by “intellectual property” and “intellectual property rights”?
- Which are the IP protection tools available?
  - Patent
  - Utility Model
  - Industrial Design
  - Trademark
  - Copyright





# Intangible assets



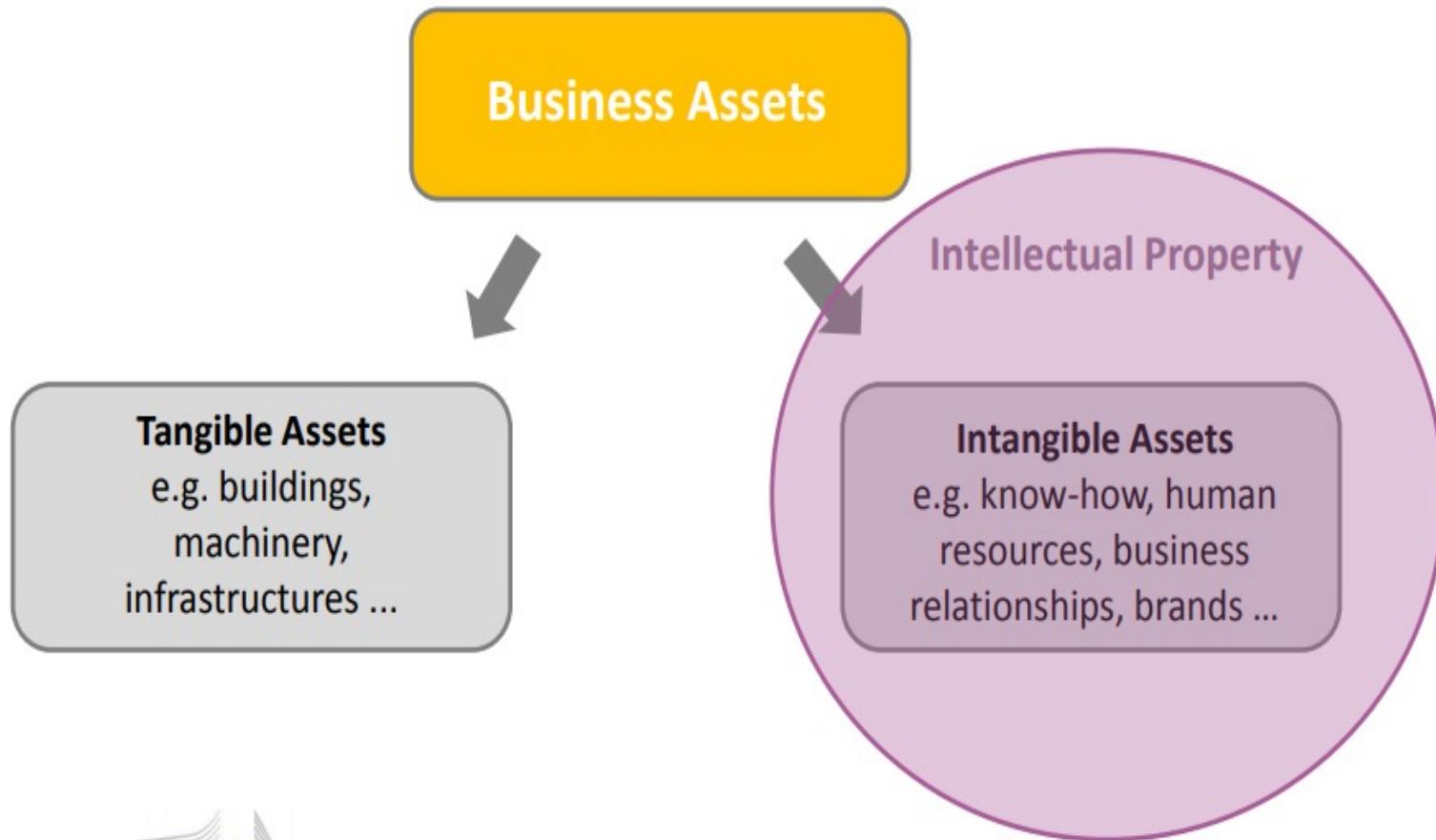
Results of creative efforts  
from the human intellect

Such creations cannot  
be materially measured

**INTANGIBLE ASSETS**



# Business Assets



# What is Intellectual Property?



Intellectual property (IP) refers to creation of the mind/intellect, such as *inventions; designs; literary and artistic works; and symbols, names and images* widely used in business.





# Intellectual Property

## Industrial Property

1. Patent- Inventions
2. Mark- Trademark, Logos, Service marks, Collective marks
3. Industrial Designs-*designs*

The Industrial Property Act of the Kingdom of Bhutan, 2001

## 4. Copyright works (Literary & Artistic)

*(E.g. books, dramatic, cinematographic, musical works, fine arts, etc.)*

The Copyright Act of the Kingdom of Bhutan, 2001



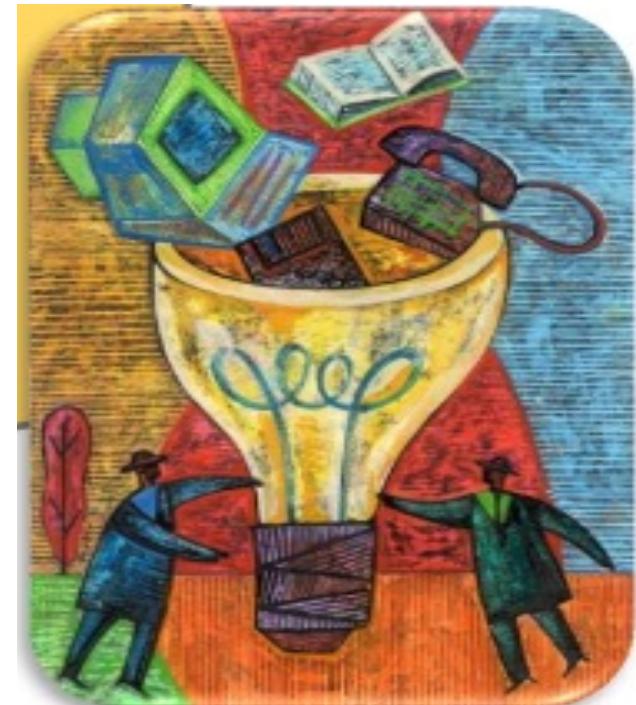
# What are the IP protection tools available?



# Industrial Property

## Industrial property

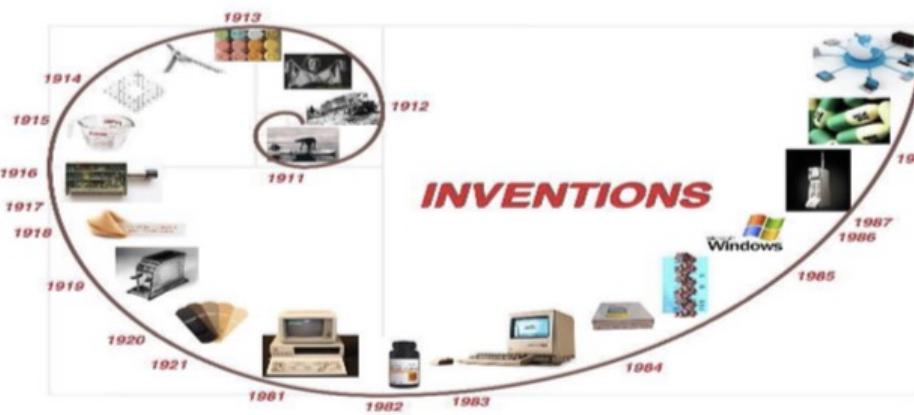
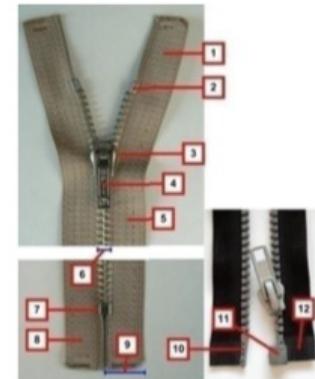
- **Generally protects inventions**
- **Refers to industry and commerce**
- **can take the form of patents, industrial design, trademarks, etc.**





# Patent

A patent is an exclusive right granted for an **invention** – a product or process that provides a **new** technical solution or offers a **new way** of doing something.



# Trade Mark

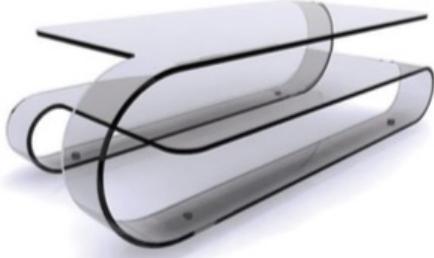
A mark is a **distinctive sign** that identifies certain goods or services produced or provided by an individual or a company.



# Industrial Design



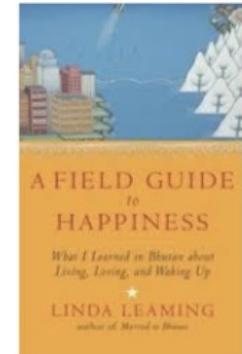
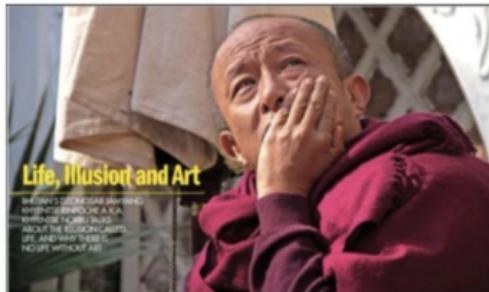
An industrial design refers to the **ornamental or aesthetic aspects** of an article.



# Copyright



Rights over **original creations** of literary and artistic works of authors, artists and other creators.



# Why protect & promote IP?



1. The **progress** and well-being of humanity;
2. The legal protection **encourages** the commitment of additional resources for **further innovation**; and
3. Spurs **economic growth**, creates new **jobs** and industries, and enhances the **quality of life**.



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# Overview of Global Developments

# Overview of Global Developments

## ■ Dynamic and Fast Paced Technological Landscape:

- The **role of IP becomes more important** – IP and innovation closely intertwined.
- **High value** of these technological developments (e.g. advanced robotics (\$35 billion market) and 3D printing (\$5 billion market))



# Overview of Global Developments

## ■ Digital Environment

- Cross Border Data Flows, Online Commerce

## ■ Complex Value Chains

- Seamless Borders – Different Production and Access Locations
- Role of intangibles such as technology, design and branding in international manufacturing estimated at **USD 5.9 trillion in 2014.**

## ■ Role of the private sector

- Producers of technologies
- Increasing role in IP governance

# Overview of Global Developments

## ■ Role of AI and big data in IP administration

- Translations, classifications, image searching

## ■ Cross disciplinary nature of issues

- Ethics, economics, security etc.
- For example case of CRISPR-Cas9 gene-editing technology

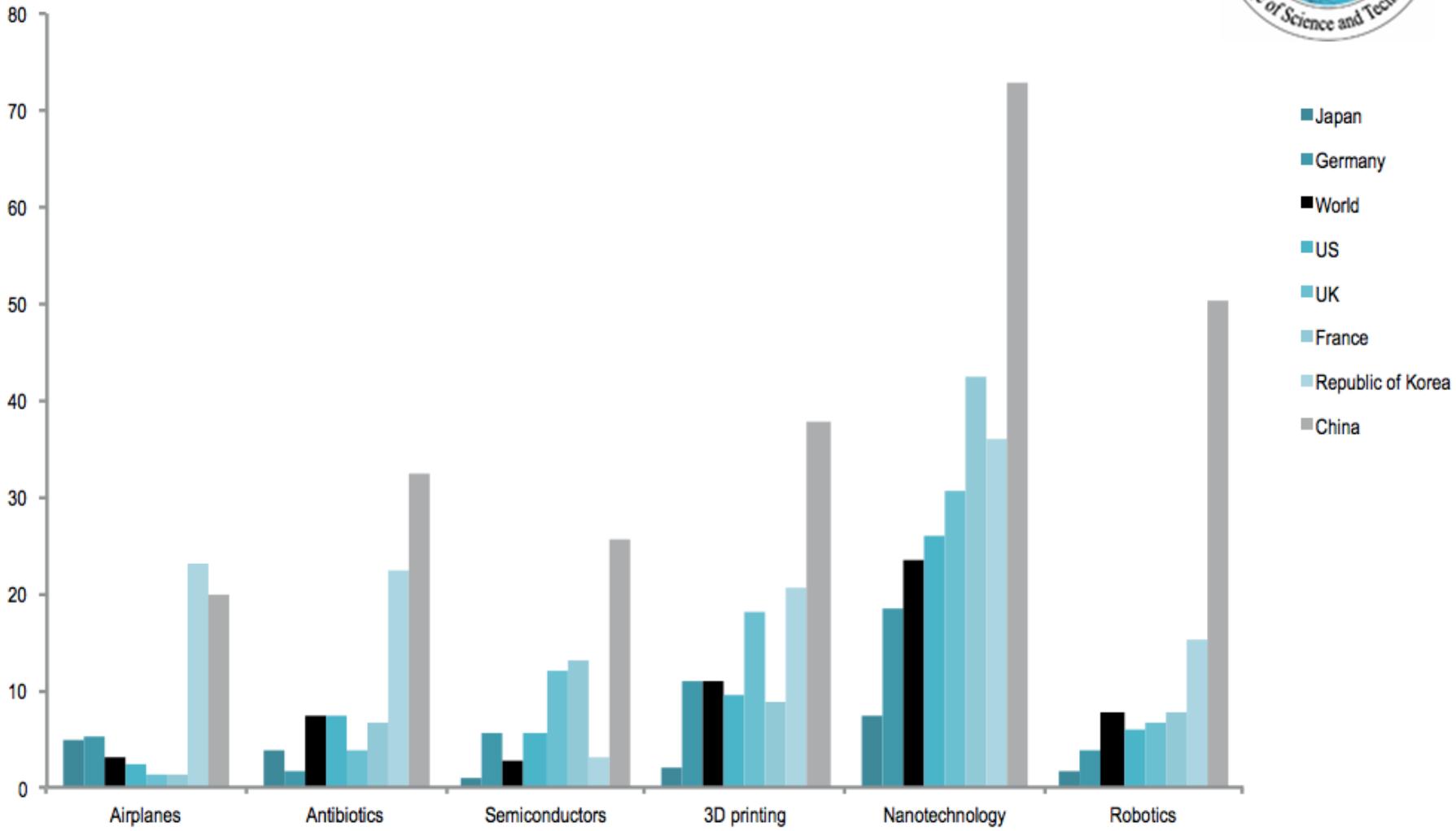


# Overview of Global Developments

*“The deployment and use of AI technologies will have implications both for intellectual property law and policy and the administration of IP systems around the world.”*

- Dr. Francis Gurry, WIPO Director General

# Leading countries in IP



# QUESTION?



*Thank you*