



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

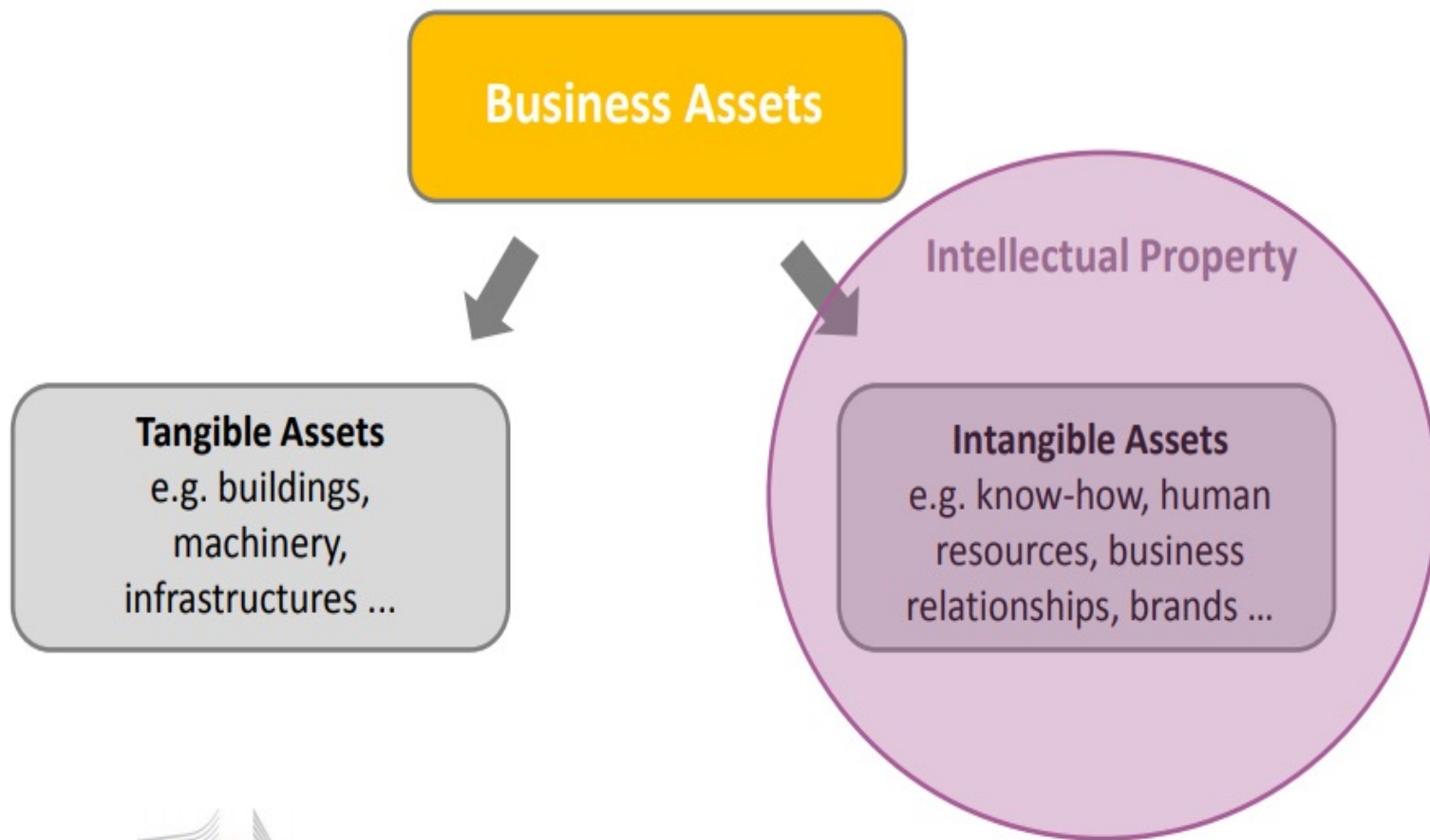


Results of creative efforts
from the human intellect

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

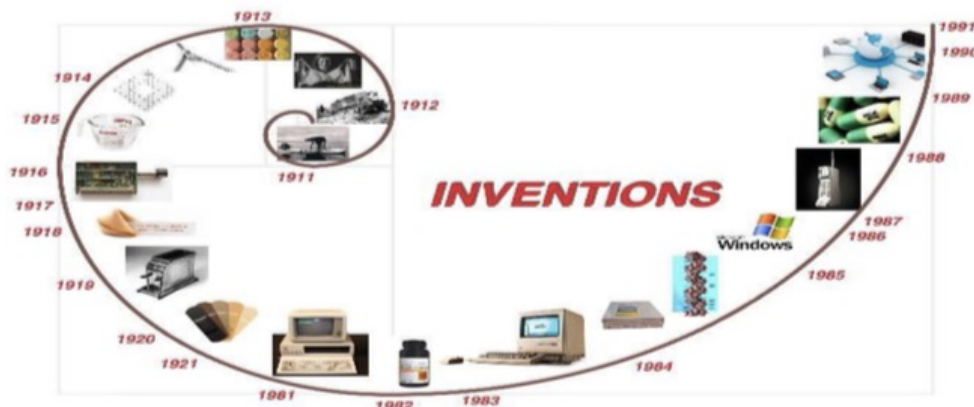
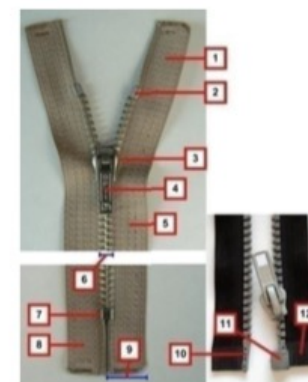
Industrial property

- 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

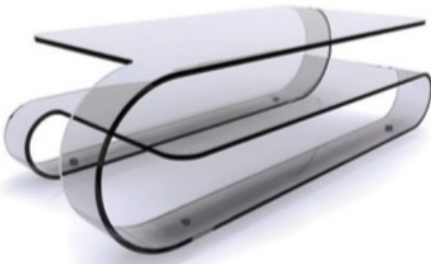
A mark is a **distinctive sign** that identifies certain goods or services produced or provided by an individual or a company.



Industrial Design



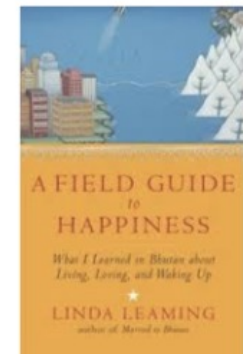
An industrial design refers to the **ornamental** or **aesthetic aspects** of an article.



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**.



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

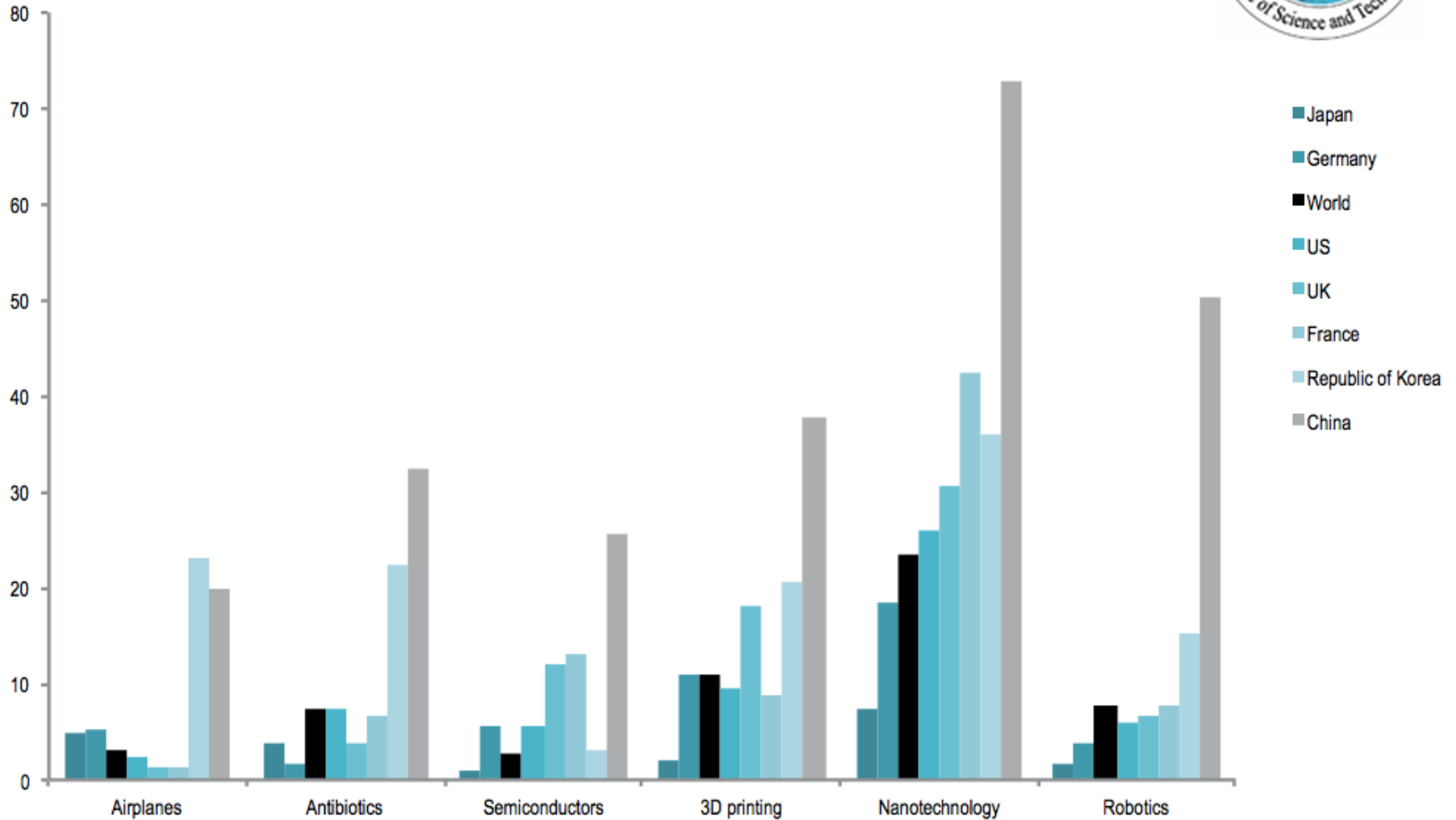


Overview of Global Developments

*“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