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Intellectual property (IP) has traditionally been perceived and used as a tool of developed countries, to protect their interests and increase their global power. When the new World Trade Organization (WTO) emerged in the mid 1990s, the TRIPS Agreement (Agreement on Trade-Related Aspects of IP Rights) provided both a mandate for all WTO members to adopt an IP system and some flexibilities to allow for customizing that would respect countries' policy choices and accommodate their economic development capacity. The first time flexibility in TRIPS ended in 2000, although it was extended for certain developing countries. Around that time, several global public interest NGOs emerged to provide IP assistance to developing countries, focusing on different areas of.

Pro bono publico has been a longtime professional aspiration for US attorneys and is now becoming a global movement, as an integral part of global economic development and technology innovation trends. PIIPA

(Public Interest Intellectual Property Advisors, Inc.) was created in 2002, by a group of private sector IP attorneys in the US. Foremost within that cohort was the late Michael Gollin, a DC-based attorney, who had the vision to tap into the existing resource of IP practitioners and recruit them into a pro bono IP Corps. For over fifteen years, PIIPA has operated a network of several thousands of pro bono IP experts from fifty different countries who can be matched to projects benefiting developing countries. PIIPA's pro bono matchmaking program has given access to IP expertise at no cost or low-cost to hundreds of assistance seekers. PIIPA's extensive network enables it to cover almost any IP substantive matter (copyrights, trademarks, patents, traditional know) over many legal jurisdictions.

PIIPA's mission to provide "IP resources of the right size, at the right time, and in the right place" has achieved many results, such as protecting indigenous rights in Peru over the Maca plant, establishing standards for mobile healthcare innovations in Africa, and completing an IP audit for an international public research organization. PIIPA's focus on global public interest IP projects constantly seeks to balance public and private objectives to maximize global public benefits for developing countries. By-products of PIIPA's work have consisted of increased local capacity building through cross-border collaborations among IP practitioners and between IP experts and inventors, the promotion of local economic development and local livelihoods, and the facilitation of

global innovation. Despite its small size and tiny budget, PIIPA has built a solid reputation as an expert and effective IP NGO.

Consequently, PIIPA has been a natural partner for WIPO, serving as a founding partner for many WIPO initiatives, such as WIPO Re:search for global health and WIPO GREEN for green technology transfer. When WIPO MATCH emerged, PIIPA was invited to say a few words to welcome this new addition to the global public interest IP world, at its Washington-DC launch. This year, PIIPA and WIPO MATCH are engaging in their first collaboration to fully utilize WIPO MATCH as a holistic global IP resource it seeks to be. We hope to demonstrate a great success story resulting in the proper deployment and capacity building of IP for innovation and economic development in developing countries, with the following project.

PIIPA's work on the cutting edge of global public interest innovations and its history of credibility among various segments of the IP world has attracted request to assist with complex and innovative IP projects. Recently, Wrennovation, an innovation and venture capital NGO in Nigeria reached out to PIIPA, upon the recommendation of a trusted advisor who happened to serve on the PIIPA Board of Directors. During the face-to-face skype screening call, Wrennovation's specific IP needs and objectives were identified. Based on that information, PIIPA designed a workplan with a projected budget to implement it and presented to WIPO MATCH as a potential collaborative project. PIIPA was pleased to hear that

this proposal was the kind they would like to feature, as a model of what innovative proposals WIPO MATCH would like to facilitate. Both WIPO MATCH and PIIPA look forward to a successful collaboration on this project, which can be viewed at, [link](#).

With this project, PIIPA looks forward to another success story based on multidisciplinary and multi-jurisdictional collaboration with WIPO MATCH and its partners.