

WIPO/ECTK/SOF/01/1

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THE PRESIDENT OF THE
REPUBLIC OF BULGARIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

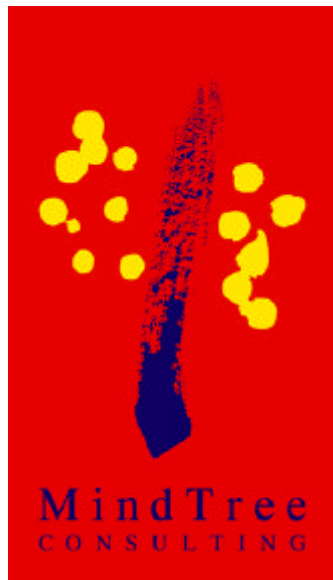
**INTERNATIONAL CONFERENCE ON
INTELLECTUAL PROPERTY, THE INTERNET,
ELECTRONIC COMMERCE AND TRADITIONAL KNOWLEDGE**

organized
under the auspices of
His Excellency Mr. Petar Stoyanov, President of the Republic of Bulgaria
by
the World Intellectual Property Organization (WIPO)
in cooperation with
the National Intellectual Property Association of Bulgaria

**Boyana Government Residence
Sofia, May 29 to 31, 2001**

INTELLECTUAL PROPERTY, THE INTERNET AND
ELECTRONIC COMMERCE

*Document prepared by Mr. Ashok Soota, Chairman and CEO,
MindTree Consulting Pvt. Ltd., Bangalore*

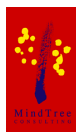


World Intellectual Property Organization

Intellectual Property, The Internet,
and Electronic Commerce

Ashok Soota
Chairman & CEO

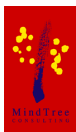
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Characteristics of E-Commerce

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- Electronic methods and procedures to conduct business
- Not just substitution of paper by automated transactions, but new business models.
- Many variants: B2B, B2C, B2B2C etc.
- Two Broad Groups:
 - ➔ Sell on-line, delivery physical
 - ➔ Sell on-line and delivery also on-line



Electronic Commerce – Opportunities and Threats

- **Opportunities:**

- Facilitates opening of new markets.
- Develop new information intensive industries
- Introduce more transparency in system
- Big opportunities at low cost.
- Opportunity to improve competitiveness, reduce transaction cost, improve customer service.

- **Threats**

- Security
- Throws up new competition
- Possible impact on Government revenues
- Cyber laundering
- Digital divide



What is the Internet

- Is it the greatest disruptive force ever?
- Is it a creator of new industries and business models?
- Is it merely an enabler of higher efficiency and productivity?

Based on the industry, it is all 3



Few Characteristics of the Internet

- The base framework and catalyst for E-Commerce
- Global, borderless medium
- Facilitates transactions between different mediums
- Mass communication facility
- Enables tracking of consumer behaviour: creates new types of Intellectual property



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Legal Issues in E-Commerce

- Electronic Signatures
- Digital Contracts
- Electronic Transfer of Rights
- Jurisdiction and Applicable Law
- IP Issues
- Finance / Taxation
- Fraud and Money Laundering
- Content Regulation
- Dispute Resolution

**Model Law on Electronic Commerce by
UNICTRAL as framework**



Impact of Technology Change on Intellectual Property Issues

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- Need for global solutions, local action.
- Convergent Technologies: applications transcending traditional subject-wise classification.
- Creates fast changing multiple standards and platforms creating new models of licensing.
- Creates new type of I.P. due to Business intelligence tools.
- Global Information Networks: Weakest link in chain determines IP protection strengths.

Technology change is faster than ability of legal system to adapt

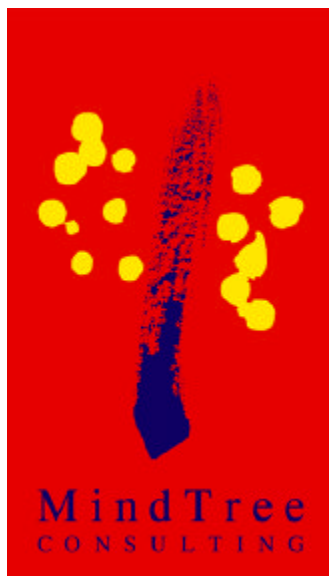


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IMAGINATION

ACTION

JOY

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