

# **Results in 2018**

## **Program Highlights 2019**

Francis Gurry

Director General

World Intellectual Property Organization (WIPO)

Briefing for Ambassadors

14 March 2019

# Key Messages

# Key Messages

1. Global IP context
  - Strong demand for IP
  - Continuing geopolitical shift
  - Strategic position of IP
2. WIPO global systems and treaties
  - Reflect trends in global IP context
3. Strong financial results and financial stability
  - Significant investment requirements
4. Digital transformation of the Organization at advanced stage

## Key Messages - 2

5. High impact and global acceptance of flagship reports
6. Development main-streamed with expanding menu of services
7. 2018 initiatives well underway
8. Robust and successful global partnerships in support of SDGs
9. Increasing reach and coverage of communications
10. Prospects and Challenges for 2019
  - Consolidation
  - Broadening and deepening of global systems and initiatives
  - Program and Budget
  - New initiatives

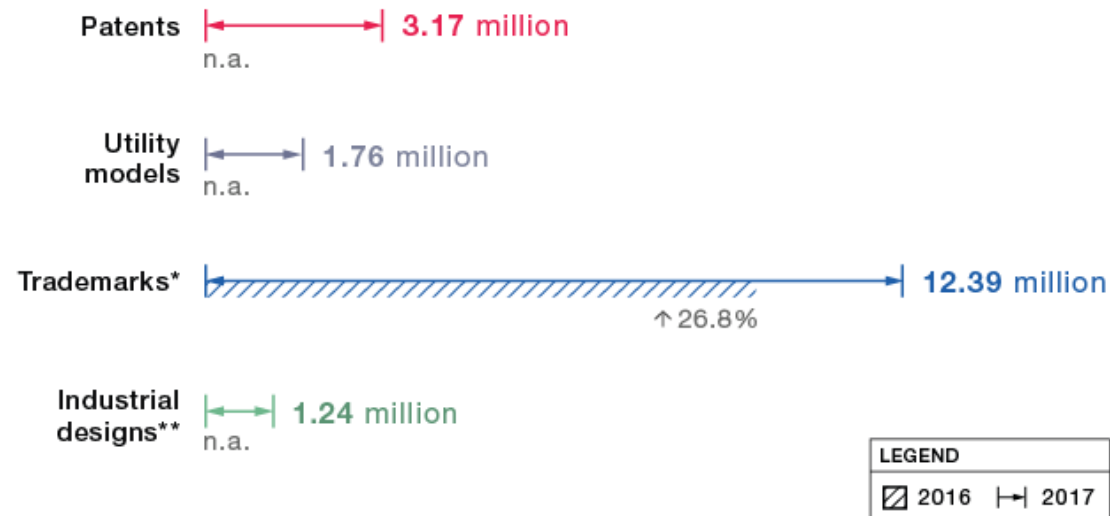
# Global IP Context

## World IP Filings 2017

# Global intellectual property applications and active IP rights

## Worldwide filings for patents, trademarks and industrial designs reached record heights in 2017

### 1. Total applications worldwide



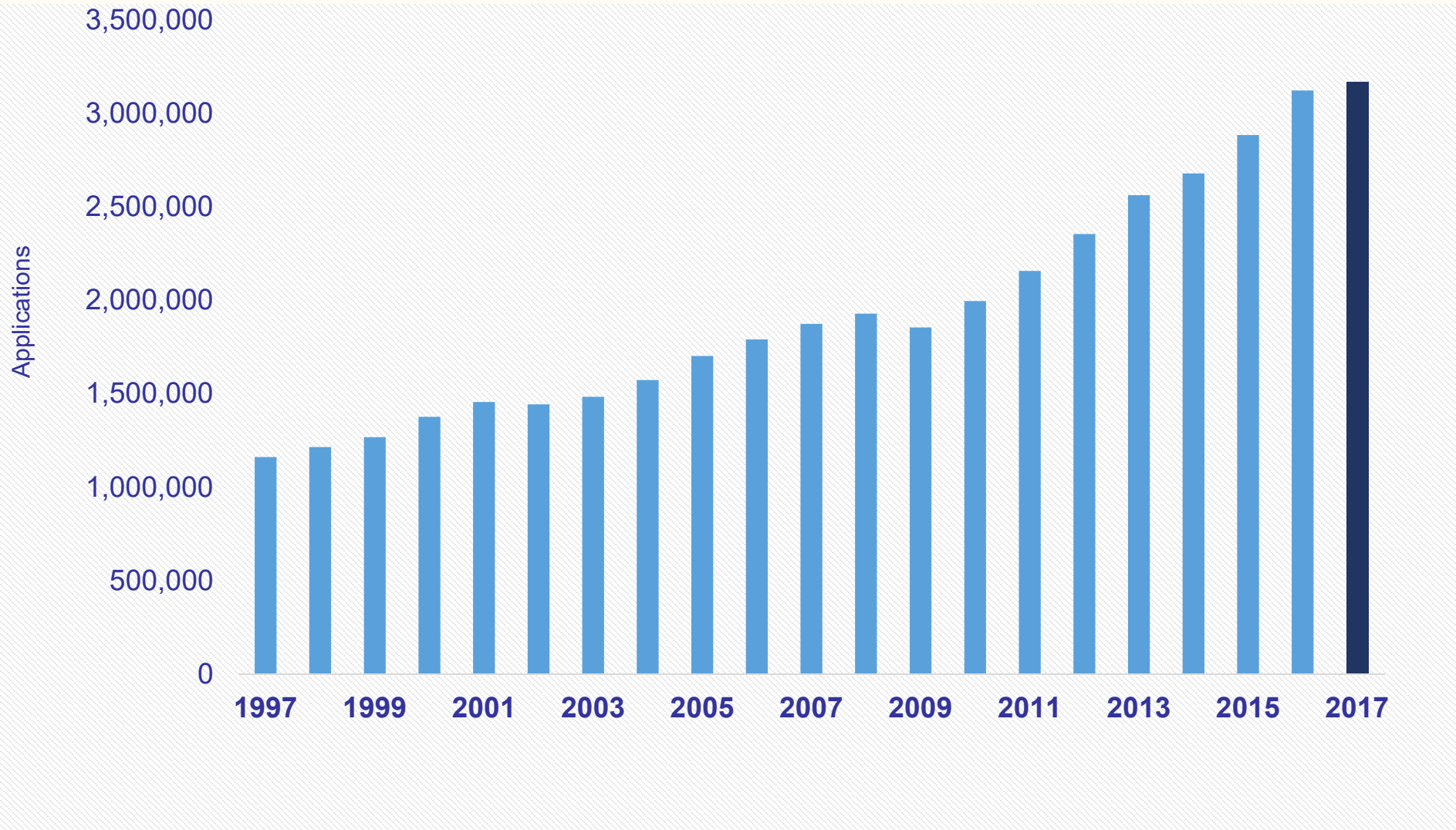
\* refers to class count – the total number of goods and services classes specified in trademark applications.

\*\* refers to design count – the total number of designs contained in industrial design applications.

n.a. indicates not available. China's 2017 data are not comparable with its previous year's data for patent, utility model and industrial design applications due to a change in how this office counts the applications it receives. As China accounts for large shares of global filings for these IP rights, it is not possible to report accurate 2017 worldwide growth rates.

Source: WIPO Statistics Database, September 2018.

## 3.17 million patent applications worldwide in 2017



# Asia has strengthened its position as the region with the most IP filing activity

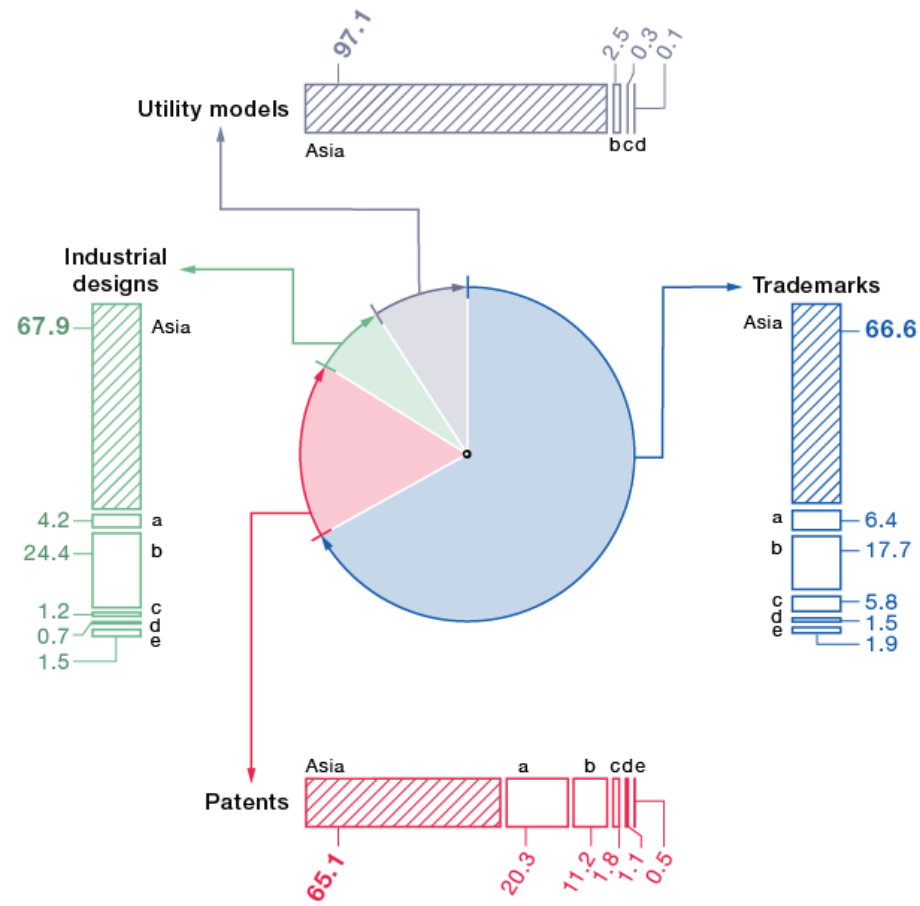
## 2. Percentage shares of IP filing activity by region

**Asia Share 2017**

Patents 65.1%

Trademarks 66.6%

Designs 67.9%

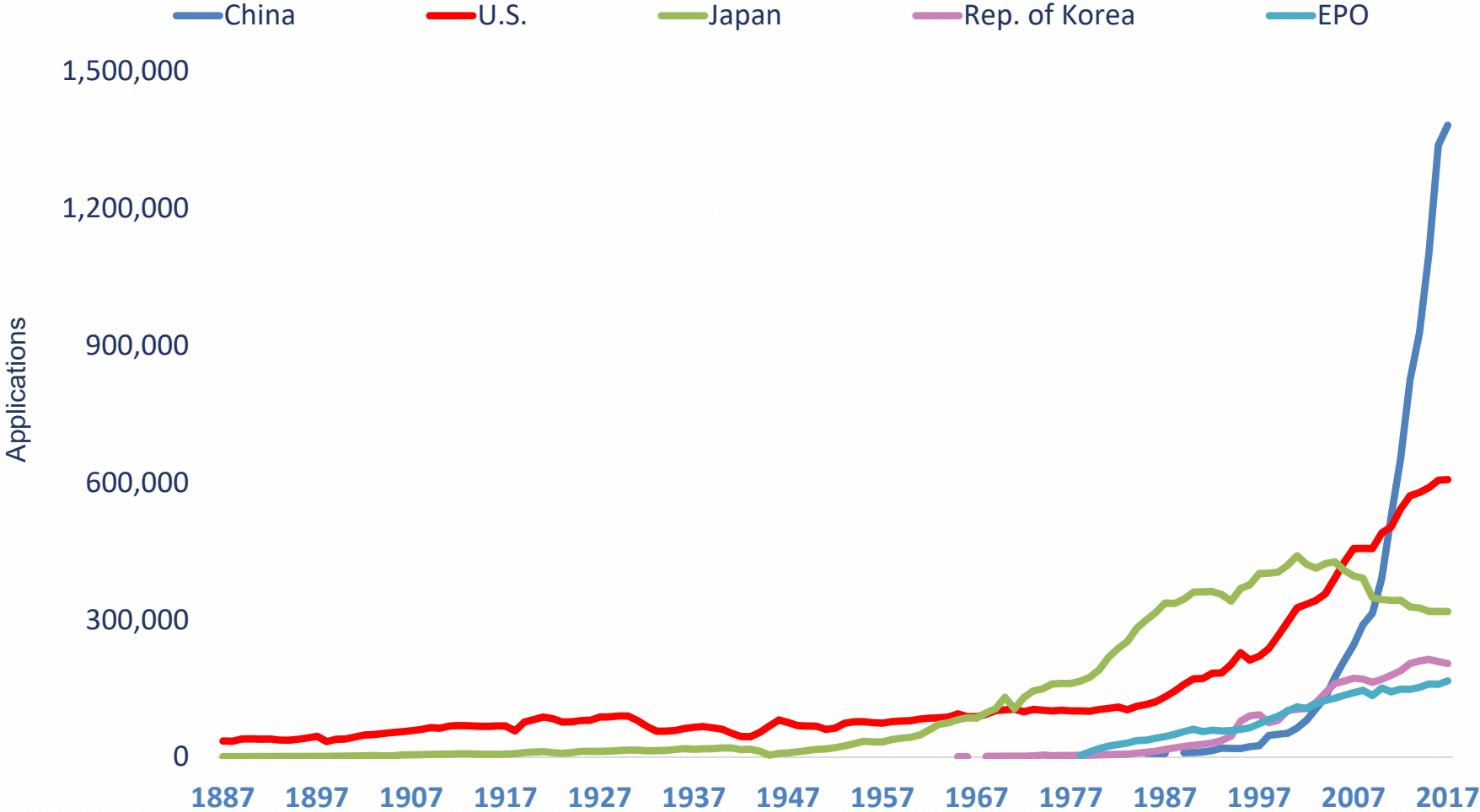


| LEGEND |                                 |
|--------|---------------------------------|
| ▨      | Asia                            |
| a      | North America                   |
| b      | Europe                          |
| c      | Latin America and the Caribbean |
| d      | Oceania                         |
| e      | Africa                          |

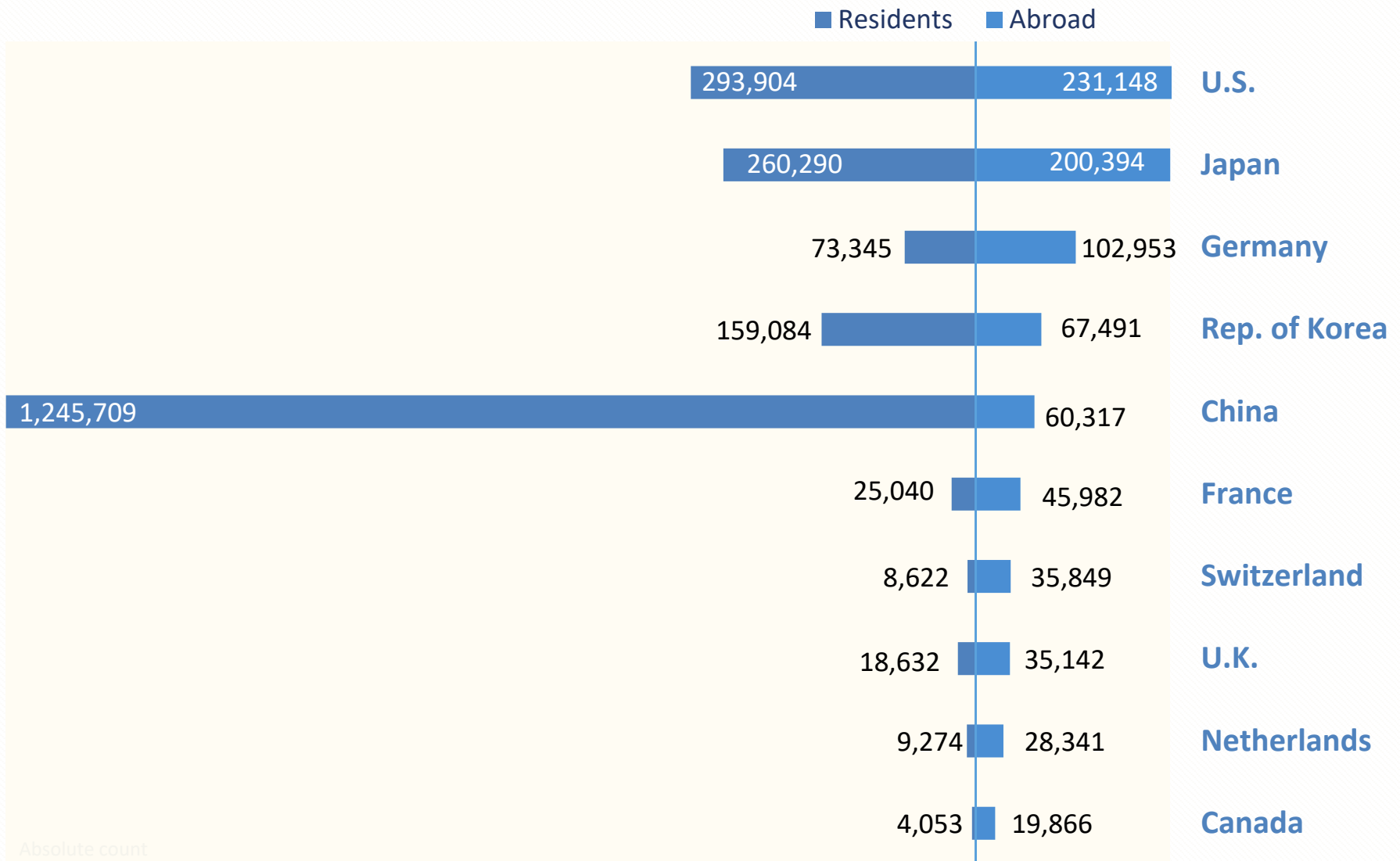
Source: WIPO Statistics Database, September 2018.



# Distribution of Global Patenting has Shifted in Recent Decades

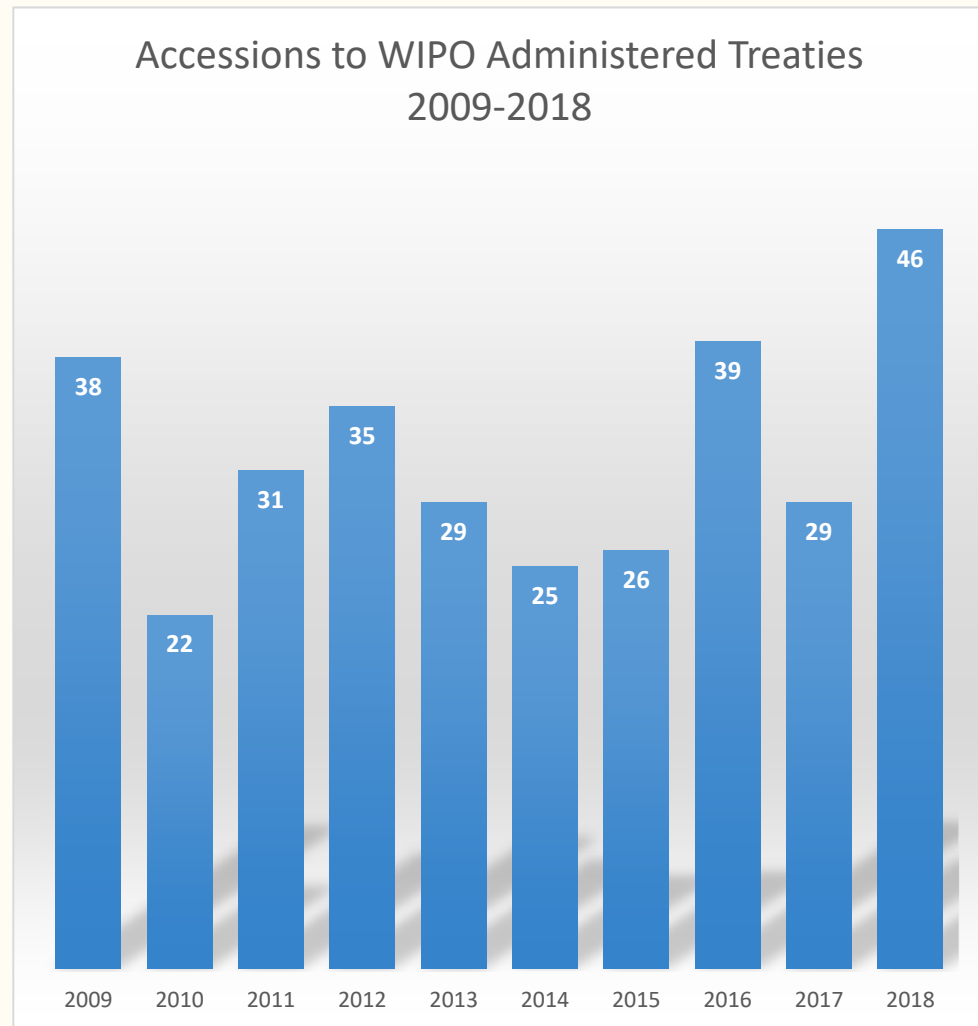


# The U.S. leads in filings abroad



# WIPO Treaties and Global Systems

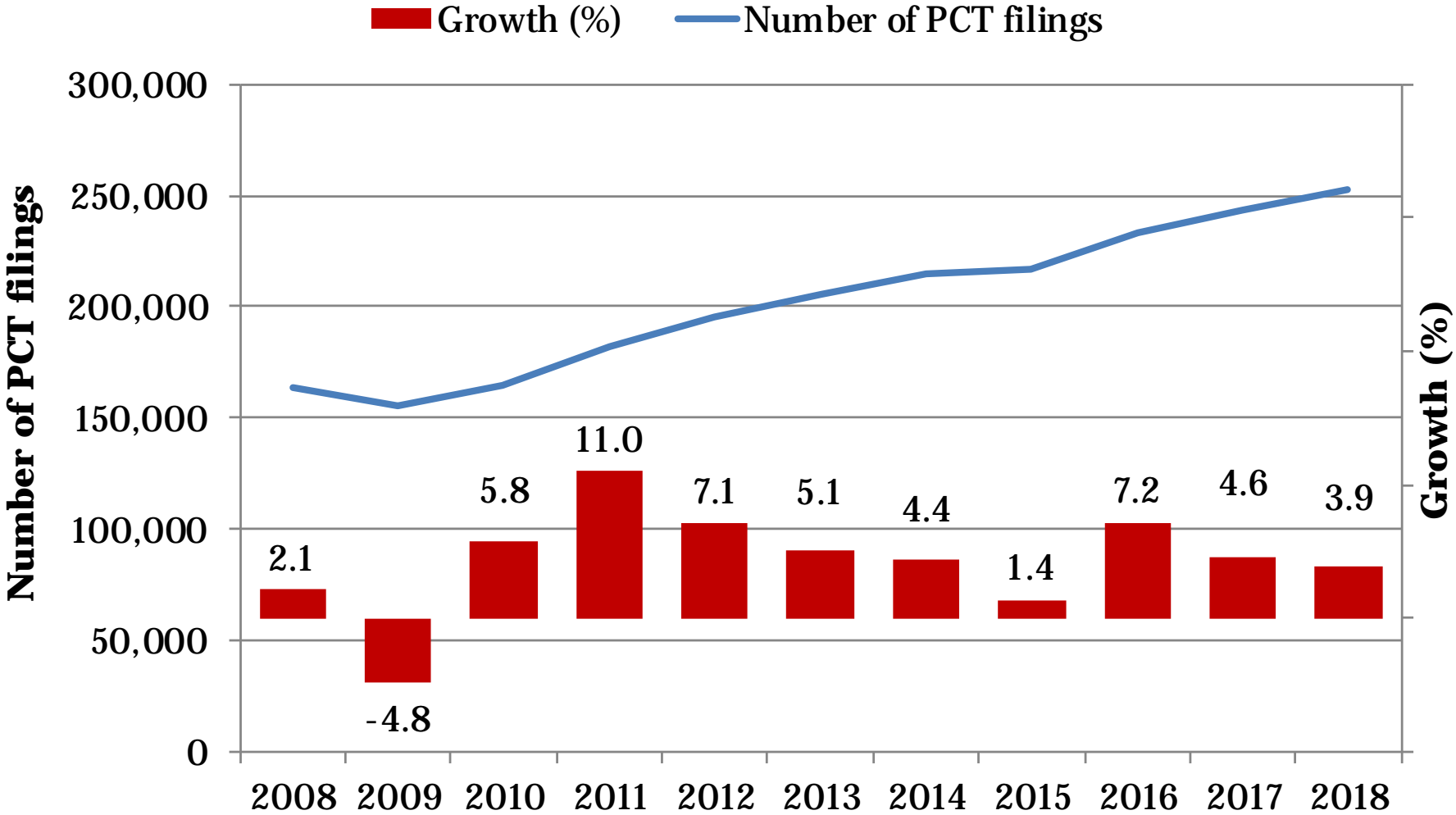
- 2018 was a record year for accessions to WIPO administered treaties – reaching the highest rate of accessions in ten years
- The majority of accessions were to copyright treaties



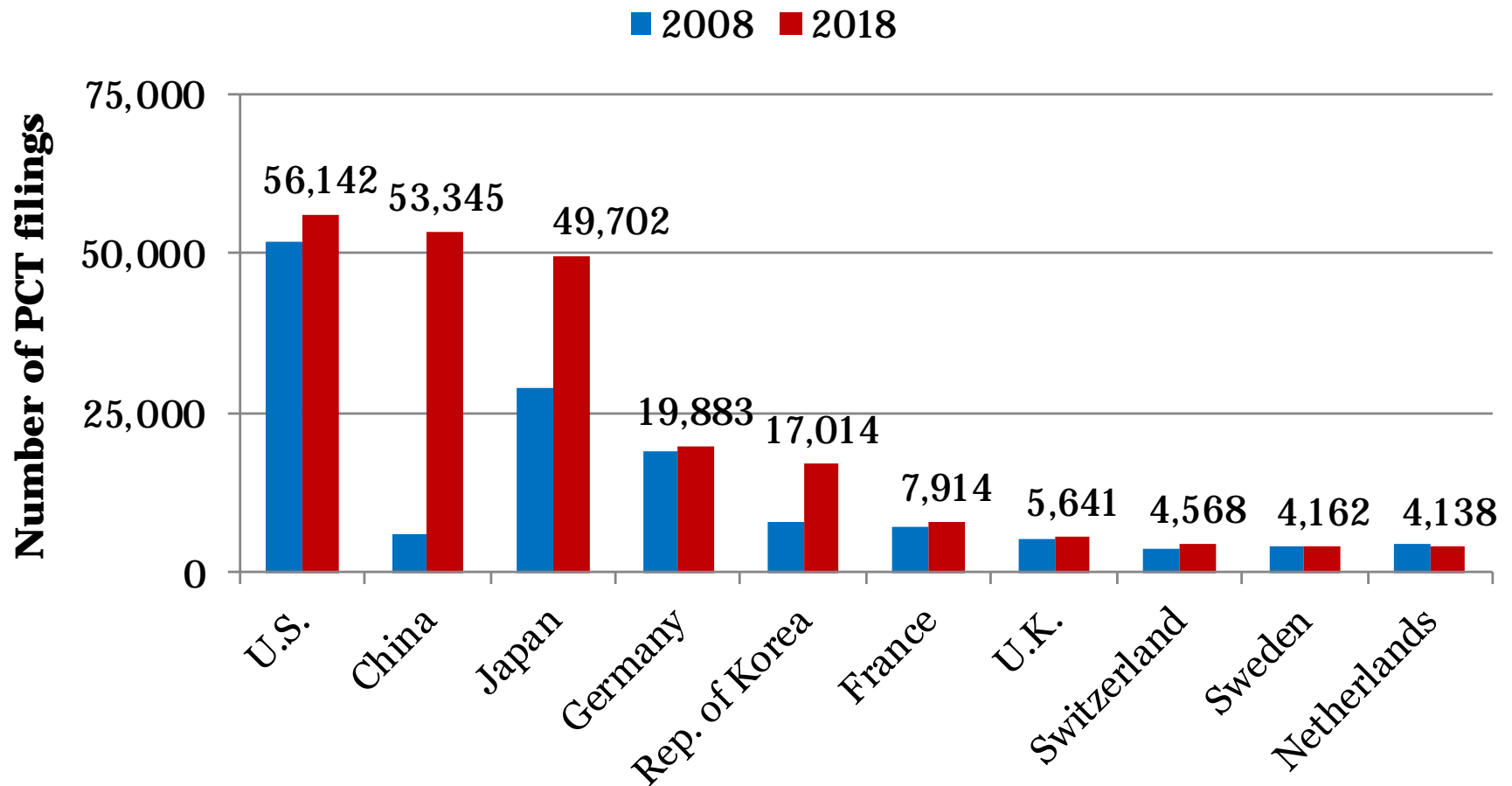
## Global IP Systems - 2018

- Significant growth in the PCT and Madrid systems
- PCT
  - 253,000 international applications
  - +3.9% over 2017
- Madrid System
  - 61,200 applications
  - +6.4% over 2017
- Hague System
  - 5,404 applications (19,296 designs)
  - +3.7% over 2017 (-0.7% designs)
- Priorities
  - Extending geographical reach and participation
  - Quality, efficiency and cost-effectiveness of service
  - Comprehensive IT environments

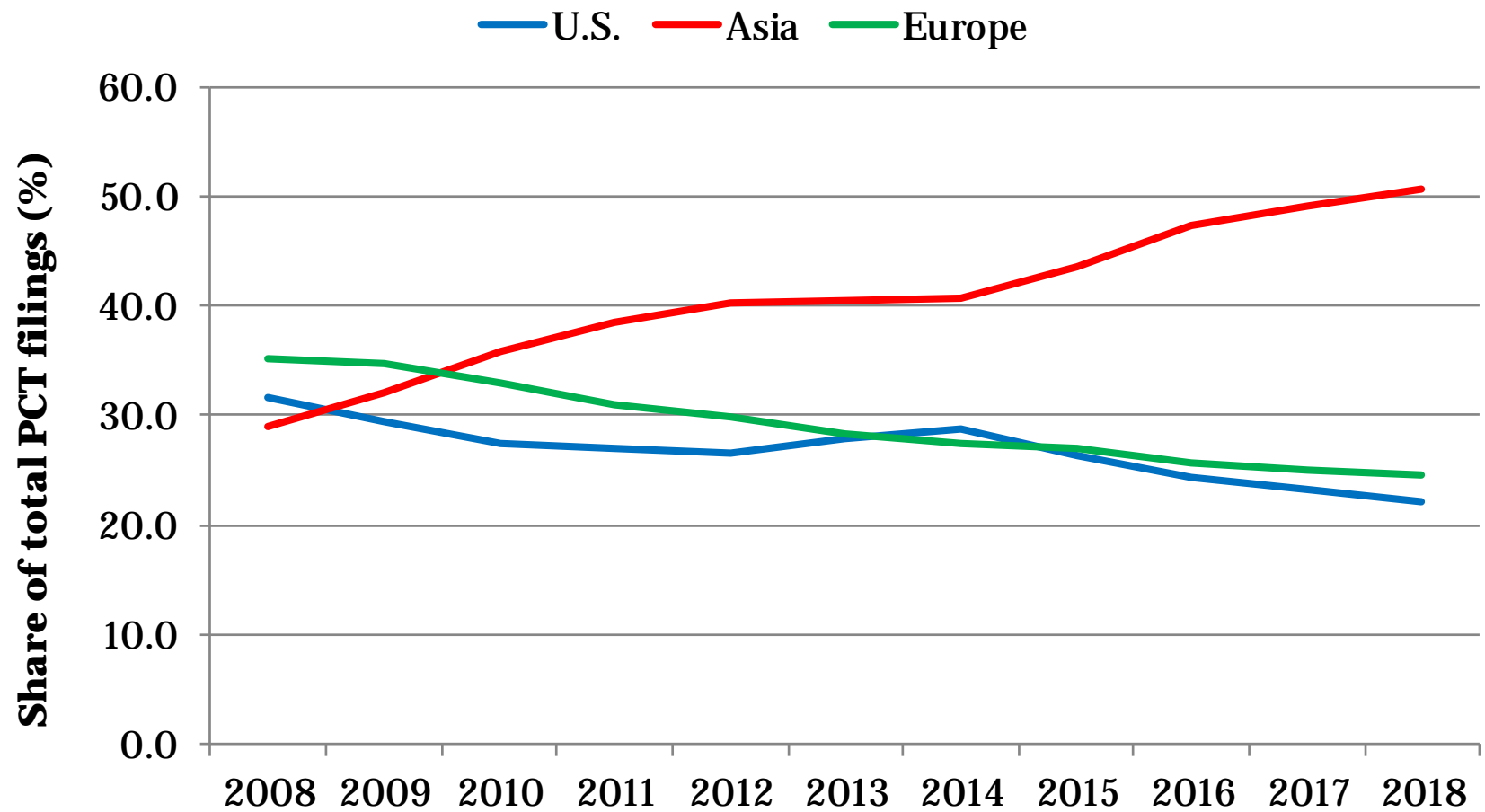
# Trend in PCT filings



## PCT Filings by origin – top 10 origins

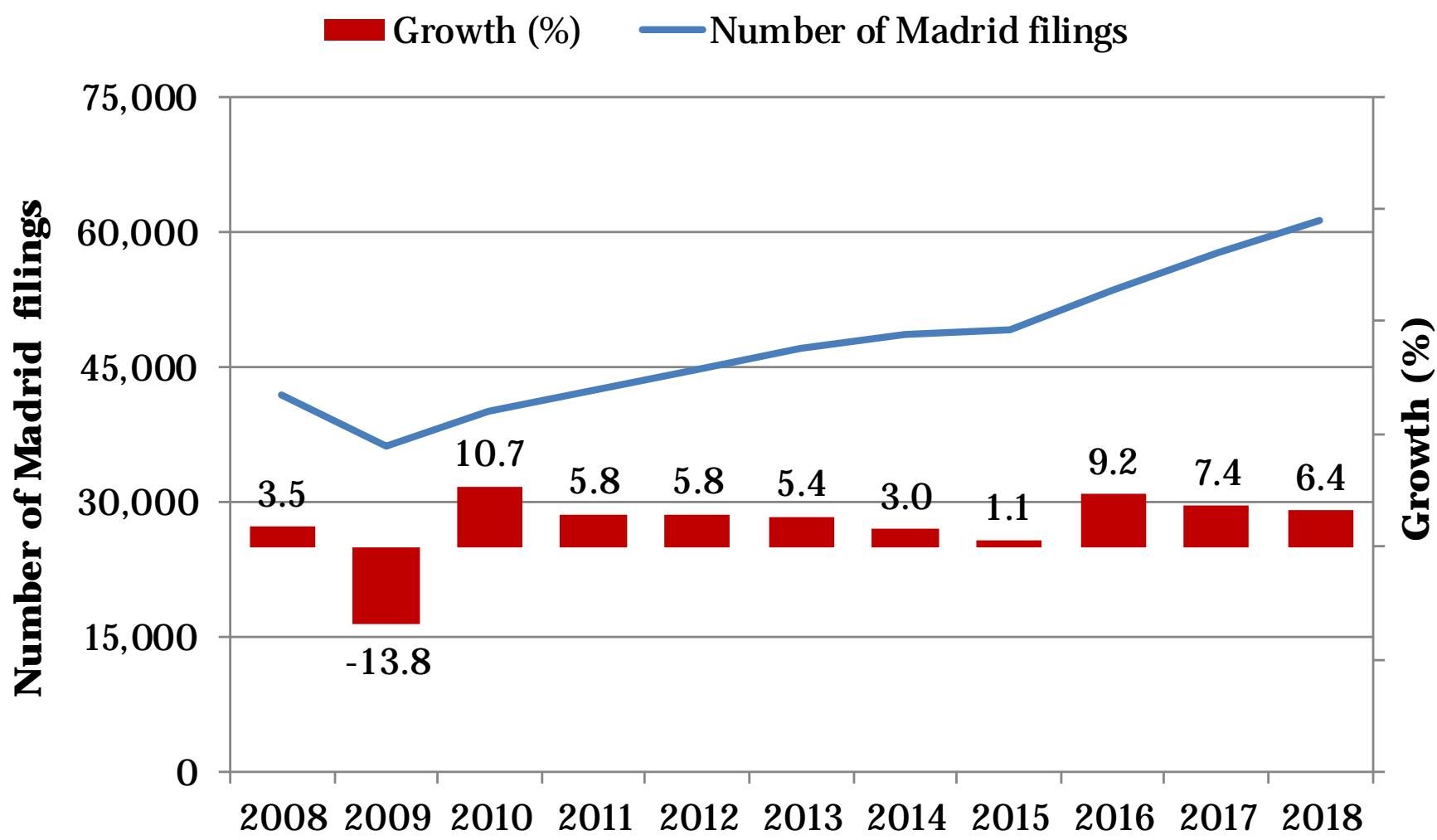


# Share of PCT filings

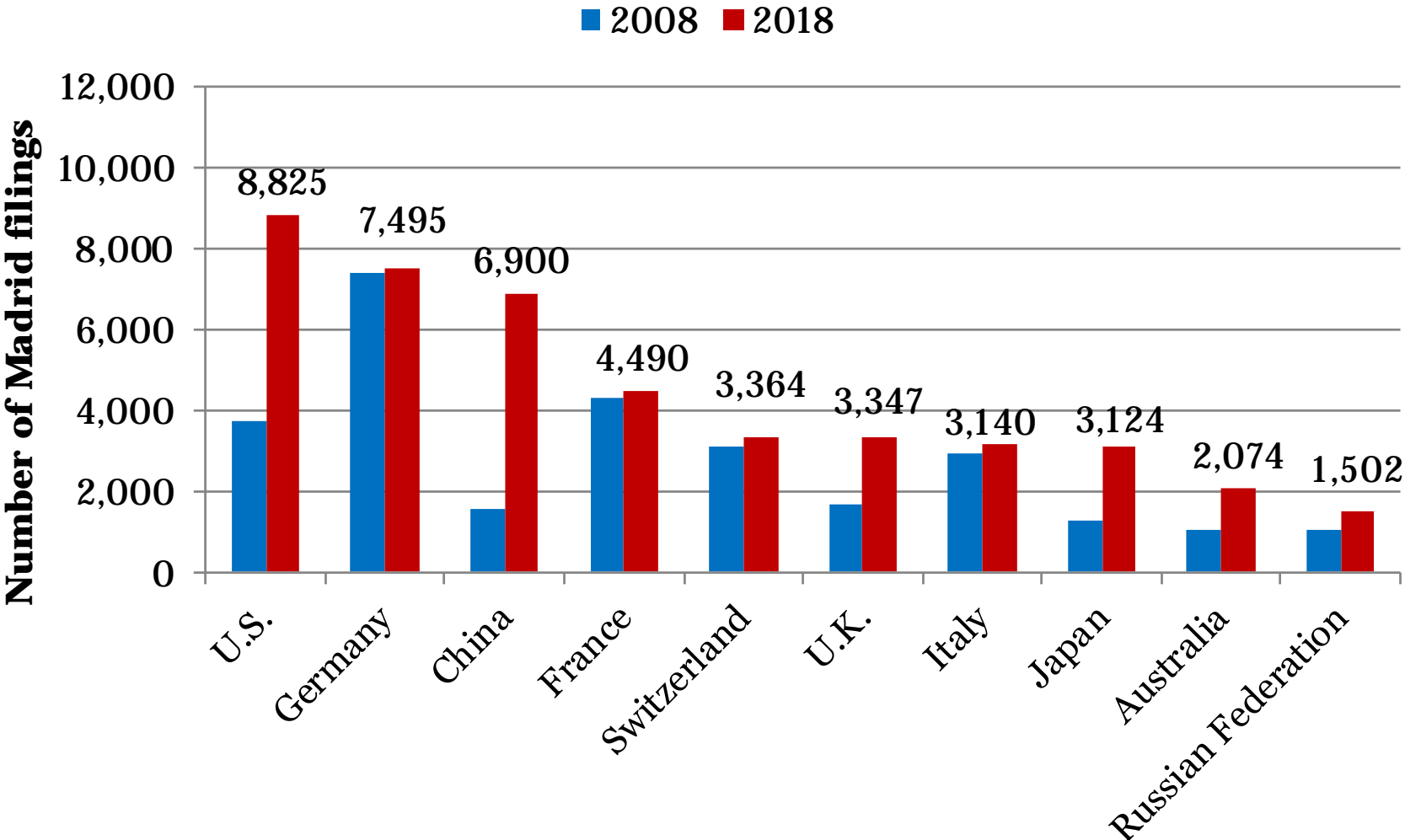




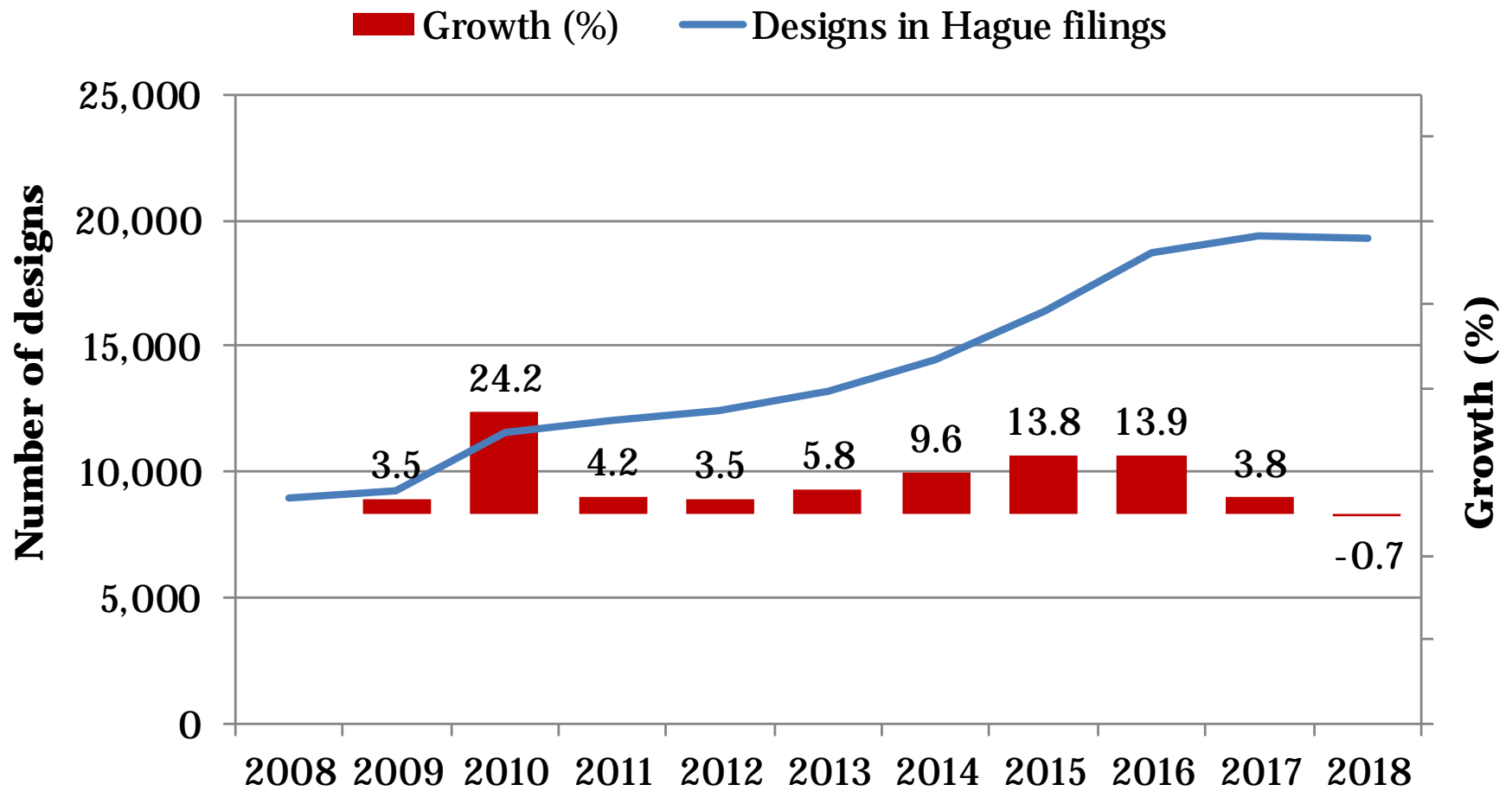
# Trend in Madrid applications



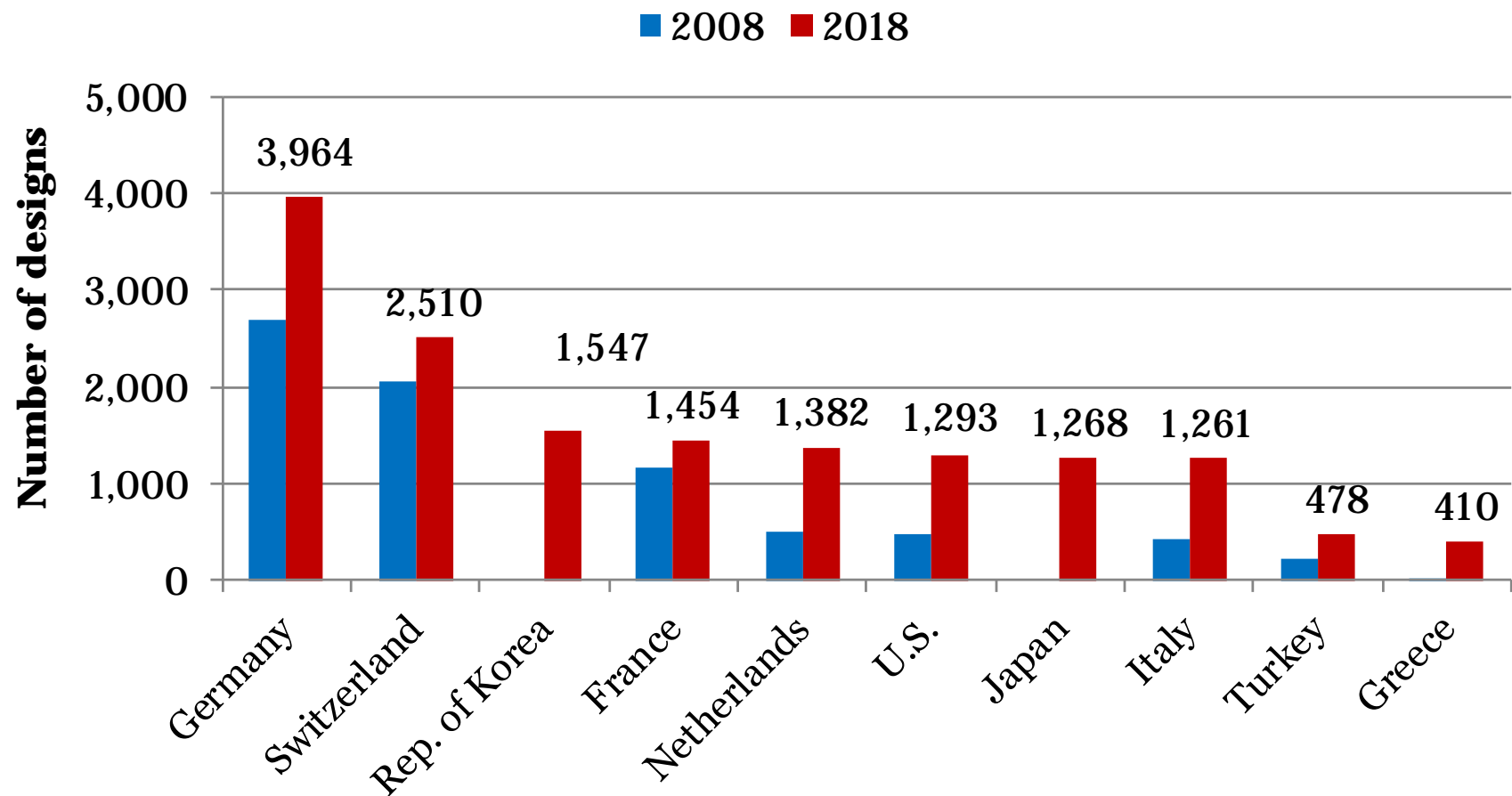
# Madrid applications for the top 10 origins



# Trend in Hague applications (# of designs)



## Hague applications for the top 10 origins (No. of Designs)

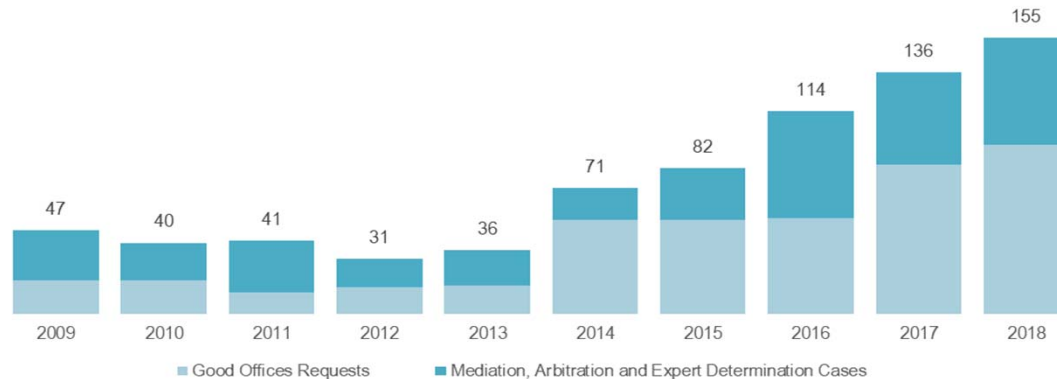


## Expanding Use and Geography of Global IP Systems

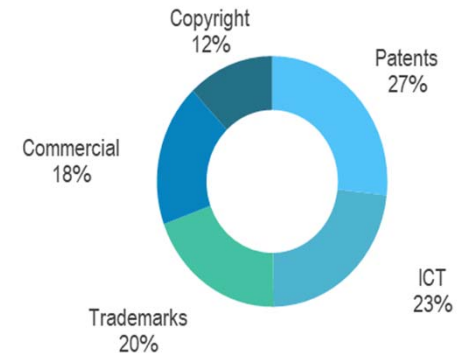
| System                        | 2008    | 2018    | Change  |
|-------------------------------|---------|---------|---------|
| <b>PCT</b>                    |         |         |         |
| Applications                  | 163,600 | 253,000 | +54.6%  |
| No of Members                 | 139     | 152     | +9.3%   |
| <b>Madrid</b>                 |         |         |         |
| Applications                  | 42,075  | 61,200  | +45.5%  |
| No of Members                 | 84      | 103     | +22.6%  |
| <b>Hague</b>                  |         |         |         |
| Applications                  | 1,714   | 5,404   | +215.3% |
| No of Members<br>(Geneva Act) | 32      | 60      | +87.5%  |

# WIPO Arbitration, Mediation and Expert Determination

**WIPO Mediation, Arbitration, Expert Determination Cases and Good Offices Requests Filing (2009-2018)**



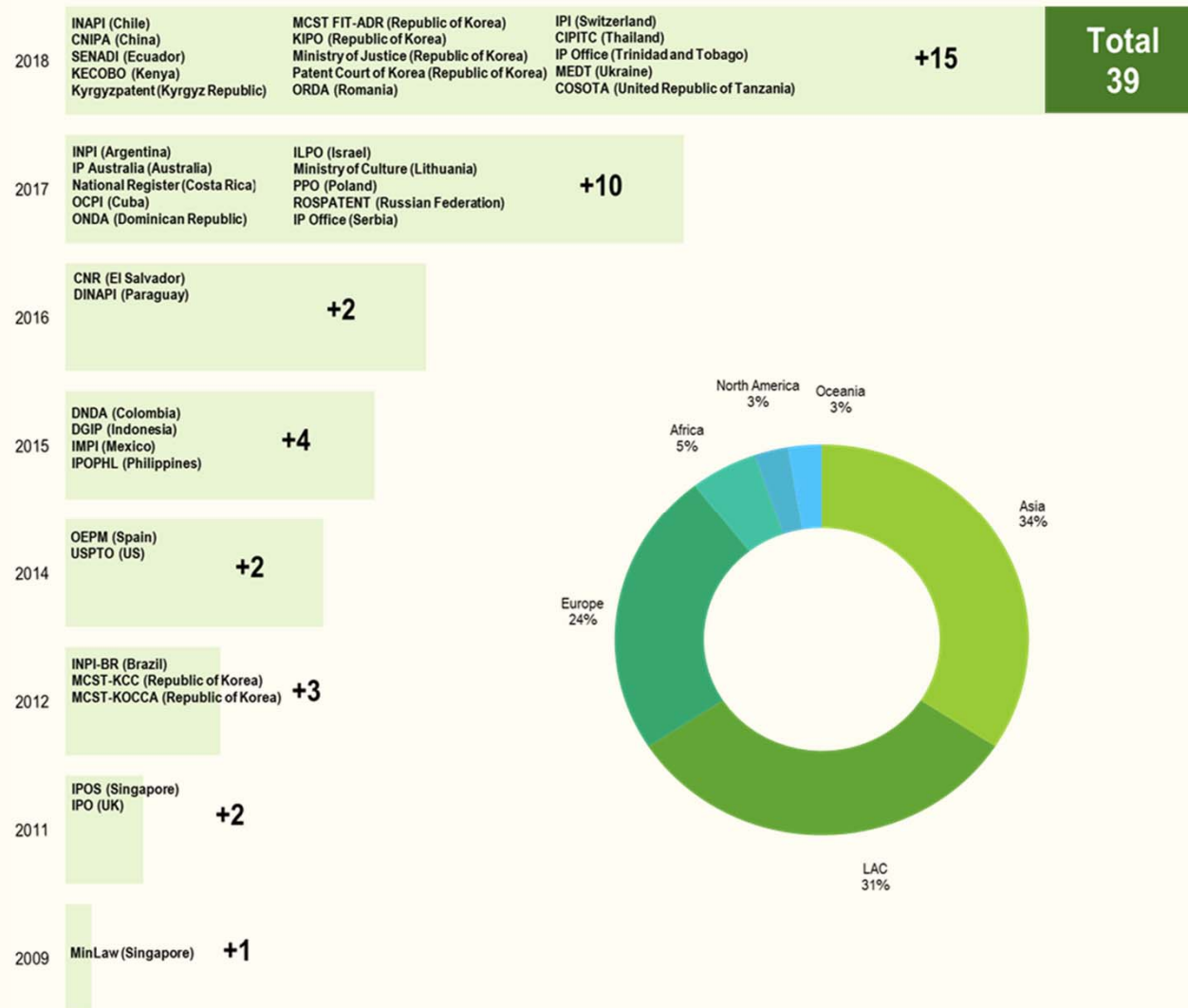
**Subject Matter  
WIPO Center ADR Disputes  
(cumulative through 2018)**



- 2018 results
  - 60 arbitration, mediation and expert determination cases (+15%)
  - Parties from 23 countries
  - Additional 95 requests for WIPO 'Good Offices' for existing disputes (+13%)
- Cumulative total arbitration, mediation and expert determination filing: 595
- Example areas of dispute in 2018: patent licenses, R&D agreements, trademark co-existence agreements, distribution agreements, software agreements, film co-production agreements and consortium agreements
- Launch of voluntary WIPO Mediation Pledge for IP and Technology Disputes

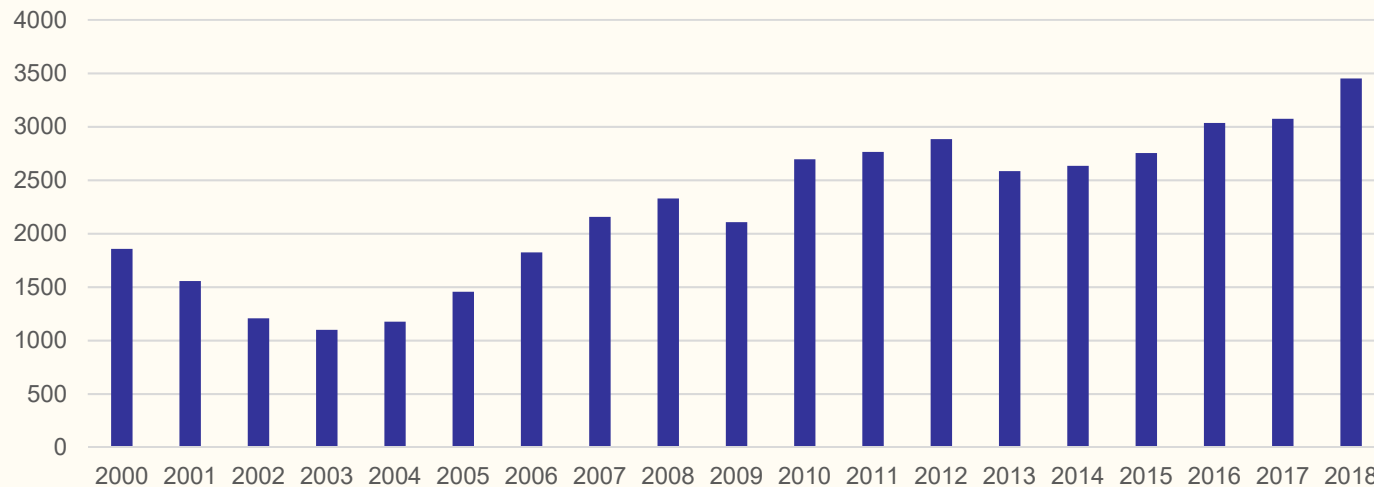
# WIPO Center Collaborations with IP and Copyright Offices

- Increasing collaboration with Member States' intellectual property authorities for promotion and/or integration of alternative dispute resolution options
- New edition of WIPO Guide on ADR Options for IPOs and Courts



# WIPO Domain Name Dispute Resolution

Total Number of WIPO Domain Name Cases by Year



- 2018 results
  - Record 3,447 WIPO UDRP-based cases (+12%), 5,655 domain names
  - Parties from 109 countries, 318 panelists appointed from 54 countries, 19 languages of proceedings
  - Many cases including allegations of counterfeit sales, fraud and phishing
- Cumulative total since 1999: 42,500+ WIPO UDRP-based cases for 78,500+ domain names
- 76 ccTLDs (country code Top-Level Domains) designating WIPO dispute resolution
  - 15% of WIPO 2018 caseload
  - 2018 additions: .AI (Anguilla), .GE (Georgia), and .PY (Paraguay)
  - Significantly expanded posted party resources for ccTLD disputes



# Financial Results

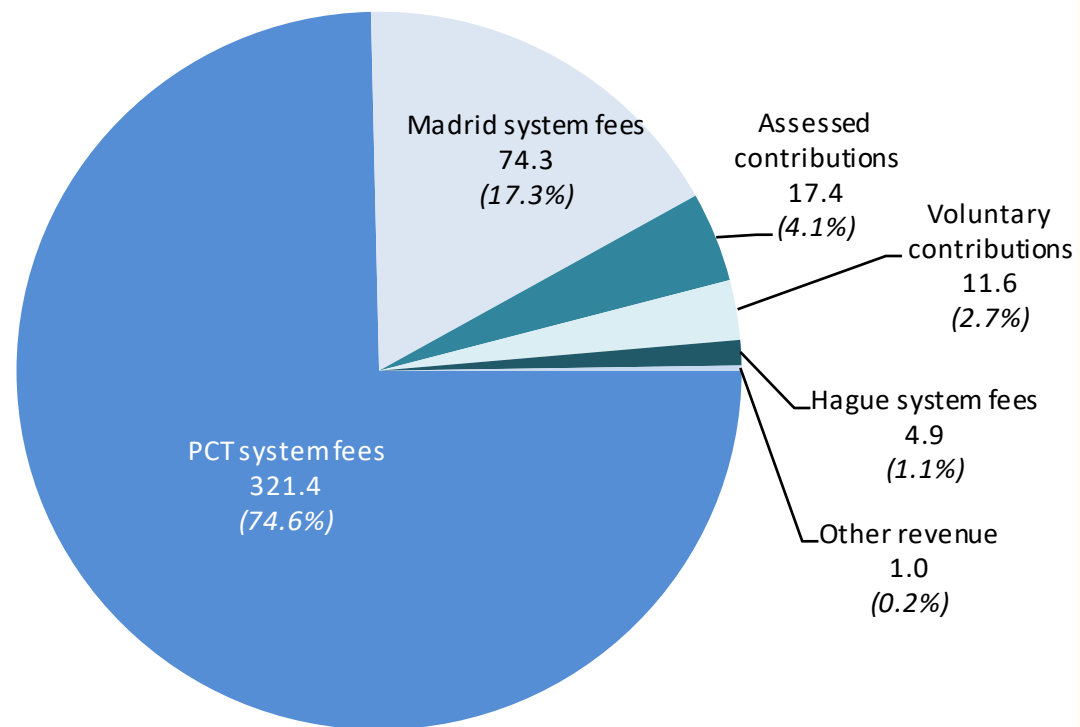
## Financial Results 2018 (unaudited)

- Overall surplus of CHF 42.5 million
- Revenue CHF 430.6 million
  - +CHF 21.4 million over 2017
- Expenditure CHF 375.8 million
  - CHF 18.9 million below 2017

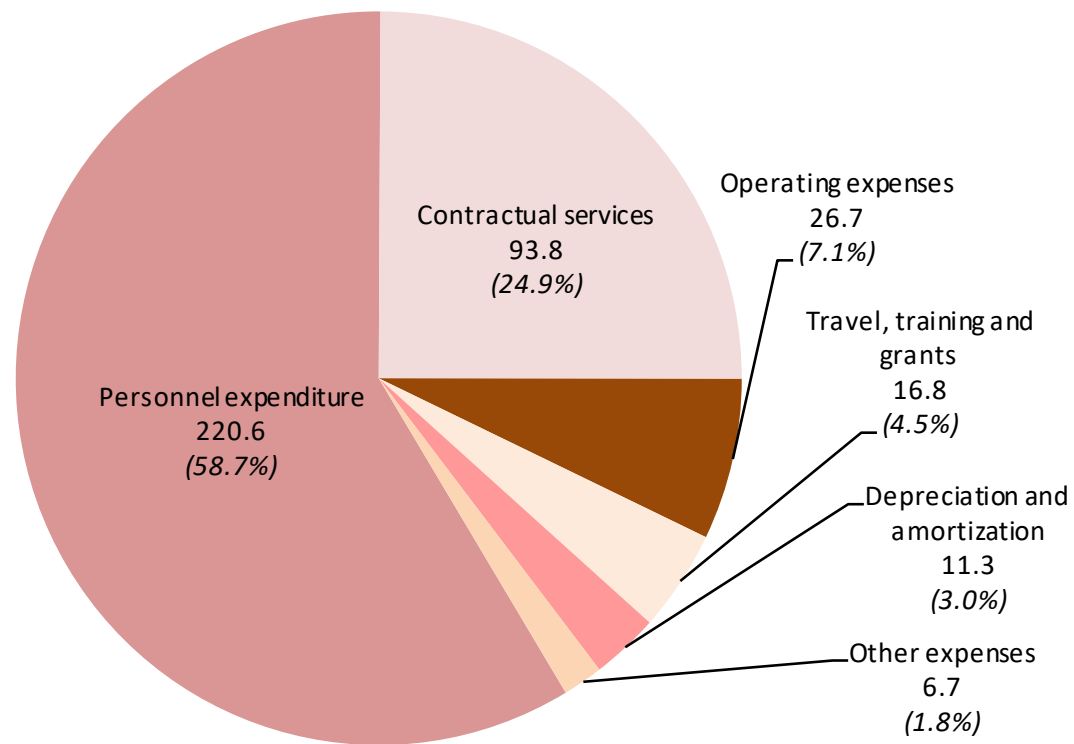
## Statement of Financial Performance (in thousands of Swiss francs)

|   | 2018           | 2017           |
|---|----------------|----------------|
| <b>REVENUE</b>                          |                |                |
| Assessed contributions                  | 17,361         | 17,829         |
| Voluntary contributions                 | 11,605         | 12,096         |
| Publications revenue                    | 542            | 242            |
| Fees                                    |                |                |
| PCT system                              | 321,348        | 296,356        |
| Madrid system                           | 74,297         | 69,952         |
| Hague system                            | 4,919          | 5,076          |
| Lisbon system                           | 31             | 39             |
| Sub-total fees                          | 400,595        | 371,423        |
| Arbitration and Mediation               | 1,810          | 1,689          |
| Other/miscellaneous revenue             | -1,349         | 5,860          |
| <b>TOTAL REVENUE</b>                    | <b>430,564</b> | <b>409,139</b> |
| <b>EXPENSES</b>                         |                |                |
| Personnel expenditure                   | 220,597        | 228,594        |
| Internships and WIPO fellow ships       | 4,440          | 3,853          |
| Travel, training and grants             | 16,764         | 18,195         |
| Contractual services                    | 93,838         | 89,422         |
| Operating expenses                      | 26,643         | 26,300         |
| Supplies and materials                  | 1,663          | 3,457          |
| Furniture and equipment                 | 382            | 1,669          |
| Depreciation and amortization           | 11,302         | 11,350         |
| Finance costs                           | 209            | 12,007         |
| <b>TOTAL EXPENSES</b>                   | <b>375,838</b> | <b>394,847</b> |
| Investment gains/(losses)               | -12,240        | 4,337          |
| <b>SURPLUS/(DEFICIT) FOR THE PERIOD</b> | <b>42,486</b>  | <b>18,629</b>  |

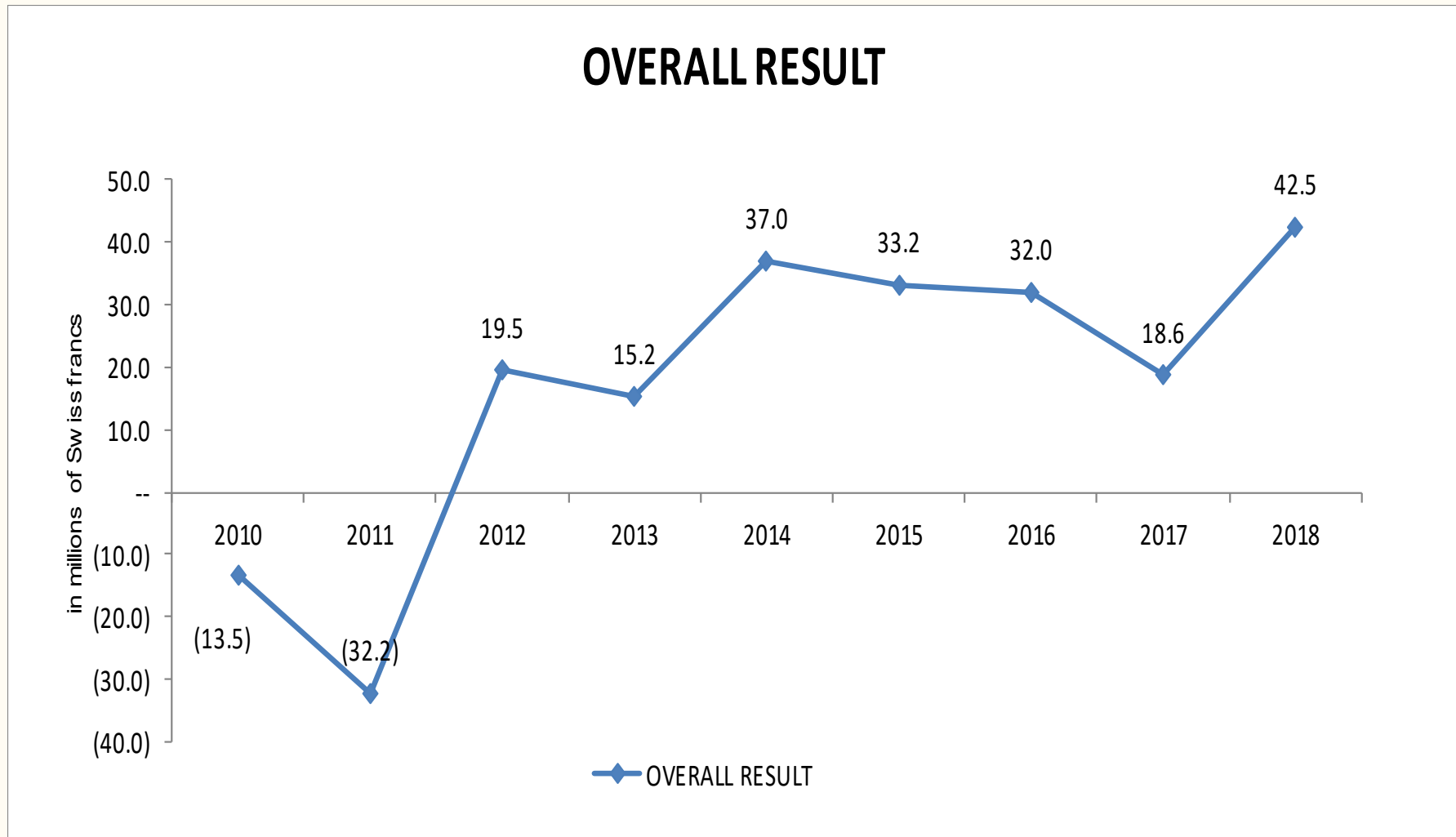
## Composition of 2018 Revenue on an IPSAS basis (millions of Swiss francs)



## Composition of 2018 Expenditure on an IPSAS basis (millions of Swiss francs)



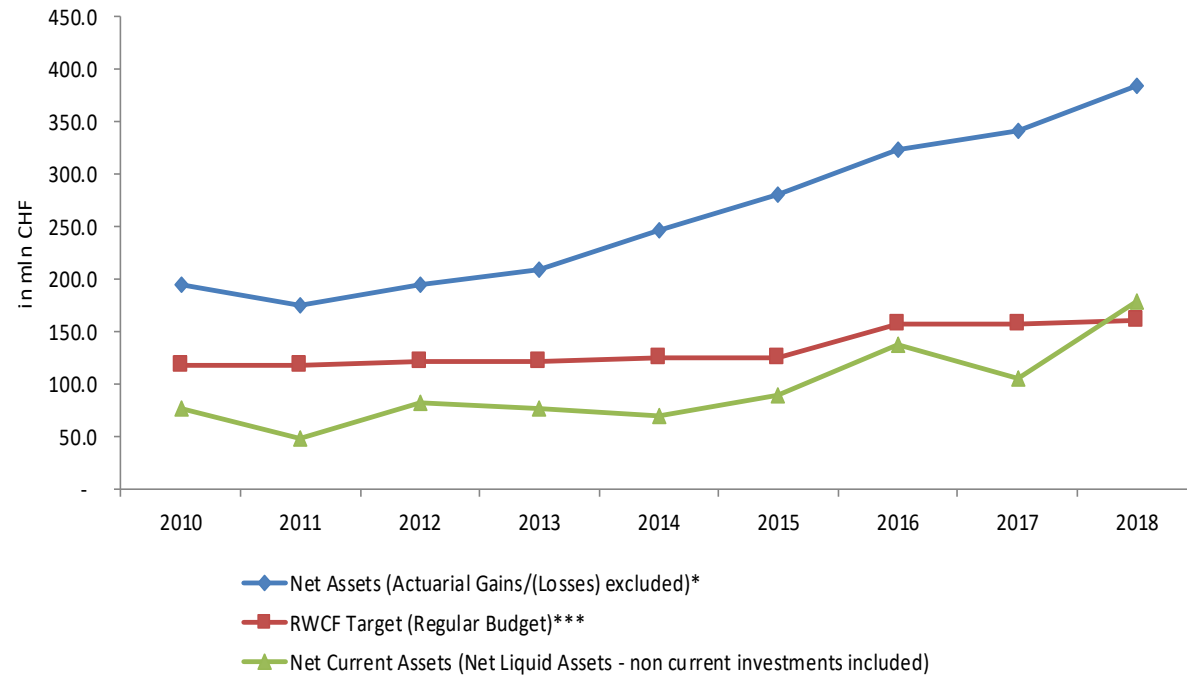
## Evolution of Overall Result for Organization



# Net Assets

## Reserves and Working Capital Funds (RWCF) (in millions of Swiss francs)

|   | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016    | 2017    | 2018    |
|---|-------|-------|-------|-------|-------|-------|---------|---------|---------|
| Net Assets (Actuarial Gains/(Losses) excluded)*                           | 194.6 | 174.2 | 193.7 | 208.8 | 245.8 | 279.1 | 322.7   | 341.4   | 383.8   |
| RWCF Target (Regular Budget)***   | 116.8 | 116.8 | 120.6 | 120.6 | 124.7 | 124.7 | 157.0   | 157.0   | 160.4   |
| Difference  | 77.8  | 57.4  | 73.1  | 88.2  | 121.0 | 154.3 | 165.7   | 184.4   | 223.5   |
| Actuarial Gains/(Losses)  |       |       |       |       |       |       | (173.3) | (138.7) | (122.4) |
| Total Net Assets**  |       |       |       |       |       |       | 149.4   | 202.7   | 261.4   |
| Net Current Assets (Net Liquid Assets - non current investments included) | 75.9  | 47.2  | 81.4  | 76.8  | 68.1  | 88.4  | 136.1   | 104.2   | 178.4   |
| Note: Appropriations already approved, not yet spent                      |       |       |       |       |       | 23.7  | 16.8    | 11.8    | 31.5    |



# Flagship Reports



# Major Reports

## Statistics

World Intellectual Property Indicators (Annual)

Annual Reports PCT, Madrid System and Hague System

## Economic Analysis

World Intellectual Property Report

The Changing Face of Innovation (2011)

Brands – Reputation and Image in the Global Marketplace (2013)

Breakthrough Innovation and Economic Growth (2015)

Intangible Capital in Global Value Chains (2017)

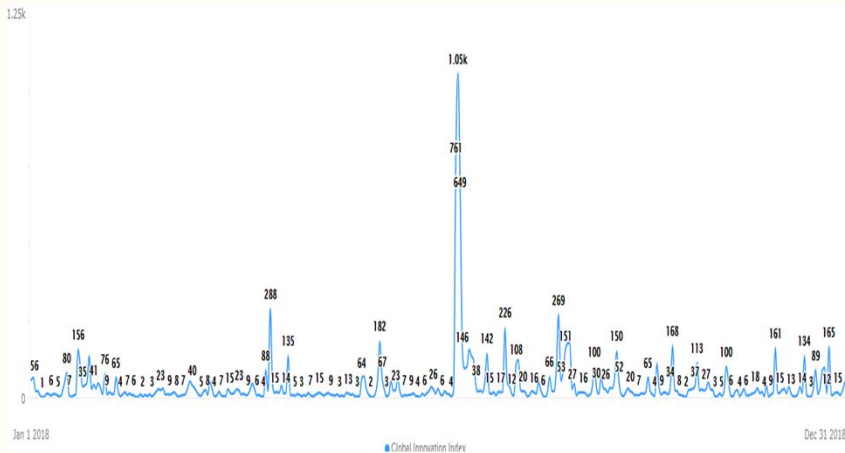
Global Innovation Index

## World Technology Trends

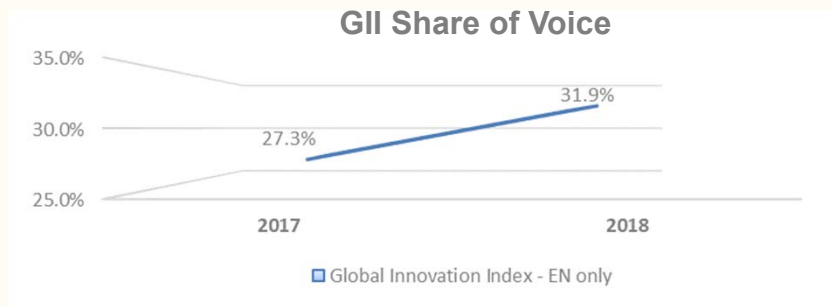
Artificial Intelligence (2019)

# Global Innovation Index 2018 – Worldwide Engagement

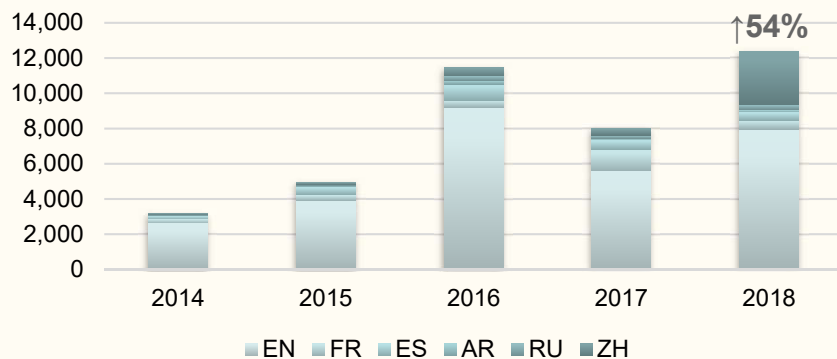
**Media Mentions: 13,000+** (excluding TV)  
Delivering increases in targeted markets: USA ↑**57%**; Brazil ↑**122%**



**Share of Voice** GII articles vs. articles on WEF Competitive Index and TI Corruption Index increased significantly ↑**17%**



## GII Press Release Pageviews, 2014-18



**GII Tweets: 200,000 impressions** ↑**80%**



# Development Services

## Development Services

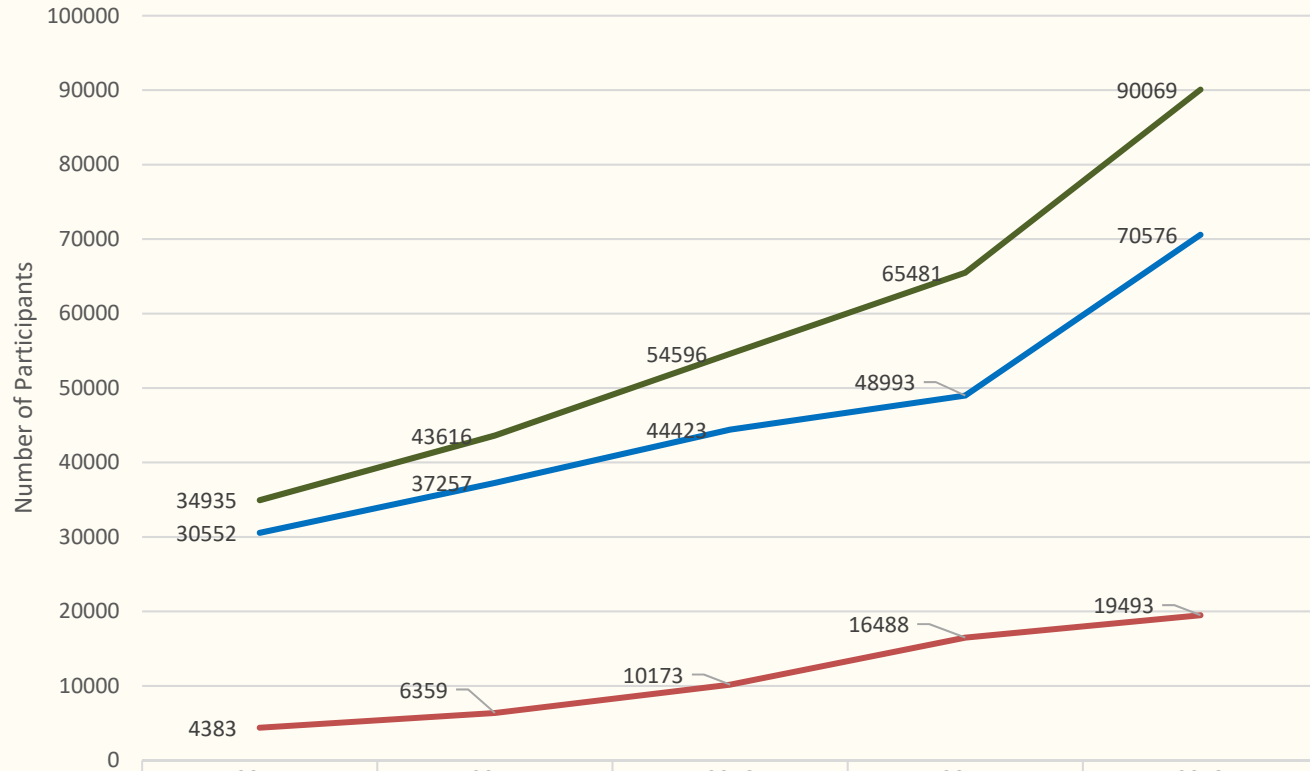
- All programs of the Organization involved
- Menu of services covers:
  - National strategies and plans (Regional Bureaux)
  - Institution building (Regional Bureaux)
  - Technical infrastructure (Global Infrastructure)
  - Capacity building (Academy)
  - Global partnerships (Global Issues)

## WIPO Academy's Record (1998-2018)

- **518,325 individuals** have followed our distance learning courses since 2001
- **10,412 specialized courses** have been organized with our Member States for over 4,300 government officials since 2000
- **1,595 students** have graduated from our Joint Master's Program since 2003, of whom 695 received scholarships as government officials
- **Five national IP training centers** have been established, and **138 trainers** have been certified.
- **More than 3,355 participants** have taken part in the WIPO Summer Schools since 1998

# WIPO Academy's distance learning courses, 2014-2018

DEMAND FOR GENERAL AND ADVANCED IP KNOWLEDGE



|                              |       |       |       |       |       |
|------------------------------|-------|-------|-------|-------|-------|
| General DL Courses           | 2014  | 2015  | 2016  | 2017  | 2018  |
| Advanced DL Courses          | 4383  | 6359  | 10173 | 16488 | 19493 |
| Total Number of Participants | 34935 | 43616 | 54596 | 65481 | 90069 |

155,550 participants from 191 Member States followed the DL courses in 2017 and 2018

# ICT in Support of Development

- Industrial Property Administration System (IPAS)
  - WIPO free of charge software, supplemented by free services of advice on digitization, data capture, quality improvement, workflow optimization
  - In use in **81 IP Offices in all regions**
- WIPO Connect
  - Supports the business operations of Collective Management Organizations (CMOs) in the Digital marketplace
  - Deployed in **7 pilot CMOs** (4 in Africa, 2 in Asia, 1 in Caribbean) at the end of 2018
- Technology and Innovation Support Centers (TISCs)
  - Over **750 in 78 national networks** in developing and least-developed countries
- Public-Private Partnerships on Access to Information and Knowledge
  - ARDI
    - part of UN partnership “Research4Life” with free/affordable access to 28,000 science and technology books/journals
    - 1,250 institutions actively using ARDI
  - ASPI – free/affordable access to seven commercial patent databases
    - 120 registered institutions

# 2018 Initiatives



# WIPO Judicial Institute

- Collaborates closely and coordinates with all relevant WIPO sectors in building an Organization-wide approach to judicial activities
- WIPO Advisory Board of Judges
  - 15 judges from Australia, Cameroon, China, France, Germany, India, Japan, Philippines, Republic of Korea, Serbia, South Africa, United Arab Emirates, United Kingdom, United States of America, and Uruguay

## **Platform of exchange of judicial information and practices on IP**

- Intellectual Property Judges Forum
  - Inaugural meeting in Geneva, November 7 to 9, 2018
  - 119 judges from 64 countries from across all regions
  - 33 judges participated as moderators or panelists
  - **Next Forum: November 13 to 15, 2019**

## **Strengthened judicial capacity building**

- Master Class on IP Adjudication
  - August 21 to 23, 2018: in collaboration with the Supreme People's Court of China in Beijing, China
  - 31 judges from 15 countries, including 5 members of the WIPO Advisory Board of Judges
  - **Next Master Class: Expected September 2019**
- Continuing judicial education programs on IP (CDIP project)
- WIPO Academy Distance Learning Course on IP for Judges
- Topic-specific, ad hoc judicial colloquia (+10/year)

## **3. Research and studies on judicial systems and decisions on IP**

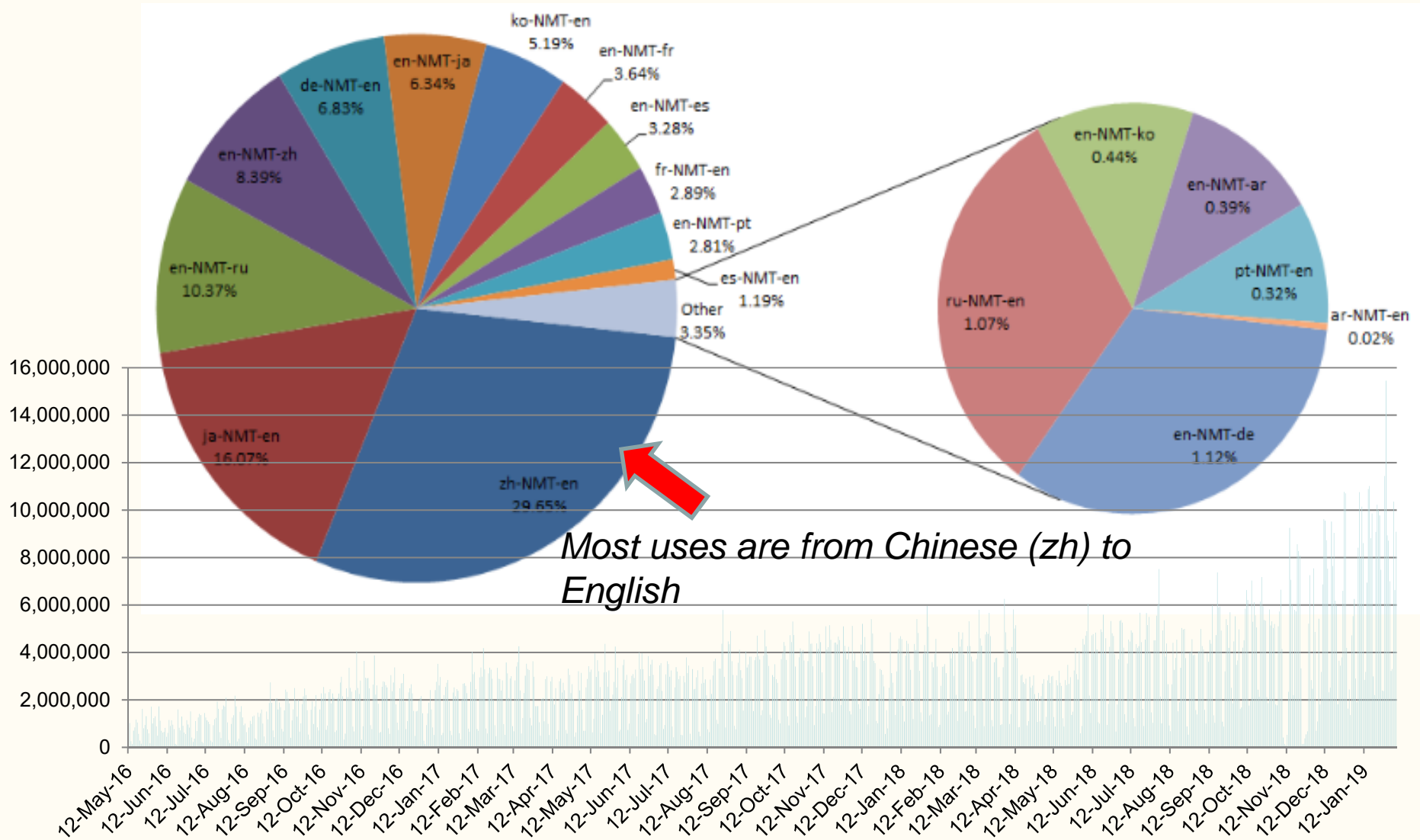
- Online Database of Selected IP Judgments
  - Pilot initiated with select number of judiciaries in Latin America; launch expected at the end of 2019
- Empirical data about the different judicial approaches to the administration of IP
  - WIPI 2018 Special Theme: An overview of patent litigation systems across jurisdictions
- Publications
  - WIPO - HCCH publication: *When Private International Law meets Intellectual Property Law – A Guide for Judges*, expected spring 2019
  - *WIPO Collection of Leading Judgments on Intellectual Property: People's Republic of China 2011-2018*, expected spring 2019

# Advanced Technologies Application Center (ATAC)

- Objective
  - Explore the use of the latest technologies for IP Administration
- Initial Applications
  - WIPO Translate (machine translation)
  - Trademark image similarity search (2019)
  - Speech to text for meetings (2019)

# WIPO Translate usage (PATENTSCOPE)

10 Languages (A,C, E, F, G, J, K, P, R, S)  
 1.5 - 2 Million words translated every day



# Organizations benefiting from WIPO Translate services

- 10+ UN Agencies



**United Nations**



**International  
Telecommunication  
Union**



**International  
Labour  
Organization**



**WORLD  
METEOROLOGICAL  
ORGANIZATION**



**WORLD TRADE  
ORGANIZATION**



**IAEA**  
International Atomic Energy Agency

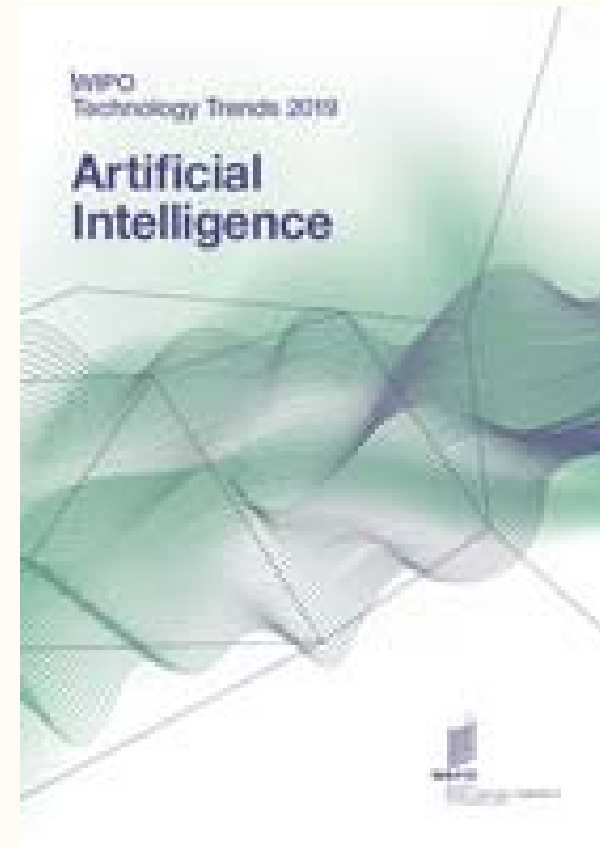


**Food and Agriculture Organization  
of the United Nations**



**INTERNATIONAL  
MARITIME  
ORGANIZATION**

# Technology Trends



- Artificial Intelligence
  - First of a new annual series of reports based on analysis of patent applications and scientific publications
  - Provides empirical basis for insights into the development and geography of particular fields of technology

# Global Partnerships

## Partnerships in Support of SGDs

- Accessible Books Consortium
- WIPO Re:Search
- WIPO Green
- Access to Knowledge and Information (ARDI, ASPI)
- Publishers Circle

# Accessible Books Consortium

- Consortium between authors, publishers, libraries, blind associations
- Functions
  - International (Accessible Format) Book Exchange
    - 29 Authorized Entities (AEs)
    - Catalogue of 400,000 works in 76 languages
  - Inclusive Publishing
    - ABC Charter for Accessible Publishing
  - Capacity Building
    - Capacity building projects in Argentina, Bangladesh, Botswana, India, Nepal, Sri Lanka and Uruguay
    - 4,000 educational titles produced in accessible formats

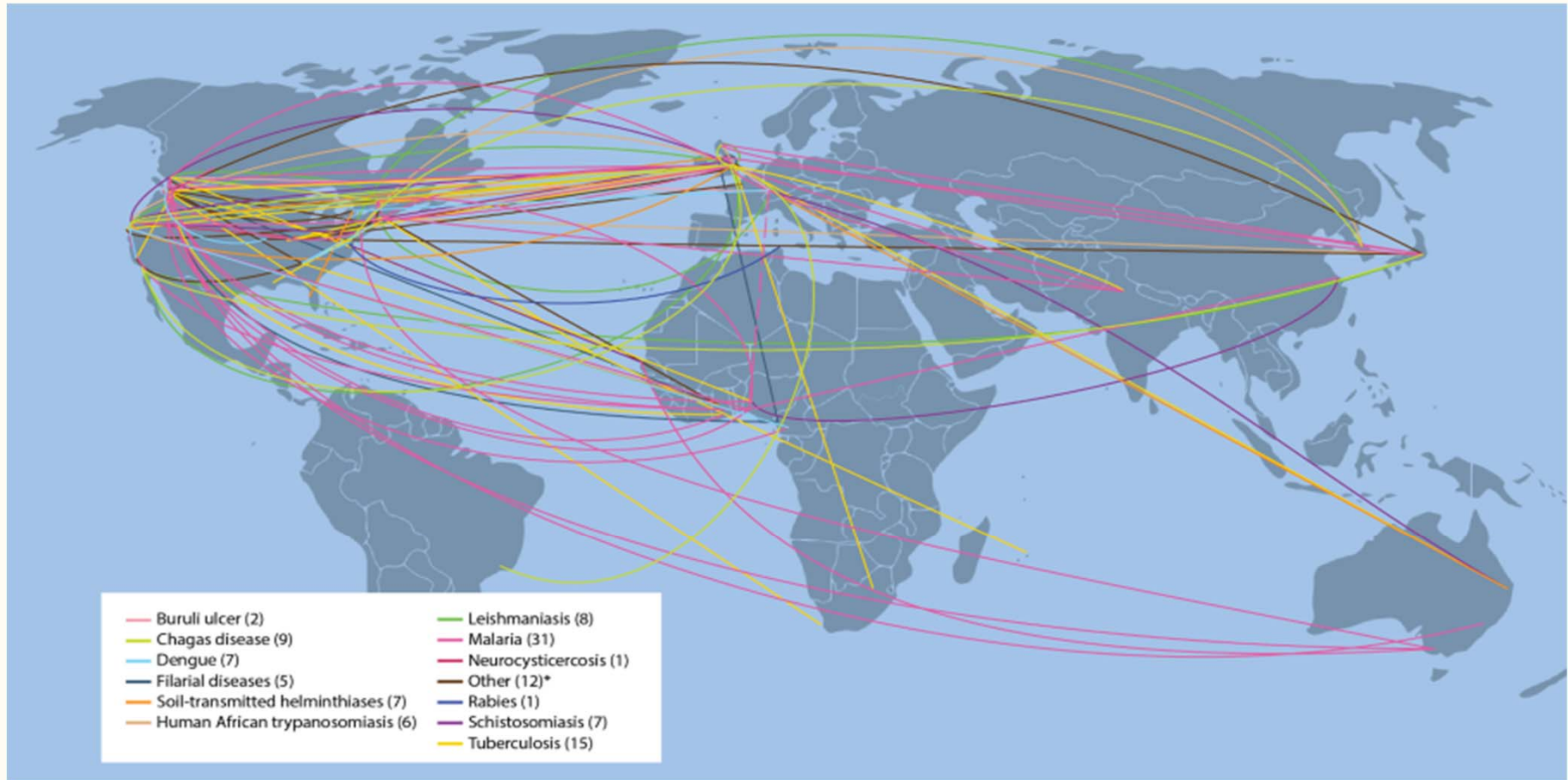


## WIPO Re:Search

- Public-private partnership with 141 members (national institutes of health, pharmaceutical companies, universities and public research institutions) from 41 countries
- Aims to accelerate discovery and development of technologies for neglected tropical diseases, malaria and tuberculosis, by:
  - sharing intellectual property with the global health research community
  - catalyzing and fostering global health collaborations, and
  - contributing to capacity building in developing countries
- 148 agreements established among members, of which 55 are active
- BVGH manages agreements

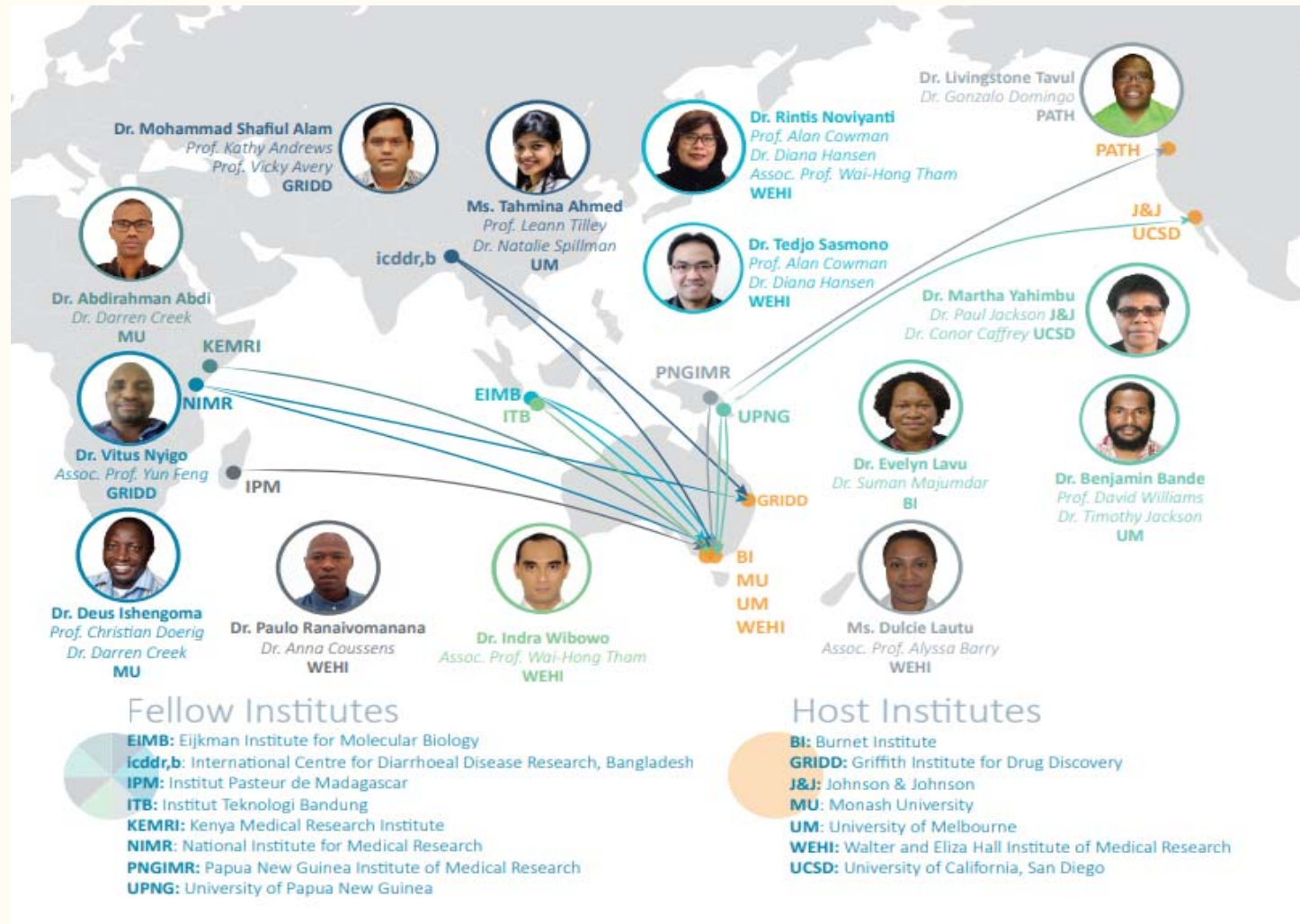
# Collaborations

148 research collaborations as of March 2019



\*Fungal disease, diarrheal disease, RSV, multiple diseases

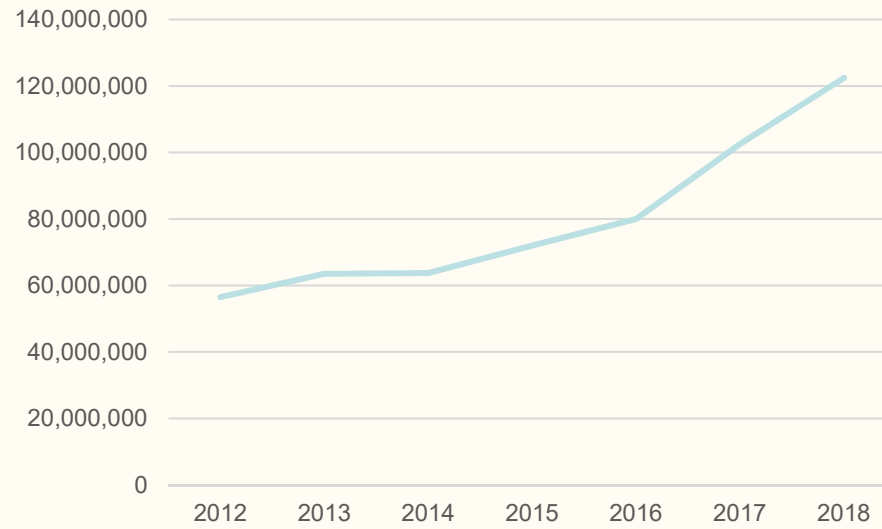
# 14 Fellowships in 2017-2018



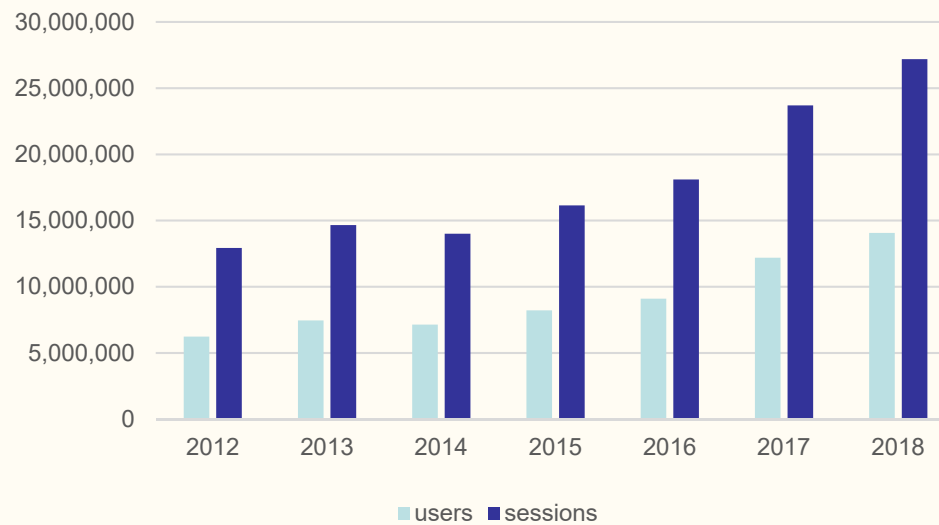
# Communications

# Communications wipo.int

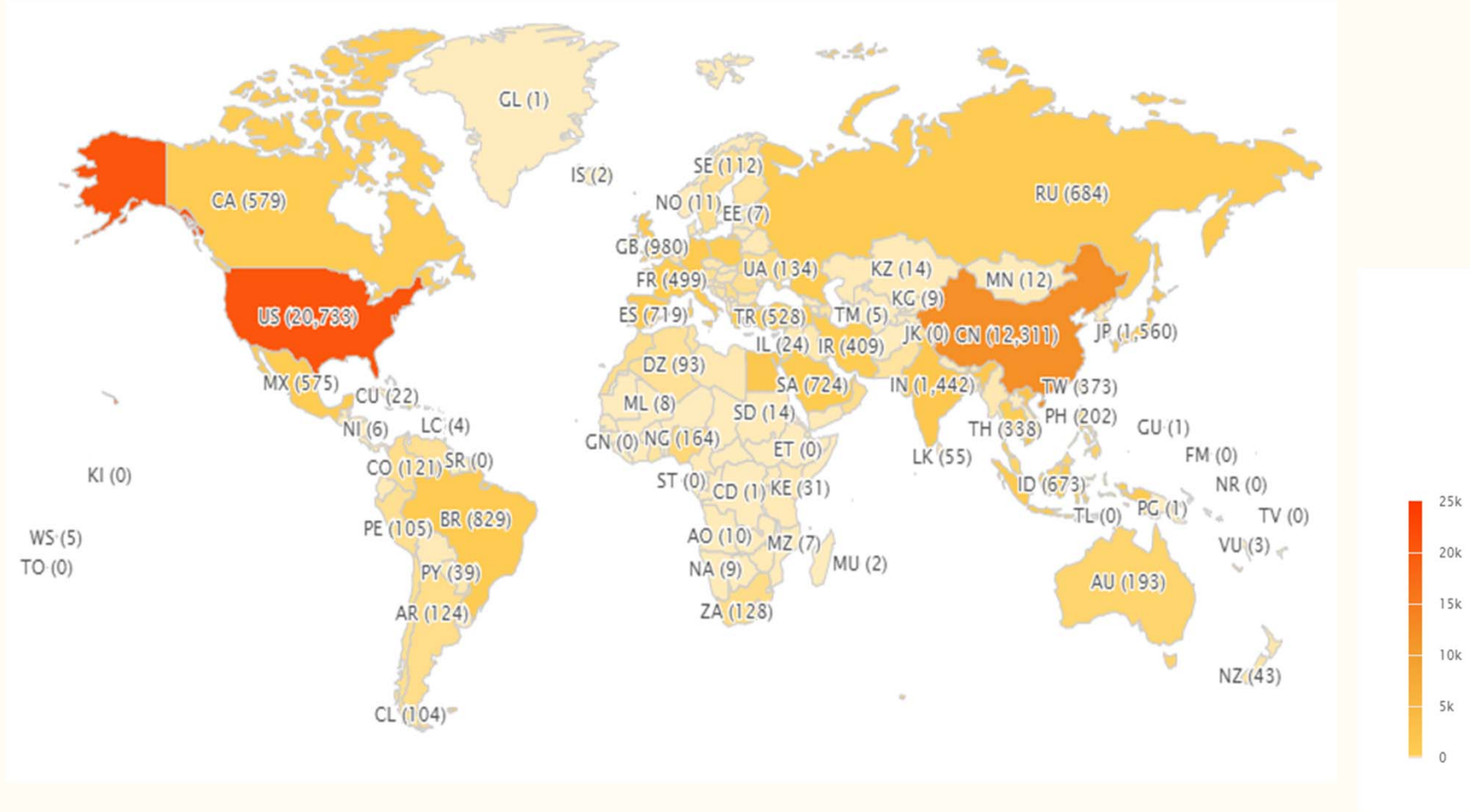
## Pageviews



## Users & Sessions



Media Coverage: 99% Positive or Neutral  
60,000 Media Mentions, ↑27%



# Total Twitter impressions : 9 million

World Intellectual Property Orga... @WIPO

Top 5 international #trademark applicants in 2017:

1. United States 🇺🇸
2. Germany 🇩🇪
3. China 🇨🇳
4. France 🇫🇷
5. United Kingdom 🇬🇧

👉 View more facts and figures at: [ow.ly/gjfn30j4GE7](http://ow.ly/gjfn30j4GE7)

### TOP 10 COUNTRIES

Number of Madrid applications and % growth since 2016

| Country            | Applications | % Growth |
|--------------------|--------------|----------|
| U.S.               | 7,884        | 2.0%     |
| GERMANY            | 7,316        | -9.0%    |
| CHINA              | 5,230        | 38.3%    |
| FRANCE             | 4,261        | 3.3%     |
| U.K.               | 3,292        | 8.2%     |
| SWITZERLAND        | 3,272        | 8.6%     |
| ITALY              | 3,078        | -3.6%    |
| JAPAN              | 1,445        | 3.4%     |
| AUSTRALIA          | 2,110        | 2.1%     |
| RUSSIAN FEDERATION | 1,444        | 23.9%    |

5:55 AM - 21 Mar 2018

70 Retweets 91 Likes

World Intellectual Property Orga... @WIPO

Happy World Intellectual Property Day! Women ♀ are powering change everywhere, every day. What can we do to make sure more women become innovators and creators tomorrow? #WorldIPDay

▶ Find out more: [wipo.int/ipday](http://wipo.int/ipday)



**Powering change: Women in innovation and creativity**

**World Intellectual Property Day 2018**  
April 26

#worldipday wipo.int/ipday

3:08 PM - 25 Apr 2018

1,011 Retweets 1,163 Likes

24 1.0K 1.2K

World Intellectual Property Orga... @WIPO

Global Innovation Index 2018: China breaks into top 20. Switzerland, Netherlands, Sweden, UK, Singapore, U.S. are innovation leaders: [ow.ly/bQV130kSQRo](http://ow.ly/bQV130kSQRo). #GI12018



**GLOBAL INNOVATION INDEX 2018**

World Intellectual Property Orga... @WIPO

WIPO 2018: The Year in Images. A quick look at the highlights of a productive 2018



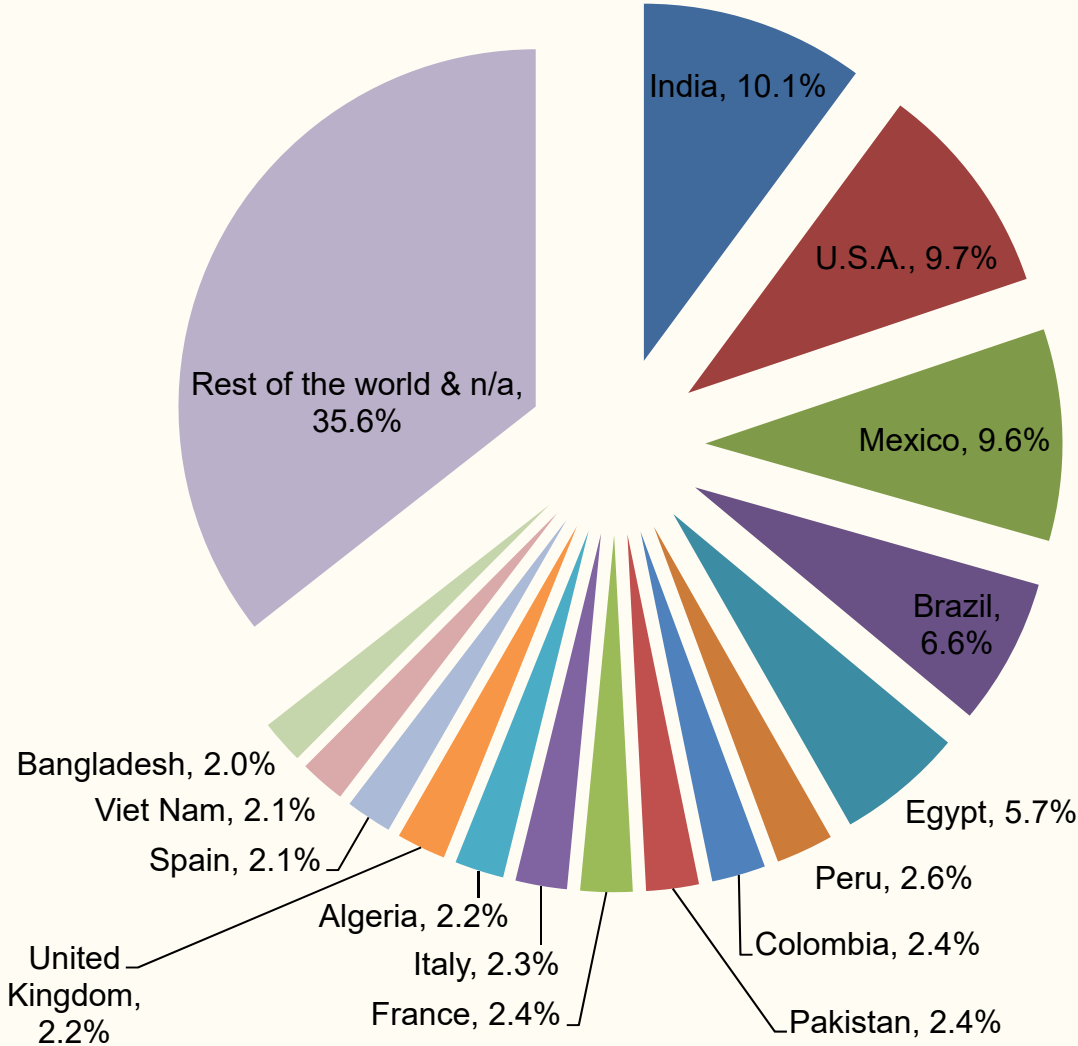
**WIPO 2018 Highlights**

7:50 AM - 20 Dec 2018

31 Retweets 82 Likes

6 31 82

# A global fan base on Facebook



"Likes" of World IP Day Facebook Page.



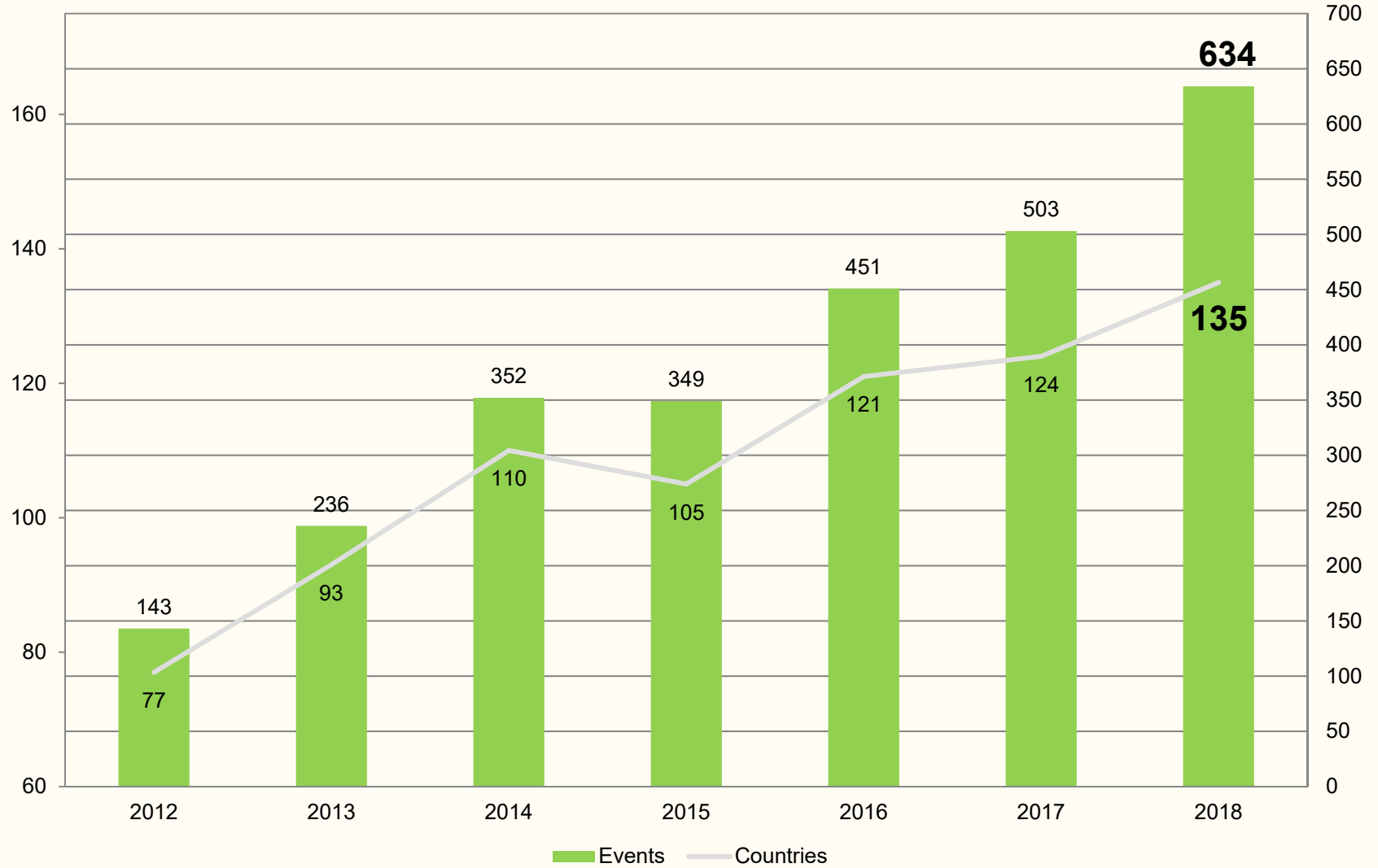
# World IP Day



**634 World IP Day celebrations in 135 countries**  
around the world in 2018  $\uparrow 26\%$

# World IP Day events over time

Countries (left) and Events (right) Celebrating World IP Day Featured on Events Map

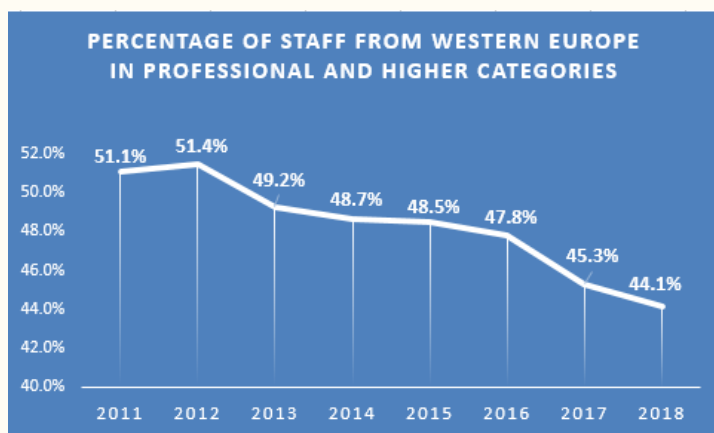


## Initiatives and Challenges in 2019

1. The normative agenda
  - i. Entry into force of Beijing Treaty and Geneva Act of Lisbon Agreement
  - ii. Proposed Design Law Treaty
  - iii. Broadcasting
  - iv. IGC (traditional knowledge, traditional cultural expressions and IP and genetic resources)
  
2. Data
  - i. Data strategy
  - ii. Data Charter
  
3. Artificial intelligence conversation
  
4. Introduction of time-stamping service
  
5. External Offices
  - i. WIPO Algeria Office operational
  - ii. Decision on up to four new offices

## Progress in geographical diversity and in the representation of women

- Continued improvements in geographical diversity among staff in the Professional and Director categories
- Member states represented among staff: 121



- The representation of women improved:
  - Overall in WIPO: 54%
  - P-level: 49%
  - D-1 level: 35% (up from 31% in June 2018)