

Contents

Milan Forum on SMEs	
SMEs Urged to Take Advantage of IP System	2
Plan of Action Launched	3
PCT Shows Record Growth in 2000	4
Ministers and Senior Officials Adopt Lisbon Declaration	6
WIPO's LDC Program	7
Director General Meets the President of Portugal	7
European Commission President at WIPO	8
Private International Law and Intellectual Property	8
Domain Name Dispute Resolution	9
SCIT Reforms	10
WIPO_{NET} Project Enters Implementation Phase	11
MAPS Paperless Trademark Registration	12
WIPO Launches Essay Competition	14
WWA Seminar for Universities	14
Calendar of Meetings	15
New Products	16

The Milan Forum on SMEs

SMEs Urged to Take Advantage of IP System

At a February forum in Milan, the Minister for Industry and Foreign Trade of Italy, Mr. Enrico Letta, and WIPO Director General Dr. Kamil Idris urged small and medium enterprises (SMEs) to better use the intellectual property system to improve their competitive edge in a highly integrated marketplace.

Mr. Letta and Dr. Idris opened the Milan Forum on Intellectual Property and Small and Medium Sized Enterprises on February 9th by highlighting the critical role SMEs play in national economies. They noted that while SMEs constitute over 90 percent of all enterprises worldwide and over 70 percent of production of goods and services, they have not fully exploited the potential of the intellectual property system in their commercial development.

Mr. Letta said that SMEs are the “protagonists of international economic dynamics.” He said the international community, in addition to national administrations, must create a favorable environment for SMEs to take advantage of the intellectual property system further. Mr. Letta underlined the important role of WIPO in achieving this end.

Dr. Idris thanked the Italian government for hosting the Forum and pointed out the historic nature of the meeting, which for the first time ever brought together representatives of the intellectual property community and SMEs. Some 300 participants from all over



Photo: Mercedes Martinez Dozal

Italian Minister for Industry and Foreign Trade Mr. Enrico Letta, WIPO Director General Dr. Kamil Idris, and the OECD Deputy Secretary-General Mr. Herwig Schogel.

the world attended the two-day Milan Forum, jointly organized by Italy’s Ministry of Industry and Foreign Trade and WIPO. The Director General further highlighted the importance of intellectual property for SMEs by noting the impact of the technological revolution on business strategies. He observed that in a knowledge-driven era in which reliance on information and communication technologies is shaping the business strategy of firms large and small, the effective use of the intellectual property system must be a core concern of every business, and particularly SMEs.

Dr. Idris pledged WIPO’s commitment in supporting SMEs. Last October, following a decision by its member States, WIPO established a division to deal with the needs of SMEs. Dr. Idris said WIPO would take into consideration the specific needs of SMEs when formulating policy as this sector is critical to any nation’s economic growth. “We will follow the results of this meeting with attention and commitment,” he said.

Mr. Herwig Schogel, Deputy Secretary-General of the Organization of Economic Development (OECD) also underlined the role

Plan of Action Launched

of SMEs in a nation's economic development. He said the results of publicly funded research and development activities should increasingly be made available to the private sector in order to allow SMEs in particular to benefit from them.

The forum featured presentations on the specific challenges for SMEs in today's knowledge-based economies, fostering the innovative potential of SMEs and the role of patent, trademark and industrial design registration systems for promoting the market potential of SMEs. Participants also discussed success stories in the field of copyright and related rights including challenges and opportunities in electronic commerce.

On February 10, the second day of the Milan Forum, participants launched a plan of action to help SMEs better exploit the potential of the intellectual property system. While recognizing the vital contribution by SMEs to national economic growth, the plan of action notes that SMEs need to more fully utilize the intellectual property system and provides a series of recommendations to meet that goal.

The plan recommends that WIPO work closely with governments and relevant organizations to raise awareness of the intellectual property system and the opportunities for SMEs. WIPO is also called

upon to advise governments to take into account the specific needs of SMEs in their intellectual property policies. Harmonization of intellectual property laws is also recommended, as this will simplify use of the intellectual property system and reduce the costs of acquiring, maintaining and enforcing intellectual property rights.

The plan calls on participants, which included representatives from governments, business associations, and non-governmental organizations, to raise awareness and understanding of intellectual property issues within the business community. It calls for more effort to be made to include intellectual property issues in university curricula. Moreover, it notes, arbitration, mediation, and other alternative dispute resolution mechanisms should be promoted to ensure more cost-effective enforcement of intellectual property rights worldwide.

The Chairman of the WIPO Assembly, Mr. Marino Porzio, who had expressed hope at the opening of the Forum that the participants would adopt a plan of action for submission to WIPO's member States, presided over the closing ceremony. Participants welcomed the timely initiative by the Italian government and WIPO to convene the Forum.



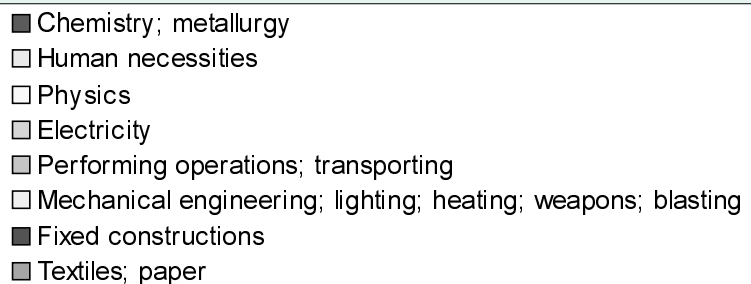
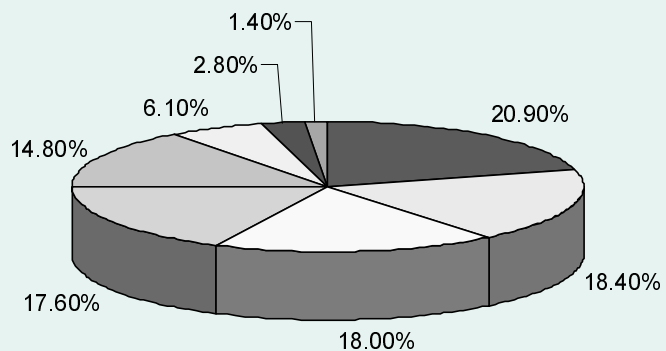
PCT Shows Record Growth in 2000

Use of the Patent Cooperation Treaty (PCT) hit a record high in 2000 when WIPO received over 90,000 international applications, a 22.9% increase over figures for 1999. For the tenth consecutive year, inventors and industry from the United States of America (42% of all applications in 2000), Germany (13.2%), Japan (10.3%), the United Kingdom (6.1%), and France (4.0%) topped the list of biggest users of the system.

The PCT, a unique global system that facilitates the process of obtaining patent protection in multiple countries, continued to grow last year as the number of international applications filed rose to 90,948 representing a notional equivalent of just under 8.5 million national patent applications. PCT applications have such a broad potential effect because they contain the designations of all PCT member States in which protection is sought. At the end of 2000, the PCT had a membership of 109 states.

“Sustained growth in the use of the PCT is testimony to its relevance as a practical, cost-effective and timely option for businesses that are seeking to convert their know-how into concrete commercial assets through patent protection,” said WIPO Director General Dr. Kamil Idris. “By filing a patent application under the PCT, an applicant may apply for patent protection in any or all of the more than 100 PCT member States. This significantly reduces the time and money that needs to be invested in obtaining patent protection.”

PCT Filings per IPC Category



This graph presents a breakdown of PCT applications filed in 2000, according to the subject matter categories listed in the International Patent Classification (IPC), a worldwide patent classification system for technology fields.

PCT System

The system established by the PCT provides for the filing of only one international application with one office; the PCT applicant initiates a process equivalent to submission of regular national applications in any number of the countries that adhere to the PCT, and which are designated in the PCT application, without initially having to furnish a translation of the application or pay national fees.

The national patent granting procedure and the related high expenses are postponed, in the majority of cases, by up to 18 months (or even longer in the case of some offices) as compared with the traditional patent system, by which time the applicant will have received important value-added information concerning the likelihood of obtaining patent protection for his invention as well as potential commercial interest in that invention.

A number of amendments to the PCT Regulations, which will streamline and simplify procedures, will become effective on March 1.

Filings in Developing Countries Grow by 80%

Use of the PCT in developing countries was also marked by rapid growth and expanding geographical reach in 2000, as the number of international applications filed by developing countries rose by 80.63%. Users in the Republic of Korea, China and South Africa generated the largest number of PCT filings among developing countries and the percentage increase compared to 1999 statistics was particularly high in India (155.8%), China (141.3%) and the Republic of Korea (91.6%).

The rapid growth and the geographical spread of PCT filings in the developing countries appear to be the result of economic development and of the increasing number of PCT-related awareness building seminars and training programs conducted by WIPO in cooperation with the host governments. A better understanding of the benefits of the PCT system among inventors, industry, and in the research and development community in developing countries should bring further increases in PCT applications in the years to come.

Expanding PCT Membership

To expand its international coverage further, WIPO actively promoted accession to the PCT in 2000 and continued to raise awareness about the advantages of the system among potential users in states that are not yet members. In 2000, four additional countries joined the PCT, namely, Algeria, Antigua and Barbuda, Belize and Mozambique. Colombia also joined the PCT in December 2000 and will become bound by the agreement on February 28, 2001.

Fee Reductions

Last year, PCT member States decided on a fee decrease equivalent to a reduction of 17% in PCT fees for more than two-thirds of PCT applicants making over 6 country designations per application. The fee decrease is in respect of designation fees and took effect on January 1. This is the fourth consecutive year in which PCT fees have been lowered, leading to a total 44% reduction in fees since 1998.

PCT Reform

The new millennium marked a turning point in the history of the PCT, as member States embarked on a process of PCT reform. In autumn 2000, the PCT Assembly decided that a special body would be set up, consisting of member States, international searching and preliminary examining authorities and selected intergovernmental and non-governmental organizations, to consider proposals for reform of the PCT.

PCT Automation

Significant progress was made in 2000 on the IMPACT (Information Management for the Patent Cooperation Treaty) project, the aim of which is to create systems for electronic processing of international applications and for PCT-related electronic communication between offices and authorities.

Additionally, progress was also made towards establishing the legal framework and technical standards for electronic filing and processing of PCT applications.

PCT-EASY

An increasing number of applicants are taking advantage of the benefits of preparing the request part of their PCT application using the PCT-EASY software. Of the 90,948 international applications filed in 2000, 24,882 (27.4%) were prepared using the PCT-EASY software. The PCT-EASY software facilitates the preparation of PCT international applications and other related documents and enables applicants, by using about 200 validation checks, to avoid making mistakes at the filing stage. For further information on PCT-EASY see <http://www.pcteasy.wipo.int>.

The Receiving Office

In 2000, the WIPO receiving office in Geneva received 2,045 directly filed international applications from 50 countries. WIPO's Director General also decided with effect from January 1, to reduce the transmittal fee charged by the receiving office from 300 Swiss francs to 100 Swiss francs and that those applicants who presently qualify for a 75% reduction in the international fee would not pay any transmittal fee when filing international applications with that office.

Ministers and Senior Officials Adopt Lisbon Declaration



Dr. Kamil Idris, center, with ministers and Secretary General of UN-LDC III.

At the High-Level Interregional Roundtable on Intellectual Property in Lisbon, ministers and senior government officials from some 40 least-developed countries (LDCs) and five intergovernmental organizations issued a Ministerial Declaration reaffirming their commitment to “seeking opportunities to strengthen international cooperation in the field of intellectual property for development” through active participation in and support of WIPO’s cooperation for development activities.

The “Lisbon Declaration” includes a decision to submit the deliberations of the roundtable to the Third United Nations Conference on LDCs in Brussels in May, and further invites WIPO Director General Dr. Kamil Idris to transmit the outcome of the roundtable to that conference.

WIPO held the roundtable on February 1 and 2 with a view to articulating policy and technical issues in the intellectual property arena in the era of knowledge-based economies. The theme of the meeting was “Innovation, knowledge society, intellectual property and the Least Developed Countries.” The roundtable,

organized in cooperation with the government of Portugal, was part of the preparatory process to the Third United Nations Conference on the LDCs, and aimed at building awareness and improving understanding among LDCs’ national leaders and policy-makers of the strategic importance of intellectual property and technology transfer to wealth creation in LDCs.

In his welcoming speech, Dr. Idris described the roundtable as an historic event taking place at a very critical time for LDCs. He stressed that information and knowledge have already emerged as new factors of production and that they would soon rival the classical components of factors of production such as land, labor, and capital. The Director General encouraged participants to work together as partners for development with the objective of building dynamic intellectual property systems in LDCs. He underlined the role of the roundtable to provide a forum to discuss the needs of LDCs in intellectual property articulated on the deliverables (see box below) in the context of the Third United Nations Conference for the LDCs.

Innovation, knowledge society, intellectual property

The following are the key issues highlighted by the ministers and senior governmental officials in the panel discussions:

- They recognized the importance of intellectual property to critical policy fields such as food security, health, labor, trade, culture and heritage, the environment, investment, and scientific and technological development.
- They acknowledged that rapid changes in digital technologies has brought increasing economic importance to copyright and that the copyright system makes noteworthy contributions to national economies.
- They applauded the establishment of the WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, and Folklore and decided to take an active part in discussions on the wealth-creation effect of traditional knowledge, folklore, genetic resources, and intellectual property, and to

WIPO's LDCs Program



Photo: ILO/J. Maillard

In today's increasingly knowledge and information-driven world economy, the intellectual property system plays a pivotal role in the conversion of creativity, innovation, knowledge, and information into tangible economic assets. The intellectual property system is gaining ever increasing recognition as an important and effective policy instrument that is relevant to the development of LDCs.

WIPO's LDCs Program assists LDCs in achieving their national development objectives. Under this program, WIPO provides country-specific multi-disciplinary assistance through nationally focused action plans (NFAPs) to establish and modernize the intellectual property infrastructure in line with national development objectives and requirements. In providing this technical assistance, the Organization seeks to demonstrate and promote understanding of the link between the intellectual property system, investment, and human resource development as well as to bring discussions of intellectual property to the center-stage of development planning.

In adopting the Lisbon Ministerial Declaration on Intellectual Property for LDCs, the ministers expressed their deep appreciation to Dr. Idris for his contribution to improving the level of welfare of all countries, including the LDCs.

Director General Meets the President of Portugal

The role and importance of intellectual property as a strategic policy instrument to promote economic development and wealth creation was at the heart of talks between President Jorge Sampaio of Portugal and WIPO Director General Dr. Kamil Idris in Lisbon on February 1.

President Sampaio and Dr. Idris exchanged views on the growing importance of intellectual property as a tool for development in today's knowledge-driven economy. The President expressed particular interest in WIPO's work in traditional knowledge, an area in which Portugal has a rich heritage, and in the establishment of the Intergovernmental Committee on Traditional Knowledge, Genetic Resources and Folklore, which is to hold its first meeting at WIPO in Geneva from April 30 to May 3.

During his visit to Lisbon from January 31 to February 1, Dr. Idris also met with the Minister of

Foreign Affairs, Mr. Jaime José Matos da Gama, the Minister of Economy, Mr. Mário Cristina de Sousa, the Secretary of State for Cultural Affairs, Mr. João do Nascimento Baptista, and the Secretary of State for Foreign Affairs and Cooperation, Mr. Luís Filipe Marques Amado. Talks focused on ways to improve cooperation with WIPO to provide technical assistance to Portuguese-speaking developing countries. The Portuguese government also expressed its appreciation of a decision by WIPO member States to use Portuguese more widely in the work of the Organization.

The Director General expressed his gratitude to Mr. Matos da Gama for being awarded the Grand Cross of the Infante D. Henrique. The award, established in 1960 to commemorate the 500th anniversary of the death of the navigator D. Henrique, is one of the highest honors bestowed by the Portuguese Government.

and the LDCs

participate effectively at the national, regional and international level in formulating strategies.

- They called for the global communications revolution to take into account the needs and concerns of LDCs.
- They recognized the vital importance and desirability of improving the institutional and policy framework for the modernization and development of the intellectual property systems of LDCs.

European Commission President at WIPO

WIPO Director General Dr. Kamil Idris and the President of the European Commission Mr. Romano Prodi agreed to reinforce ties and cooperation between WIPO and the EC at a meeting in Geneva on January 25.

Dr. Idris welcomed the active and constructive role played by the EC during the Diplomatic Conference on the Protection of Audiovisual Performances held last December. He suggested resuming early consultations towards



Photo: Mercedes Martinez Dozal

WIPO Director General Dr. Kamil Idris and EC President Mr. Romano Prodi.

the successful conclusion of an international treaty that would strengthen the rights of performers in their audiovisual performances. A decision on whether to resume the Diplomatic Conference is in the hands of the Assemblies of WIPO member States which will meet in September.

President Prodi touched upon the strong efforts being made towards the creation of a European Community patent system aiming at harmonization of rules, practices, language requirements and jurisprudence.

Private International Law and Intellectual Property

At the WIPO Forum on Private International Law and Intellectual Property on January 30 and 31, some 200 leading experts discussed the intellectual property implications of the global reach of the Internet and the rapid growth of electronic commerce, particularly, in relation to the jurisdiction of courts, applicable law, and enforcement of judgements. The experts agreed that intellectual property rights pose special challenges for private international lawyers handling cross-border disputes and that the successful resolution of these questions often call for solutions that are tailored to specific intellectual property rights, such as patents, trademarks, and copyright.

Policy-makers, practitioners, and academics from 54 countries attended the conference held in Geneva. The forum solicited their view as to the core problems and proposed solutions concerning jurisdiction, applicable law, and enforcement of judgements in the digital arena. During the forum, panels discussed the private international law aspects of intellectual property protection as well as on the practical implications for intellectual property, business, and users. Some 23 leading experts from academic and business circles

and from inter-governmental and non-governmental organizations presented their ideas and views on the digital challenge and its implications for both intellectual property and private international law. In-depth debates followed the presentations. These papers as well as four substantive studies on the major issues involved are available at <http://www.wipo.int/pil-forum/en/>.

The forum further discussed the intellectual property aspects of a Preliminary Draft Convention on Jurisdiction and Foreign Judgements in Civil and Commercial Matters, prepared under the auspices of the Hague Conference on Private International Law (Hague Conference). In particular, experts considered those provisions with a bearing on the resolution of intellectual property disputes. This exercise was particularly timely as the Hague Conference is planning to organize a Diplomatic Conference in the near future.

The question of applicable law is a priority issue in copyright in cyberspace given the ease and speed with which it is possible to digitally transmit perfect copies of copyrighted materials, to and from anywhere in the world with or without the authorization of the copyright holder. Questions of private international law have assumed increasing significance

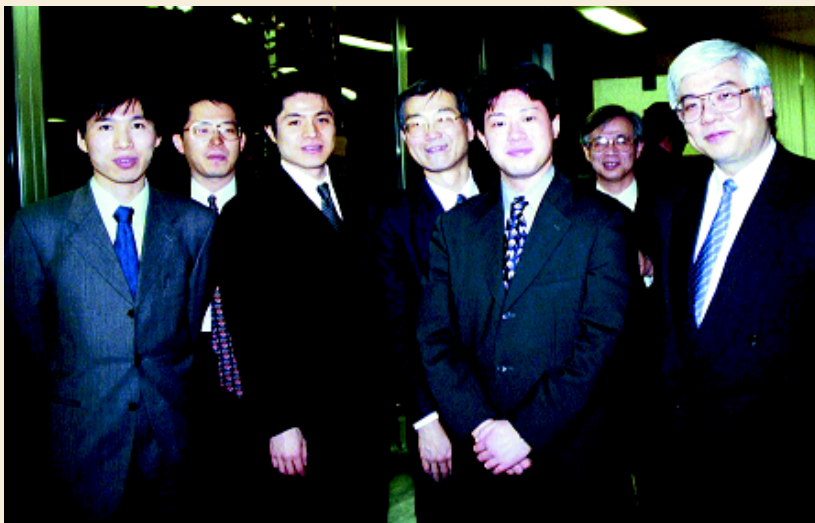


Photo: Mercedes Martinez Dozal

A group of participants at the Forum on Private International Law.

for intellectual property within the global marketplace. The widespread use of the Internet as a vehicle for global communications and international business transactions has fuelled the need to find rapid solutions to these complex questions. Choice of law issues has also assumed an increasing importance for industrial property rights, and in

particular for trademark rights. As markets have become increasingly global, the traditional system of granting trademark protection within the territory of individual states has come under considerable pressure.

WIPO organized this forum, which was open to the public, so that experts in both private

international law and intellectual property could address these issues in relation to the different aspects of intellectual property. The forum also considered electronic commerce disputes and the role of alternative dispute resolution procedures.

Domain Name Dispute Resolution

Resolution of disputes concerning domain names in non-Roman characters is now possible at the WIPO Arbitration and Mediation Center. The center now registers cases in Chinese, Japanese, and Korean with other languages to follow. A Japanese pharmaceutical company filed the first such case in December.

Furthermore, new generic top-level domain names (.aero, .biz, .coop, .info, .museum, .name, and .pro) are expected to become operational in the course of 2001.



The demands raised by these new developments, the introduction of dispute-resolution services for country-code top level domain registration authorities, as well as

the possibility of special protection against the registration of domain names affecting other intellectual property related rights, make it likely that the role of WIPO and its Arbitration and Mediation Center in administering such disputes will expand further in the year.

WIPO received the first dispute filed under the UDRP in December 1999. In 2000, the cases filed numbered 1,857.

SCIT Reforms

During a meeting held from January 22 to 26, the policy-making body of WIPO dealing with information technologies (IT) adopted ways to streamline its work to enable greater flexibility in reaching decisions. The Standing Committee on Information Technologies (SCIT) also reviewed the status of some IT projects, notably WIPONET. Representatives from 76 member States and 13 international organizations attended the meeting in Geneva.

ment and implementation of existing and new IT initiatives by the Organization.

Members decided to fine-tune the mandate and operations of the committee by concentrating on issues of policy guidance and technical advice and by dividing the tasks of the Committee between two working groups: the Standards and Documentation Working Group (SDWG) and a new IT Projects Working Group (ITPWG). The ITPWG will play a role in the design, planning and monitoring of all WIPO's IT activities and will advise the SCIT on the initiation of new activities and priorities. The two working groups are open to all WIPO members.



Photo: Mercedes Martinez Dozal

Representatives from South Africa and Ghana at the SCIT meeting.

SCIT Reform

The need for greater flexibility in the way the Committee works prompted discussions on SCIT reform. Members agreed to communicate more often by electronic means and to take advantage of WIPONET once it is launched. Such an approach, which would minimize the need for physical meetings, would enable global consultation on the work of the SCIT. This will expedite decision-making by member States and generate efficiency gains in the manage-

WIPONET

The Standing Committee reviewed the status of the WIPONET project. The secretariat informed the meeting that two separate contracts had been signed in December 2000 with the Société Internationale de Télécommunications Aéronautiques (SITA) and International Business Machines (IBM), respectively, for the deployment of the project.

The 2001 timetable for SCIT-related meetings is as follows:

May 28 to 30 - First meeting of the new Standards & Documentation (Working Group)

September 3 to 5 - First meeting of the Information Technology Projects (Working Group)

December 3 to 7 - Seventh Plenary Session

WIPO_{NET} Project Enters Implementation Phase

The WIPO Global Information Network (WIPO_{NET}) reached a milestone at the end of December 2000, when WIPO finalized separate contracts with two international companies to participate in the implementation of the network, namely, International Business Machines (IBM) and the Société Internationale de Télécommunications Aéronautiques (SITA).

Using a combination of the contractor's private network, the public Internet, and state-of-the-art technologies, WIPO_{NET} will establish a global intellectual property information network between all WIPO member States. In linking the intellectual property offices of WIPO member States, this flagship project will facilitate access to and exchange of information across the globe and enhance use of the intellectual property system to foster economic and cultural development in all these countries.

Capitalizing on information technologies to facilitate communication between WIPO and its stakeholders is one of the Organization's highest priorities. WIPO_{NET} will ensure that all member States have full and rapid access to WIPO's large store of intellectual property information while at the same time having better and easier access to each other's intellectual property information.

A key feature of WIPO_{NET} will be its ability to provide for secure end-to-end transmission of confidential intellectual property data. This attribute will ultimately



generate significant efficiency gains for users of WIPO's international registration services for patents, trademarks, and designs.

The WIPO_{NET} project consists of two major components. The first is the establishment of a central facility, the WIPO_{NET} CENTER. The second is the deployment of network services at WIPO headquarters and the provision of Internet connectivity and computer equipment to approximately 156 intellectual property offices, in WIPO member States, which currently do not have Internet connectivity.

The WIPO_{NET} CENTER

The WIPO_{NET} CENTER will serve as a hub for the delivery of basic WIPO_{NET} services (e.g. secure e-mail and web hosting) to all WIPO member States. Located within WIPO headquarters, the WIPO_{NET} CENTER will consist of a main computer facility fully supported by a smaller subsidiary. Due to its fault-tolerant design, the WIPO_{NET} CENTER will ensure continuity in the provision of basic services even in the event of

partial system failure. By September, the expected date for its completion, the WIPO_{NET} CENTER services will be available to the some 160 intellectual property offices already connected to the Internet as well as those to be connected during the coming two years.

Network Connectivity

Under this project, WIPO will provide the 156 member States' intellectual property offices that do not currently enjoy Internet connectivity with the basic computer hardware, software, training and reliable Internet connectivity, known as the WIPO_{NET} KIT, to ensure their access to the Internet. These offices will also be able to take advantage of a WIPO sponsored allocation of 360 hours of dial-up Internet access per year, comprehensive maintenance and helpdesk support, regular upgrades of software, and virus scanning services – all to ensure the long term sustainability of the system. By the end of the year, some 65 intellectual property offices will have received the WIPO_{NET} KIT

as part of the first phase of the project, significantly enhancing the number of developing countries using WIPONET. The remaining 91 offices will receive the WIPONET KIT in the second phase in 2002, thus marking the completion of the project.

WIPONET - Linking the International Intellectual Property Community

By ensuring that these 156 intellectual property offices are equipped with modern information technologies that improve access to and the flow of intellectual property information globally, WIPO will greatly enhance global cooperation in the field of intellectual property. This network will also help the Organization to respond more effectively to the demand by users of its international registration systems. The WIPONET Project will thus yield benefits to all stakeholders, including the private sector user community.

Budget

Under the WIPONET Project, WIPO will cover all major implementation costs incurred. WIPO has earmarked 19.6 million Swiss francs for the first phase deployment of the project in the financial period 2000-2001. This figure will increase slightly in the second phase of the project in light of the continued deployment and need to meet recurring operating costs.



Courtesy: The Coca-Cola Company

MAPS Paperless Trademark Registration

Since 1891, the Madrid Agreement Concerning the International Registration of Marks, a convention administered by WIPO, has governed the system for registering trademarks internationally. In the first year of operation of the Madrid Agreement, 76 trademarks were registered. Some 110 years later, the Madrid Agreement has 67 member States and the number of registrations has increased to some 23,000 in the year 2000. Responding to this accelerating demand for the international registration of marks, WIPO developed the Madrid Agreement and Protocol System (MAPS), a 'paperless' computer registration system, which has absorbed the increased activity in an efficient and effective manner.

MAPS, composed of an administration subsystem (MAPS Admin), a document imaging subsystem, and a publication subsystem, together with an on-line interface with the WIPO accounting system, went live in 1995. Together, the four subsystems enabled the International Registry of Marks to entirely automate the administration of the Madrid system of international trademark registration including the establishment of an electronic register

of international trademarks as well as the implementation of an entirely paperless international trademark examination procedure.

The MAPS Admin subsystem is the heart of the automated operation. It controls the processing of all requests for recordal from beginning to the end, using a WIPO-developed 'workflow' software. Trademark examiners are equipped with dual screen workstations enabling them to visualize the scanned facsimile image of the requests on one screen while the MAPS Admin database is presented on the other screen. MAPS Admin passes requests for recordal from one process step to another, following a predefined processing path. MAPS Admin permits recordals in the international register to be made in both English and French. The MAPS user interface can be switched between English and French, and the translation processes within the subsystem are facilitated through a WIPO-developed computer-assisted translation software called MATCHES.

Another feature of the MAPS Admin subsystem is that it further assists examiners in their work

through the automatic identification of irregularities (that is, information that is inconsistent with the regulations) within requests for recordal. So-called "irregular" requests receive a computer-generated letter, thus ensuring consistency in the style and content of such communications to the users of the Madrid and Hague systems. In addition, MAPS Admin automatically calculates the required fees associated with requests for recordal.

In 1999, WIPO redeveloped the document imaging subsystem (IMAPS). IMAPS has assumed the responsibility for the management of a document image database of more than 6 million pages. IMAPS functions include the appropriate document image retrieval and display facilities, together with the permanent archival of all documents processed. IMAPS also establishes a permanent archive of all trademark logos. It is IMAPS that enables the international trademark registration process to be paperless. The previous imaging system required four persons to scan incoming documents. With IMAPS, a single person is sufficient.

The development of MAPS Admin targeted the specific requirements of the International Registry of Marks, however the result was the construction of a generic (industrial property) document processor, whose operational functions could easily be modified or expanded through the manipulation of various configuration parameters. In 1998, MAPS Admin was reconfigured to process industrial design documents as well and the DMAPS system was born.

On a weekly basis the MAPS/DMAPS publication subsystem prepares and prints official paper notifications of recordals made in the international register of marks, including the preparation and printing of registration and renewal certificates. The publication subsystem also fully prepares the fortnightly WIPO Gazette of

International Marks, the monthly International Designs Bulletin, as well as the CD-ROM versions of these publications.

With the MAPS system, international applications for the registration of trademarks that contain no irregularities can be processed and published in less than 15 days. There are no more letters to type. There are no stacks of paper accumulating on desks. Finding and retrieving information could not be easier. Any caller can simply give his registration number, which is entered into the computer system and a list of all related documents appear on screen.

The hallways of the International Registry of Marks are now silent, as there is no longer a need to transfer files and documents from one office to another.



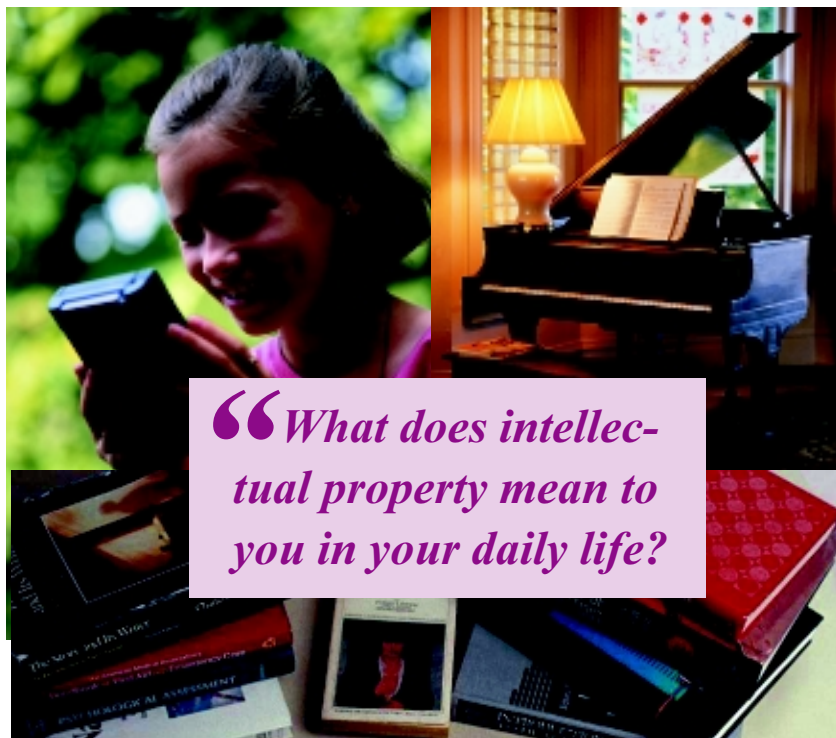
Photos: Mercedes Martínez Dozal



The first two international marks registered under the Madrid Agreement in 1893. At the time, a large ledger was used to write the bibliographic data and the mark was stamped onto the page. If the application was refused, a diagonal line was drawn across the request.

The process for registration is now completely computerized. Trademark examiners work on double screens as shown at left. The request for international registration scanned into the system is displayed on one screen and the corresponding bibliographic data is displayed on the other.

WIPO Launches Essay Competition



“What does intellectual property mean to you in your daily life?”

WIPO has launched an international essay competition as part of a series of events to mark the first ever World Intellectual Property Day on April 26, the date on

which the Convention establishing WIPO entered into force in 1970. WIPO member States decided in September 2000 to designate this date for special activities to

highlight the importance and practical use of intellectual property in people's lives.

The competition, conducted by WIPO's Worldwide Academy (WWA), is open to university students. The 2000-word essay must address the question "What does intellectual property mean to you in your daily life?" It may be submitted in Arabic, Chinese, English, French, Russian or Spanish. A prize of 1,000 Swiss francs will be awarded for the best essay in each language.

Entries must be sent to the WWA by December 1, 2001. The winners will be announced on April 26, 2002.

For further information, please consult www.wipo.int. Questions can be addressed to competition@wipo.int. Please send essays and university details to: Mrs. Francesca Toso Dunant
World Intellectual Property Day
International Essay Competition
WIPO Worldwide Academy (WWA)
PO Box 18, CH-1211, Geneva
Switzerland

WWA Seminar for Universities

Some 25 students and professors from Brazil attended a seminar at the WIPO Worldwide Academy (WWA) in Geneva at the end of January. The seminar, organized in cooperation with the *Universidade do Vale do Rio dos Sinos* (UNISINOS), Brazil, provided an overview of WIPO and the international protection of intellectual property.

The three half-days of seminars started with an introduction to the Organization and the treaties it administers in the field of industrial property and copyright. On the second day, a presentation on the impact of electronic commerce on intellectual property and the WIPO domain name dispute resolution mechanism demonstrated some of the recent developments in intellectual property.

The new issues that concern intellectual property, namely, biotechnology, biodiversity, access to genetic resources, protection of traditional knowledge and folklore, were highlighted on the final day.

Calendar of Meetings

March 6 to 9 (Geneva)

Working Group on Constitutional Reform (Third session)

The Working Group will continue its work based on the results of its second session (July 4 to 6, 2000).

Invitations: States members of WIPO and of the Paris and Berne Unions.

March 12 to 16 (Geneva)

Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT)

The Committee will continue its work on the draft provisions on the protection of marks and other industrial property rights in relation to the use of signs on the Internet, and on geographical indications. The Committee will also discuss its future work.

Invitations: As members, the States members of WIPO and/or of the Paris Union; as observers, other States and certain organizations.

March 19 to 23 (Geneva)

Working Group on the Modification of the Regulations Under the Lisbon Agreement (Second session)

The Working Group will discuss proposals on the modification of the Regulations Under the Lisbon Agreement for the Protection of Appellations of Origin and Their International Registration, drawn up in light of the discussions that took place at the first session of the Working Group, with a view to those modifications being submitted for adoption by the Assembly of the Lisbon Union at its next session.

Invitations: As members, the States members of the Lisbon Union; as observers, the States members of the Paris Union that are not members of the Lisbon Union, and certain organizations.

April 23 to 27 (Geneva)

Program and Budget Committee

The Committee will consider and discuss proposals with regard to WIPO's Program and Budget for the 2002-2003 biennium.

Invitations: As members, the States members of the Program and Budget Committee, as observers, all Member States of WIPO which are not members of the Committee.

April 30 to May 3 (Geneva)

Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (First session)

The First Session of this Intergovernmental Committee Meeting is to provide a forum in which member States can discuss three primary themes: intellectual property issues that arise in the context of (i) access to genetic resources and benefit-sharing; (ii) protection of traditional knowledge, whether or not associated with those resources; and (iii) the protection of expressions of folklore.

Invitations: States members of WIPO, and as observers, certain organizations.

May 7 to 11 (Geneva)

Standing Committee on Copyright and Related Rights (Sixth session)

The Committee will continue its work based on the results of its last session (April 11, 12 and 14, 2000) in particular, on matters concerning the protection of rights of broadcasting organizations.

Invitations: As members, the States members of WIPO and/or of the Berne Union, and the European Community; as observers, other States and certain organizations.

May 14 to 25 (Geneva)

Standing Committee on the Law of Patents

The Committee will continue its work on further harmonization and other issues relating to patent law.

Invitations: As members, the States members of WIPO and/or of the Paris Union; as observers, other States and certain organizations.

June 11 to 15 (Geneva)

Working Group on the Modification of the Common Regulations Under the Madrid Agreement and Protocol (Second session)

The Working Group will be presented with proposals for the modification of the Common Regulations Under the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to that Agreement, drawn up in light of the discussions that took place at the first session of the Working Group, with a view to those modifications being submitted for adoption by the Assembly of the Madrid Union at its next session.

Invitations: As members, the States members of the Madrid Union; as observers, the States members of the Paris Union that are not members of the Madrid Union, and certain organizations.

New Products

The following new products were issued by WIPO:

- *Music in the Digital Age/Musique dans l'ère numérique* – (English/French) No. 443(E/F), free of charge
- *Directory of National Copyright Administrations/Répertoire d'administrations nationales du droit d'auteur* – November/novembre 2000 (English/French) No. 619(E/F), 35 Swiss francs
- *Collective Management of Copyright and Related Rights* – (Arabic) No. 450CM/A, (Chinese) No. 450CM/C, (Portuguese) No. L450CM/P, (Russian) No. 450CM/R, free of charge
- *Guide to the International Registration of Marks under the Madrid Agreement and the Madrid Protocol* – (English) No. 455(E), (French) No. 455(F), 60 Swiss francs
- *WIPO Arbitration and Mediation Center, Domain Name Dispute Resolution Service in 2000* – (English) No. 457(E), (French) No. 457(F), (Spanish) No. 457(S), free of charge
- *Policy Advisory Commission, World Intellectual Property Declaration* – (English) No. 836(E), (French) No. 836(F), (Spanish) No. 836(S), free of charge
- *The New Millennium, Intellectual Property and the Least Developed Countries* – (English) No. 766(E), 30 Swiss francs



WIPO publications may be obtained from the Marketing and Distribution Section:

WIPO

34, chemin des Colombettes

P.O. Box 18

CH-1211 Geneva 20

Switzerland

phone: 41 22 338 91 11

fax: 41 22 740 18 12

e-mail: publications.mail@wipo.int

or you can now order online at: www.wipo.int/ebookshop

Orders should indicate: (a) the number or letter code of the publication desired, the language (E for English, F for French etc.), the number of copies; (b) the full address for mailing; (c) the mail mode (surface or air). Prices cover surface mail. Bank transfers should be made to WIPO account No. 487080-81, at the Swiss Credit Bank, 1211 Geneva 70, Switzerland.

The *WIPO Magazine* is published monthly by the Office of Global Communications and Public Diplomacy, World Intellectual Property Organization (WIPO). It is not an official record and the views expressed in individual articles are not necessarily those of WIPO.

The *WIPO Magazine* is distributed free of charge.

If you are interested in receiving copies, contact:
Marketing and Distribution Section,
WIPO,
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20,
Switzerland
phone: 41 22 338 91 11
fax: 41 22 740 18 12
e-mail: publications.mail@wipo.int

For comments or questions, contact:
The Editor, *WIPO Magazine*, (at the above address)

Copyright © 2001 World Intellectual Property Organization

All rights reserved. Articles contained herein may be reproduced for educational purposes. No part may, however, be reproduced for commercial purposes without the express written consent of the Office of Global Communications and Public Diplomacy, World Intellectual Property Organization, P.O. Box 18, CH-1211 Geneva 20, Switzerland.