



**UN Economic Commission for Europe
Team of Specialists on Intellectual Property
Fifth Session
Palais des Nations**

by Farkhat Ibragimov, Kyrgyzpatent 

Geneva, 7-8 July 2011



Why IP awareness raising?

- IP is an important tool in promoting economic development;
 - In today's globalized world, a country's economic success becomes more and more knowledge-based;
 - IP system transforms knowledge and ideas into specific economic assets;
 - Close interconnection of IP and economic growth;
 - Central Asian countries and Kyrgyzstan in particular need to know more about IP to promote economic development;
 - IP capacity to generate significant social and economic benefits for authors, governments and users.
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How to raise awareness?

The State Intellectual Property of the Kyrgyz Republic (Kyrgyzpatent) has been striving to raise awareness on both importance of IP and its activities in doing so. The following tools are used:

- Press sessions**
 - Publications «IP at a glance»**
 - Communications in mass media**
 - PR-actions**
 - Corporate website**
-



Press sessions

From February 2010 to April 2011 the following 7 press sessions held for mass media:

- ❑ What is Intellectual Property?
 - ❑ Whether an effective fight against piracy is possible in Kyrgyzstan?
 - ❑ Innovations and market
 - ❑ Protection of TK in Kyrgyzstan
 - ❑ Mass media and Copyright
 - ❑ Patent information as an economic driver
 - ❑ Designing the Future (dedicated to the World IP day - 26 April)
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Press sessions:

- An effective tool to communicate with mass media
- Discuss various aspects of IP
- Cover target audiences (creative unions, scientific centers, unions of inventors and scientists, business communities), NGOs, government organizations etc.
- Would be an **effective educational platform** for the students of journalism departments of the Kyrgyz universities

N.B. Kyrgyzpatent is the only state body using this kind of communication with mass media



Publications «IP at a glance»

Specialized edition «Kutbilim» (Blessed Knowledge)

Main objective:

- raise awareness of specific issues related to intellectual property

Publications related to:

- legal protection of IP,
 - Copyright enforcement,
 - Selection achievements protection,
 - IP commercialization,
 - fight against counterfeiting and piracy
 - TISC Project and
 - the National IP Strategy implementation
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Communications in mass media

- ❑ interviews in print mass media, radio and TV programs on IP related themes
 - ❑ live “hot lines” at the Nationwide and private TV channels, e.g. April 2011, when Director of Kyrgyzpatent answered the questions of TV viewers
 - ❑ regular press conferences on the most important events in and activities of Kyrgyzpatent.
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PR-actions

- June 2009 - «Fight against Piracy», where Kyrgyz pop singers participated. The action was attended by many people both local and foreigners. During the action the representatives of Kyrgyzpatent and Financial Police explained why it is so important to fight against piracy and how IP creators, economy and international reputation of the country suffer from piracy and damages it causes. Counterfeited CDs were either destroyed or exchanged for licensed ones.
 - April 2011 - A drawing competition “Designing the Future”, where more than 150 high school students participated. The event was attended by numerous national mass media.
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PR-actions

ГОСУДАРСТВЕННАЯ ПАТЕНТНАЯ СЛУЖБА КР
СОВМЕСТНО С МЭРИЕЙ Г. БИШКЕК,
СЛУЖБОЙ ФИНАНСОВОЙ ПОЛИЦИИ КР,
СУДЕБНЫМ ДЕПАРТАМЕНТОМ КР

ПИРАТСТВУ БОЙ!

Спонсорская поддержка:

- "Sonin Music"
- "Discovery video"
- "Меломан"
- ОФ "Канат менен Зарина"

Информационная поддержка:

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-
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PR-actions





PR-actions





PR-actions





Follow us on Twitter!

<http://twitter.com/#!/kyrgyzpatent>

The screenshot shows a browser window with the URL twitter.com/#!/kyrgyzpatent. The page displays the profile of Patent.Kg (@Kyrgyzpatent) from Bishkek, Kyrgyzstan. The profile includes contact information: Telephone: +996 (312) 68 08 19, Fax: +996 (312) 68 17 03, and E-mail: info@patent.kg. The profile statistics show 503 tweets, 0 tweets read, 136 followers, and 9 lists. A promotional message states: "Patent.Kg уже в Твиттере. Не упустите ни одной новости от Patent.Kg. Зарегистрируйтесь в Твиттере сегодня и будьте в курсе того, что вам интересно!" with a "Регистрация" button. Below this, a section titled "Любопытно, как Patent.Kg использует Твиттер?" includes a button to "Узнайте, кого читает @Kyrgyzpatent". The main content area shows a list of tweets from Patent.Kg, including announcements about International Intellectual Property Day and a Q&A session with the Patent Director.

Patent.Kg (@Kyrgyzpatent) Bishkek, Kyrgyzstan
Intellectual Property Office of Kyrgyzstan (Kyrgyzpatent)
Telephone: +996 (312) 68 08 19 Fax: +996 (312) 68 17 03
E-mail: info@patent.kg
<http://patent.kg>

Читая 40404 (США)

Твиты Избранное Читает Читатели Списки

Кыргызпатент Patent.Kg
Сегодня Всемирный День ИС, поздравляем всех с праздником!) творческих успехов!
26 апреля

Кыргызпатент Patent.Kg
В Кыргызпатенте обсудили вопросы авторского права в книгоиздании <http://bit.ly/fjDtEX>
22 апреля

Кыргызпатент Patent.Kg
Директор Кыргызпатента Ажибай Калмаматов отвечает на вопросы в прямом эфире ОТРК "Замана"
22 апреля

Кыргызпатент Patent.Kg
В Кыргызпатенте состоялось первое заседание Общественного

Твиты 503 Читает 0 Читатели 136 Списки 9

Patent.Kg уже в Твиттере
Не упустите ни одной новости от Patent.Kg. Зарегистрируйтесь в Твиттере сегодня и будьте в курсе того, что вам интересно!

Регистрация

Любопытно, как Patent.Kg использует Твиттер?
Узнайте, кого читает @Kyrgyzpatent

О нас Помощь Блог Телефон Состояние Вакансии Условия Конфиденциальность Рекламоделателям Компаниям СМИ Разработчикам Ресурсы © 2011 Twitter



Corporate website

In addition to daily news and information about ongoing activities and events, the Kyrgyzpatent website (www.patent.kg) publishes IP related articles, interviews with specialists, inventors, representatives of creative unions, international organizations. All information is distributed through newsletters among representatives of mass media and target groups.



National Strategy for IP and Innovation*

Has been produced with the assistance of WIPO after consultation with major stakeholders in the government, research, and business communities.

It is an inclusive strategy which can be supported by all parties as it addresses an issue on which there is general agreement – the future economic health of the country.



National Strategy for IP and Innovation

The strategy comprises detailed action plans for the following main tasks:

- Creation of a favourable environment for the creation and use of IP
 - Creation of mechanisms for encouraging and supporting intellectual creative activities
 - Establishing an effective system of IP protection
 - Providing easy access to all information concerning IP and its use
 - Raising awareness and understanding in society of the role and significant benefits of IP
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Projects to be implemented under the National Strategy for IP and Innovation

- Information Support to Innovative Development of Small and Medium-sized Enterprises (SMEs)
 - Counterfeit Production is a Threat to Life and Health of the Kyrgyz people
 - New Generation of Innovators and Inventors of Kyrgyzstan
 - Law Clinic on IP-related Issues
 - Traditional Knowledge for Stable Development of the Society
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Technology and Innovation Support Center in Kyrgyzstan (TISC)*

- TISCs project launched in August 21st, 2010.
- Kyrgyzpatent has signed the service level agreement with WIPO. The project will address Recommendation 8 of the Development Agenda, which calls on WIPO to "*[facilitate] the national offices of developing countries, especially LDCs, as well as their regional and sub-regional intellectual property organizations to access specialized databases...*"

The main objective of TISCs is to "*...reinforce the capacity of developing countries to participate in the global knowledge economy. Support researchers of developing countries in creating and developing new solutions to technical challenges faced on a local and global level.*"



TISC

Basic services available from all TISCs include:

- Access to online patent and non-patent (scientific and technical) resources
- Access to industrial property-related publications

Additional services may include:

- On-demand searches (novelty, state-of-the-art, and infringement)
- Technology and competitor monitoring
- Basic information on industrial property laws
 - Basic information on industrial property management and strategy
 - Basic information on technology commercialization and marketing
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TISC

Who will benefit:

- (i) small and medium-sized enterprises,
- (ii) universities and research institutions
- (iii) technology transfer institutions.

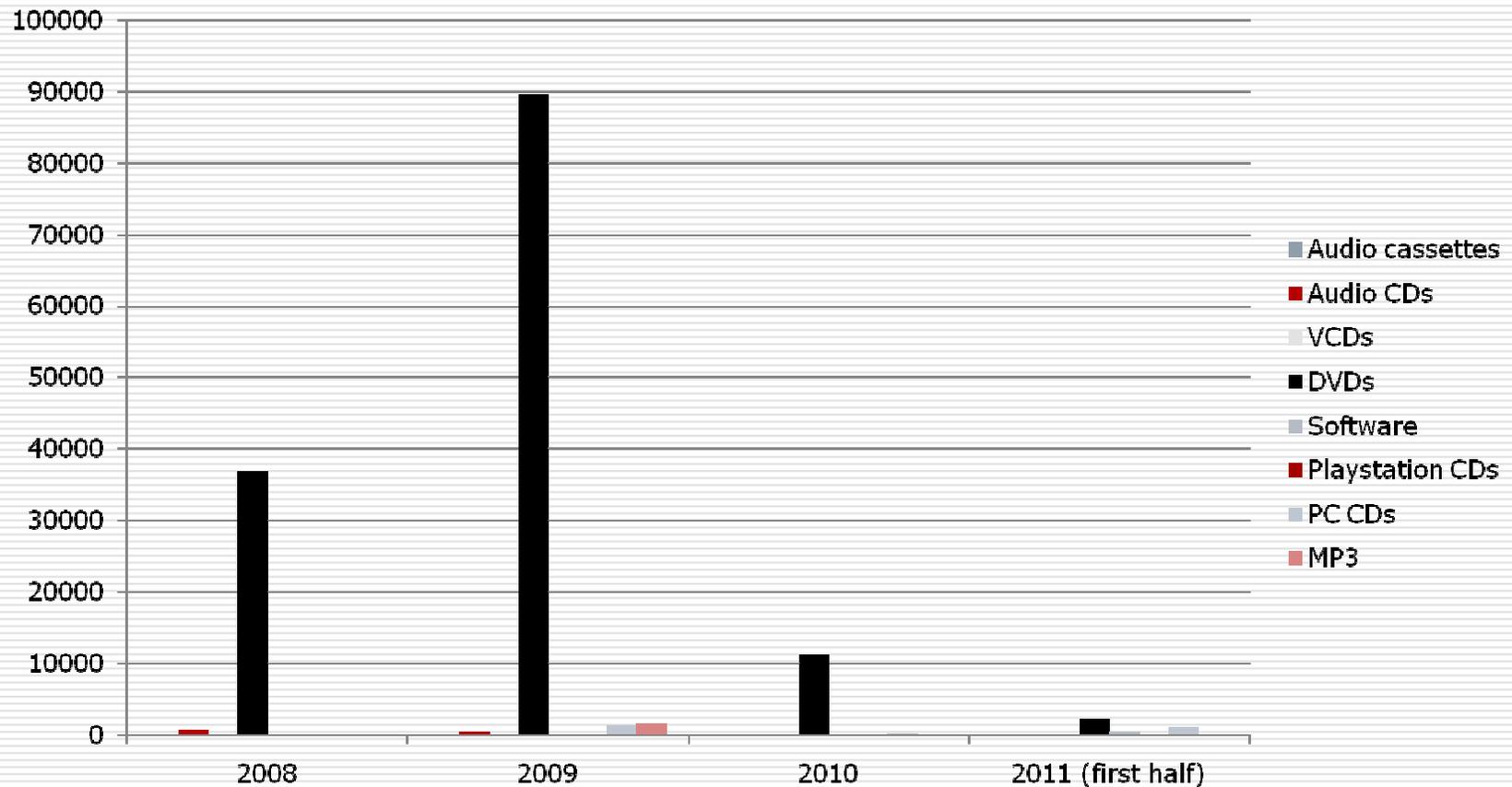




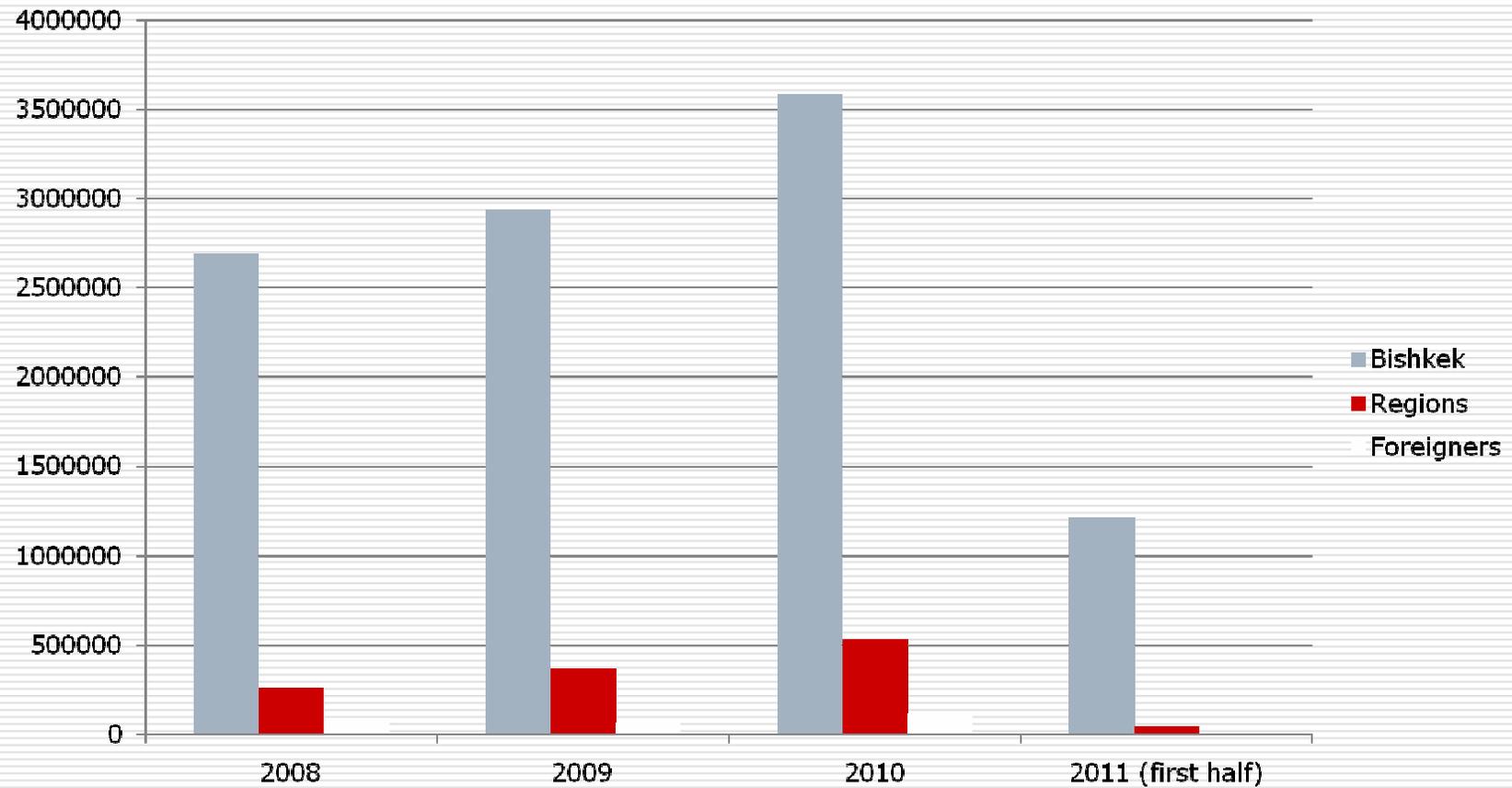
Is there any feedback?

- Growth in number of TV-programs and newspaper reports about IP in Kyrgyzstan;
 - More interviews of Kyrgyzpatent officials;
 - Participation of pop-singers and artists in PR actions raised awareness among young people of Kyrgyzstan;
 - Decline in counterfeit products (see the chart below)
 - Number of information requests on IP-related issues received by Kyrgyzpatent has also increased;
 - More students visit the State Patent and Technical Library under Kyrgyzpatent, meaning more academic researches of the subject;
 - Joint WIPO-Kyrgyzpatent and UNECE-Kyrgyzpatent events contributed significantly to IP understanding among the key stakeholders (e.g. inventors, scientists, business circles, patent attorneys, universities, research institutions, NGOs, general public etc.)
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Number of counterfeit products revealed by Kyrgyzpatent



Collection of royalties by Kyrgyzpatent*





THANK YOU!

www.patent.kg
