Intellectual Property Challenges and Opportunities in the Arab World

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Introduction

IP is not just about law

It is also about business and innovation
Cycle of Innovation

Discovery
Development
Commercialization
Reinvesting
IPRs Implications in the Innovation Process

IPRs during the innovation cycle

- Patents
- Database Rights
- Copyright
- Design Rights
- Performers Rights
- Copyright

Intellectual Property Rights
Reinvest revenues from sales and licenses.
Patent System
Advantages

- Collecting Field Data
- Collecting Published Data
- Compiling Data
- Cataloguing Data
- Digestive Analysis
- Communication to Strategist

Competitive Intelligence System
IPRs = Efficient Innovation Cycle

Marketing

Innovative Products and Services

Creation

Development

Idea

IPRs
Innovation-based economy

Balance

IPRs (Right)
Policy Documents

IPRs (Asset)
“Intellectual Infrastructure?”
(H. Pisuke & A. Kelli, 2008)
Intellectual Infrastructure

- Public Awareness
- Transferring Knowledge
- Effective Protection
- Appropriate/Enforce
The Challenges

Potential for growth and improvement

IP in the Arab world is under exploited
Gap in IPRs creation, protection and enforcement

Lagging behind other countries
Few have in place an IP National Strategy

Some are “pushed” to implement TRIPS-Plus provisions
Not all of them have acceded to international conventions

Internal political discords delay the enactment of new laws
Absence of harmonization

No unified texts and priorities divergence
The brain drain of Arab inventors

The low number of inventions and of IPRs registrations
The role, functions and structure of the IPOs

Lack of: financial resources
        human resources
        modern infrastructure
        linkages with stakeholders
        linkages with other IPOs
Weaknesses in the patent drafting, choosing TM, competitive intelligence

No IP registration professions: attorneys and agents
Absence of IP tribunals to judge on IP-related issues
The Opportunities

Invest in human and knowledge capital

Make it accessible to the business world
Identify the goals and draw up strategies

To achieve the SDGs
Solid legal framework – PPP

Link local and international agendas
Linked with the commercialization outcome

knowledge transformed into capital = innovation
IP National Strategy & Innovation National Strategy

- Acquiring
- Protecting
- Exploiting

Foster growth

Sustainable development
Generation of IP:

- Teaching / awareness
- IP policy
- STI policy
- R&D
- IP information services
- Fiscal incentives
Securing and Enforcing IPRs:

- Modern IPOs
- Updated IP laws
- IP-specialized courts
Exploiting IPRs:

Market-Industry

Entrepreneurs/Academia/R&D/MSMEs

collaboration policy
Thank you

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