Challenges for Copyright in an Online Global Environment

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Historical Milestones: 1883 to 2014

1st patent issued by the Republic of Venice in 1474

1883: Berne Convention
1886: Madrid Agreement
1891: Hague Agreement
1893: BIRPI
1896: Paris Convention
1897: BIRPI moves to Geneva
1925: WIPO Convention
1960: WIPO established
1967: PCT
1968: Madrid Protocol
1970: STLT
1971: Internet Treaties
2002: Marrakesh Treaty
2009: Beijing Treaty
2012: STLT
2013: Marrakesh Treaty

1st national copyright law – Statute of Anne, 1710 (UK)
Basic Facts about WIPO

**WIPO’s Mission:**

To enable governments, businesses and individuals in all member states to realize the potential benefits of IP as a driver of innovation and creativity

**Status:** An int’l intergovernmental organization

**Member States:** 189

**Observers:** 350 +

**Staff:** 1,300 + from 118 countries

**Treaties Administered:** 26

**Decisions by:** GA, CC, WIPO Conference
WIPO’s Standing Committees

- **Patents (SCP)** (Patent Quality, E&Ls, Patents & Health, Client-Patent Adviser Privilege, Tech Transfer)
- **Copyright & Related Rights (SCCR)** (E&Ls for Education & Research, Libraries/& archives, Broadcasting treaty)
- **Trademarks, Designs, Geographical Indications (SCT)** (Design Law Treaty, Protection of country names against registration and use as TMs)

**Aim:**
- Build consensus on topical issues
- Take into account interests of all stakeholders for a balanced, reliable, efficient, user-friendly, cost-effective system.
WIPO’s Global IP Business Services

- Patent Cooperation Treaty (Patents)
- Madrid System (Trademarks)
- Hague System (Industrial Designs)
- Lisbon System (Geographical Indications)
- WIPO Arbitration and Mediation Center

Deliver first class services that are cost-effective, easy to use and adding value.
WIPO Academy

- Provides training to promote use of IP for development in line with evolving IP landscape
- International, interdisciplinary approach to IP education
- Face-to-face training & distance learning
- Aims to promote international cooperation to enhance human IP capital through global networking with stakeholders and partners

PROGRAMS:

- Professional Development (IPOs)
- Partnership Programs (Universities, etc.)
- Distance Learning Program (expanding portfolio of courses)
- Executive Program
- Summer School Program
- Internships at WIPO

http://www.wipo.int/academy/en/
PCT Statistics

4.5 % growth 2014
148 Contracting States
PCT Applications 2014 - Top 10 Countries

214,500 international applications in 2014
WIPO’s Main Sources of Revenue

Budget 2014-2015: CHF 673 million

3.8 % increase
WILL COPYRIGHT SURVIVE?
COPYRIGHT IS A BALANCING ACT

BETWEEN PROTECTION AND ACCESS
COPYRIGHT – KEY CHALLENGES

• New market demands

• New competitors

• New channels

• New value chains & changing relationships

• Changing business models

• Market consolidation and dominance
COPYRIGHT – KEY CHALLENGES

• Fast changing technology

• Fast changing market

• Slow changing culture

• Policy and law makers lagging behind

• Global digital data market requires cross-border collaboration and international solutions
Who survives?

Not the strongest
Not the most intelligent
Those most responsive to change

Charles Darwin
Thank you for your attention