



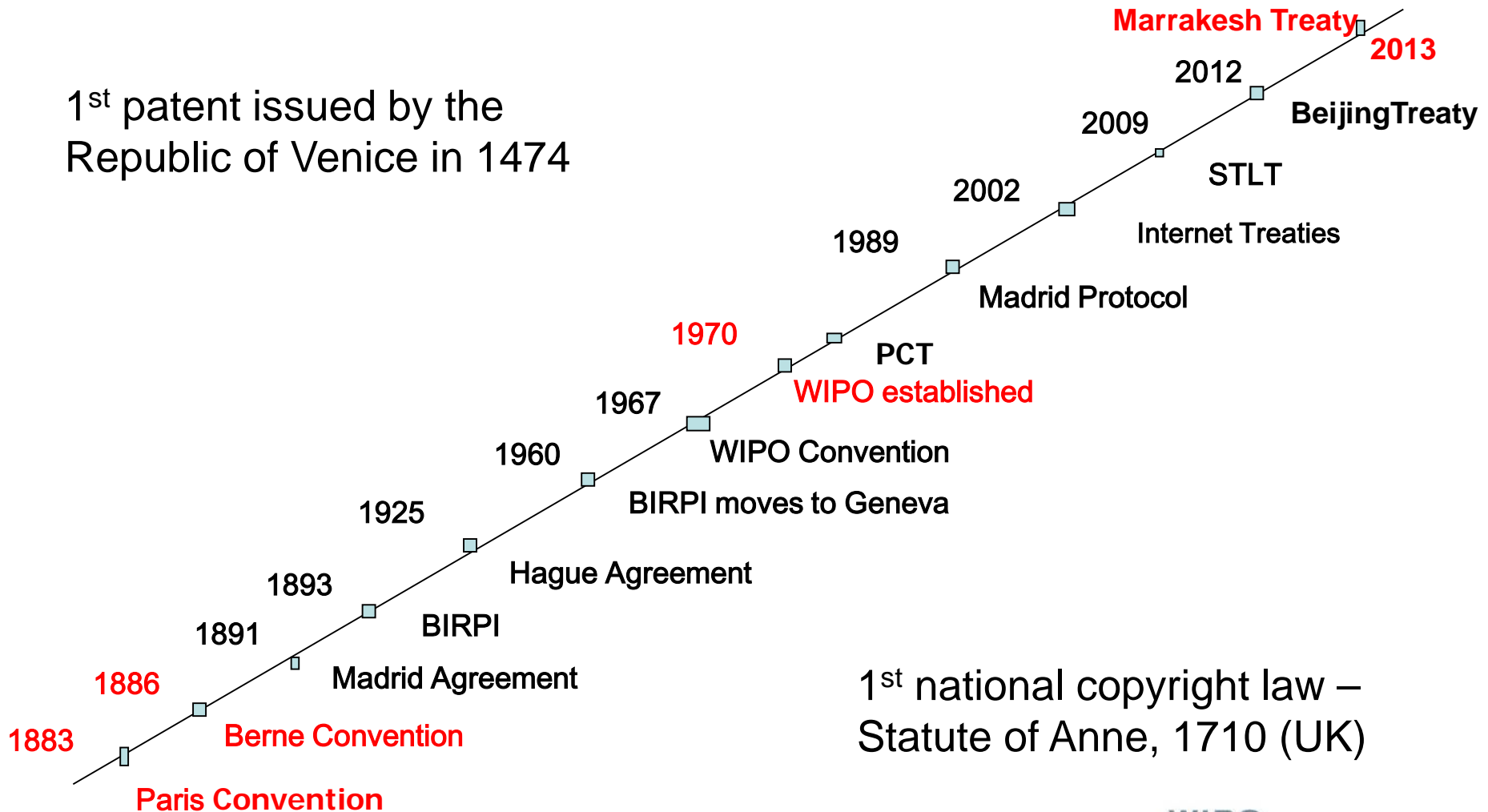
Challenges for Copyright in an Online Global Environment

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Historical Milestones : 1883 to 2014

1st patent issued by the Republic of Venice in 1474



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

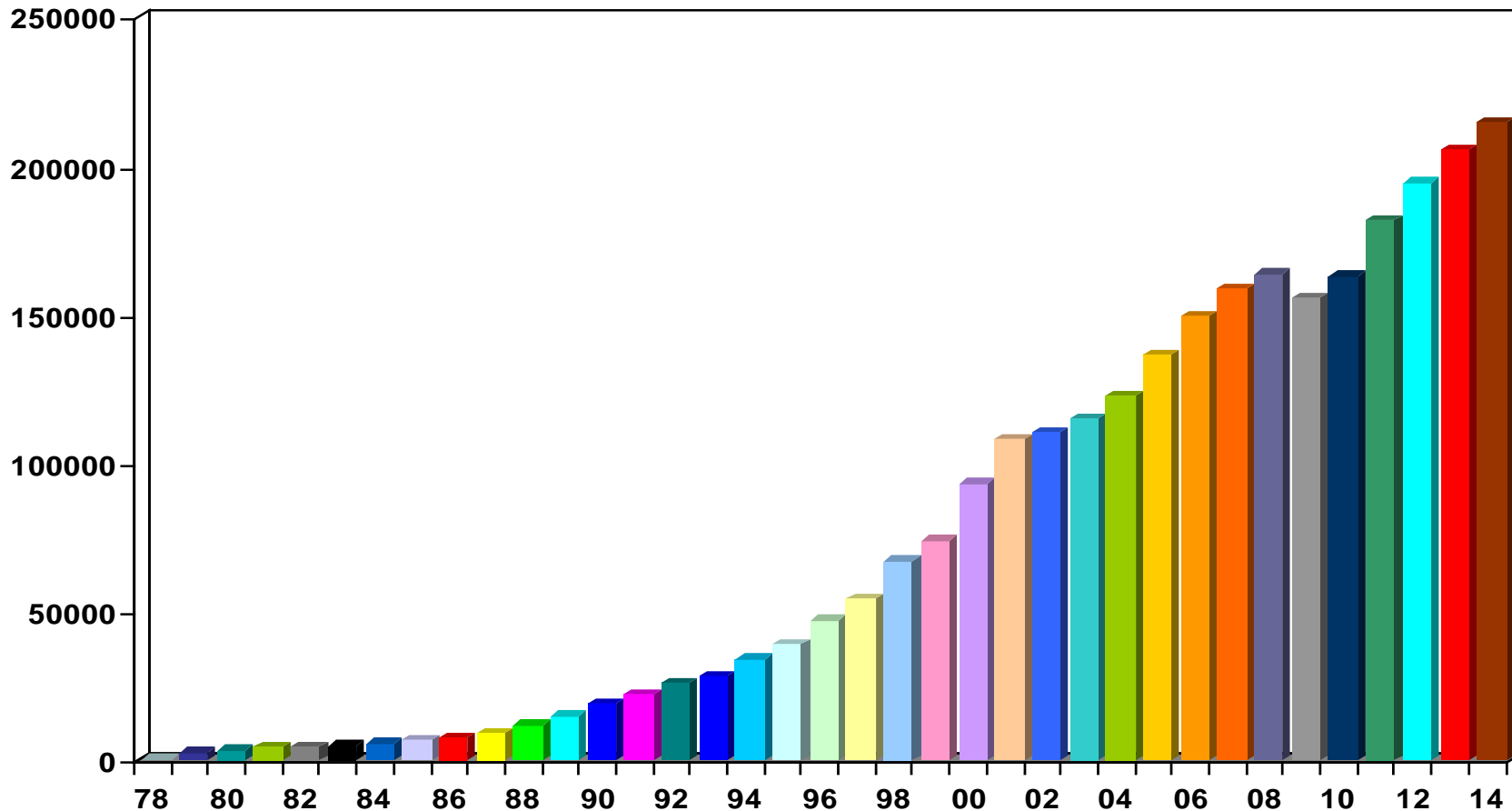
Deliver first class services that are cost- effective, easy to use and adding value.

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

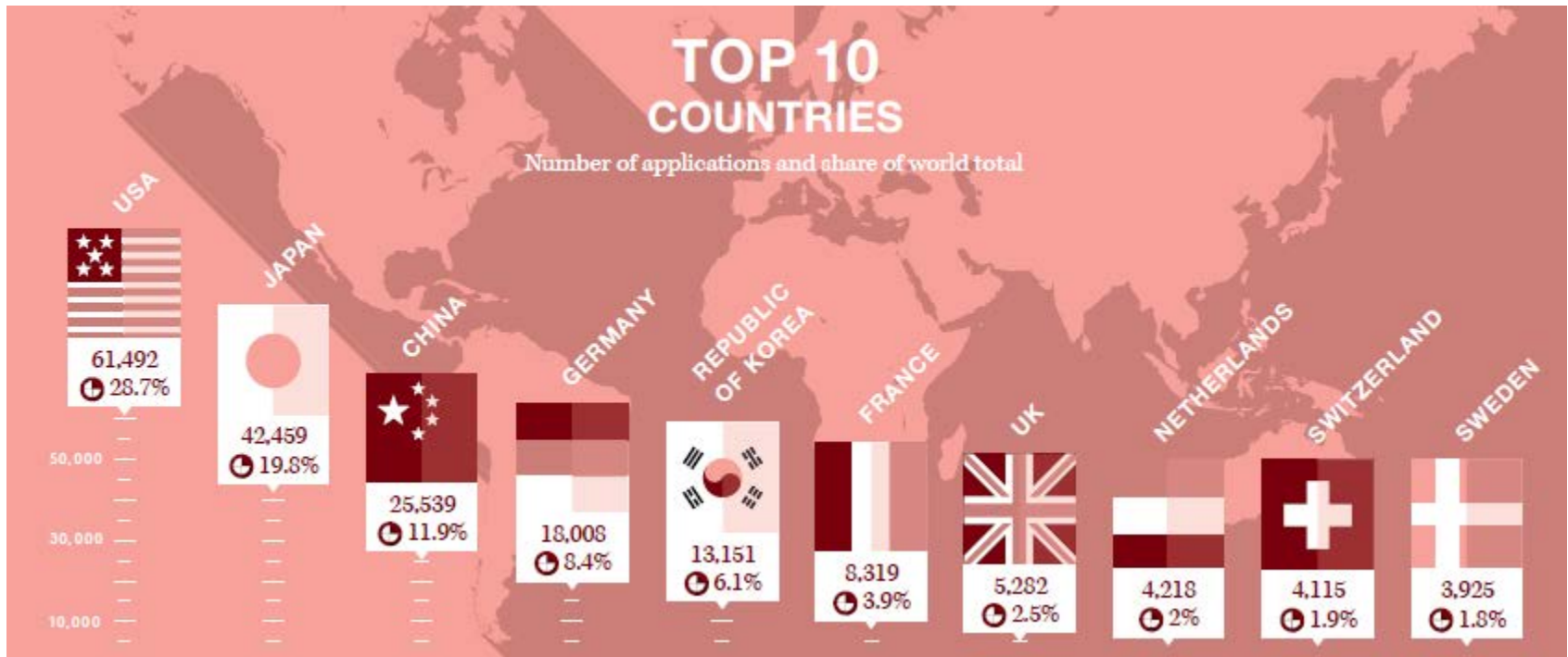
<http://www.wipo.int/academy/en/>

PCT Statistics



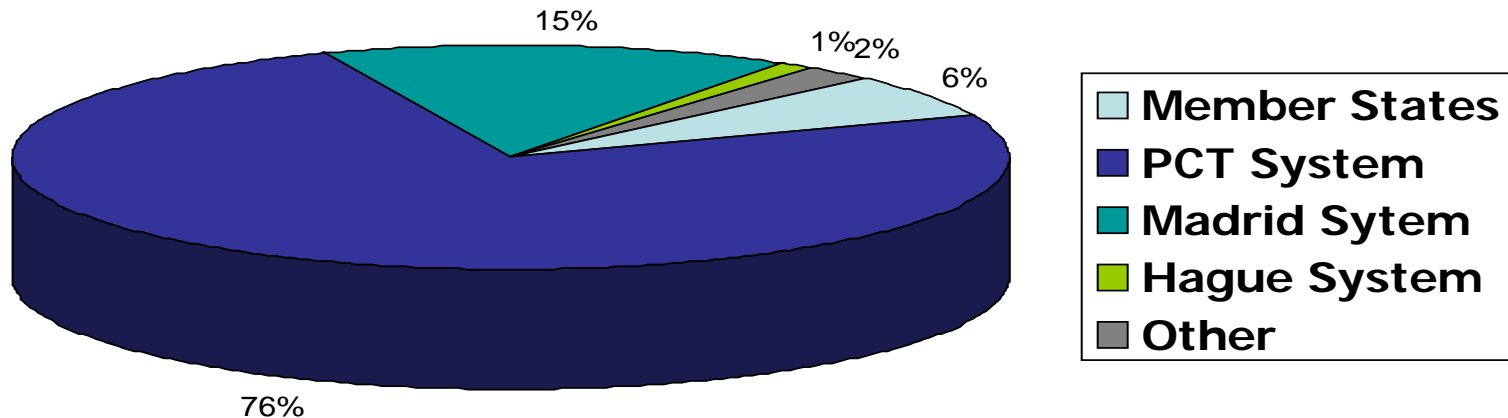
4.5 % growth 2014
148 Contracting States

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