

Activities conducted with Palestine



Donor

European Free Trade Association (EFTA)

Implementing Agency

Swiss Federal Institute of Intellectual Property (IPI)

Form of Activities and Duration

Three workshops implemented in 2015 and 2016

Summary of Activities Carried Out

1) **Workshop on General Introduction to IPRs**, Hebron (3 days)

Held at Hebron Chamber of Commerce

Conducted by senior trainer and trademark expert of IPI

Topics:

- a) *Setting the Tone*: Economic environment today and the importance of knowledge, Reason why?, Definition of IP, General problems of IP, What does “property right” mean?
- b) *General Principles of IP*: Question of exhaustion, Principle of territoriality, Principle of “first to file”, Principle of “national treatment”, Principle of “most favoured nation”
- c) *General Overview*: Introduction to patents & copyright, substantive law, Points to remember especially for private sector
- d) *General Overview*: Introduction to geographical indications (GI), design and trademarks, absolute and relative grounds of refusal, Points to remember especially for private sector
- e) *Policy in Palestine*: Differences to international law, Points to remember especially for private sector
- f) *Case Studies*: Show typical products of Palestine to the audience and discuss which IP rights could be concerned
- g) *Marketing Aspects of Design & Trademarks*: Role and function of trademarks and design from a marketing point of view
- h) *IP Management*: Innovation process and the role of IP within, basic questions

Participants: workshop was specifically tailor-made for an audience mainly composed of Palestinian SMEs (i.e. companies producing high quality leather shoes, traditional artisanal glass and ceramics; chocolate-coated marshmallows, furniture and rubber tubes). Participants also included members of the Chamber of Commerce and government officials (IP officers from the Ministry of National Economy). The training was opened by the Deputy Minister of Commerce. Total approx.40 persons.

2) **Workshop on Patents and Designs**, Ramallah (3 days)

Held at Ministry of National Economy premises, IPR Directorate

Conducted by IP trainer and patent expert of IPI

Topics:

- a) *General Principles of IP*: Question of exhaustion / Principle of territoriality / Principle of “first to file” / Principle of “national treatment” / Principle of “most favoured nation”
- b) *What is Industrial Design?*: Introduction to industrial designs / novelty / originality / how to file / Different ways of registration: national, regional, international
- c) *General Overview*: Introduction to Patents / patentability criteria / what is excluded / how to file an application (ways and costs)
- d) *Patent as Information Source*: Structure of a patent, why, where and how to do a patent search and what can be searched

- e) *Patent search deep dive*: Patent Classification Systems and patent search examples. Participants shall carry their own searches either about their own subjects or about the proposed exercises
- f) *Claim drafting*: How are the claims drafted, how to react to search results and novelty objections
- g) *Patent Examination*: Principles of patent examination, patentability objections, clarity, special cases as e.g. computer implemented inventions, inventions in the domain of chemistry and biotechnology

Participants: Training tailor-made for an audience of enterprises interested in patents and design, representatives from universities and R&D centres, local innovation centres and firms, lawyers, as well as government officials of the IP Directorate (in charge of registering designs and patents). The training was opened by the Minister of National Economy and the Head of the Palestinian Council for Creativity and Innovation. Total approx. 50 persons.

3) **Workshop on Trademarks and Geographical Indications, Trademark examination**, Ramallah (3 days)

Held at Ministry of National Economy premises, IPR Directorate

Conducted by Senior Trainer and trademark expert of IPI

Topics:

- a) Introduction to trademarks
- b) International treaties & General principles of IP
- c) Counterfeits & Piracy
- d) Basics about intellectual property management
- e) Substantive Law Trademarks, Paris Convention, TRIPS Agreement
- f) Substantive Law Trademarks & Geographical Indications
- g) Marketing aspects of trademarks
- h) Identity-based brand management
- i) Trademark examination & procedures
- j) Nice & Vienna Classification (including exercises)
- k) Trademark research tools
- l) Trademark research exercises & analysis of search results

Participants: tailor-made training for an audience composed of IPR officials in charge of registering trademarks, University professors, Customs Police, local IP registration firms, representatives of Ramallah and Al-Bireh Chamber of Commerce, Consumer protection staff, pharmaceutical company.

Total: approx. 50 participants.

Contact

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