

intellectual property: why should I care?

Presentation made at the Advancing Young Women Agribusiness Entrepreneurs and Innovators: A Tanzania-Kenya-Uganda-U.S. Partnership Fellowship

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About me – Jane G. Payumo

PhilRice: 2004 – 2007
IP Management and Education



WSU: 2011 – 2012 IP
and TT for life sciences
and agriculture



KAUST: 2014 – 2016
Research evaluation of
knowledge products



MSU CGC: 2017 – present
global research evaluation
of ag bioresearch outputs
and impact

PhilRice: 1996 – 2004
Rice RD&E



WSU: 2007 – 2011 IP
and agricultural
development modeling



WSU: 2012 – 2014 international
capacity building



MSU WorldTAP:
2016 – 2017
capacity building and global
technology access

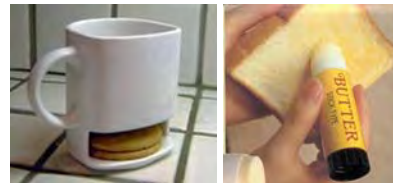
And continuing my journey

species of property



intellectual property defined

- Examples:
 - ideas that can be documented
 - artistic expression or literary creation
 - unique name
 - business methods
 - industrial processes
 - chemical formulas
 - electronic circuits
 - some software
 - drugs
 - genetically engineered organisms
 - presentations
 - publications

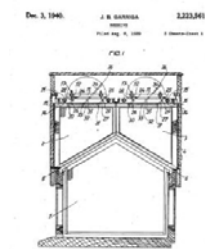


intellectual property defined

- ❑ Creations of the mind
- ❑ Types of protection:
 - **patents for inventions**
 - **trademarks for brand identity**
 - designs for product appearance
 - **copyright for material**
 - **plant variety protection**
 - **traditional knowledge**

patents

- ❑ document issued by a government describing an invention and provides exclusive rights to exclude others from using the invention for commercial or other purposes.
- ❑ rights granted upon application and prosecution, in exchange of the complete disclosure of an invention.
- ❑ subject to payment of fees, lifetime of 20 years from filing date
- ❑ types: utility, design, and plant patents



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trademark



Plant variety protection



ipr ownership

to owner (e.g. entrepreneurs)

- ☑ exclusive rights
- ☑ opportunity to license/sell IP and retain for own use
- ☑ strong market position
- ☑ higher return on investment
- ☑ increase in negotiating power
- ☑ positive image for one's enterprise

to society

- ☑ public information
- ☑ better quality of people's life
- ☑ protection from inferior quality of product
- ☑ has inputs and standards to industry on what products to produce and services to provide

exploiting IPR: models



free, public distribution



sell or license rights

form a start-up company



the need to protect intellectual property



traditional knowledge



Turmeric of India



Neem tree of India

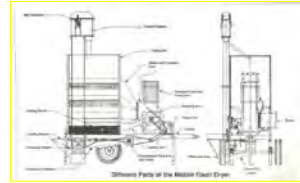


Hoodia of South Africa

the need to protect intellectual property



Mobile Flash Dryer



Grain moisture meter



Outdoor storage technology

the need to protect intellectual property

