

PARTNERSHIP INITIATIVES INFORMATION SHEET

Name of the Partnership/Initiative

Public Interest Intellectual Property Advisors (PIIPA)

Expected date of initiation: October 30, 2002

Expected date of completion: open ended

Partners Involved:

:

PIIPA founding committee members include professionals affiliated with the following organizations listed for identification purposes

Governments: US National Institutes of Health

Intergovernmental organizations: International Service for National Agricultural Research, World Bank Global Environment Facility

Major groups: Venable Attorneys (US), Global Biodiversity Institute (US), AstraZeneca Research Foundation (India), Washington University (US), National Law School (India), The Concept Foundation (Thailand), Initiative on Public-Private Partnerships for Health (Switzerland), Sidley & Austin (US), Liu, Shen & Associates(Beijing), World Federalist Association (US), Southern Africa Research & Innovation Management Association (South Africa), Capetown University (South Africa), Smithsonian Tropical Research Institution (Panama), Natural Science Collections Alliance (US), Foundation for International Environmental Law and Development (UK)

Other:

Leading Partner:

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Main objectives of the Partnership/Initiative

Please provide a brief description:

PIIPA will help developing country clients find Intellectual Property (IP) professionals who are willing to represent them in IP matters as a public service. For example, PIIPA could help a tropical country's environmental ministry assert a claim for misappropriation against an organization that took biological resources without negotiating a biodiversity prospecting agreement. Expertise in IP protection and management is currently limited mostly to IP professionals in industrialized countries or in the private sector. PIIPA will begin to fill the gap

by providing access to such expertise for developing country governments and research institutions and those supporting the interests of the poor.

Please also provide a brief description of the relationship of the Partnership/Initiative with the objectives of Agenda 21 as well as relevant goals and objectives of the United Nation Millennium Declaration:

PIIPA's activities will support the objectives of the following chapters of Agenda 21:

16: improving strategic management of biotechnology innovation and technology transfer

24: promoting the role of women innovators in science and technology

29: enabling workers and trade unions to be active in establishing employers' intellectual property management policies and allocating rights in particular technologies

31: improving communication of science and technology and their role in achieving environmental protection and human development

33: helping developing countries and organizations to finance sustainable development through good intellectual property management, for example via biodiversity prospecting agreements

34: increasing access to environmentally-friendly technology by technology transfer, license, and development regarding hardware, equipment, methods, and know-how.

35: improving sustainable scientific research and development for example by enabling good management of trade secrets, copyright in public documents, trademarks for research organizations, and counseling re rights on the internet .

Expected results:

Please provide a brief description:

By improving access to expertise in IP, PIIPA will help advance the public interest in activities relating to biodiversity, environmental protection, health, agriculture, traditional knowledge, and scientific research. PIIPA will (1) refer prospective clients to professionals able to provide pro bono IP services, including counseling, negotiation, and protecting IP as needed; and (2) promote constructive involvement of private sector IP professionals worldwide with serving developing country public interest needs (through an IP Corps).

Specific targets of the Partnership/Initiative and timeframe for their achievement:

PIIPA will exist as a legal entity by the end of 2002, with an informational website. Initial operations will focus on outreach to clients and enlisting professionals as members of the IP Corps. By mid-2003, PIIPA will have a sufficiently broad membership in its IP Corps to begin active referrals to clients soliciting help. By the end of 2003, PIIPA will have 500-1000 members in its IP Corps and will have made 50-100 referrals for clients receiving public interest (free) professional assistance. In 2004 and beyond, PIIPA will facilitate at least 100 referrals per year, with associated training, administrative support, and access to funding for clients. Respondents to a survey said there are as many as 500 or more potential clients who would use PIIPA's services.

Coordination and Implementation mechanism

Please provide a brief description of expected coordination/implementation mechanism of the Partnership/Initiative.

PIIPA will operate via (1) outreach to clients, (2) outreach to IP practitioners, and (3) a central mechanism for referring clients to practitioners.

Clients can include IGOs, developing country governments, government agencies, research institutions such as universities, public laboratories, and international research consortia, NGOs, and qualified small enterprises in developing countries. Outreach to clients will occur directly and via referrals. There are many hundreds of potential clients who need professional assistance in handling intellectual property in particular situations, as a public (subsidized or volunteer) service. The types of intellectual property matters for which referrals are expected will encompass patents, trade secrets, copyright, trademark, licenses, lawsuits, and legislation.

IP practitioners who volunteer will be members of an IP Corps, including patent attorneys, patent agents, technology transfer specialists, and other professionals experienced in intellectual property management, procurement, transfer, and dispute resolution. Outreach to IP practitioners will occur directly and via international and regional professional associations dealing with patents, trademarks, copyright, trade secrets, licensing, and litigation. Many but not all members of the IP Corps will be from developed countries.

Central operations will include helping clients identify their intellectual property needs and frame the issues they need to resolve, helping clients find suitable representation from the IP Corps, and training members of the IP Corps in dealing with developing country clients. PIIPA would screen clients as to their need for PIIPA's services, and their ability to pay. PIIPA would also screen IP professionals as to their public interest commitment, including a willingness to provide a certain number of hours of free services. By dynamic management of the referral process, PIIPA will be able to assemble teams including expert specialists and professionals knowledgeable about local laws and situations in particular developing countries.

PIIPA will be an international web-based nonprofit organization, managing referrals within a qualified IP corps to meet the needs of a growing developing country client base. These clients will benefit from obtaining sound, personal, specific, practical and affordable assistance, enabling them to harness intellectual property tools to pursue their goals. PIIPA would allow IP professionals in developing countries to work side-by-side with experienced IP professionals from the industrialized nations, so they can handle such matters in the future. By helping individual clients find qualified IP professionals to represent them in specific matters, individually or in teams, PIIPA would provide a unique service to clients that is absent from the professional training currently provided by some organizations.

Arrangements for funding

Please describe available and/or expected sources of funding for the implementation of the Partnership/Initiative (e.g. donor government(s); international organization(s)/financial institution(s); foundation(s); private sector; other major groups, etc.)

The launch of PIIPA is being supported under the sponsorship of Venable Attorneys and by private donations. Available and expected sources of funding include developed country governments, international organizations such as the World Intellectual Property Organization, the European Patent Office, law firms, professional associations, multinational technology companies, and collaborative cost-sharing arrangements with other non-governmental organizations. The Rockefeller and Ford foundations have expressed interest in supporting PIIPA.

Arrangements for capacity building and technology transfer

Please include information if the Partnership/Initiative provides for training, informational

support, institutional strengthening and/or other capacity building measures:

PIIPA will provide basic information and links via its website to people interested in becoming clients or IP professional service providers. PIIPA will operate through collaborations with developing country institutions thereby strengthening their knowledge of IP. PIIPA will also promote public interest sustainable development efforts by professional associations. PIIPA will match expert IP professionals with trainee IP professionals who will learn by working together one-on-one on particular matters such as preparing a patent application, negotiating a trade secret license, or litigating a claim for misappropriation of genetic resources.

Please also provide here a brief description of expected arrangements for technology transfer (if applicable).

A substantial proportion of the work PIIPA will be called on to do will involve helping developing country institutions procure technology by facilitating the formation of technology transfer agreements. PIIPA will thereby expand technology transfer that may be promoted by many other organizations.

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

Please provide a brief description:

PIIPA is being established in a network structure with international, regional, and national focal points to address language, legal, cultural, and political issues particular to each region.

Monitoring Arrangements

Please describe expected arrangements for monitoring of progress in the implementation of Partnerships/Initiative after it will be launched at the WSSD:

(e.g. frequency/modalities of preparation of progress reports; electronic updates, news-letters, etc)

PIIPA will monitor progress (1) automatically from website generated data, (2) through feedback from its regional focal points and (3) by regularly scheduled international conference calls (4) by periodic international and regional conferences.

Other relevant information:

Web-site (if available): www.piipa.org (under construction)

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