



**Av. OKAN ÇAN**  
**Deriş Avukatlık Ortaklığı**

**Ankara, 2023**

# Uluslararası Kuruluş ve Platformlar

**WIPO**

**EPO**

**EUIPO**

**INTA**

**ECTA**

**AIPPI**

**FICPI**

**AIPLA**

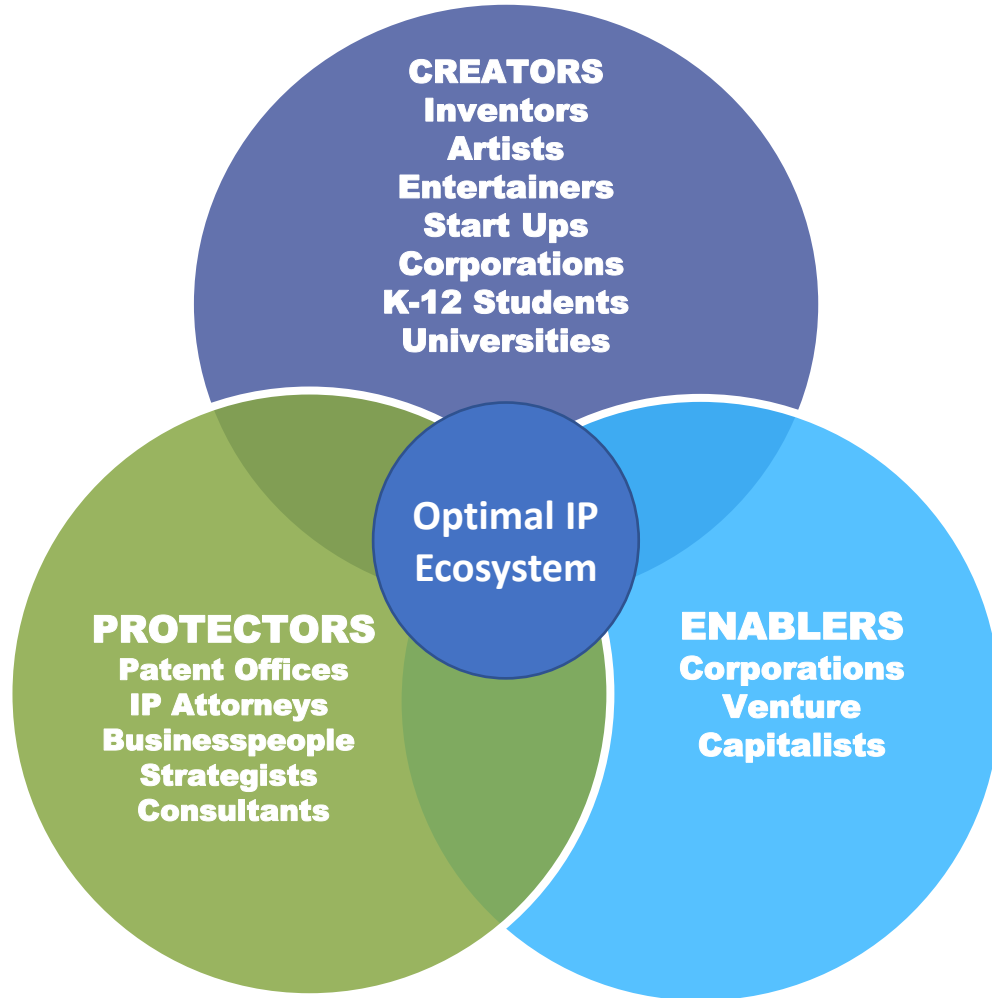
**APAA**



## The need ... a common fault line

Similar actors pursuing sector-specific agendas in isolation, missing precious opportunities to join regional and international efforts that are broader in scope and reach, and hold increased potential to improve people's lives.

# The solution: support the optimal functioning of the Ecosystem



## CREATORS

- IP Awareness/Education
- IP Strategies/ Playbooks
- IP Mentors
- IP Investment/ Relationships

## PROTECTORS

- Expand IP Marketplace
- Access IP Talent
- Develop IP Talent
- IP Best In Class Recognition

## ENABLERS

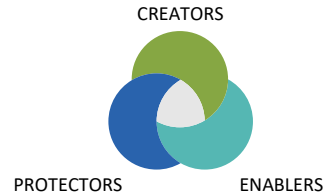
- IP Awareness/Education
- IP Strategies/ Playbooks
- Roadmap to Best IP Investments
- Accurate IP Valuations/ Assessments
- Standard IP Contracts, Term Sheets

## Ecosystem Overall Benefits

- Simpler, Faster, Cheaper IP Protection Process
- Awareness/Education of What IP Is & How Best to Use It
- Collaboration between Creators, Protectors and Enablers
- Frictionless Marketplace for IP
- Increase Knowledge Sharing



# Our History: a 20 year journey

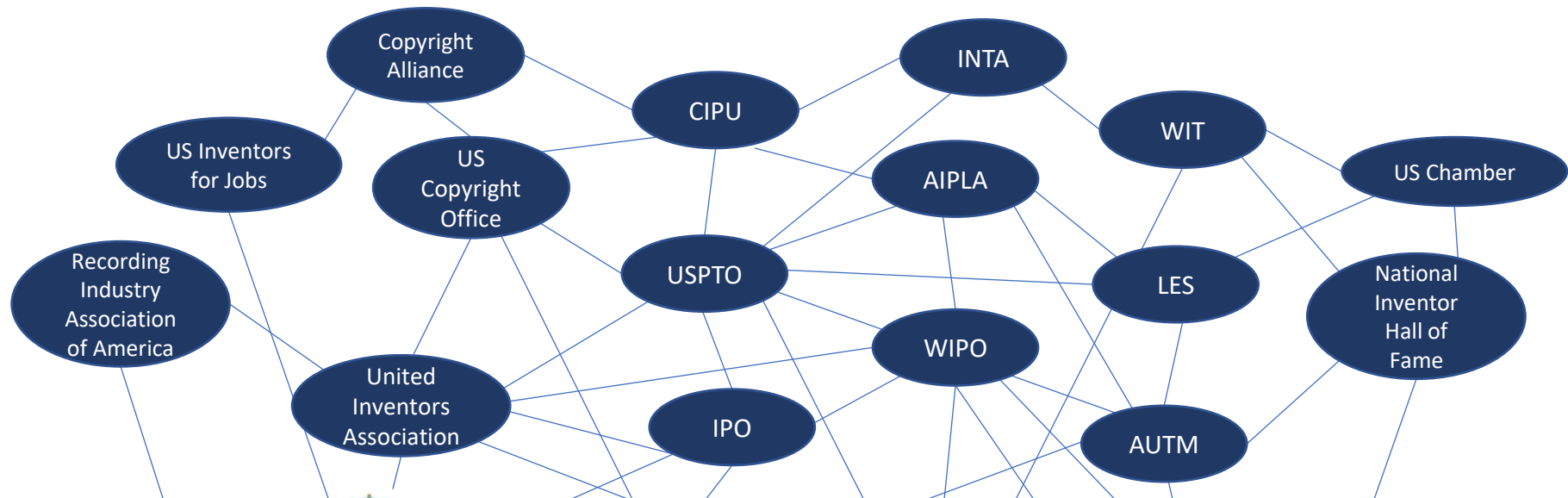


- 2003 Georgia State started working in conjunction with Georgia Institute of Technology
- 2018 (GIPA) Georgia Intellectual Property Alliance
- 2020 (USIPA) United States Intellectual Property Alliance
- 2020 (GLIPA) Global Intellectual Property Alliance
- 8 State IP Alliances formed till 2023

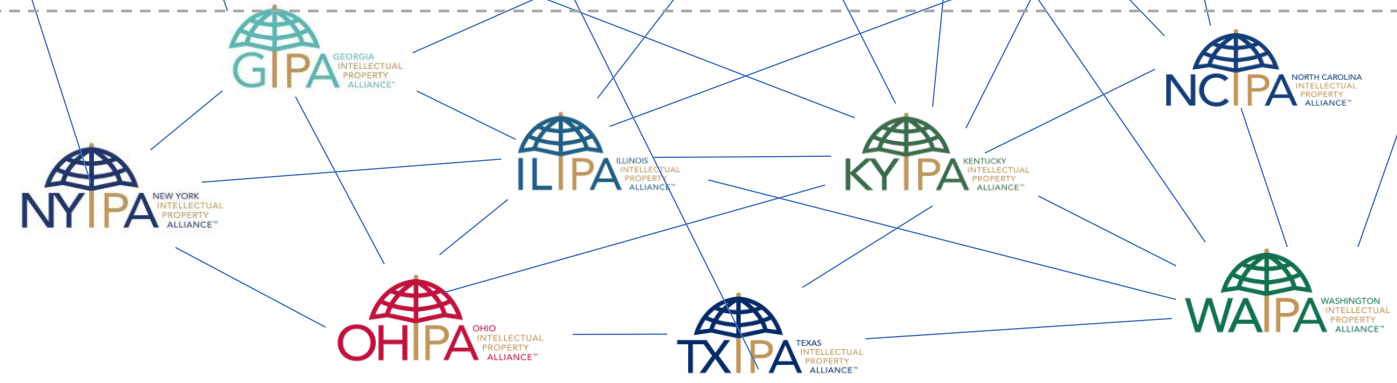


# Our aim is to become an “IP Network of Networks” following USIPA and State Alliances successful collaboration model...

*(Inter)National Organizations*



*State Organizations*



## Citizens & Communities



# Mission & Vision

## **Vision:**

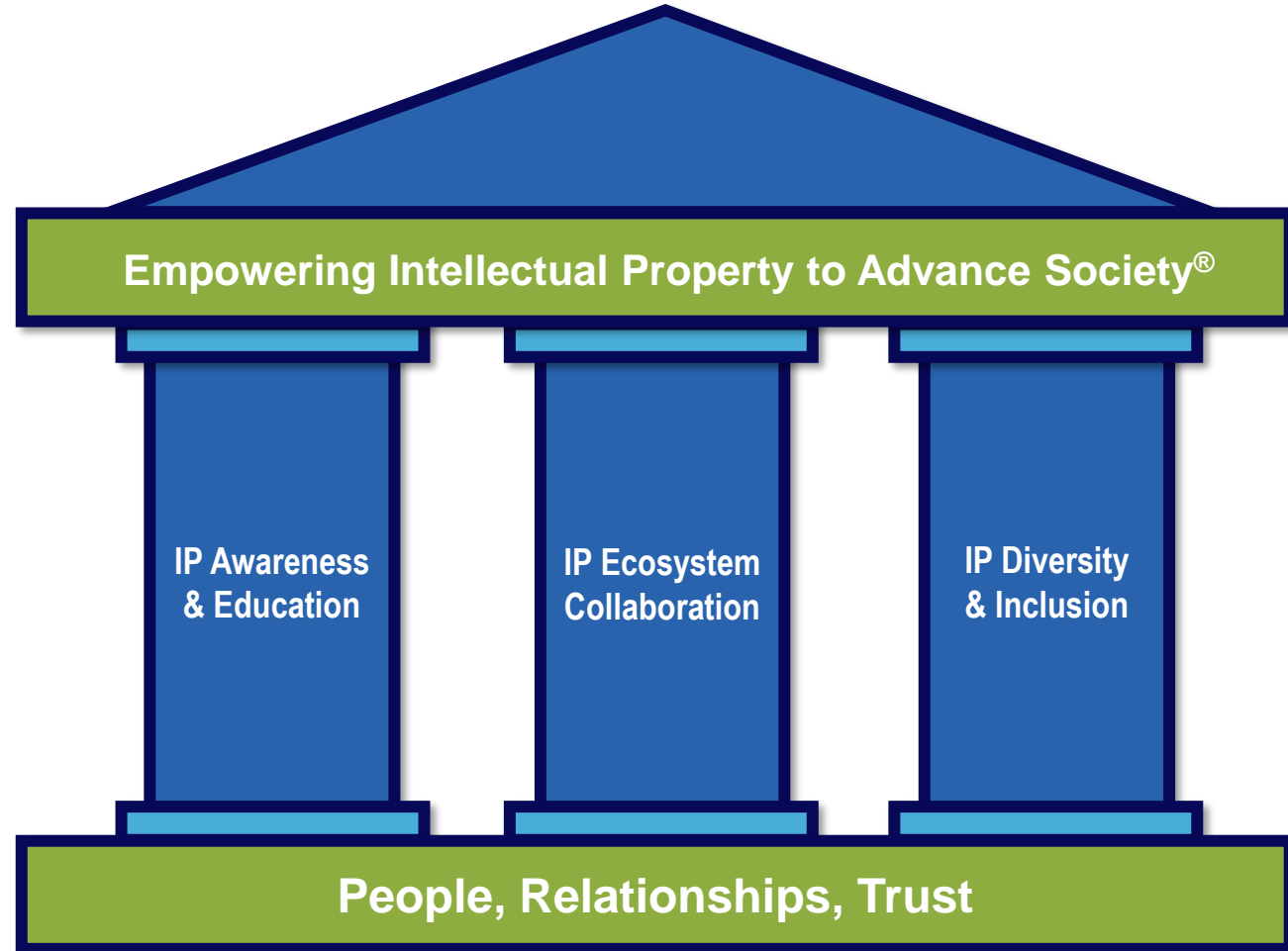
A world in which IP empowers all people to improve their lives and create a more prosperous & sustainable future.

## **Mission:**

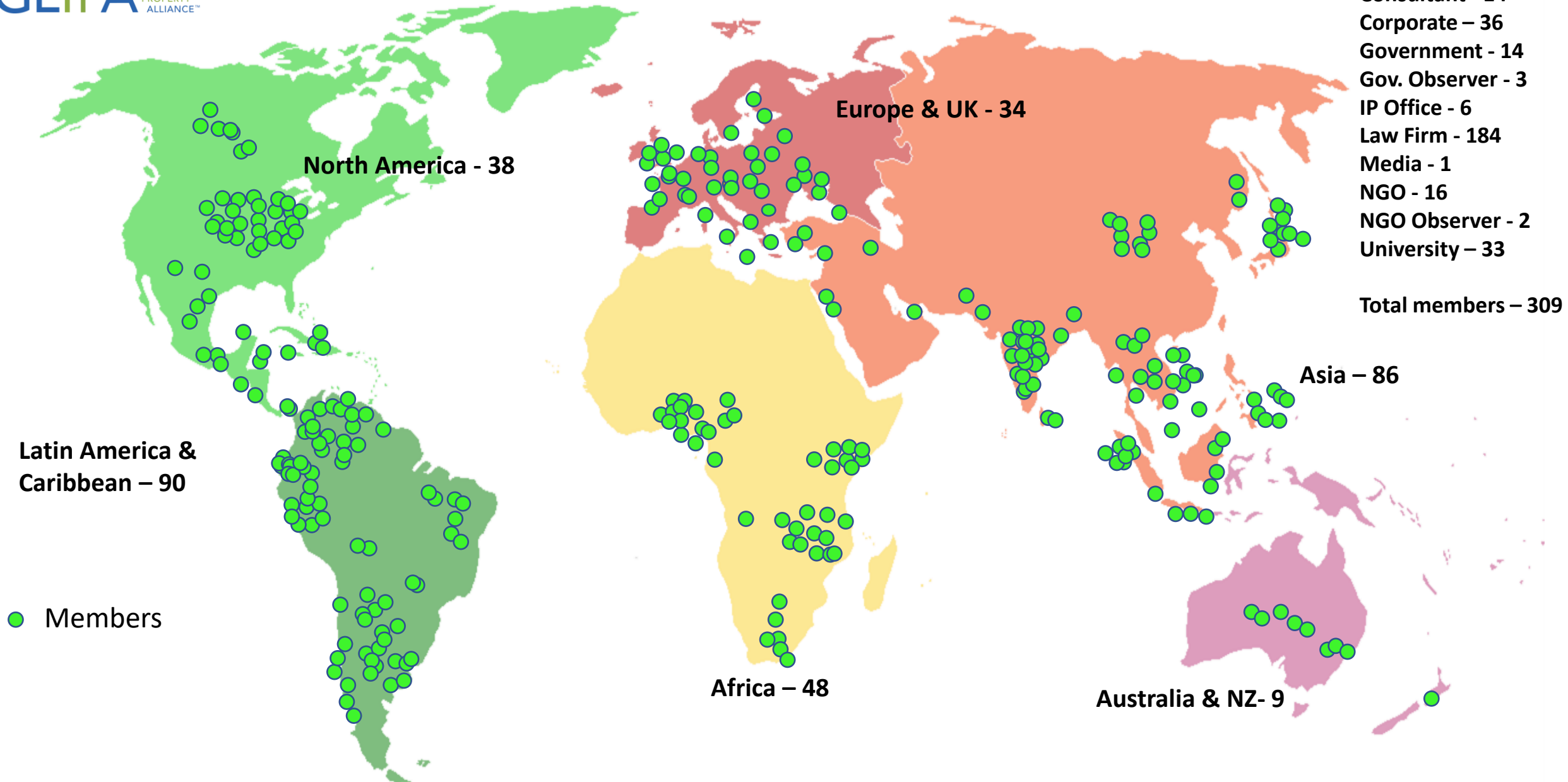
Foster IP awareness, education, collaboration and inclusivity to enrich the lives of all people world wide



# Three Focus Areas 'All Three in Everything We Do'



# Global IPA Members



- Consultant - 14
  - Corporate – 36
  - Government - 14
  - Gov. Observer - 3
  - IP Office - 6
  - Law Firm - 184
  - Media - 1
  - NGO - 16
  - NGO Observer - 2
  - University – 33
- Total members – 309**

# GLIPA Regional Co-Chairs



**Bertin Niyigaba**  
*Africa Regional Vice-Chair*



**Precious Gozwa**  
*Africa Regional Vice Chair*



**Bastiaan Koster**  
*Africa Regional Co-Chair*



**Henry Wheare**  
*Asia Regional Vice Chair*



**Fazil Bharucha**  
*Asia Regional Vice Chair*  
*Starting 1- 2024*



**Julian Crump**  
*Europe Regional Co Chair*



**Ilias Konteas**  
*Europe Regional Co-Chair*

*Europe Regional Co-Chair*



**Gonzalo Rovira**  
*LatAm Regional Vice Chair*



**Maria Fernanda Hurtado**  
*LatAm Regional Co-Chair*

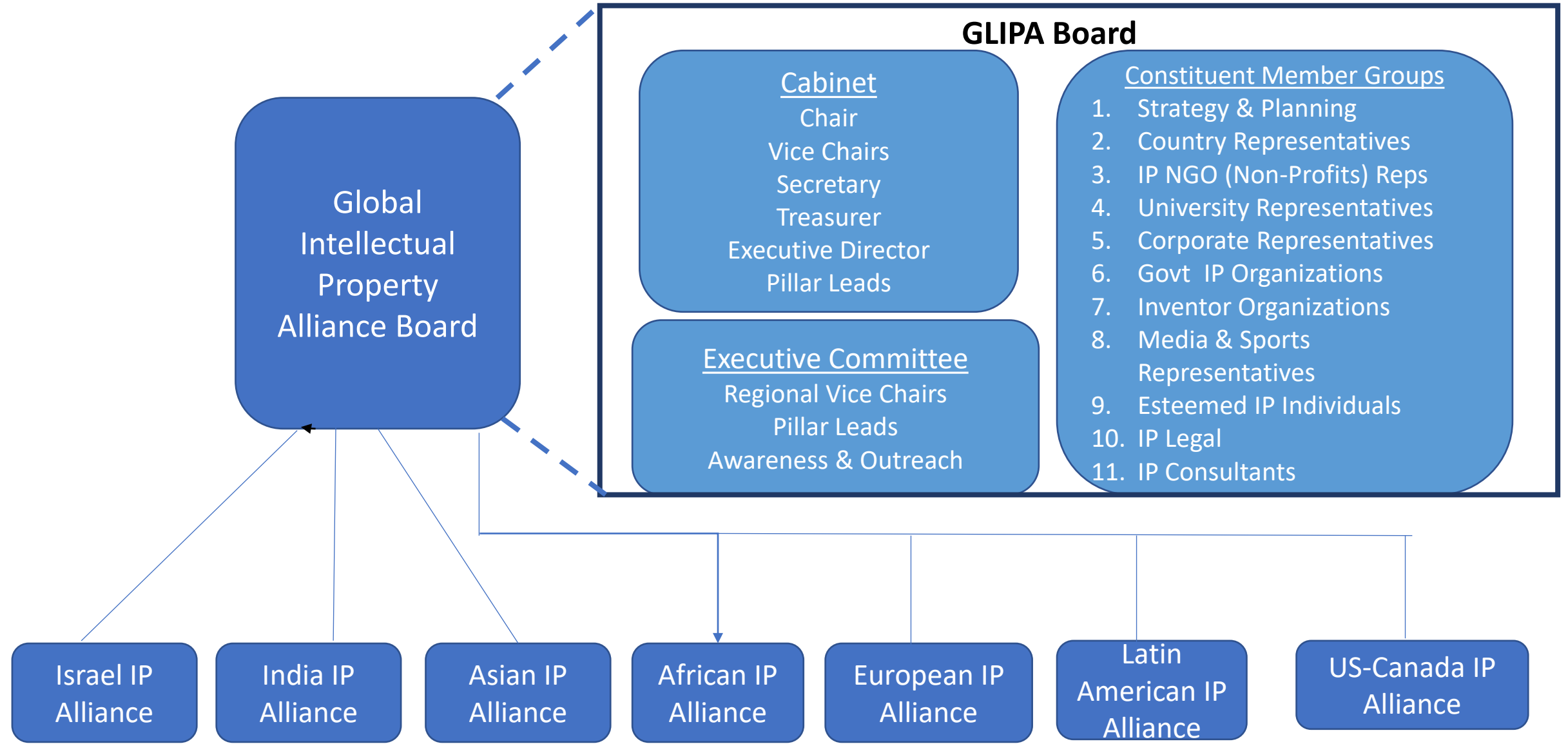


**Allan Kasper**  
*North America Regional Vice Chair*



**Louis-Pierre Gravelle**  
*North America Regional Co-Chair*

# Global IP Alliance: Overall Structure



# A pragmatic approach to our work...

Unify

Simplify

Amplify

## **Global**

- Grow IP membership to include all international / regional IP orgs
- Build a structure for Regional IPA Collaboration
- 1 project per pillar Globally
- Create playbook to help regions to set up Regional Alliance with consistency

## **Regional**

- Grow IP membership to reflect the entire ecosystem
- Create Regional Board
- 1 key project on any pillar to align with Global Pillar Projects

## **Marketing**

- Create a clear and consistent Global Message
- PR/Social Media/Website/Emails
- Website and LinkedIn profile for each region

# Our launch 1 year ago ...

Atlanta – Georgia -  
USA

On October 20,  
2022, we signed an  
MoU with WIPO





## Assemblies of the Member States of WIPO: Sixty-Fourth Series of Meetings July 6 to 14, 2023

- An important opportunity to contribute to international dialogues and discussions about bringing IP to the hands of everyone around the world!



# Our stakeholders talks about us....

## FEEDBACK



“I look forward to keep collaborating with the GLIPA Executive Director and other stakeholders to keep promoting innovation and creativity for a better and more sustainable future”.



**LISA JORGENSON**

ADJUNCT DIRECTOR GENERAL PATENTS & TECHNOLOGY - WIPO

## FEEDBACK



GLIPA is a non-profit umbrella organization, of IP entities and who share a common vision of a world in which IP empowers all people to improve their lives and create a more prosperous and sustainable future. It strives to realize this vision by fostering intellectual property, awareness, education and collaboration,



**CHARLES RANDOLPH**

NGO & INDUSTRY RELATIONS HEAD - WIPO

# Global D&I Project – World IP Day 2023 with

## WIPO's support



True stories of **Women leading the way in IP**

**Karen Abraham**  
Asia Lead

**Lisa Jorgenson**  
WIPO

**Suzanne Harrison**  
US - Canada Lead

**María Fernanda Hurtado**  
Executive Director  
Latin America Lead

**Precious Gozwa**  
Africa Lead

**Moderator: Scott Frank**  
GLIPA Board Chair

**GLIPA** GLOBAL INTELLECTUAL PROPERTY ALLIANCE™

**#WorldIPDay**

Status: Implemented May 2023

### WIPO Magazine



#### Inglot Cosmetics: revolutionizing make-up and celebrating you and your individuality

Zbyszek Inglot, Chairman of the Board at Poland's Inglot Cosmetics, one of the world's leading cosmetics manufacturers, discusses the role that innovation plays in delivering high-performance cosmetics.

[More articles](#)

[Sign up for regular updates](#)



#### Global IP Alliance: building bridges to improve lives with IP

Established in 2022, the Global Intellectual Property Alliance (GLIPA) is committed to strengthening the use of IP to foster creativity and advance innovation and entrepreneurship. GLIPA's Executive Director, María Fernanda Hurtado, explains how.



#### Closing the IP and innovation gender gap in Canada

In highlighting some of Canada's trailblazing women inventors, creators and entrepreneurs David Durand, current President of FORPIQ (Forum International de la Propriété Intellectuelle - Québec) in Montréal, Canada, discusses the importance of raising IP awareness among women scientists and the challenges they face.



#### Intellectual Property Hub Zambia: How it all began

Precious Gozwa, how she came to set up IP Hub Zambia in 2017 and how she is working to unleash the huge untapped innovative and creative potential of women and girls to support business growth and economic development in Zambia.

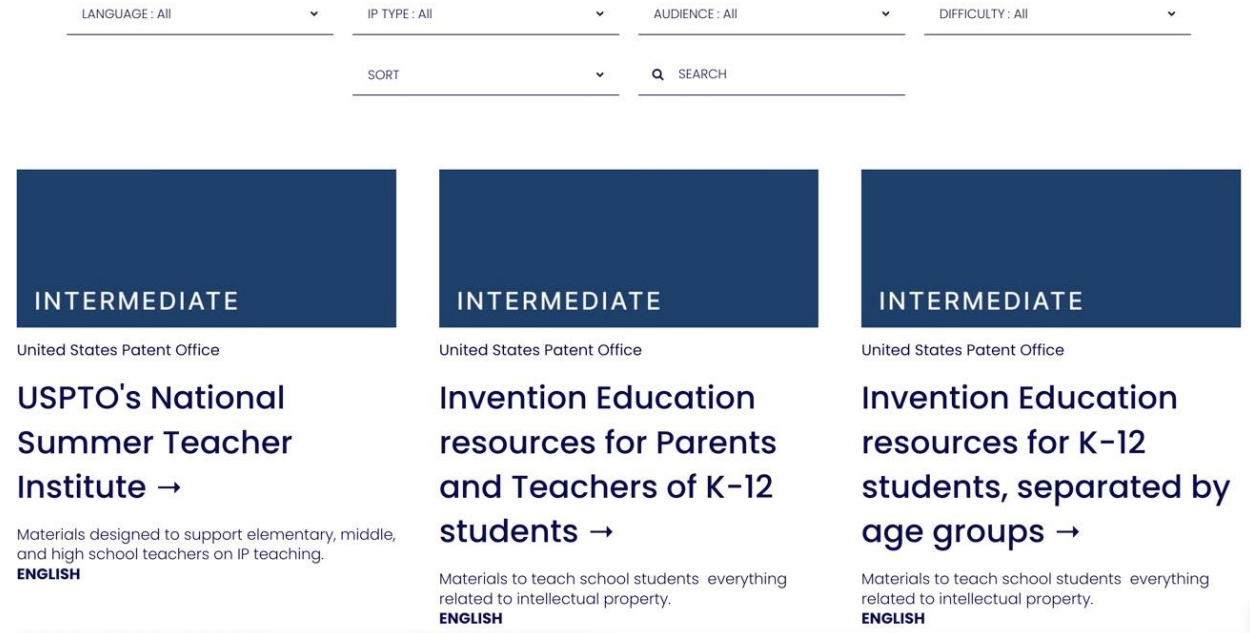
# Global Educational Project 2023

## Online Database

Collate existing online educational resources onto the page of GLIPA website with the aim to widen the use of successful IP tools, enhancing navigability for users.

**Status:** Launched Oct 2023

Link to the IP Education Resource page - <https://www.glipa.org/ip-education-resources>



LANGUAGE: All    IP TYPE: All    AUDIENCE: All    DIFFICULTY: All

SORT    SEARCH

**INTERMEDIATE**  
United States Patent Office  
**USPTO's National Summer Teacher Institute →**  
Materials designed to support elementary, middle, and high school teachers on IP teaching.  
**ENGLISH**

**INTERMEDIATE**  
United States Patent Office  
**Invention Education resources for Parents and Teachers of K-12 students →**  
Materials to teach school students everything related to intellectual property.  
**ENGLISH**

**INTERMEDIATE**  
United States Patent Office  
**Invention Education resources for K-12 students, separated by age groups →**  
Materials to teach school students everything related to intellectual property.  
**ENGLISH**

**Name:** “Building an IP Ecosystem in Latin America”.

**Organizers:** Bayer Group, Universidad de San Andrés and the Global IP Alliance.

**Attendees:** GLIPA members (Maria L. Vazquez, Gonzalo Rovira, Jorge Rojas, Scott Frank, Joerg Thomaier, Eduardo Fernández), key stakeholders from PTOs, inventors, students, professors and judiciaries among many others.

**Topic:** An event aimed o improve and reinforce the importance to build sustainable business environments in Latin America, and keep working jointly to strengthen innovation, development, and compliance.

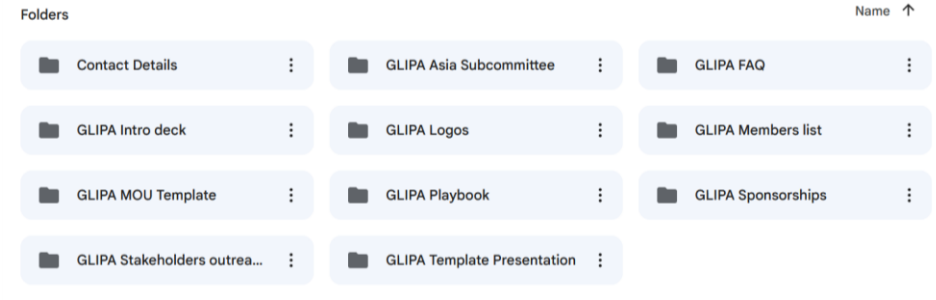


Restrospective study of  
women patenting in  
Brasil, Chile, Colombia  
and Mexico



Status: On going. Next event – Dec 2023 – Rio de Janeiro

- **GLIPA Toolbox**



- **GLIPA Playbook**

### Table of Contents

<b>1. About GLIPA</b> .....	2
1.1 IP Education & Awareness .....	2
1.2 IP Ecosystem Collaboration .....	2
1.3 IP Diversity & Inclusion .....	2
<b>2. GLIPA Playbook</b> .....	3
2.1 Purpose of this Playbook.....	3
2.2 Who will have access to this playbook?.....	3
<b>3. Step by Step Process</b> .....	3
3.1 Step 1: Identify .....	3
3.2 Step 2: Connect.....	3
3.3 Step 3: Facilitate.....	3
3.3.1 Schedule regular catch-up meetings with engaged stakeholders.....	3
3.3.2 Create Committees and Assign leads.....	4
3.4 MoU (Memorandum of Understanding) with key institutions .....	4
3.5 GLIPA Sponsorships & Donations.....	4
3.5.1 GLIPA Global Sponsorships .....	4
3.5.2 GLIPA Donations.....	4
3.5.3 Organize IPA events .....	4

# Some countries creating IPA's

- India IPA



- Israel IPA - *coming soon!*

## Minimum requirements:

- At least 3 people
- Strategic plan
- At least 1 Board Member in GLIPA
- Having signed an MoU
- Approved by the Board as a Country IPA

- **ABPI (Brazilian Association of Intellectual Property)** - During Singapore INTA meeting in **May 2023**, Maria Fernanda Hurtado, GLIPA Executive Director signed MoU with Luiz Edgard Montauray, ABPI.
- **AAAPI (Argentinian Association of Intellectual Property)** - On **August 17, 2023**, Gonzalo Rovira, GLIPA LATAM Lead represented us at the signing event with Gaston Richelet, President, AAAPI.
- **FICPI (International Federation of Intellectual Property Attorneys)** - On **October 3, 2023**, during FICPI's Executive Committee meeting in London. GLIPA Executive Director, Maria Fernanda Hurtado represented us at the signing event with FICPI President, Roberto Pistolesi.
- **ACPI (Asociacion Colombiana de la Propiedad Intelectual)** – To be signed on Wednesday 22<sup>nd</sup> of November





Teşekkürler!  
[www.glipa.org](http://www.glipa.org)