# Introduction to Intellectual Property

**Hai-Yuean Tualima**

**WIPO Indigenous Fellow,**

**Traditional Knowledge Division**

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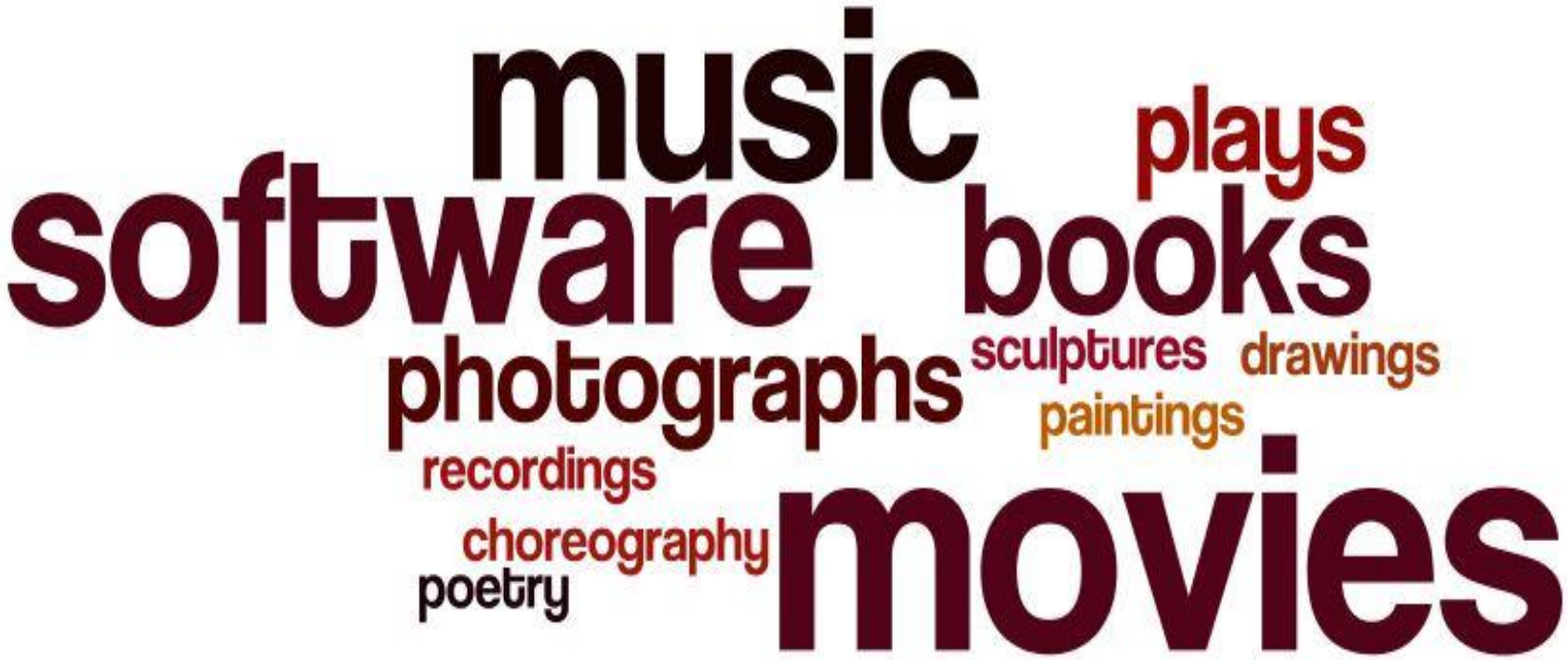
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

| Inventions | Literary & Artistic Works | Designs | “Brands”, Symbols, Names & Images |
|---|---|---|---|

swatch

swatch

| Patents | Copyright | Trademarks | Geographical Indications | Trade Secrets | … |
|---|---|---|---|---|---|


music
plays
software
books
photographs
sculptures
drawings
paintings
recordings
movies
choreography
poetry

# Rights under Copyright

- **Exclusive rights**
- **Economic rights**
- **Moral rights**

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European Patent Office
Office européen des brevets

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(71) Applicant: **Nestec S.A.**
**1800 Vevey (CH)**

(72) Inventors:
- **Philippe, David**
  **1003, LAUSANNE (CH)**
- **Blum-Sperisen, Stéphanie**
  **1009, PULLY (CH)**
- **Roger, Olivier Yves**
  **1410, CORREVON (CH)**
- **Crespy, Vanessa**
  **1800, VEVEY (CH)**
- **Offord Cavin, Elizabeth**
  **1820, MONTREUX (CH)**
- **Ameye, Laurent**
  **1000, LAUSANNE 26 (CH)**
- **Marin-Kuan, Maricel**
  **1012 Lausanne (CH)**

(74) Representative: **Marquardt, Ulf**
**Nestec S.A.**
**Avenue Nestlé 55**
**1800 Vevey (CH)**

## (54) Rooibos and inflammation

(57) The present invention relates to the field of inflammatory disorders. In particular the present invention relates to rooibos and rooibos extracts as well as to their use to produce health benefits.

One embodiment of the present invention relates to the use of a composition comprising *Aspalathus linearis* or an extract thereof for the preparation of a product to treat and/or prevent inflammatory disorders.

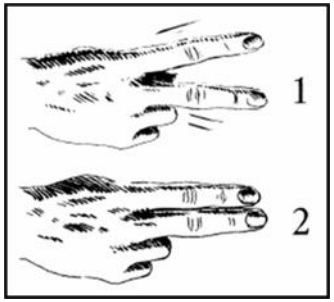
# Patent

- **Novel**
- **Inventive step (non obvious)**
- **Industrially applicable**

Coca-Cola

Metro Goldwyn Mayer
TRADE
MARK
MGM Worldwide Television Distribution

i'm lovin' it™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STARBUCKS
COFFEE

# Trademark

- **Distinctive**
- **Not deceptive**

Top Champagne Brands
7 Most Searched Champagnes
Dom Perignon
Veuve Clicquot
Armand de Brignac
Bollinger
Perrier Jouet
Cristal
Krug
WineFolly

ROQUEFORT
PAPILLON

SMOKIN
66

# Geographical Indicators

- **Sign used on goods that have a specific geographical origin**

- **Possess qualities or a reputation due to that place of origin**

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Hai-Yuean Tualima:
hai-yuean.tualima@wipo.int

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# Related Rights

- **Protect people or organisations that add substantial creative, technical or organisational skill in the process of bringing the work to the public**
- **Associated with copyright**
- **Protection is automatic**

# Industrial Design

- Ornamental or asethetic
- Three dimensional or two dimensional
- Handicrafts, jewelry, electrical applicances, housewares

# Industrial Design

- **New or original**
- **Industrial application**

# Protecting a Industrial Design

- **Registered under industrial design law**
- **Copyright protection**
- **Unfair competition**