

Hubs for intellectual property services to serve Civil Society Organizations

I. Contact Information

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Organization Name	Public Interest Intellectual Property Advisors, Inc, PIIPA (www.piipa.org)
Organization address	1200 Pennsylvania Avenue N.W. PO Box 548 Washington, DC 20044-0548 USA
Organization website	http://www.piipa.org/
Organization type	PIIPA is a nonprofit, nonpartisan, international organization.
Telephone/ Fax	Telephone +1 (202) 633-0811 Fax: +1 (202) 344-8300
Organization description and date established	PIIPA is an international non-profit organization that makes intellectual property counsel available for developing countries and public interest organizations who seek to promote health, agriculture, biodiversity, science, culture, and the environment. PIIPA was established in 2002.

II. Project Details

Title of Proposal	Hubs for intellectual property services to serve CSOs
Project Duration using Grant Fund (month)	24
Countries of Implementation	India, Mexico, and Malaysia

III. Primary CGIAR Center Partner

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IV. Other Partners

Name of other Partner Organization(s)	ICRISAT
Type of Organization	CGIAR supported IARC
Name of partner	B. Hanumanth Rao
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Name of other Partner Organization(s)	CIMMYT
Type of Organization	CGIAR supported IARC
Name of partner	Jonathan Crouch
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Name of other Partner Organization(s)	APO Regional Office of Bioversity
Type of Organization	CGIAR supported IARC
Name of partner	Guat Hong Teh
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V. Project Questions

1) **PROBLEM DEFINITION:**

Fair and equitable sharing of knowledge and technical innovations between CSO and CGIAR partners involves enlightened policies and implementation mechanisms, grounded in practical solutions in approaching and managing intellectual property matters. We propose a novel approach for securing the necessary expertise in terms of support services for intellectual property management needs of local and regional CSOs with the assistance of CGIAR Centers and pro bono services, through operating regional hubs of Public Interest Intellectual Property Advisors (PIIPA). The proposed locations for these hubs (in India, Malaysia, and Mexico) have been chosen to maximize the opportunity for combining the expertise of local IP practitioners who are knowledgeable and experienced in pro bono work with the expertise from the CGIAR IP Managers/Focal Points community, as well as a wide variety of CSOs involved in facilitating knowledge transfers in the public interest. A basic premise of PIIPA is that intellectual property professionals are not on the margins in the ethical debate surrounding intellectual property, but have an important role to contribute in terms of access to justice in these areas. PIIPA serves as a mechanism for networking between intellectual property professionals including attorneys, patent agents, licensing specialists and leading academics in different countries, and for outreach to such professionals in developing countries. By establishing a CGIAR-institutional home in the locations mentioned for such hubs, this project will serve to nurture a close working arrangement amongst different stakeholders towards the application of intellectual property expertise in the public interest. While it is difficult to precisely estimate the number of beneficiaries that could be affected by these IP-related services, data from our recent PIIPA survey of developing country intellectual property needs suggests that this network would directly affect several thousands entities through direct provision of intellectual property services, and other local beneficiaries indirectly.

2) **OBJECTIVES:**

The objectives of our project are to:

- a) nurture a professional community for the provision of pro bono legal services for approaching IP and facilitating technology transfer;
- b) strengthen networks of public and private IP professionals in developing countries;
- c) “level the playing field” for CSOs and other stakeholders in developing countries in terms of building capacity for intellectual property decision-making, negotiations and management in the public interest through providing ready access to pro bono IP advice and assistance.
- d) Support the CGIAR System Priority 5A, Improving science and technology policies and institutions, by providing practical input to policy-making and strengthening the ability of institutions to manage IP and to facilitate technology transfer

3) PROJECT IMPLEMENTATION:

The implementation of this project will build on PIIPA's institutional experience in leveraging global and local IP networks, while drawing from in-kind contributions of technical inputs from PIIPA's professional base. This includes leading IP experts on PIIPA's International Advisory Committee (IAC) and the more than 300 pro-bono IP professionals, based in over 30 countries, who make up its 'IP Corps'. PIIPA has succeeded thus far in mobilizing the in-kind contribution of over 3,500 hours of professional services to assisted projects, with a value of over US \$1,000,000 in pro bono time as reported by IP experts world-wide, using their in-country billing rates. To-date, PIIPA's IP Corps has provided technical assistance to over 100 projects serving the public interest in 30 countries. In addition to PIIPA's technical resources, we will rely on the joint-efforts of the CGIAR IP Manager/Focal Point Community that is led by the CAS-IP and evolving CGIAR innovation networks.

Specifically, we will take the following steps to meet our objectives:

- a) With the assistance of the IP Manager/focal point in the CGIAR Center, a roster of CSOs in each of the three proposed locations will be interviewed to determine their specific technical needs in relation to IP issues and knowledge/technology transfer;
- b) With the assistance of CAS-IP, PIIPA staff and the PIIPA IP Corps, a roster of IP practitioners in the three locations will be assembled and these practitioners will be contacted for their pro bono services,
- c) A series of meetings/dialogs will be held to allow CSO staff, IP professionals, and CGIAR IP professionals/focal points to discuss issues and needs, and to formulate action plans for the Hubs,
- d) Pro bono work will be initiated from local professionals and PIIPA's global network where required, using local access/local language sections on PIIPA's powerful website.
- e) A performance measurement and evaluation system will be set up by year 2 of the project,
- f) An international symposium will be held annually, starting with year 2 into the project, in order to showcase project cases, lessons gained and to discuss/report on the performance of the initiative.

4) INNOVATION:

This project combines international IP expertise, local IP expertise, CSOs' inputs and IP expertise from a select set of CGIAR Centers in an effort to find practical solutions that facilitate innovation systems and knowledge transfer towards promoting food security, improving natural resource management and reducing poverty in developing countries. Many existing initiatives are based on theoretical rather than practical approaches to solving IP-related needs in these areas, and often encourage the exclusive use of external, developed country expertise rather than extensive participation from local experts and stakeholders in developing countries.

5) RELEVANCE and INNOVATIVENESS of PARTNERSHIP:

PIIPA provides its extensive experience in mobilizing IP professionals to act as pro bono operatives and experience in the complex task of matching the needs of CSOs with the skills of volunteers. The IP Managers and focal points from the CGIAR Centers and CAS-IP bring a public goods perspective and an understanding of the role of agricultural innovation systems in enriching society's well-being, as well as individual and networks of CSOs that would benefit from the pro bono expertise that is organized by this project. The local IP professionals that are identified and recruited to the regional PIIPA hubs will provide local expertise. The importance of this cannot be overestimated since IP law is ultimately determined and implemented by national law. Each of these groups of participants will need to contribute to the project in order to achieve the stated objectives. The burden of recruitment will fall to PIIPA members, with help from the CGIAR Centers and CSOs. For example, Guat Hong Teh, a member of the Malaysian bar, was employed by the Baker and McKenzie law firm before

taking a position with CAS-IP. She will be a key contact for identifying and recruiting IP professionals from law firms in Malaysia. PIIPA will then work with Guat Hong to draw up a list of potential legal professionals and ensure that they are invited to participate in the Malaysia-Hub. Guat Hong's colleagues in the Bioversity APO Office will be able to identify CSOs that could potentially benefit from additional legal advice and will supply this information to the PIIPA-Malaysian Hub coordinator. Once a list of potential service providers and potential clients are identified, the PIIPA-Malaysia Hub coordinator will begin a match-making process. CAS-IP and PIIPA will also put out a call to their international networks, including academics, foreign IP professionals, and international organizations, to identify additional CSOs in the SE Asia region that might benefit from services available through the Malaysia-Hub, and to provide them with pro bono assistance.

6) EXPECTED RESULTS:

We anticipate that this project will result in: a) improved access to legal services in IP/Technology Transfer (TT) for CSOs; b) increased communication between CGIAR Centers and CSOs on matters of IP/TT management; c) fostering of a "public interest" mindset and pro bono ethic amongst IP professionals in the countries of India, Malaysia, and Mexico and their colleagues in other countries. We will be able to measure our results by the number of requests for services, the number of IP professionals that join each PIIPA Hub, the international collaborations of IP professionals, and the quality and quantity of negotiated agreements that provide for public goods for the benefit of the poor.

7) REPLICABILITY:

Just as we plan to build on the experiences of PIIPA and the CGIAR IP Management Units, and CAS-IP, we believe that the experiences of establishing effective IP/TT hubs in these three countries will provide the basis for expanding this effort to additional locales. We want to establish national and regional hubs wherever there is a need for pro bono IP/TT services.

8) SUSTAINABILITY:

The IP Hubs established by this project will serve to facilitate access to intellectual property services in the public interest in India, Mexico and Malaysia, while fomenting further opportunities for international collaboration between CGIAR, PIIPA and local partners, and establishing both a web-based and physical office hub for interaction at the local, regional, and international level. PIIPA's funding committee is actively pursuing additional funding opportunities from the public and private sectors to be applied to continuing such projects, and towards the establishment of similar hubs in other locations and the necessary infrastructure to link and support them. An important aspect of PIIPA's framework for providing intellectual property assistance is in building IP capacity at the institutional and local level in developing countries. The long-term sustainability of PIIPA's impact in developing countries hinges on this principle of local inclusion. Through the Hubs established under this project, local clusters of IP practitioners, academics, and community members can come together to exchange inputs on public interest projects, conduct outreach to local assistance seekers, and prepare materials in ways which respect the local language, laws and practices. PIIPA's technical inputs can help to raise the expertise of local IP professionals in developing countries and their familiarity with the particular approaches to dealing with public interest representation. Such local efforts will also contribute to the empowerment of local communities by increasing their awareness of how intellectual property rights issues affect them. Indeed, the ultimate goal of PIIPA's assistance is to leave these important IP issues and initiatives in the hands of informed and dedicated individuals in the local setting, supported by the international public interest IP community.

9) IMPACT

PIIPA began with a strong focus on practical results, including a commitment to self-evaluation and improvement. Project review procedures are in place to monitor the work quality and output of our IP Corps professionals. These include mechanisms for collecting continual feedback from the assistance seekers and channeling these insights towards institutional learning.

PIIPA is also working closely with the assistance seekers to develop a viable framework for evaluating its local impacts in developing countries. These impacts are dependent on the design and implementation of the projects for which technical expertise is provided by PIIPA’s IP Corps to the assistance seekers. As such, the evaluation framework under development contains a component of self-assessment by the assistance seekers, where they clearly identify the ‘public interest’ goals, targets, outputs, and local impacts projected and achieved for the projects in question. They describe the mechanisms and indicators used to measure the local impact of their projects on beneficiaries and other stakeholders. Importantly, they provide inputs through the assessment on how the technical assistance from PIIPA’s IP Corps has helped them make a positive impact.

The impact self-assessment process is currently being piloted on a cross-section of PIIPA-assisted projects. Lessons gained from this process will be used to refine the evaluation framework for application to all PIIPA-assisted projects. The in-depth impact assessments received to-date from the assistance seekers are also enriching PIIPA’s knowledge base for its existing projects. This will enable further sharing of experiences and case studies with donors, partner organizations and members of the public. They will also help PIIPA measure impacts in specific areas of engagement (e.g. health, agriculture, open-source software, etc.) and facilitate knowledge-sharing between similar projects.

VI. Proposed Budget

Item	Proposed budget (in US\$)
Personnel	142,000
Research supplies and services	10,000
Equipment	18,000
Training and other knowledge-sharing activities	27,000
Travel	23,000
Communication/telephone/internet	10,000
General Administrative Expenses	20,000
Co-Financing and Funding*	\$125,000
TOTAL Project Cost	\$375,000
Co-Financing and Funding* (no less than 30% of total project cost)	\$125,000
GRANT Funding Request (no more than 70% of total project cost)	\$250,000
*Details of co-financing and funding sources	Donated time by the PIIPA IP Corps and HQ resources supporting hubs. Can be recalculated if GRANT Funding Request is reduced.