

# **ORGANIZATION AND COMPETENCE OF THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)**

## **1. Purpose of the Organization**

The World Intellectual Property Organization (WIPO) is the United Nations specialized organization which aim is to improve the intellectual property protection in the World through the member states cooperation.

The WIPO was established by the Convention on the Establishment of the World Intellectual Property Organization adopted on 14 July 1967 in Stockholm, Sweden. The Republic of Serbia has been the WIPO member state since 27 April 1992.

## **2. Competences and Functions**

The WIPO Competences were established by the Article 4 of the Convention on the Establishment of the World Intellectual Property Organization.

- 2.1. **Development of the international intellectual property laws.** According to the Convention, the basic WIPO competence is to work continually on the World intellectual property improvement as well as the national legislation harmonization through adoption of necessary measures. In other words, WIPO is dedicated to active following up the intellectual property challenges raised by new technologies, finding out the best possible solutions for such challenges and continual implementation of these solutions in international IP legislation and practice. Apart from that, the WIPO works on national IP legislations through the member states cooperation.
- 2.2. **Delivering administrative services to the member states.** The WIPO is the administrative service of the “Paris Union” and other unions established on the “Paris Union” and the “Bern Union”. In short, the WIPO performs expert, administrative and technical tasks necessary for the Union's work. For example, organizing meetings, preparing expert materials, etc. At the same time, during the WIPO General Assembly meetings the special Union assembly meetings are also kept, such as the Paris Union, Bern Union, Madrid Union, etc.
- 2.3. **Delivering technical and legal assistance to the member states.** The WIPO competence is to offer IP related technical and legal assistance to the member states on improving their IP systems and their overall economic and cultural development through numerous programs.
- 2.4. **Administration of international agreements.** The WIPO administrates international IP rights registration established on the several international agreements: the international patents registration (PCT), international trademarks registration (Madrid System), international design registration (the Hague System) and the international appellations of origin registration (Lisbon System). Apart from that, the “Arbitration and Mediation Centre” is established in the WIPO framework. The mentioned Center also handles the cancellation of the internet domains when suspected that they are registered contrary to the best practices and violating already existing trademarks. The “Uniform Dispute Resolution Policy” (UDRP) regulates the procedure.

- 2.5. **Educational activities.** The WIPO is engaged in collecting and disseminating IP information, performing and inspiring IP education and publishing the results. The WIPO works on improving IP knowledge and awareness on its importance for global socio-economic and cultural development through offering IP publications, Internet and You Tube announcements and organizing expert seminars and meetings for SMEs, artists, scientific institutions, etc.
- 2.6. **Organizing seminars and meetings.** The WIPO is organizing seminars and meetings as specific forums for current IP issues discussions. More about it, in the WIPO committees section.

### 3. Short history

The need for the international IP protection became evident in 1873 at the “International Innovations Fair” in Vienna, when the inventors refused to exhibit their inventions in order to avoid their IP to be taken by other parties. Ten years later, the Paris Convention for the Protection of Industrial Property (Paris Convention) was signed as the first and the most important international IP treaty up to now. Paris Convention establishes the efficient and cheaper international industrial property protection of patents, trademarks and industrial designs. Hence, 1883 became the year of the international IP protection birth. The Kingdom of Serbia was among the initial eleven signatory states of the Paris Convention that make the Paris Union member states or the “Paris Union” that established the International Bureau - an administrative body dedicated to perform needed technical and organizational operations, etc.

Three years later in 1886, another important international treaty was signed, The Berne Convention for the Protection of Literary and Artistic Works. The aim of this convention was to establish the International protection of literary, musical and fine arts works. Consequently, the “Berne Union” International Bureau was established to perform administrative and organizational operations to the member states.

International Bureaus of the “Paris Union” and the “Berne Union” united in 1893 and established the United International Bureau for the Protection of Intellectual Property (well-known according to the French abbreviation : BIRPI). Its first seat took place in Berne and it had only seven employees in the first year of the establishment. That organization was the predecessor of the WIPO, the organization that gathers 189 member states from all parts of the World. For the clarification, the WIPO International Bureau is also the WIPO Secretariat.

As the international IP protection grew with time, the BIRPI employed new experts, took over new competences and moved from Berne to Geneva in order to be closer to other United Nations organizations in 1960. As mentioned previously, the Convention on the Establishment of the World Intellectual Property Organization was passed in 1967 forming the WIPO. Soon afterwards, in 1974, the WIPO became the UN specialized agency authorized for the IP protection improvement in the UN member states.

### 4. Agreements administrated by WIPO

When established, BIRPI administered four international agreements. Today, the WIPO administers twenty seven agreements from the IP field: nine refer to copyright and related rights and eighteen refer to the industrial property rights. Also, the mentioned agreements can be classified into three big categories depending on the subject matter.

4.1. The first category consists of the international agreements establishing certain IP protection standards agreed and accepted by the member states at the international level. That includes (we shall provide only shorter titles): Berne Convention, Brussels Convention, Madrid Agreement (suppression of the false and deceptive appellations of origin), Nairobi Treaty (protection of the Olympic symbols), Paris Convention, Patent Law Treaty, Rome Convention, Singapore Treaty about the trademark law, Trademark Law Treaty, Washington Agreement, WIPO Copyright Law Treaty and WIPO Treaty on Performances and Phonograms.

These treaties are the supranational norms systems applied on the territory of the signatory countries. The related national legislation, laws and by-laws, have to be harmonized with the international agreements norms. For example, the Berne Convention establishes some of the basic legal copyright institutes as well as some of the basic copyright law protection principles: subjective copyright law concept, copyright work concept, copyright legal protection duration, etc. The Berne Convention solutions are implemented in the signatory countries national legislations. Treaties signatory countries form "unions". Therefore, there are "Paris Union", "Berne Union", "Madrid Union", etc. Unions' members periodically meet at the assemblies, discuss about the international treaties, revision needs, etc. The WIPO itself secures the assemblies meeting space, organizes the assemblies meetings, prepares working materials and performs needed technical and administrative tasks.

4.2. The second category consists of the treaties securing the efficient and relatively cheap international industrial property rights protection such as: Budapest Treaty, Lisbon Agreement, Hague Agreement, Madrid Agreement and Madrid Protocol (registration of trademarks, both) and PCT.

The industrial property rights' character is territorial. If we apply for trademark in Serbia we could ask only for the national Serbian trademark within its borders. If we want protection in other countries, we have to ask for the trademark protection in their national offices. In order to avoid having more procedures for one IP (trademark, patent, industrial design and so on) rights protection, having in mind that in such a way time and money are always wasted, international agreements are passed, which in essence secures the following: a single international application filed in one place, in one language and with one joint fee paid to substitute number of national applications. For example, at the IPO RS, Serbian natural or legal persons can apply the international trademark registration in a certain number of Madrid Agreement signatories' countries. IPO RS application from the IPO goes to the WIPO where is further directed to countries where protection is asked. Those countries decide if they want to grant Serbian national trademark or not. When they pass the decision they inform the WIPO and the WIPO informs the national IPOs that inform the applicant. The WIPO services related to these contracts perform the administrative tasks for the users which makes the international IP protection system faster, more efficient and cheaper.

Finally, the third contracts' category are classifications: Locarno Treaty, Nice Agreement, Strasbourg Agreement (International Patent Classification) and the Vienna Agreement.

These contracts secure organizing information related to inventions, trademarks and industrial design in a special way. When some invention is examined to be protected by a

patent, some shape to be protected by industrial design or a certain sign by a trademark, in order to make a competent decision, there is a huge number of information. If the novelty of the invention is examined, let us say a pharmaceutical product, it is to be compared with the pharmaceutical substances made available to the public anywhere in any way. That is to be done by relevant data bases search. To make that search simpler and faster, the inventions from the field of pharmacy (like all other inventions) are classified to certain groups and subgroups by the international agreement under the title “Strasbourg Agreement”. The one that examines novelty of a pharmaceutical product shall not lose their time by searching the total fund of all existing inventions in the world, but shall limit the search of the inventions from the field of pharmacy and in such a way, that they type in the data base the name of the group to which his invention belongs. The manner in which the inventions are classified is agreed at the international level in the form of the international agreement that we have just mentioned: “Strasbourg Agreement”. It is similar to the “Nice Agreement” that refers to the international classification of goods and services in the process of the registration of trademarks. In the course of the examination of the similarity of trademarks, not only signs are compared, but also goods and services to which the signs refers. In order to simplify the examination of goods and services, they are classified in the appropriate classes which make the procedure of their comparison more simple and faster. The offices of the signatory states of the “Nice Classification” have the obligation to insert in their acts and their official publications the classes of the goods and services envisaged by the “Nice Classification”. The use of the classification by the national offices has the advantage that the application for the grant of trademark, in particular the list of goods and services, which makes the compulsory part of the application for the grant of trademarks, is composed in a uniform way always and in all the countries signatories in harmony with the internationally agreed classification system. For that reason, the composition of the application for the grant of trademarks is greatly simplified because the goods and services to which the sign refers shall be always composed in the same way, always in the same classes in all countries where the “Nice Classification” is applied.

## **5. Bodies of the WIPO**

Competence and organization of the WIPO, the purposes of its work, procedure controlling its work and other significant questions referring to its activities, are regulated by the Convention on the Establishment of the World Intellectual Property Organization. Also, the decisive role in the WIPO operations has the member states of the organization. They determine its strategic goals and direct their work. The member states determine the most important issues connected to the politics and work of the WIPO, meeting at the assemblies, committees and working bodies. All together, these bodies have the title “WIPO decision making bodies”. Their work is coordinated by WIPO secretariat (known under the name “International Bureau”) so that it organizes annual formal and informal meetings, prepares materials for those meetings, etc. There will be more discussions about the secretariat of WIPO later.

The most important bodies of the WIPO, established by the Convention on the Establishment of the World Intellectual Property Organization are: WIPO General Assembly, WIPO Conference and Coordination Committee. These WIPO bodies meet biennially, in September at regular meetings.

5.1. WIPO General Assembly. The competence of the WIPO General Assembly is regulated by the article 6 of the Convention on the Establishment of the World Intellectual Property

Organization. Apart from other important competences, “the General Assembly nominates the Director General at the proposal of the Coordination Committee: it surveils and approves the reports of the Director General; it surveils and approves the reports and the work of the coordination Committee and directs it; it approves as well the two-year budget of the common expenses of the union”, etc.

The General Assembly consists of all the members of the WIPO. In the General Assembly of WIPO, the government of every member state is represented by one delegate, followed by the assistances, deputies and experts. Its regular meetings are held biennially in the period September - October, upon the invitation of the Director General and the request of the Coordination Committee or one fourth of member states of the General Assembly.

The meetings of the General Assembly are held at the seat of the WIPO at Geneva. Our country regularly attends all the meetings of the General Assembly of the WIPO. The detailed surveillance of those activities is presented in the work under the title “Meetings of the assemblies of member states of the World Intellectual Property Organization”.

- 5.2. Conference. The Conference is still one significant body of the WIPO. Its competence is regulated by the article 7 of the mentioned Convention and it states that “it discusses the issues of general interests in the field of intellectual property: adopts proposals with regard with the questions of the general interest in the field of intellectual property; adopts recommendations regarding these issues respecting competences and autonomy of the unions; adopts the two year budget of the Conference; establishes, within the boundaries of this budget the two year program of technical and legal assistance”, etc.
- 5.3. Coordination Committee. Coordination Committee includes all member states of the Convention on the establishment of the World Intellectual Property Organization which are also the members of the Executive Board of the Paris Union, Executive Board of the Berne Union, or both of these executive boards. The competence of the Coordination Committee is to “give opinions to the union bodies, general assembly, Conference and Director General about all the administrative and financial issues and other issues of common interest for two or more unions, or for one or more unions and the Organization, and in particular about the budget for the joint expenses of the unions.

Also, the Coordination Committee prepares the draft of the agenda of the General Assembly; prepares also the draft of the agenda and the draft of the program and budget of the Conference”, etc. Every member state which is not a member of the Coordination Committee can be represented by observers at the sessions, with the right of participation in the discussion, but without the right to vote.

## **6. WIPO Committees**

There are several kinds of committees in the framework of the WIPO.

The first group consists of the ad hoc committees (Standing Committees) established by the General Assembly. Their aim is to change - if there is a need to change the provisions of the existing international agreements administered by the WIPO in any way, or if there is a need to pass a new international agreement in the certain field.

The second group consists of the committees formed in the framework of the international agreements referring to classifications: Locarno Agreement, Nice Agreement, Strasbourg Agreement and Vienna Agreement. These committees are formed by the countries signatories of these agreements. Their task is to periodically revise the existing classifications. They are known by the title Standing Committees of Experts.

The third part consists of the experts formed by the governing bodies of WIPO.

I shall say a few words about each of the groups.

#### 6.1. WIPO Standing Committees

Standing committees are established by the decision of the General Assembly of the WIPO, if there is a need to change the provisions of the existing international agreements administered by WIPO, or if there is the need to pass the new international agreement in the specific field. The work of these committees is, among other things, of great importance for the uniform practice of member states, in particular the national intellectual property offices, in the procedures for the protection of intellectual property rights. The experts in the given field of knowledge of intellectual property from member states of the WIPO participate in the work of the committees. They meet biannually in regular sessions organized and prepared by the WIPO Secretariat. The Secretariat leads the sessions, prepares working materials and in every other way supports the work of the committee. When the standing committee establishes that an essential improvement has been made in the direction of the adoption of the new international agreements, the General Assembly can decide to summon the Diplomatic Conference, the meeting at the high level, dedicated exclusively to finalizing the negotiations about the new agreement. As an example, in the March of 2006, the Diplomatic Conference was held in Singapore for the adoption of the revised Trademark Law Treaty.

There are following standing committees formed by the General Assembly: Standing Committee for Patents (SCP), Standing Committee for Trademarks, Industrial Designs and Indications of Geographical Origin (SCT), Standing Committee for Copyright and Related Rights (SCCR) and Standing Committee for Information Technologies.

##### 6.1.1. Standing Committee for Patent Rights (SCP)

Standing Committee for Patent Rights was created in 1998. Its primary role was to serve as a forum for discussion about the questions of importance for the development of patent rights in the world. The Committee consists of the member countries of the WIPO and the members of the Paris Union. In its work, as observers, the countries that are not the members of the WIPO can also participate at the sessions of the "Paris Union" as well as the certain intergovernmental and nongovernmental organizations.

From its foundation, this committee works on the international harmonization of patent rights. The main achievements of the Committee for Patent Law in the recent years were the negotiations regarding the "Patent Law Treaty" (PLT) as well as the passing of the "Manual regarding the fulfillment of formal conditions in the procedure of patent protection". This treaty was adopted by the Diplomatic Conference on June 1, 2000, and it entered into force on April 28, 2005.

The discussion on the draft of the future international agreement under the title “Substantive Patent Law Treaty” (SPLT) started at the fifth session of the Committee in May 2001. The discussion was focused around the issues of the substantive importance on the grant of patents. Among other things, the definitions of the new substantive issues were under discussion, just like the state of the art, novelty inventive level, industrial utilization of the invention, question of publication of inventions, etc. The Committee agreed that other current issues should be under consideration at future meetings.

Although the discussion led to the fact that the delegations of the signatory states of this agreement should be in harmony concerning some principled issues, the discussion opened new dilemmas and new disagreements that were discussed till the twentieth session of the Committee in January 2014 when the differences in the approach between the developed and undeveloped countries became such that the question of survival of the committee was resolved by the decision that in the future period one should give up the consideration of harmonization of the legal issues and turn towards the elaboration of the compilation of the review of certain aspects of national patent systems, not including analysis or evaluating.

#### 6.1.2. Standing Committee for Trademarks, Industrial Designs and Indications of Geographical Origin (SCT)

The Standing Committee for Trademarks, Industrial Designs and Indications of Geographical Origin is a forum to discuss issues of importance for the development of the international law concerning distinctive signs. It was established in March 1998 by a decision of the General Assembly of the WIPO.

So far, this committee discussed many issues of importance for making uniform the international practice and international positive law of distinctive signs, Among other things, in the framework of this committee, issues were discussed regarding the protection of well known trademarks, protection of trademarks on Internet, licenses in trademark law, protection of nontraditional trademarks, opposition procedure, implementation of article 6ter of the Paris Convention, etc. One of the important achievements of this committee is passing recommendations on the use of trademarks and other distinctive signs on Internet. (Joint Recommendation Concerning Provisions on the Protection of Marks).

#### 6.1.3. Standing Committee for Copyright and Related Rights (SCCR)

In the framework of this committee, which was established in 1998, we discuss about the current issues in the field of copyright and related rights. This committee has given most attention to the questions of protection of the broadcasting organizations, issues of limitation of copyright and issues of international protection of audiovisual performances. The question of discussing the protection of audiovisual performances was concluded in 2012 by the adoption of the Beijing Treaty on Audiovisual Performances, while the issue of passing the international instrument arranging the limitation of copyright in favor of the arrangement of limitation of copyright in favor of persons with disabilities in the use of printed material was concluded by the adoption of the Marrakesh Treaty enabling access to published works to the blind and persons with difficulties in the use of printed material. The issue of considering protection of various broadcasting points is still on the agenda of the committee.

#### 6.1.4. Standing Committee for Information Technologies

The use and development of information technologies in the procedures of protection of intellectual property has crucial importance. This committee is dedicated to the development of information system of the WIPO and offering assistance to the member countries in the development of their own information systems.

#### 6.2. Standing Committees of Experts

This concerns committees formed by the countries signatories of the classification treaties: Locarno Agreement, Nice Agreement, Strasbourg Agreement and Vienna Treaty. Their task is to revise periodically the existing classifications. Our country attends the meetings of the Committee of experts for the Nice Agreement and Strasbourg Agreement.

#### 6.3. Committees of the Governing Bodies of WIPO

Every governing body of WIPO can form its committee if it considers it necessary. Some of the most important committees from these groups are: Program and Budget Committee, Committee on Development and Intellectual Property - CDIP, Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore - IGC).

##### 6.3.1 Committee on Development and Intellectual Property - CDIP

The General Assembly of the WIPO, in 2007 adopted the Development Agenda consisting of forty five proposals with the common aim to develop intellectual property in the member countries of the organization, primarily in developing countries and the least developed countries. The recommendations contained in the Development Agenda in practice shall be realized through the suitable development projects whose regaining meaning and putting in practice belongs to the competences of the Committee for Development and Intellectual Property (henceforward: Committee). In the enforcement of the development projects different organization units of the WIPO are included depending on the character of the very project.

The Committee was founded the same year when the Development Agenda was passed by the decision of the General Assembly, and its competence can be summed as following:

1. The definition of the development projects with the aim to fulfill the forty five accepted recommendations of the Development Agenda;
2. Follow up, estimation, discussion and composition of reports about bringing to life all the adopted recommendations, and for that purpose, the cooperation with all the relevant bodies of the WIPO;
3. Discussion on all the significant issues from the field of intellectual property.

For the sake of the enforcement of the specific recommendation from the Development Agenda, it is possible to initiate one or more projects. In the same way, by one development project it is possible to include more points from the Development Agenda. Every approved project has its code, title, and note explaining to which recommendation of the development agenda it refers to, its budget and planned developing time, note which bodies of WIPO are competent for its enforcement, short explanation of goals that should be achieved by the project, name of the head of the project, explanation how the project could be realized and the expected results of the project.

Recommendations from the Development Agenda are divided into several groups.

- A. Technical assistance and building of capacities. The first group includes recommendations that refer to the offering of technical assistance to member countries and the strengthening of their capacities in the domain of intellectual property protection. These development projects must be directed by needs of the developing countries and in particular the least developed countries. Because of that, with regard to every interested state, a special program of assistance is elaborated, the way of its enforcement is defined and the achieved results are estimated. The program of technical assistance implies, among other things, also the offering of the particular expert and financial assistance with the aim to promote the culture of intellectual property in the countries in development and the least developed countries. Then this group of recommendations from the development agenda is in question, the needs of the SMEs shall be taken into consideration, along with the needs of the scientific and cultural institutions when it concerns the effective use of the system of intellectual property protection. Also, the WIPO shall, in the framework of the recommendations from the development agenda, try to establish the firmer connection between the national IPOs on one side, and the R&D institutes and private sector, from the other side. Also, we shall work on the use of the existing system of the IPR for the sake of establishing the more just competition on the market. All the activities from the domain of development projects of offering technical assistance and strengthening of capacities of the developing countries and countries in development, the WIPO shall post information on its site.
- B. Normative activities, flexibility, public politics and public domain. In the second group, there are recommendations referring to the normative activities of the WIPO. At the request of the member states, the WIPO shall give meaning to the development projects referring to its normative activities. At the same time, special attention shall be given to the question of efficient use of intellectual property in the public domain. Also, these development projects shall refer to a great measure to the issues of protection of traditional knowledge, folklore and genetic resources as sui generis rights, different from the rights of intellectual property. Before the starting of normative activities, WIPO shall lead the unformal consultations with the engagement of experts from the member countries of the WIPO, in particular countries in development and the least developed countries.
- C. Transfer of technology, information and communication technologies and access to knowledge. The third group consists of the recommendations referring to the transfer of technology and access to data bases. The aim of these projects is to bridge the technological gap existing among the member states of the WIPO.
- D. Elaborating studies of the undertaken development project. The fourth category consists of recommendations referring to the elaboration of various studies how to develop activities from the Development Agenda, in particular those referring to the giving of technical assistance and strengthening of capacities of the member states.
- E. Institutional questions with regard to the mandate and management. The fifth group consists of the recommendations referring to the assistance that the WIPO offers to the member states, in particular to the countries in development and the least developed countries during their cooperation with other international institutions.
- F. Various. The sixth group consists of the recommendations marked as “various”.

The Committee has an obligation at the annual level to compose the reports about its activities and informs General Assembly about it. It is composed of all the member countries

of WIPO and it is open for participation, in the status of observer, to all the interested intergovernmental and non-governmental organizations that have the status of the permanent observers in the WIPO. Its first session, the Committee held in the March of 2008, where the 99 member countries of WIPO attended, as well as seven intergovernmental organizations and 31 non-governmental organizations. At the first session, the Committee adopted the Rules of Procedure that are completely harmonized with the Principled Rules about the Accession to WIPO.

### 6.3.2 Intergovernmental Committee for Intellectual Property, Genetic Resources, Traditional Knowledge and Folklore

Established by the General Assembly of the WIPO in October of 2000, the Intergovernmental Committee for Intellectual Property, Genetic Resources, Traditional Knowledge and Folklore started negotiations with the aim to reach the text of the agreement that would represent “international legal instrument (or instruments)” that would ensure the effective protection, at the international level, of traditional knowledge, traditional cultural heritage (folklore) and genetic resources. The Committee had the obligation to prepare for the General Assembly the text of the agreement ensuring effective tradition of the traditional knowledge, folklore and genetic resources at the latest till 2011, in order for the General Assembly to further decide about the summoning of the Diplomatic Conference where the negotiations about this agreement shall come to an end, and the new international agreement shall be adopted about this issue, but the approaches to the issues in question are so different between the developed and the undeveloped countries, that the considerations of essential questions are still ongoing.

### 6.3.3 Advisory Committee on Enforcement

Advisory Committee on Enforcement is a forum and under its auspices the member countries of WIPO can discuss the issues of the implementation of rights in the domain of intellectual property. The mandate of the Advisory Committee for Enforcement is defined as the offering of technical assistance and coordination of work of the member states, while the normative dimension of its work is excluded. The Committee is focused on the following goals: cooperation with certain institutions and private sector with the aim to lead successful fighting against counterfeiting and piracy; discussion of the prevention measures to reduce the scope of the violation of rights, consideration of the alternative “soft” ways of solution of the infringement of rights, education of the public regarding these issues; offering various ways of assistance in fighting violation of IPR; coordination of national and regional training programs for all the interested parties affected by the protection of intellectual property, as well as the exchange of information about the implementation of rights in this field by electronic forum.

Rules of Procedure of this Committee are the same as the General Rules of Procedure of the WIPO.

## 7. Working Groups

In the framework of the above mentioned committees, it is possible to form the working groups with the task to consider in greater detail certain questions discussed by the given committee.

Also, every governing body of WIPO or some of the unions, can form the working group with the same aim. For example, at the 36<sup>th</sup> session of the Assemblies of the PCT Union (consisting of signatory countries of the “Patent Trademark Treaty - PCT) formed a Working Group with the task to make proposals for the existing “Rules for Implementation of the Patent Cooperation Treaty”. The working group, consisting as a rule by experts for the specific field of intellectual property, in this case for the Patent Cooperation Treaty must discuss a specific issue in question, come to the agreement and then propose the solution to the assembly of the union.

## **8. WIPO Secretariat (“International Bureau”)**

WIPO Secretariat, or International Bureau, has its seat in Geneva. It consists of the clerks of the member states, including experts from all the fields of intellectual property, economists, engineers, experts for information technologies, etc. The appropriate organization units in the framework of WIPO are competent for the organization of meetings of member states and the implementation of their decisions, for the administration of certain international contracts establishing procedure of international registration of industrial property rights; for the development and implementation of WIPO programs of assistance to the member states, as well as for the creation of various expert analysis for the purpose of giving assistance to the member states for the improvement of their intellectual property protection. The seat of the WIPO is in Geneva, but it has five external offices. Those are the offices in Rio de Janeiro (Brazil), Beijing (China), Tokyo (Japan), Moscow (Russia) and Singapore.

## **9. Non-governmental organizations, intergovernmental organizations and civil societies as the assistance to the WIPO**

The WIPO cooperates with the series of intergovernmental and nongovernmental organizations as well as with the representatives of civil society and some business circles. More than 250 intergovernmental and non-governmental organizations have an official status of observers at the meetings held by the WIPO. In order to get the status of the observer at the WIPO meetings, it is necessary to file a request for obtaining of such status by the Organization.

## **10. Middle term strategic plan**

Middle term strategic plan for the WIPO from 2010 to 2015 consisted of nine strategic goals which the organization accomplished in the last six years. Apart from that, it establishes the “new mechanism” enabling the member states of the Organization to participate more actively in the preparation of the two year program and budget of the WIPO. With regard to the legal nature of the Strategic plans, it is important to mention that they do not have the legally obliging character, but the character of recommendations which the Organization should follow in the following periods. The new strategic plan from 2016 to 2021 has been created with the vision: “Promotion of innovations and creativity for the economic, social and cultural development of all countries in the framework of the balanced international system of intellectual property”, which is reflected in the more realistic and efficient approach to the realization of the nine same strategic goals.

Strategic goal number 1: Balanced development of the international normative framework for intellectual property

This strategic goal should secure that the development of the international law of intellectual property keeps pace with the rapid development of modern technologies and is at the same time greatly based on the recommendations from the WIPO Development Agenda regarding the normative role of organizations (passing recommendations, international agreements, etc.). The aim is to engage all the member states in the reaching of different agreements at the legislative and practical level in order to make more uniform the international IP law.

Strategic goal number 2: Securing basic services from the field of intellectual property

This goal refers to essential services offered by the Organization, which are their basic source of income. The goal is to make the WIPO global systems (PCT, Madrid, the Hague) as well as the solution of the conflicts of internet domains more efficient, cheaper and thus more attractive for users.

Strategic goal number 3: Enable easier use of intellectual property rights for the purpose of development

The aim is to use the intellectual property as the means for social, cultural and economic development of member states. That shall go on through the multifold assistance of the organization to the countries in development and the least developed countries, just like the countries whose economies are in transition, with the aim to use the intellectual property as the means of their overall economic and social development.

Strategic goal number 4: Coordination and development of global IP infrastructure

Information and communication technologies have opened the possibility for far more effective approach to the sources of knowledge, as well as the greater participation of the developing countries, the least developed countries and countries whose economies are in transition when it comes to reshaping their systems and their basic postulates. The aim is to strengthen the infrastructure of the countries in development, least developed countries, and countries whose economies are in transition, in order to increase their participation in the domain of international cooperation in this field, facilitate their approach to the data bases, develop their own data bases and improve their technical cooperation with other countries. The implementation of their strategic goal would give us more efficient system of intellectual property, characterized by the effective approach and the higher quality of use of information and knowledge in this field.

Strategic goal number 5: World source of information and analysis referring to the intellectual property

The WIPO is an important generator of information and analysis referring to the intellectual property. The information that the WIPO has at store are of immeasurable importance for the experts, government sector, business circles, beneficiaries, etc. This strategic goal is specially mentioned in the WIPO development agenda, where there is a strong demand for the Organization to give to the member states empirical data on intellectual property, different economic analysis and studies. The value of this data is based on their punctuality and the measure of being seriously necessary and accessible to the users.

Strategic goal number 6: International cooperation in building milieu in which one can respect the intellectual property rights.

The creation of milieu in which intellectual property rights are respected is one of the basic reasons for the existence of the Organization. This goal is realized by the active cooperation of the member states and the WIPO as well as the broader cooperation with other international and regional organizations and associations.

Strategic goal number 7: Consideration of the relationship of the intellectual property and issues of global politics.

This strategic goal reflects the potential of the WIPO to be the leading international forum for the exploration of relationships between the intellectual property, innovations and issues of global politics. It implies active and essential engagement and cooperation with other organizations of the United Nations, intergovernmental and nongovernmental organizations in the effort to offer contribution to search for solutions for the most important problems that the humanity faces today, including climate changes, securing of food, public health, protection of flora and fauna and its diversity, etc.

Strategic goal number 8: Appropriate communication between WIPO, their member states and other right holders

Efficient and easy communication of the Organization with its members and the interested stakeholders is of the key importance for its successful work.

Strategic goal number 9: Efficient administrative and financial support to structures that enable WIPO to realize its planned programs.

This strategic goal represents an answer to the need of the Organization to be supported in the financial and administrative sense in order to realize its programs in the most efficient way of highest quality.