

## PIIPA Newsletter March 2014



### Public Interest Intellectual Property Advisors

*"IP resources the right size, at the right time, in the right place"*

### March 2014 Newsletter

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### [PIIPA'S MESSAGES](#)

#### [Board Chair's Message: Time for Transition](#)

PIIPA is embarking on a strategic planning and transition process that will chart its course for the rest of this decade and beyond. PIIPA was formed in 2002 by people who believed passionately that creative endeavor makes lives better around the world, and that intellectual property expertise is necessary to achieve that goal. From the beginning, I hoped PIIPA would serve to share the joy and pride I felt in pro bono IP work, a hope that was realized with PIIPA's launch, and continued with the sturdy growth of the IP Corps and a long series of fascinating and productive engagements in all sectors and continents, under skilled guidance from staff, volunteers, and board members. My other early hope was to make myself redundant to the efforts of others, and the time for that is now.

As many people know, I have ALS, a motor neuron disease, and that has forced me to reduce my work load dramatically. Thanks to our dedicated board, advisors, donors, and past and current staff, PIIPA is in remarkably good shape. Our intangible assets, measured by reputation and relationships worldwide, are uniquely valuable. Under the skilled leadership of Bratislav Stankovic, the strategic planning and transition committee will solicit input from all stakeholders, consider the viable alternatives, and choose the path that looks best. One part of the plan is already set - I will step down as board chair and then remain involved as an advisor.

So please pay close attention to inquiries from Bratislav and PIIPA Program Director Pacyinz Lyfoung. Join me in contributing whatever advice, referrals, and resources you can. Thank you all for your involvement with PIIPA, and for your dedication to making the world a more creative and happier place for all.

With boundless optimism,  
Michael Gollin

### **Program Director's Message:**

It has been an honor and a privilege to be able to staff PIIPA at this critical phase, when the founder's torch must be passed. It is bittersweet to think that Michael Gollin will no longer be behind every step of the way, and yet, how extraordinary to be here now to learn the best from the best as the flame is being passed on. For people like Michael and a dream like PIIPA, the even more amazing thing is his ability to share that dream and make PIIPA a collective dream that is bigger than one person. Although Michael will be sorely missed at the helm, this community of public interest IP and its irreplaceable global public good achievements stand strong on the foundations of his unfailing drive and bold vision: the best thanks for all that Michael has done for public interest global IP will be to carry on PIIPA to even greater heights.

I feel incredibly inspired by Michael's spirit in my daily work for PIIPA and I invite you all to be part of this phase of PIIPA's evolution by contacting us to be part of the strategic planning and transition process, or to be part of the activities further discussed below, with the understanding that we will have to make selections. Thank you Michael, we are all your grateful mentees and fortunate colleagues, and thank you to the PIIPA community, including longtime PIIPA IP Corps Member and now Strategic Planning and Transition Steering Committee Lead, Bratislav Stankovic.

Pacyinz Lyfoung

### **PIIPA Strategic Planning and Transition Message from Bratislav Stankovic**

MAKING A GREAT ORGANIZATION EVEN BETTER

I would like to start by thanking Michael Gollin and the PIIPA Board for their support and confidence in allowing me to carry out the role and duties of Chair of the PIIPA's strategic planning and transition

steering committee. PIIPA has a history of productive engagements in all sectors of intellectual property, and on all continents. Under Michael's leadership, PIIPA became the global leader on public interest IP services. The time has come to build on the tremendous momentum created over the past 12 years.

The worldwide reputation PIIPA has for excellence has been born from the experience, professionalism and passion found within the hearts of every past and present PIIPA staff member and IP Corps volunteer. PIIPA is an expert at collaboration. We need to cherish this reputation, as we work to chart the plans for PIIPA's future. PIIPA is a champion of pro bono services in support of intellectual property for innovative and creative work. We need to strive for continued innovation for PIIPA both internally and in the global community. PIIPA's strategic planning and transition steering committee will start soliciting input from all stakeholders. If you are reading this, you will be asked for assistance in shaping PIIPA's future.

I look forward to working with Pacyinz Lyfoung (PIIPA Program Director) and the dedicated PIIPA staff and volunteers – with you all. This is a very privileged volunteer position and the learning I expect to gain over the coming months is one of the most valuable compensations I am expecting in return. I also look forward to working alongside PIIPA Board members. Collectively, they bring an incredible cross section of knowledge and expertise. I speak on their behalf when I commit to our dedication to advancing the goals of PIIPA.

Please allow me to thank you all for your involvement with PIIPA, and if you have comments/suggestions, please contact [me](#).

Bratislav Stankovic

## **PIIPA'S PROJECTS AND OPPORTUNITIES TO GET INVOLVED**

### **Updates on PIIPA's Current Work**

#### ***Center for Tropical Agriculture Research (CIAT)'s IP Inventory***

This past January, a team of four PIIPA IP Corps Members conducted an onsite inventory of CIAT's intellectual assets. Victoria Henson-Apollonio brought invaluable insights as the former lead of IP management for the CGIAR system charged with global agricultural R&D, of which CIAT is one of 15 Centers. Keith Jones contributed his technology transfer and commercialization expertise. Donna Perdue shared her expertise in plant physiology and as a patent attorney, while Nancy Zoubek completed the team with the addition of her copyright and trademark legal experience. With the project management support of PIIPA Program Director Pacyinz Lyfoung, the team is currently in the process of completing an analytical report to enhance CIAT's IP management, which will increase global food security innovation and improve small farmers' livelihoods.

## ***Colombian IP Office's Online Training on IP and Agriculture***

PIIPA is currently providing technical assistance to the Colombian IP Office to develop an online training course on IP and agriculture. That resource aims to enhance Colombian farmers' familiarity with IP-based tools which can add value to their business and increase their revenues.

## **PIIPA's New Multilateral Partnership and Co-Lead Role: Get Involved!**

### ***WIPO GREEN***

WIPO Green is a global and multisectoral interactive marketplace that promotes innovation and diffusion of green technologies, via its network and its online database. WIPO GREEN's uniqueness consists of its assembling in one place technologies at all stages of development, from upstream research to marketable products (and everything in between). These technologies are thus made available for license, collaboration, joint ventures and sale.

PIIPA is one of WIPO GREEN early founding partners. As a concrete contribution to WIPO GREEN and similar types of IP marketplaces, and to build its own body of knowledge, PIIPA would like to invite three IP Corps members to work with PIIPA's Program Director in a short term research and analysis project resulting in a preliminary report on the type of legal assistance, from pro bono services to other models of IP accessibility, that would help facilitate such transactions. If interested, please contact PIIPA Program Director [Pacyinz Lyfoung](#).

### ***Co-Lead of the Community of Practice on IP for the World Bank's Global Forum on Law, Justice and Development***

PIIPA just became the Co-Lead of the World Bank's Global Forum on Law, Justice and Development (GFLJD)'s Community of Practice (CoP) on Intellectual Property under the Thematic Working Group of Law and the Economy. The GFLJD intends to provide an innovative and dynamic international system of exchange and knowledge translation, in a multi-disciplinary approach, which combines economic, legal, and technical aspects of targeted issues. Relying on the development of an interactive web-based platform, the GFLJD seeks to leverage production and dissemination of development-related legal knowledge and customized legal solution to development issues.

As PIIPA is starting to internally develop a workplan for that activity, it would also like to begin by examining the role of public interest IP and IP legal assistance in international development in a few select areas, such as IP and gender, IP and public health as they relate to current multilateral efforts on universal healthcare, and IP and food security. PIIPA would like to form teams of three IP Corps members each, to work with PIIPA's Program Director, to research, analyze and produce a short report on those topics, that would inform its work as Co-Lead of the GFLJD's CoP on IP. If interested, please contact PIIPA Program Director [Pacyinz Lyfoung](#).

## [Friendly Reminder: Seeking Copyrights Pro Bono IP Corps Members for 4/11/14 DC Exchange](#)

As per PIIPA's Assistance Request for Case 185, PIIPA is still seeking IP Corps Members with copyright experience who would be available to meet with 15 visiting IP professionals from around the world, as part of the US State Department's International Visitors Program implemented by the Institute of International Education (IIE). This international professional exchange would take place from 12:30 to 2 pm on Friday, April 11, 2014, at the Venable Conference Center, 575 7th Street NW, Washington, DC, 20004. If interested, please contact PIIPA Program Director [Pacyinz Lyfoung](#).

### **Partner Organizations**

- [World Intellectual Property Organization](#)
- [United Nations Economic Commission for Africa](#)
- [World Health Organization Department of Public Health, Innovation and Intellectual Property \(PHI\)](#)
- [The World Bank Global Forum on Law, Justice, and Development](#)
- [United States Patent & Trademark Office](#)
- [Organization of American States](#)
- [Canadian International Development Agency](#)
- [Conference Board of Canada](#)
- [SMEToolkit.org](#)
- [Centro Internacional de Agricultura Tropical \(CIAT\)](#)
- [GEF-NGO Network](#)

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