



# Why IP is important and how to benefit from IP *in the agri-food sector*

# Why is IP important in the agri-food sector?

› *Present in every stage:*

- › Production
- › Processing
- › Packing
- › Distribution



**AFRICA**  
IP SME HELPDESK

**CHINA**  
IP SME HELPDESK

**INDIA**  
IP SME HELPDESK

**LATIN AMERICA**  
IP SME HELPDESK

**SOUTH-EAST ASIA**  
IP SME HELPDESK

# How to benefit from IP in the agri-food sector?

- › *To create a new revenue flow by licensing IP Rights*
- › *To attract more potential investors or financial institutions*
- › *To increase the company's competitiveness on the market*
- › *To improve future profitability*
- › *To apply for public loans or grants*
- › *To differentiate yourself*



**AFRICA**  
IP SME HELPDESK

**CHINA**  
IP SME HELPDESK

**INDIA**  
IP SME HELPDESK

**LATIN AMERICA**  
IP SME HELPDESK

**SOUTH-EAST ASIA**  
IP SME HELPDESK

# How to benefit from IP in the agri-food sector?

## TRADE MARKS

- › *What for*
- › *Duration → 10 years (from?)*
- › *Requirements*
  - › Available
  - › Not contrary to morality (e.g. meaning!)
  - › Not contrary to other IPRs
- › *Individual, collective and certification trade marks*

## PATENTS & UTILITY MODELS

- › *What for*
- › *Duration → 10 /20 years*
- › *Requirements*
  - › Novelty
  - › Inventive Step\*
  - › Industrial applicability

# How to benefit from IP in the agri-food sector?

## TRADE SECRETS

- › *What for*
- › *Duration → ?*
- › *Requirements*
  - › Business information
  - › Competitive advantage
  - › Reasonable protection measures

## INDUSTRIAL DESIGNS

- › *What for*
- › *Duration → 10 /20 years*
- › *Requirements*
  - › New
  - › Industrial applicability

# How to benefit from IP in the agri-food sector?

## COPYRIGHTS

- › *What for*
- › *Duration → 50 – 100 years*
- › *Requirements*
  - › *Originality*

## PLANT VARIETIES

- › *Up next...*



**AFRICA**  
IP SME HELPDESK

**CHINA**  
IP SME HELPDESK

**INDIA**  
IP SME HELPDESK

**LATIN AMERICA**  
IP SME HELPDESK

**SOUTH-EAST ASIA**  
IP SME HELPDESK