By Ms. Maria N. Zarraga, Managing Director of ForWaves – Crafting Change®

As former WIPO Official and founder of ForWaves, I strongly believe in WIPO Match as an outstanding platform that connects the dots between seekers, providers and supporters in the global IP Community. Sound and innovative partnerships are undoubtedly part of the key equation for success - not only for the good of developing countries and least developed countries (LDCs), but for the benefit of our globalized world which proves to be more than ever interdependent in nature.

Since the last decades, countries, international, regional and local communities have invested in sustainable development across the globe. The reality shows that there is no clear and easy path to operationalize the SDGs. Expectations are often not fully met due to the complex environments in which our governments, IP and Development practitioners evolve.

ForWaves is a firm specialized in development program / project management, design, monitoring and evaluation (M&E), capacity building and sustainable change. Our work in IP and enterprise development programs, notably supporting small and medium-sized enterprises (SMEs), closely relates to WIPO Match mission. SMEs require close attention and support from governments in terms of social economy and social innovation. We assist organizations and countries in designing, implementing and evaluating policies, IP and country interventions and knowledge management platforms.

We support programs and projects that strengthen countries’ legal IP framework and companies’ strategic use of IP rights in global value chains. We provide advanced project management for international cooperation, IP law, entrepreneurship, business development, corporate social responsibility and change management expertise.

The importance of managing change in a strategic and effective way is a key component in development issues in a fast-changing world. Our challenge is to take into consideration in a more holistic way the mapping of key influencing factors and their interaction to achieve expected results. More advanced models are needed. We also translate existing research and knowledge into user-friendly tools and methodologies serving development programs.

In 2016, ForWaves and WIPO Match entered into a partnership to serve the IP community through our expertise in IP and enterprise development. This was notably based on past achievements and experience in a WIPO pilot project on unlocking design potential in developing countries. Further to successful project results and interest of countries in this WIPO initiative, the Committee on Development and Intellectual Property (CDIP) decided to follow up on this project and transfer the project knowledge to other countries. We are committed to provide our support to countries and organizations who wish to foster IP and business development in interventions that are transformative at all levels.

Drawing on years of experience, we’ve put together the ForWaves Platform, a global team of enthusiastic, passionate and dedicated experts covering a range of disciplines. ForWaves experts are based in six countries and four continents. We promote an environment respectful of innovation and human development, and fully support WIPO Match initiatives and growing community.
Intellectual property (IP) has traditionally been perceived and used as a tool of developed countries, to protect their interests and increase their global power. When the new World Trade Organization (WTO) emerged in the mid 1990s, the TRIPS Agreement (Agreement on Trade-Related Aspects of IP Rights) provided both a mandate for all WTO members to adopt an IP system and some flexibilities to allow for customizing that would respect countries’ policy choices and accommodate their economic development capacity. The first time flexibility in TRIPS ended in 2000, although it was extended for certain developing countries. Around that time, several global public interest NGOs emerged to provide IP assistance to developing countries, focusing on different areas of.

Pro bono publico has been a longtime professional aspiration for US attorneys and is now becoming a global movement, as an integral part of global economic development and technology innovation trends. PIIPA (Public Interest Intellectual Property Advisors, Inc.) was created in 2002, by a group of private sector IP attorneys in the US. Foremost within that cohort was the late Michael Gollin, a DC-based attorney, who had the vision to tap into the existing resource of IP practitioners and recruit them into a pro bono IP Corps. For over fifteen years, PIIPA has operated a network of several thousands of pro bono IP experts from fifty different countries who can be matched to projects benefiting developing countries. PIIPA’s pro bono matchmaking program has given access to IP expertise at no cost or low-cost to hundreds of assistance seekers. PIIPA’s extensive network enables it to cover almost any IP substantive matter (copyrights, trademarks, patents, traditional know) over many legal jurisdictions.

PIIPA’s mission to provide “IP resources of the right size, at the right time, and in the right place” has achieved many results, such as protecting indigenous rights in Peru over the Maca plant, establishing standards for mobile healthcare innovations in Africa, and completing an IP audit for an international public research organization. PIIPA’s focus on global public interest IP projects constantly seeks to balance public and private objectives to maximize global public benefits for developing countries. By-products of PIIPA’s work have consisted of increased local capacity building through cross-border collaborations among IP practitioners and between IP experts and inventors, the promotion of local economic development and local livelihoods, and the facilitation of
global innovation. Despite its small size and tiny budget, PIIPA has built a solid reputation as an expert and effective IP NGO.

Consequently, PIIPA has been a natural partner for WIPO, serving as a founding partner for many WIPO initiatives, such as WIPO Re:search for global health and WIPO GREEN for green technology transfer. When WIPO MATCH emerged, PIIPA was invited to say a few words to welcome this new addition to the global public interest IP world, at its Washington DC launch. This year, PIIPA and WIPO MATCH are engaging in their first collaboration to fully utilize WIPO MATCH as a holistic global IP resource it seeks to be. We hope to demonstrate a great success story resulting in the proper deployment and capacity building of IP for innovation and economic development in developing countries, with the following project.

PIIPA’s work on the cutting edge of global public interest innovations and its history of credibility among various segments of the IP world has attracted request to assist with complex and innovative IP projects. Recently, Wennovation, an innovation and venture capital NGO in Nigeria reached out to PIIPA, upon the recommendation of a trusted advisor who happened to serve on the PIIPA Board of Directors. During the face-to-face skype screening call, Wennovation’s specific IP needs and objectives were identified. Based on that information, PIIPA designed a workplan with a projected budget to implement it and presented to WIPO MATCH as a potential collaborative project. PIIPA was pleased to hear that this proposal was the kind they would like to feature, as a model of what innovative proposals WIPO MATCH would like to facilitate. Both WIPO MATCH and PIIPA look forward to a successful collaboration on this project, which can be viewed at, link.

With this project, PIIPA looks forward to another success story based on multidisciplinary and multi-jurisdictional collaboration with WIPO MATCH and its partners.
In every endeavor, whether it is a simple procurement of certain goods or a complex scientific research and development effort, resource management is the key to successful planning and eventually achieving the desired outcomes. In case of improper resource planning, there are countless routes to failure, such as insufficient or late funding, insufficient or incompetent human resources, lack of time for completion and many other reasons.

The same principle applies to the efforts of countries when they are drafting plans to upgrade their social and economic infrastructure in order to make it conducive to innovation and creativity. Developed countries that have a sound intellectual property regime and sufficient resources rarely have difficulties in such initiatives. However, the developing world often experiences either lack of financing or necessary human resources to shift gears into a more dynamic economy, which eventually creates lack of political will towards such ventures. Add a number of failed earlier projects into the equation and you would have an infinite loop of stagnancy, hence damaging the innovation and investment environment for years to come. This is where, I believe, the WIPO Match fits in the equation to address the difficulties of the developing world in acquiring financial and human resources by offering a platform where demand meets the supply.

Fund raising and searching for the right partner is normally a frustrating experience for seekers who are likely to receive a couple of good words and get a polite “No, thanks” after knocking a hundred doors. The WIPO Match is a promising initiative that can reduce the time and effort in searching for appropriate donors and contractors, and in doing so it has the potential to reduce the overall costs right from the start and increase the likelihood of finding the right contacts.

The networking opportunities in WIPO Match are endless. The best practices and experiences of previously implemented projects will be more accessible by the users the more the system is utilized and it is not only a one way road. Both the seekers and providers benefit the system alike, thanks to the visibility and the opportunity to reach prospective seekers. Even if the matchmaking might not end up in a project agreement, the connections made have the potential to pay later.

Therefore, I believe The WIPO Match Platform is a timely initiative that is on its way to becoming a major reference point for facilitating international collaboration in addressing IP development needs and it is a great pleasure for us to support this visionary tool with the resources of the Turkish Patent and Trademark Office.
Why I believe in WIPO Match . . .
By Mr. Juan Ramon Rangel Silva, Innovation and IP Management Professional.

As it is known innovation is one of the nebulous concepts, which has been shaping our present and delivers the promise of a better future to our society. However, due to its tendency of moving constantly at a revolutionized pace, the whole globe cannot fully understand what innovation actually means or how innovation can be executed.

Generally speaking, concepts supporting innovation such as Education, Intellectual Property, Collaboration, Commercialization, Creativity, Discovery, Knowledge, and many more, cannot be experienced or understood at the same frequency in different corners of the world. As an example, the folks coming from San Francisco assimilate innovation in a different way than peers trying to innovate in Thimphu, even Beijing, Reykjavik, Mexico City or New York.

The answer to this dilemma is certainly not simple, actually it is amazingly complex, but there are some concepts able to bridge such differences that could be mentioned as follows: access to knowledge and/or education and disciplined collaboration.

As Jason Resnick mentioned in his article, if the British inventor Kane Kramer would have understood the potential of his patented personal digital music system¹, he would never have left behind his patent right. To the same way that if Universities, Research Centers or Technology Transfer Offices understand how to grasp knowledge databases, maybe they could allocate their resources more effectively, so we would see more emerging life-changing ideas from these hubs of knowledge.

To hold innovation by the leash, decision-makers must conduct a tremendous effort, so in this way, policy-makers from developed countries and corporates have put in place outgoing initiatives to make innovation prevail as a continuous mindset on its people.

So, to shorten the gap between the levels of development among regions, countries and organizations, education, best practices and knowledge overall must be shared, thereafter implemented. After all “sharing is caring”, and one thing innovators have in common is that they care about the world and they believe in a better future for our society.

To achieve this ultimate goal, leaders have agreed and believed in how essential disciplined collaboration is, reason why to encourage and promote the development of innovation; interesting networks and relationships are emerging out of this latent need.

The world has seen inspiring theories trying to foster economic, sustainable and social development, aspects embracing innovation and adding up positively to our current knowledge-based society. One of these theories is the well-known triple helix model brought by Etzkowitz and Leydesdorff in the 90s, where they proposed that through the collaboration of the triad university-industry-government an innovation dynamic framework can foster undoubtedly the development of society at national, regional and international level.

In this modern knowledge-economy where absolutely everything could be communicated and transferred, the protector and perpetual engine of innovation, which is intellectual property (IP) has made a call of duty through its organizations to boost dynamic tools enabling national, regional and international institutions to act in favor of sustainable development.

For these reasons, the supporters of the matching platform of the World Intellectual Property Organization (WIPO) have decided to believe in its potential. Because by promoting the use of IP, WIPO Match stimulates cooperation between representatives of the abovementioned triad at international level, discloses IP related projects, fosters innovation, bridges the gap of development, moreover works in progress on top of perfection.

¹ Kane Kramer Co. Patents GB2115996 and US4667088 for a “Patent data processing and storage system the size of a credit card and includes magnetic bubble memory which stores three minutes of music”.


WIPO-Match (made in heaven)

Saint Louis, July 29, 2018

For Immediate Release

The calling card of the UN’s WIPO (World Intellectual Property Organization) is innovation. The language the UN speaks that’s heard around the world is diplomacy. Through it’s diplomatic efforts the UN has taken the lead in promoting innovation throughout the globe. It’s adopted children ‘Innovation’ and ‘Technology’ were born uttering strange phrases like “free market kinetics” and “startup capitalization.” The WIPO has established WIPO-Match\(^1\) program to bring people together.

Enter a small technology company in St. Louis, Missouri that says it can offer its interpreter services using blockchain technology. SmartPatent has developed a platform based on smart contracts that will reduce the risk of investing in startups, expand the offerings to investors across the world, and most significantly provide access to investment for people living in even the most remote regions. How may you ask can this be achieved? The solution is elegantly packaged into the assignment of the intellectual property. Instead of the assignment being attributed to the inventor or another designated party the assignment is identified by a SmartPatent smart contract that allows shared interest in the intellectual property by a consortium that includes the founder, the investors, and any other parties that are designated on the smart contract. Blockchain technology affords a secure, authentic, and transparent mechanism to record ownership.

The big juggernaut today according to SmartPatent CEO Eric Raskas - “We have people across the globe with brilliant ideas who can't get funding to actualize them. The infrastructure is not in place for foreign investment of startups. If you think that investing in a domestic startup for tech is high risk than a foreign startup compounds that risk exponentially. Our goal is straightforward. We want the money manager at Charles Schwab to look at SmartPatent

technologies stemming from any region of the globe as a serious investment opportunity and dispel the notion that high tech means high risk.”

SmartPatent can take any technology submitted throughout the world, have it reviewed by the best-in-class engineers and business professionals and then post it on the SmartPatent platform partially resembling a crowdfunding platform. The prospective investor is able to see a full digital representation of the technology and the commercialization plan. If they find it suitable they simply purchase tokens which are recorded to the smart contract. This means the once static assignment to the IP now becomes a dynamic flow of investors who are able to buy and sell the IP when milestones are reached and valuations increase.

SmartPatent isn’t satisfied with just featuring the concept or even a comprehensive plan. They are ready to get down in the trenches and work with freelancers and incubators throughout the world to provide inventors access to highly qualified individuals for the development work. The third leg of the SmartPatent platform is the freelancer. The matrix is now complete. For the first time there is a forum that founders and investors and freelancers throughout the world can engage to open a whole new era of innovation.

“The proper implementation is really the focal point now.” according to Dave Paresh, the SmartPatent Chief Technology Officer based in New Delhi, India. “We are carefully building up alliances that will generate the necessary credibility for all parties. The WIPO Match program is the perfect venue. The World Intellectual Property Organization is guided by the same principle that innovation is really what makes the difference in economies throughout the world and hence we are incredibly pleased to have an opportunity to collaborate with WIPO.”

Innovation doesn’t discriminate. It has affected every area of our lives and that includes how we operate with intellectual property. Technology moves at an incredibly fast pace and we need to find a way that inventors can benefit early and the conventional funding methods and patent awarding systems aren’t meeting the challenges of the reality on the ground. SmartPatent will.

In the perspective of the WIPO Match platform, when parties freely enter into a “connection” or “mutual willingness” to collaborate on agreed tailor-made terms, it is considered as a successful Match. Agreements that originate through the use of the WIPO Match platform are the responsibility of the contracting parties. SmartPatent can contribute and improve the means to fulfill the WIPO-Match mission. Association of WIPO-Match and SmartPatent can revolutionize the way innovative technologies bring to the market for the benefits of the societies worldwide with the involvement of all walk of peoples. This also perfectly fits to the larger mission of the UN.
4dlife, the new paradigm of Smart City and Smart Territory

The UN has taken the initiative to promote innovation worldwide with a vital initiative to unite people through the 17 SDGs (Sustainable Development Goals) for all countries to promote prosperity while protecting the planet. In 4dlife we want to reach the maximum number of people to create value with new models of relationships, Internet and Artificial Intelligence helping the development of territories, companies and people, for a better world. WIPO Match is the UN’s way of developing and leveraging innovation.

WIPO MATCH is a perfect network (networking, partners, universities...) and innovation is the key. For this reason, 4dlife bets on the window to the world offered by WIPO Match. WIPO MATCH is a fundamental point for our strategy for development projects in territories.

The Internet has evolved since its creation as a technology that connects us more and more. At first as web pages in a web 1.0 where there was no interaction. Later we moved to systems where it was possible to interact, for example, with comments on blogs. Then came social networks, a revolution, where people can connect and share information.

Every day more than 2500 million GB of data are generated, producing what I call the *iceberg effect*: we only see a small part of the information, which is what we are shown in the first results of search engines, but what we do not see is most of what exists and is submerged without adding value.

4dlife ([www.4d.life.com](http://www.4d.life.com)) is a Spanish start-up that has created a new paradigm of Internet that allows to create new models of connection, to represent things that do not exist today and to create value where it is applied. 4dlife is a new advanced technology, but it is also a philosophy of transformation. 4dlife allows the creation of new Internet models based on the territory.

4dlife, creates the *web 4.0* in 2006, and this is the base of all our technology.

Web 4.0 should solve the problems that exist today, but that at that time were futuristic:

_ the person is the center of information and everything that interests him is organized around him.
_ navigation had to be intuitive, graphical and understandable
_ the core is Artificial Intelligence
_ should ensure that people are unique and serve to help them evolve, personally and professionally.
_ had to be proactive, with the user being the one who inspires and attracts the information he needs at the time he needs it
_ based on living systems
create elements that do not exist today: companies, cities, organizations, governments, people, ...

must be based on fractals: representing from the smallest to the largest connecting all its properties, for example, person > social group > neighborhood > city > territory

the data, unlike the current systems, are democratic and, have no weight - a small business has the same value as a multinational - and people are the ones who attract information when they need it.

And above all, the creation of a new philosophy to fight against the negative effects of globalization and what we call Reverse Globalization. Companies and people must be inspired by their environment, collaborating and allowing the initiative to turn into innovation: millions of people are more creative than a group of them in a multinational. It is the way to be respectful with the environment, not to impose as in the late twentieth century, to listen, to let evolve, more feminine methods.

This is the foundation on which we give life to Internet 4.0.

Until now, the most important thing is the data, the information; with 4dlife, the most important thing is the person: the information and the interaction starts from the person, the data is secondary, almost without context.

4dlife is born as a system created so that Artificial Intelligence reaches its maximum exponent, at levels not yet seen, and serves for the respectful evolution of people, companies and territories.

The way to navigate in 4dlife are the spheres. The 4dlife's 3D spheres®:

• tell us how the environment is evolving
• with them, the users, the companies, the cities, the market places can create their Universes
• create a context and allow advanced AI to be applied
• help us to understand the Universes and redraw it in a simple way
• analyze the strategy of the Universes in real time

The user is in the center and all the valuable information is organized around in the form of spheres.
The core of 4dlife is CRISOL® - the user’s DNA - that knows the user and makes him/her unique.

Then the relationship with information, people and groups is unique and really personalized, leading to efficiency and innovation.

4dlife connects all aspects of a city, developing new models of visualization, relationships and business between organizations, companies, people, products, citizens and tourists. Enabling a new way of navigating in a city/territory based on the interests of citizens and businesses, having a way of understanding what is happening, of communicating with citizens, of connecting supply and demand, of making decisions in real time, of being inspired by citizens and businesses and, at the same time, that they can be inspired to create new opportunities.

We can navigate through the interests of a city/territory, through marketplaces, through companies. Get to know the visitor / tourist and be able to adapt the offer to what they really demand.

Thus, we create a new concept: Hypercitizen: anyone who is related to a city or region, without residing in it, and who wants their stay to be a unique experience and stay connected to the region. It allows us to create territories with communities and companies beyond their inhabitants. This allows us to create cities with digital territories of millions of people and companies that are interested in it, exponentially increasing business opportunities.

In the 1st UNWTO World Conference on Smart Destinations, UN raised 4 challenges and 4dlife is the only technology and methodology that allows to solve them.

How can 4dlife get them?
1. **Smart Destinations**: 4dlife is the unique technology that create the concept of Hypercitizen for Smart Cities based on people, companies and organizations above connecting things, nowadays, the only paradigm.

2. **Resilience**: for that is necessary to know in real time what happens in the city / territory.

3. **Creative Destinations**: offer in real time knowledge & inspiration for government, business, citizens and tourists.

4. **The Potential of the Data**: generate new products and services inspired and tested in real time.

**Industry**

There are disciplines such as Life Sciences that are vital to the development of humanity. Obviously, the 17 SDGs make it possible to expand the possibilities of industry, while at the same time being vital: clean water, protection of nature and connection with all peoples in order to discover new active principles and necessities. This would be a new paradigm that could be developed thanks to 4dlife. Life Science are becoming more and more complex and innovation should come from any place or person: we need to connect with AI: researchers, hospitals, patients,... Cognitive searches need context and have to reach researchers as proposals, in such a way that they can create disruptive innovations.

**Tourism**

For us, the tourist is anyone who comes to the city, lives in it or is planning to come. The idea is that we are all tourists and therefore we have to discover the territory continuously as our cities are alive.

The project consists of creating a new model of Smart City in which the person is the center. Supply and demand meet using Artificial Intelligence connecting people, interests, products, information, companies, public services and City Councils in a single environment.

With 4dlife, the technological project consists of creating a new model based on the Web 4.0® of Smart Cities connected in the cloud that make up a Smart Region.

Thus, with 4dlife, we will have a new model of tourism, tailored to each one, which allows you to discover the city in a personalized way, direct communication channels, inspiration in real time for the tourist offer, generating new business opportunities in real time. Tourists are invited to discover those places that directly or indirectly are identified as interesting for artificial intelligence algorithms.

We create a two-way communication channel where the tourist can participate in the construction of the supply, and where the demand is inspired in real time. We make the trade grow so that the tourist or the resident can access a city based on their interests and these attract with Artificial Intelligence the commercial offer to their profile.
The right offer comes at the right time to all people enjoying experiencing the city in a personalized way. It is about creating an information ecosystem where hypercitizens, companies, public organizations, culture, education, services and shopping, participate in a dynamic environment in which tourists discover a living territory and that adapts to them while inspiring cities to offer real time. In this way, with these bases, we propose to transform our territories into knowledge, into a new environment that works for people.

4dlife is sensible to sustainable development goals and wants to contribute to bridge the digital divide between industrialize countries and developing world. That is the reason why 4dlife decide to make an offer to WIPO MATCH, because we believe that is on the line of our personal strategy. We don’t forget why 4dlife was created: not only as a pure business model, also to make the world better.

Javier Córdoba
CEO & cofounder

4dlife

The life based company
WIPO-MATCH is the central force that brings together various types of requirements and appropriate propositions scattered in the arena of knowledge, innovation and development just like the ancient Greek dissection puzzle - the famous Ostomachion. According to classical texts, the puzzle can be arranged to represent different objects such as animals, plants etc. by just rearranging the same pieces: an elephant, a tree, a barking dog, a ship, a sword, a tower etc. Individual pieces alone mean nothing but with the right companion piece something recognizable and worthwhile is created. **WIPO- MATCH is the hand which brings the complementing IPR pieces together.**

In 1876, Pierre-Joseph van Beneden introduced the term ‘Mutualism’ which is essentially an interspecific cooperation relationship between two organisms of different species where each benefit from the activity of the other. **WIPO-MATCH is an accurate representation of mutualism.** Brilliant ideas are looking for financial backing. Investors are searching for innovations to endorse. WIPO-MATCH paves the way for a mutualistic relationship by bringing the two together and Viola!!! We have a thriving start-up. Measuring the exact fitness benefit to the collaborating parties in such a relationship is not always straightforward, particularly when the benefits pour in from a variety of sources. Similarly, a particular **Need** can have many suitable **Offers.** It is therefore common to categorize mutualisms according to the closeness of the association.

The WIPO-MATCH platform efficiently optimizes resources available to cater to the existing needs along with ensuring a balance of public and private objectives with the aim of maximizing public benefits. WIPO Match’s platform is integrated into the UN Online Platform of the Technology Facilitation Mechanism to ensure seamless integration of technology offers and requests needed for successfully achieving the Sustainable Development Goals by 2030. The user-friendly tool provides increased access to new markets and interaction with different Intellectual Property Stakeholders establishing a safe place for creating new benchmarks in the fast-growing ecosystem.

Arctic has been assisting the SMEs and start-ups in increasing inventive output from the R&D teams, extracting high-quality patentable ideas and thus expediting the innovation process to compete globally which is a challenge as well as an opportunity. We are associated with the Government of India’s Startup India initiative, focused on increasing awareness around patent filings and improving the quality of legal assistance so that startups can push the boundaries of innovation and creativity in India. An increasing number of startups in India are embracing the need for filing patents and have realized that patents are a vital part of the overall product strategy as benefits dwarf out the timelines and costs involved.

To put it briefly we embrace the MATCH philosophy, as developing nations like India have a rich treasure of talent, drive, resources in the entrepreneurial youth in industries, universities, and research centres, inundated with ideas, knowledge, and training and then there are FUNDS and means of generating funds, and means of utilizing those funds. We extract and decrypt that treasure and propose to use the MATCH platform to synergize our expertise in IP management by helping startups and SMEs to succeed by building strategic IP portfolios.

We develop comprehensive solutions to patents related issues by working as an extension of the clients’ own team. We specialize in providing turn key solutions in knowledge services for protection, business analytics and commercialization of critical Intellectual Property assets with global reach through our network in the UK, India, US & Finland and inhouse expertise of experienced IP professionals in various cutting edge technological domains. We feel passionately about technology companies and develop company specific strategic framework to avoid any pitfall by helping them file patents, identify novel aspects of the idea/business, reduce litigation risks by conducting freedom to operate searches, and create an innovation strategy by understanding the overall technology landscape.

By Mr Govind Kedia, Managing Director of Arctic Innovation Consulting Solutions Pvt. Ltd. and Dr. Sarasija Padmanabhan, Senior IP Consultant, Arctic Innovation Consulting Solutions Pvt Ltd.