

April 30, 2007

DPI/NGO BRIEFING ON  
ENCOURAGING CREATIVITY

Thursday, April 26, 2007, 10:00 AM – 12:00 PM

Background Information:

1. This briefing was held in observance of the World Book and Copyright Day (April 23<sup>rd</sup>), as well as World Intellectual Property Day (April 26<sup>th</sup>). The theme for this year's event, Encouraging Creativity, focused on the value of copyrights and trademarks to protect individual creativity.

2. Before the briefing, a video "Portrait of Hope" was shown. The video showed where many people are refugees and do not have a permanent home. The narrator in the film was an artist and citizen of Switzerland. The United Nations used his works on refugees made during his travels to set up stamps on these issues.

Two different stamps were prepared. The video showed how he prepared the material and lettering for the stamps and how this painstaking work is done. The video showed each step in the preparation of the material for a final stamp. The process of preparation requires a lot of painstaking hand work. Craftsmen do the work in the old way using their own tools.

The final stamps are approved in their final size before any actual stamp Production. More than nine million stamps will be printed showing the refugee situation. The review of these stamps is painstaking. They are printed for distribution in Vienna, Geneva and United Nations Headquarters in New York City. They appear at all three locations at the same time. The video indicated that they have a lot of customers.

The stamps are treasured by stamp collectors. The video showed and presented the impressions of the stamp collectors. The video honored the artist who created these stamps. The money made from selling these stamps goes to help the refugees.

Moderator:

Juan Carlos Brandt, Chief, DPI/NGO

Speakers:

Mr. Olobola Fasehun, Director, New York Office of the World Intellectual Property Organization (WIPO)

Mr. Allen Behr, Copyright Attorney, Alston & Bird, LLP

3. The Moderator, Juan Carlos Brandt, welcomed everyone and introduced the two speakers with their backgrounds.

4. The first speaker, Mr. Olobola Fasehun, has an extensive background at the United Nations on property rights and intellectual property rights. He indicated that this impacts every aspect of our lives. Mr. Fasehun gave examples of copyright requirements on everyday items like the clothes we wear and the wines/champagnes we drink.

Copyright is important to our daily life and books we read. He brought up the Problems of helping artists in developing countries and how he has helped them with copyright issues. He has provided them with collective management assistance so artists there can benefit.

5. The second speaker, Mr. Alan Behr, deals with copyright problems in the world as head of his firm. Copyrights are moving to the trademarks who made the items. He stated that branding of these items was important. Everyone has this right. Everyone should look into this. Universal trademarks are around the world. Copyright is more to creativity.

Mr. Behr emphasized that copyright law is not universal in the world. It differs in parts of the world. He gave examples and problems with computer downloads on this issue. There is a serious problem of piracy. He stated that it is hard to protect the innocent and to prosecute the guilty. It is a challenge through out the world.

6. Questions/Answers:

6.1 Mr. Allen Behr; There are reams of statistics in the world on property rights.

6. Questions/answers (Cont'd):

6.2 Mr. Olobola Fasehun; The United Nations has a lot of data on copyrights by Country. The problem is that once you are on the Internet you are connected. He recommends that we use trademarks for intellectual property in developing countries. Developing countries must have the ability to trade.

6.3 Mr. Alan Behr; Academics and artists are coping demagogically. It is considered almost honorable in developing countries and just the opposite in developed countries. They are trained to use master's works but not to use it as their own.

6.4 Mr. Olobola Fasehun; Access to medicine is the critical problem in developing countries. The United Nations is addressing this issue. He gave examples of how people have benefited from the use of raw materials being used in their developing countries for medicine.

6.5 Mr. Alan Behr; No matter how much an author or person gains, the publisher gains the most. The artist has to know that he is doing something that some gain. The artist must know when to go to a lawyer for help. He must get a lawyer or agent to help him.

6.6 Mr. Olobola Fasehun; He indicated that WIPO can help people in developing countries on this problem.

6.7 Mr. Alan Behr; There are built-in exceptions in the law for education purposes you are allowed to make a copy of a page in a book for educational purposes. Generally the law says do not copy.

6.8 Mr. Olobola Fasehun; When you apply for a patent, you must disclose what has been patented before on the subject item.

6.9 Mr. Alan Behr; The United States patent laws were designed to both development and creativity.

6.10 Mr. Alan Behr; The laws do not protect ideas only expression of the ideas. However the situation on copyright laws are breaking down because of progression. It is breaking down because you can push a button on an item. The damage done to the creator is the same.

6. Questions/Answers (Cont'd):

6.11 The Moderator Juan Carlos Brandt at this point gave examples of movies sold on the street which is the same as someone pushing a button on a computer to illegally obtain something.

6.12 Mr. Alan Behr; It is difficult but we must have an ethical standard for selling something. It is a very difficult situation.

6.13 Mr. Alan Behr; Clip art is a major problem. How do we say it is unique so that copyright laws are enforced. Copyright laws protect codes. But it is very easy to circumvent these laws.

6.14 Mr. Obola Fasechun; The WIFO organization is holding activities on this Subject around the world (i.e. Germany, South Korea, etc). We all benefit by Protecting intellectual property.

6.15 Mr. Alan Behr; He indicated that there will be an exhibit on this at 670 Broadway in New York City on June 21. We are all invited. He ended by stating that we should go back to our organizations' property and determine what should be protected.

PDC George Weinstein  
National UN Chairman