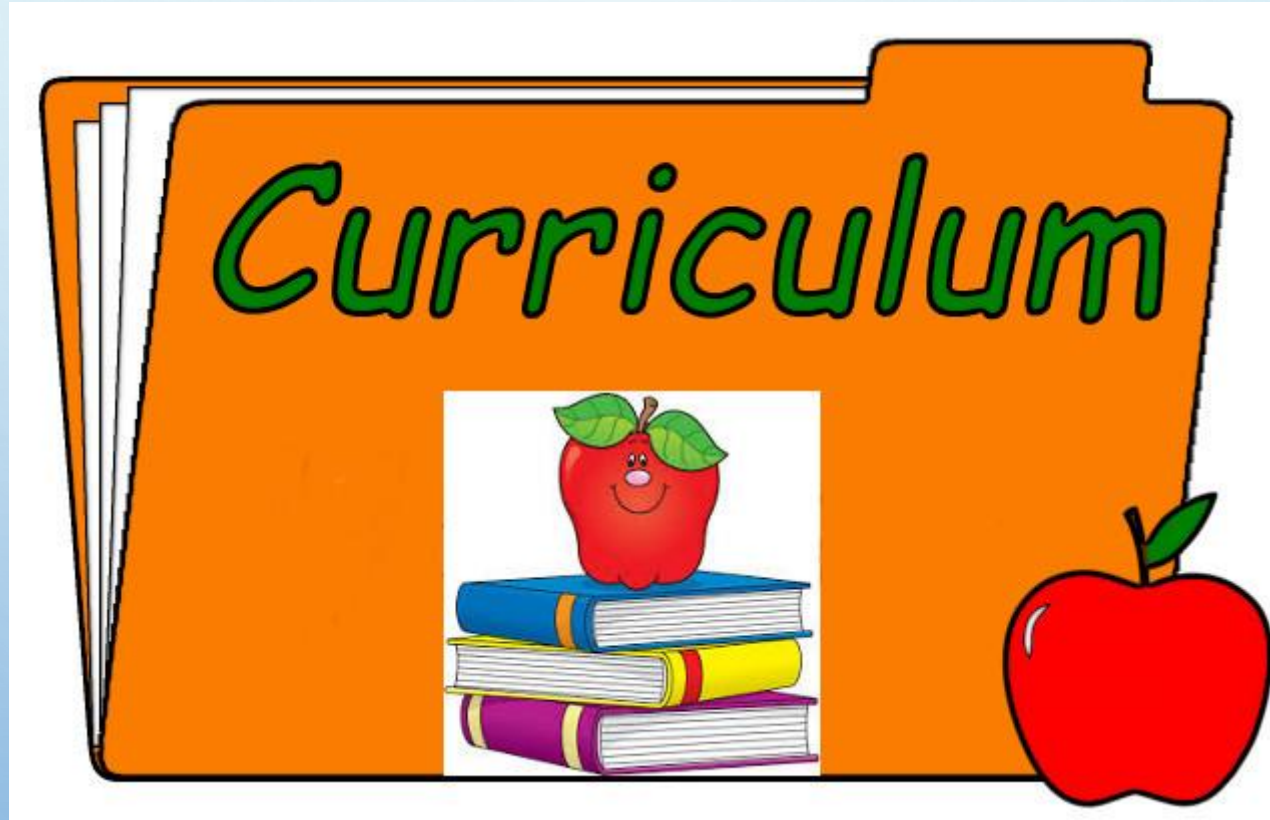


# INFUSING INTELLECTUAL PROPERTY INTO THE



# **HISTORY OF JIPO- WHO ARE WE?**

**The Jamaica Intellectual Property Office (JIPO) is an agency of the Ministry of Industry, Investment and Commerce.**

**JIPO was established in January 2001 by the Jamaica Intellectual Property Office Act, 2002.**

# **WHAT DO WE DO?**

## **JIPO IS RESPONSIBLE FOR:**

- i. ADMINISTERING INTELLECTUAL PROPERTY LAWS IN JAMAICA;**
- ii. PUBLIC EDUCATION;**
- iii. REGISTRATION –TRADE MARKS, DESIGNS, PATENTS, GEOGRAPHICAL INDICATIONS**
- iv. VOLUNTARY DEPOSITS OF COPYRIGHT AND RELATED RIGHTS**

# National Intellectual Property Strategy

- **The National Intellectual Property Strategy requires the involvement of several Ministries, Departments and Agencies to collaborate to achieve this vision.**
- **The Ministry of Education is one of the ministries that the Jamaica Intellectual Property Office is in collaboration with to promote the importance of intellectual property in schools.**

# **WHY IS IT IMPORTANT TO INFUSE INTELLECTUAL PROPERTY INTO THE CURRICULUM?**

## **YOUTH AND TEACHERS**

**□ UNDERSTAND THE VALUE OF THE CREATIVE INDUSTRY**

**□ RESPECT THE WORK OF OTHERS**



# **WHY IS IT IMPORTANT TO INFUSE INTELLECTUAL PROPERTY INTO THE CURRICULUM?**

- **SHAPE A NATION THAT WILL HAVE A GREATER APPRECIATION FOR INTELLECTUAL PROPERTY**
  
- **MORE CREATIVITY FROM YOUTH**



# WAYS TO INFUSE INTELLECTUAL PROPERTY INTO THE CURRICULUM

Science

- **HOW CAN I ADDRESS IP IN MY LESSON PLAN?**
- **IS IP RELEVANT IN THE SUBJECT AREAS TAUGHT IN PRIMARY, SECONDARY AND TERTIARY INSTITUTIONS?**
- **IP IS COMPLEX, WILL THE STUDENTS UNDERSTAND ?**

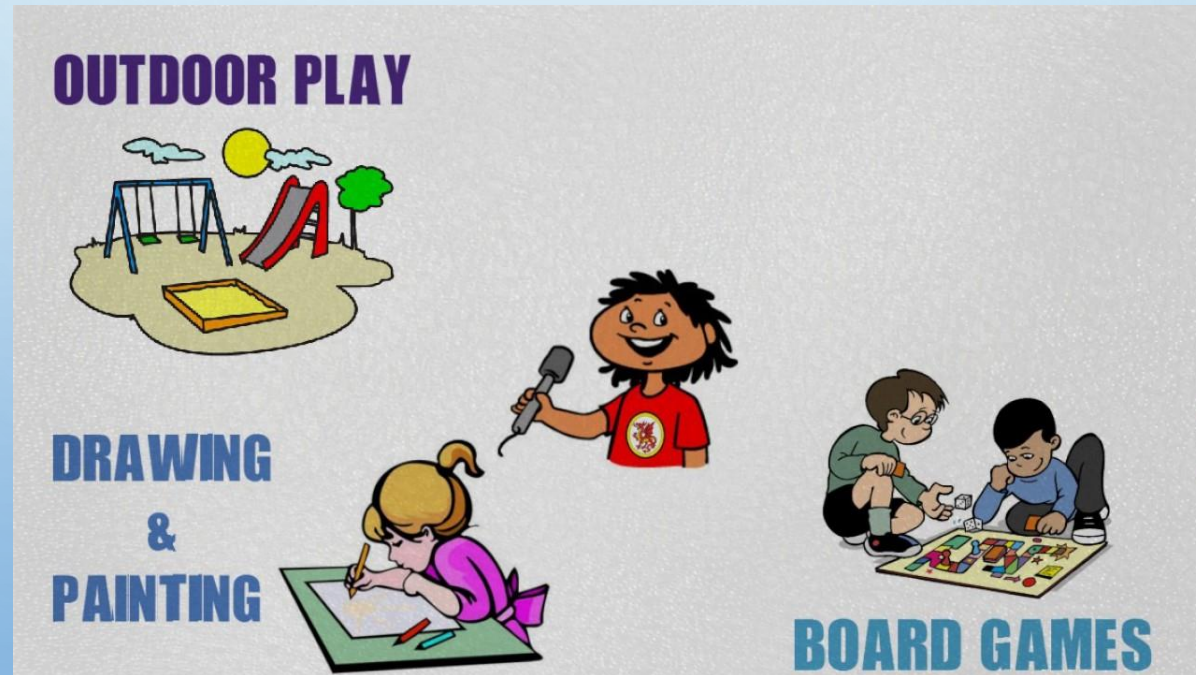
English  
Language

Art  
and  
Craft

Social  
Studies

# DIFFERENT METHODS THAT CAN BE UTILIZED TO INCORPORATE IP

## LEARNING BY DOING





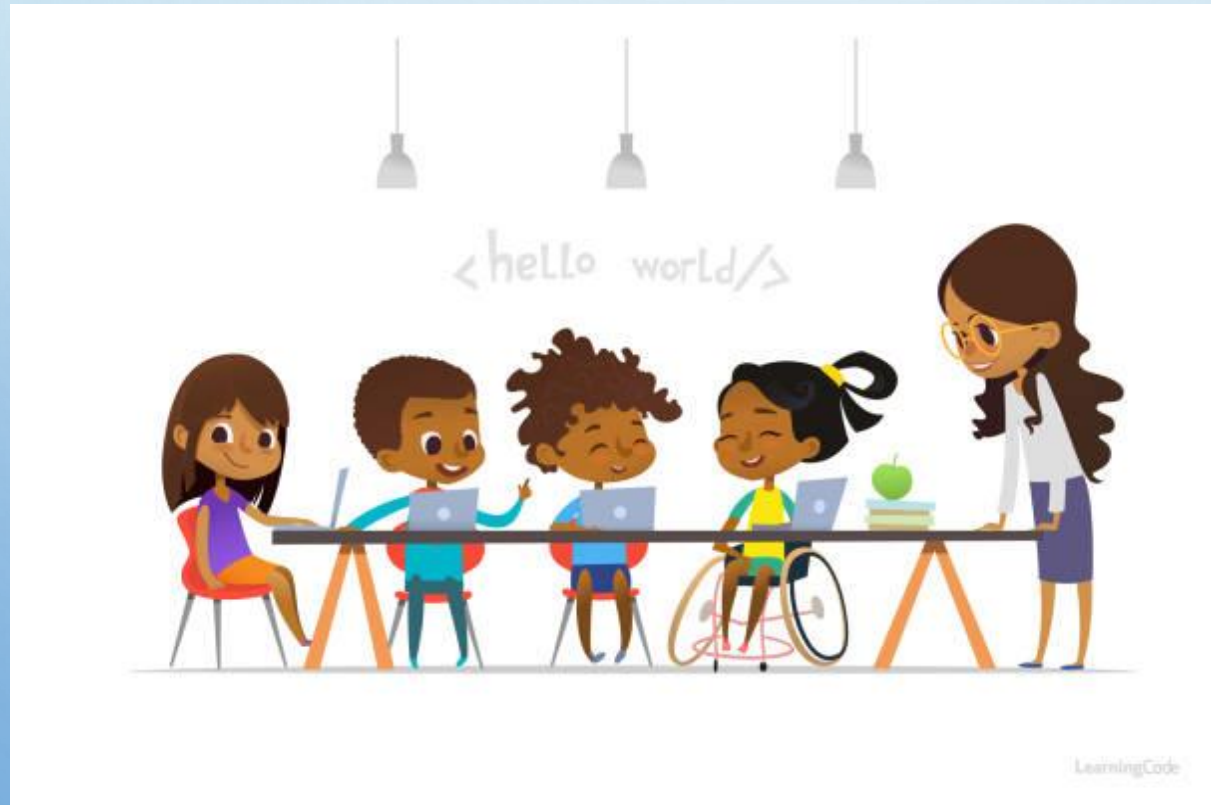
# DIFFERENT METHODS THAT CAN BE UTILIZED TO INCORPORATE IP

## LEARNING FROM OTHERS

What  
is IP?

Group  
work

Social  
studies



# DIFFERENT METHODS THAT CAN BE UTILIZED TO INCORPORATE IP

## LEARNING IN SMALL GROUPS

Story  
time



English  
Language

Students can be  
encouraged to write  
their own stories.

Author's  
Corner

# INTELLECTUAL PROPERTY

- ART AND CRAFT

## Drawing

Students can be encouraged to produce comic strips to explain a topic taught in any subject.



# **HOW TO INFUSE INTELLECTUAL PROPERTY INTO THE CURRICULUM**

## **LEARNING FROM OTHERS**

### **1. INTRODUCTION TO EACH SUBJECT AREA YOU CAN DO THE FOLLOWING:**

A) VIDEO PRESENTATION ON COPYRIGHT AND RELATED RIGHTS- YOU CAN INCLUDE A QUIZ FROM THE VIDEO PRESENTATION TO ENSURE STUDENTS UNDERSTAND THE PRINCIPLES.

(B) INVITE A SPEAKER TO ADDRESS YOUR CLASS ON INTELLECTUAL PROPERTY RIGHTS ISSUES.

# **WHAT HAVE WE BEEN DOING AT JIPO**

- **WE HELD VARIOUS WEBINARS IN COLLABORATION WITH OUR MINISTRY OF EDUCATION ON WAYS TO INFUSE INTELLECTUAL PROPERTY IN THE CURRICULUM.**
  - **PRIMARY LEVEL**
  - **SECONDARY LEVEL**
  - **TERTIARY LEVEL**
- **WE ALSO PARTNER WITH THE NORMAN LAW SCHOOL LEGAL AID CLINIC TO PROVIDE A PRACTICAL AND THEORETICAL APPROACH TO IP FOR THEIR IP CLINIC.**

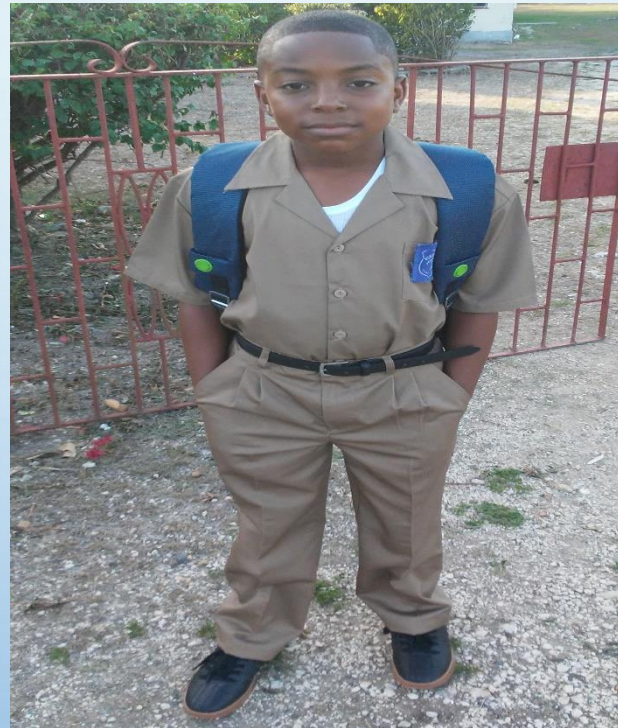
# WHAT HAVE WE BEEN DOING AT JIPO

- **WE ALSO WORK WITH THE TEACHERS FROM DIFFERENT SCHOOLS IN THE RURAL AND URBAN AREAS.**
  - **IP CAREER DAY EVENTS**
  - **READ ACROSS JAMAICA ( PRE- SCHOOL AND PRIMARY LEVEL)**
- **WE CONDUCT ESSAY COMPETITIONS FROM THE PRIMARY, SECONDARY AND TERTIARY LEVEL. WE HAVE STRONG PARTICIPATIONS IN THE COMPETITIONS AND RECEIVED ENTRIES FROM 10 / 14 PARISHES IN 2020 AND 11/14 PARISHES IN 2022. WE CONTINUE TO PROMOTE THIS COMPETITION.**

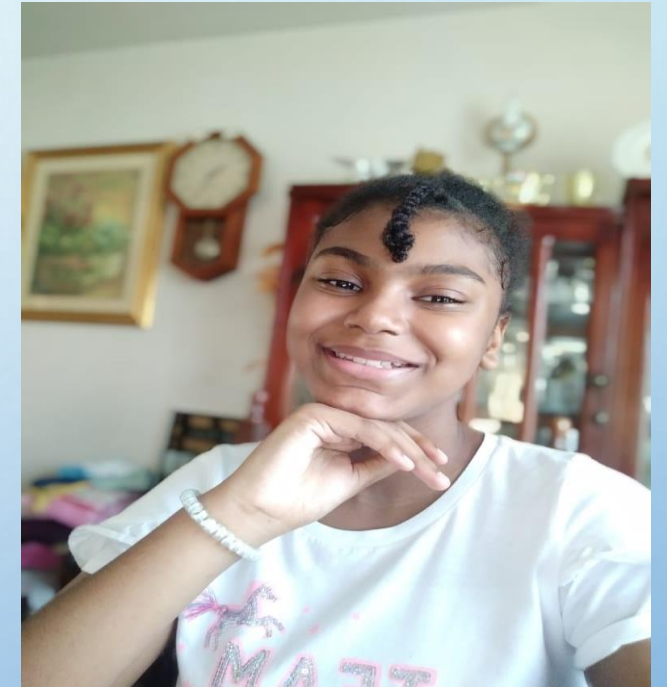
# AGE 9-12 WINNERS – ESSAY COMPETITION



Garcel James  
1<sup>st</sup> place winner  
Osborne Store Primary & Junior High  
School- Clarendon

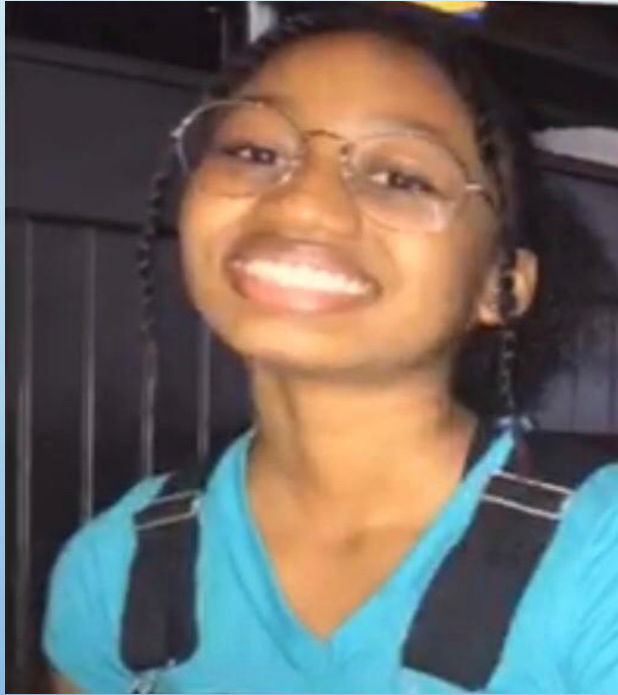


Jonathan Brown  
2<sup>nd</sup> place winner  
Osborne Store Primary & Junior  
High School- Clarendon



Ayanna Delisser  
3<sup>rd</sup> place winner  
Paradise Preparatory School  
Westmoreland

## AGE 13-17 WINNERS



Nia-Ashley Harris  
1<sup>st</sup> place winner  
St. Andrew High School for Girls  
St. Andrew



Ashley-Jade Chambers  
2<sup>nd</sup> place winner  
St. Jago High School  
St. Catherine



Zenzile Mkhize  
3<sup>rd</sup> place winner  
Ardenne High School  
St. Andrew



# AGE 18-25 WINNERS



T'Jean Shirley  
1<sup>st</sup> place winner  
York Castle High School  
St. Ann



Monair Morgan  
2<sup>nd</sup> place winner  
College of Agriculture,  
Sciences and Education  
St. Elizabeth



Andrew Reid  
3<sup>rd</sup> place winner  
Excelsior Community College  
St. Catherine

# ESSAY COMPETITION AWARD CEREMONY



The recording of the award ceremony is on our website as well as videos from the winners are on our social media pages.

# EDUCATION AND AWARENESS

**The Jamaica Intellectual Property office continues to provide Intellectual Property information to primary, secondary and tertiary institutions.**

**We conducted several webinars and zoom presentations on the different intellectual property areas as well as visiting schools in person to conduct presentations.**

# NEXT STEPS

- We are currently working on developing material to simplify Intellectual Property for students at the primary and secondary level. We launched a TAB on our website “IP for Children” with IP material simplified.
- We continue to create material and also to encourage students and teachers to register their works and to share IP information with everyone.

## **Material in progress**

Short IP 101 animated videos, and

IP booklets

## NEXT STEPS

1. Review and submit proposal to the Ministry of Education
2. Continue IP promotion with students and teachers
3. Continue to work on IP material for students

**Jamaica is excited about this project and continues to promote the importance of IP in Schools.**