



# Grenada Mission: Day 2 Meeting OLP Producers

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**IP & Branding**



CARIFORUM



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# IP and Branding



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# About CarIPI

# Importance of IP in Branding

# IP & Brands

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- Intellectual property (IP) plays a critical role in branding because it allows businesses to protect and monetize their unique ideas, innovations, and creative works
- Intellectual property tools, such as trademarks, copyrights, patents, and trade secrets, provide legal protections that help businesses build and maintain brand value over time

## IP rights are important to:

### Protecting brand identity:

- Trademarks and service marks provide legal protections for brand names, logos, and slogans, helping businesses establish a unique identity in the marketplace.
- By registering these marks with the IPO, businesses can prevent competitors from using confusingly similar marks that could dilute or infringe on their brand identity.

### Safeguarding brand reputation:

- Copyrights protect original works of authorship, such as text, images, videos, and music, helping businesses protect their brand reputation by preventing others from using their content without permission. This can help prevent unauthorized use or modification of content that could harm the brand's image or reputation

## IP rights are important to:

### Fostering innovation

- Patents provide legal protections for inventions and innovations, incentivizing businesses to invest in research and development of new products or processes that can enhance their brand value. This can lead to the creation of new products or services that can help a brand differentiate itself from competitors and build a strong brand reputation.

### Generating revenue:

- Intellectual property rights provide businesses with the ability to license or sell their IP assets to others, generating revenue that can help fund further innovation and brand-building efforts. This can be especially important for small businesses or startups that rely on IP assets to generate revenue and build their brand.

## IP rights are important to:

### Geographical Indications (GIs)

- A type of intellectual property that is closely linked to branding, as they provide legal protection to names or signs that identify a product as originating from a particular geographical location and possessing qualities, reputation, or characteristics that are essentially attributable to that location



## Competitive Advantage

- Is about creating commercial value in target markets
- Must capture and/or expand market share
- By increasing the number of consumers & customers buying your goods or services
- By creating a compelling story around your goods and services
- Appealing to consumer **perceptions**
- Their **emotions**
- Using all available tools
- Including IP-based tools
- To create value

## Creating value

Value can be created by:

- Differentiating your products/services from other competing commoditized or branded products on the market
- Building consumer recognition and loyalty
- Having a guarantee system linked to the origin of the product
- Emphasising the mode of production; information about fair social conditions of the labor employed in production and the absence of any deleterious impact on the environment

## Creating value

- More than commercial value – social and environmental value are also important
- Products that appear to hold considerable potential to contribute to the economic and social development of the communities that make them, while at the same time protecting those communities' environmental and cultural heritage

## Branding: creating the value system

### Brands

- Elusive reputational assets
- Influence customer/consumer choices
- Define the consumer experience
- Create emotional connections and  
'connects' consumers with the brand

## Branding: creating the value system

### Brands

- Must convey trust
- Be accessible
- Be consistent
- Be responsive
- Convey commitment and affinity

## Branding: creating the value system

### Brand Equity

- Reputational value
- Image value
- Consumers and customers must 'buy into' these values

## Branding: creating the value system

### Consumer Perception:

- Takes into account country of origin
- Specific region within the country where the main product attribute is made
- Which community groups are involved
- What are the traditional cultural or heritage linkages

# Thank you \* Gracias \* Merci \* Bedankt

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