

Guidelines on the Best Licensing Practices of Collective Management Organizations (CMOs) to MSMEs

Chinese Taipei

APEC IPEG 2017
Ho Chi Minh City, Vietnam



Outline

➤ Background

- ✓ Common issue
- ✓ Challenges in the digital era
- ✓ The project
- ✓ Criteria for APEC-funded projects and priorities of APEC

➤ Key objectives

➤ Beneficiaries

➤ How to implement the project?

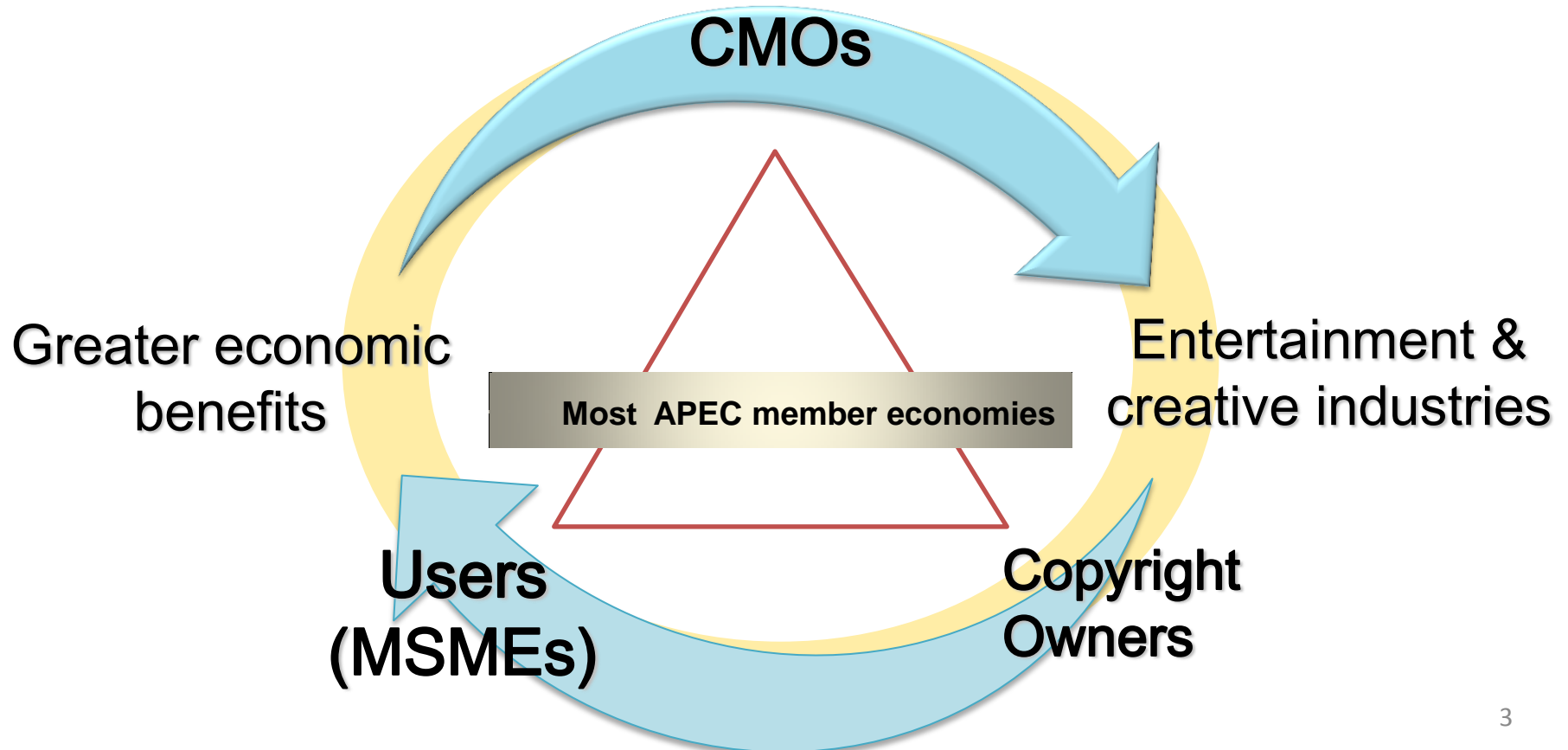
- ✓ Main Steps
- ✓ Work Plans

➤ Linkages

Background

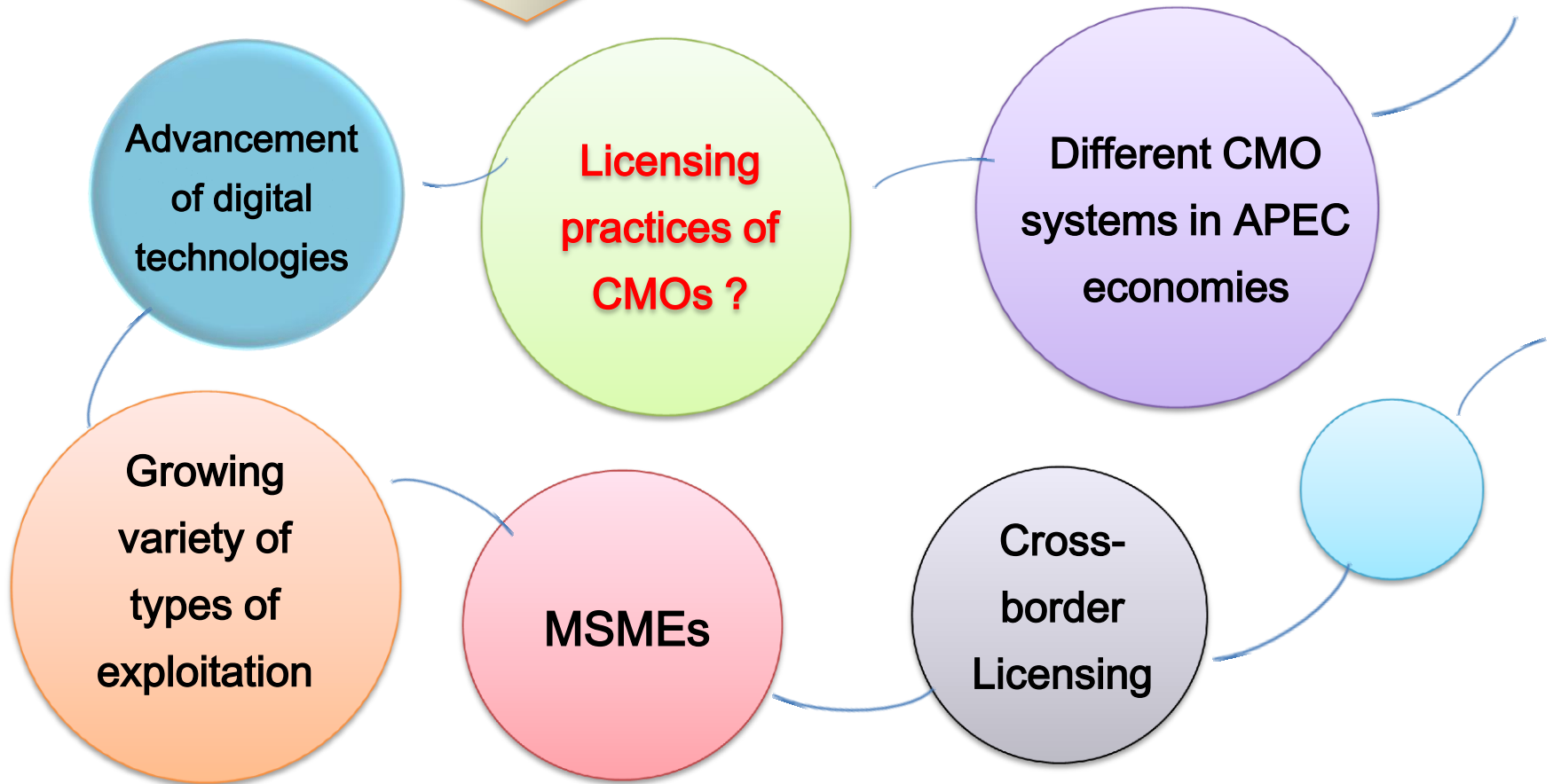
Common Issue

How can CMOs build an efficient and convenient authorizing model?



Background

Challenges in the digital era



Background



The Project

“Guidelines on the Best Licensing Practices of CMOs to MSMEs”



**CMOs can
take full advantage of their
entitlement to authorize
uses collectively**



**New licensing models can
be facilitated by
making use of
digital technologies**

Criteria for APEC-funded Projects and Priorities

Relevance – Rank:

- ✓ Developing information technology and digital economy
- ✓ Promoting the Internet Economy
- ✓ Promoting the protection and enforcement of IP rights



✓ Rank 1
✓ Rank 2

Alignment – APEC:

- ✓ “Promoting the development of knowledge-based economies” and “Developing and strengthening the dynamism of SMEs” (**The Manila Framework**)
- ✓ “Strengthening MSMEs’ competitiveness and innovation in the digital age” (**Priorities of the 2017 APEC**)

Alignment – IPEG:

- ✓ Deepening the dialogue on intellectual property policy
- ✓ Surveying and exchanging information on the current status of IPR protection and administrative systems
- ✓ Studying measures for the effective enforcement of IPR

Objectives

Successful Examples

- ✓ Conduct Researches & analysis on the current situation and policies
- ✓ Compile best real-world licensing policies & successful examples

Sharing Experience

- ✓ Invite experts and officials with real-world experience to take part in the compilation process and sharing experience
- ✓ Ensure the effectiveness and feasibility of the guidelines

Digital Age

- ✓ Strengthen the competitiveness of CMOs and MSMEs in the digital age

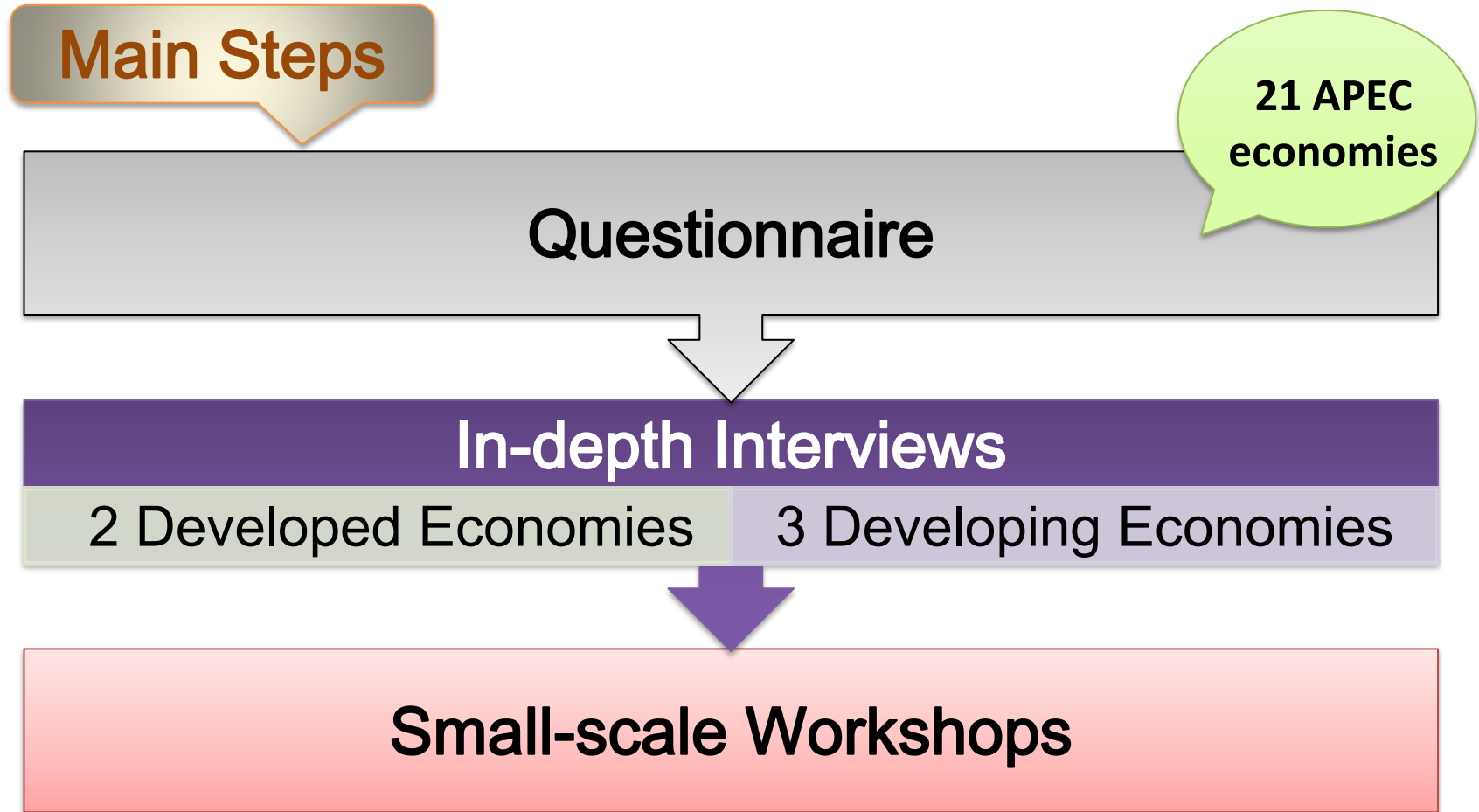
Beneficiaries

- A compilation of advanced licensing practices of CMOs will be beneficial for:

- ☒ MSME managers & licensing professionals
- ☒ CMO managers
- ☒ Lawyers & consultants
- ☒ Government officials



How to implement the project?



How to implement the project?

Work Plan

2017

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|-------|-----------------------------------------------------------------------------------------------------|
| ✓ Dec | Invite experts to help draw up a questionnaire while asking for suggestions of other APEC economies |
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2018

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| ✓ Feb | - Circulate the questionnaire among CMOs via APEC economies
- Work with experts and analyze returned questionnaires |
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|-----------|-----------------------------------------------------------|
| ✓ Jun-Aug | Conduct in-depth interviews with CMOs in 5 APEC economies |
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| ✓ Sep | Complete the draft proposal of the “Guidelines on the Best Licensing Practices of CMOs to MSMEs” |
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| ✓ Oct-Nov | Hold small-scale workshops for relevant experts from APEC economies |
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| ✓ Dec | Produce a final draft of the Guidelines |
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Linkages

Copyright

2011

- The project is an extension of the Workshop on Copyright Limitations and Exceptions (CTI 18 2011A).

2017

- This project aims to facilitate more convenient licensing for MSMEs & increase the use of copyrighted works by looking at the best licensing practices used by CMOs, in the hope of bringing greater economic benefits.

There are no in-depth discussions about copyright licensing models at the APEC at the moment!

Thank you!

