

## TABLE OF CONTENTS

Preface	ix
Acknowledgements	xi
About the Authors	xiii
<b>Chapter 1: Introduction to Intellectual Property</b>	<b>1</b>
– <i>Nature of the Intellectual Property System</i>	
– <i>Rationale for its Protection</i>	
<b>Chapter 2: Globalisation and Intellectual Property</b>	<b>33</b>
– <i>Nature of Globalisation and Role of the World Trade Organization (WTO)</i>	
– <i>Challenges to Intellectual Property Protection and Role of the World Intellectual Property Organization (WIPO)</i>	
<b>Chapter 3: National Economic Development Strategy and Intellectual Property</b>	<b>55</b>
– <i>Market Orientation</i>	
– <i>Export Orientation</i>	
– <i>Foreign Direct Investment: Joint Ventures</i>	
– <i>Technology Transfer; Licensing; Technology Forecasting and Use of Patent Information for Forecasting Technology Trends</i>	
– <i>Intellectual Property and Environmentally Sound Technologies</i>	
– <i>Valuation of Intellectual Property</i>	
– <i>International Treaties</i>	
<b>Chapter 4: Protection of Cultural Heritage, Biodiversity, Traditional Knowledge and Practices, Folklore and Sustainable Socio-economic Development</b>	<b>69</b>
– <i>Incentives and Rewards for Protection of Intellectual Property</i>	
– <i>Interface with the Intellectual Property System</i>	

*Table of Contents*

<b>Chapter 5: Cultural and Information Industries</b>	<b>89</b>
– <i>The Growing Importance of the Cultural and Information Industries</i>	
– <i>Cultural Industries, Intellectual Property and National Identity</i>	
– <i>New Systems of Delivery of Information Products</i>	
– <i>Economic Contribution of the Cultural Industry</i>	
<b>Chapter 6: The Importance of Intellectual Property for Competitiveness of Small and Medium Enterprises (SMEs)</b>	<b>103</b>
– <i>Nature of SMEs</i>	
– <i>Contribution of SMEs</i>	
– <i>Creating IP Culture in SMEs</i>	
– <i>Fostering Cooperation Amongst SMEs</i>	
<b>Chapter 7: Encouraging Research and Development (R&amp;D)</b>	<b>125</b>
– <i>R&amp;D, Innovation and Patents</i>	
– <i>Publicly Funded R&amp;D and Innovation</i>	
– <i>SMEs and R&amp;D</i>	
<b>Chapter 8: Role of Government in Fostering the Intellectual Property System</b>	<b>143</b>
– <i>National System of Innovation (NSI) as Policy Framework</i>	
– <i>Different Types of Technology Innovations</i>	
– <i>National Innovation Policy: Nurturing the Innovation Base</i>	
– <i>Venture Capital Financing</i>	
– <i>Global Innovation Chains</i>	
– <i>Support of Government in Fostering Development of High-tech Enterprises Through Incubators and Accelerators</i>	
– <i>Expenditure on Science and Technology (S&amp;T)</i>	
– <i>Institutional Issues</i>	
– <i>Role of Government in International Relations in IP</i>	
– <i>Competition Law</i>	
– <i>IPR Institutions</i>	
– <i>Role in Awareness Building and Effective Enforcement</i>	
– <i>Enforcement Provisions in the TRIPS Agreement</i>	
– <i>Primacy of the Government Role</i>	

<b>Chapter 9:</b>	<b>Role of the Private Sector in the Intellectual Property System</b>	<b>163</b>
<i>– Invention to Innovation</i>		
<i>– Private Societies/Associations as Protectors of IP</i>		
<i>– Patents as Tools for Encouraging Private R&amp;D</i>		
<i>– Responsibilities of the Private Sector</i>		
<b>Chapter 10:</b>	<b>Civil Society and Intellectual Property</b>	<b>175</b>
<i>– The Nature of Civil Society</i>		
<i>– Flexibility in the TRIPS Agreement</i>		
<i>– Civil Society and Biodiversity</i>		
<b>Chapter 11:</b>	<b>Challenges for the Intellectual Property System</b>	<b>185</b>
<i>– Digital Economy</i>		
<i>– E-Commerce</i>		
<i>– Domain Names</i>		
<i>– Biotechnology Including Human Genome</i>		
<i>– Nanotechnology</i>		
<b>Chapter 12:</b>	<b>Demystification and Depoliticisation of Intellectual Property</b>	<b>201</b>
<i>– Need for Public Awareness of IP</i>		
<i>– Identification of IP</i>		
<i>– Depoliticisation of IP</i>		
<b>Index</b>		<b>209</b>