Sharing public education and awareness resources online

demonstrated by

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Growing need to share resources

- APEC Leaders and governments worldwide recognise PE&A is critical to strengthening IPR regimes

- Improving awareness and protection of IPR a critical role for IP offices

- Role for IP Offices with experience in PE&A to assist other IP Offices to build effective PE&A programs and resources

Introducing the…..**Online Communications Platform**

- a key output of a collaborative APEC IPEG project between Hong Kong, China; Singapore and Australia

- complements intent of this week's workshop

What is the
'Online Communications Platform'

- Online database – www.apecipeg.org/pear

- Provides access to a library of high quality IPR public PE&A tools/resources from IP Offices across the APEC region

- APEC economies can:

  - **upload** own resources

  - **download** resources from other IP offices

  - **order** resources of another IP Office and adapt to suit own needs
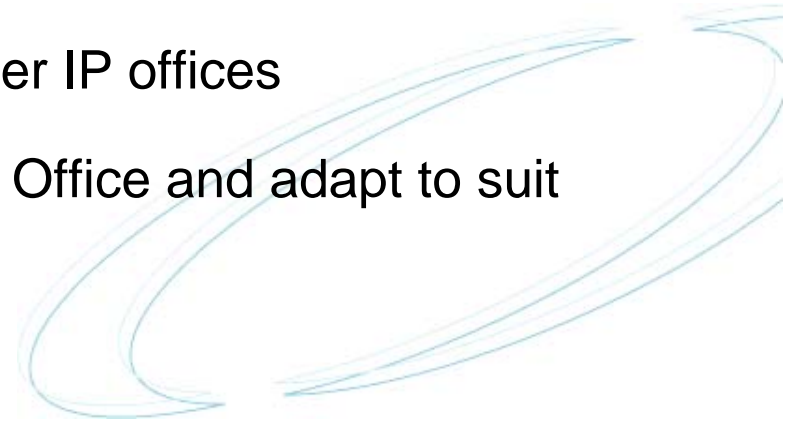
Key Features

- Easy to access and use

- Downloadable printable resources

- Fully searchable and categorised for browsing purposes
  - view the entire list of resources in the database; or
  - search by category, target audience or by APEC economy

- Able to contact relevant APEC IP Office to ask permission to modify/reproduce PE&A materials
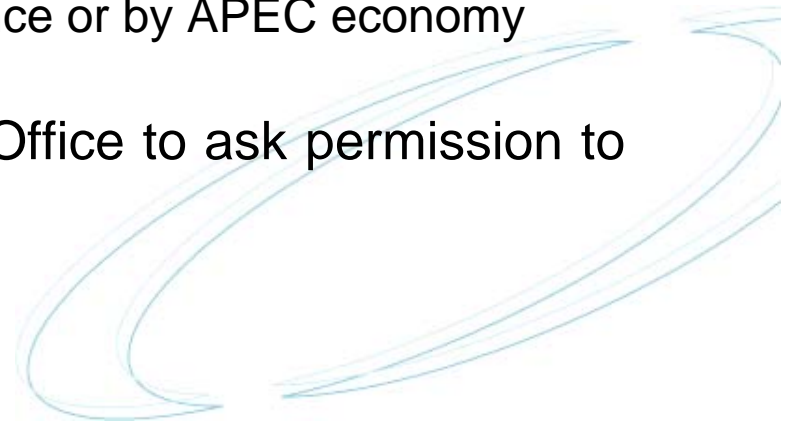
Benefits

- Provides a **common** online pool of IPR PE&A resources
  - **save time by searching one website** rather individual websites of APEC IP Offices

- Promotes and enables **sharing of best practices**

- Helps to **reduce costs** for member economies

- Promotes **networking** among public education practitioners of APEC economies

What about copyright?

- All material available on website protected by copyright

- Users informed on entry to copyright conditions

- Download, print or copy copyright works in **unaltered** form only for **personal non-commercial** use and **retaining copyright notice in its entirety**

- **Must seek permission** of copyright owner to use materials for any other purpose
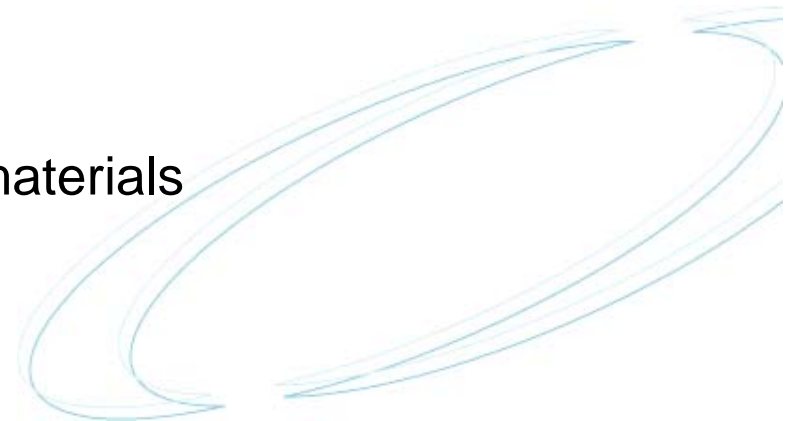 - able to contact copyright owner (ie. relevant APEC IP Office) from the website

Demonstration

Let's see the Online Communications Platform live and in action

www.apecipeg.org/pear

Demonstration examples:

- Locating the APEC IPEG website and Online Platform
- Searching
- Downloading
- Seeking permission to reproduce materials
- Uploading content

Immediate Next Steps

- Invitation issued to each APEC IP Office to share resources through the online communications platform

- Login/administrative guidelines provided to APEC IP Offices that respond to this invitation

Before materials added to platform

IP Office should **determine if they own the copyright** or if **materials are properly licensed** to allow downloading/printing/copying from website for personal non-commercial use

Immediate Next Steps cont'd

- Promotion of website to other APEC working groups and industry associations in the region

- Update on the website and its use given at the APEC IPEG XXIV meeting in Australia in January 2007

- Ongoing updating and addition of resources by APEC IP Offices
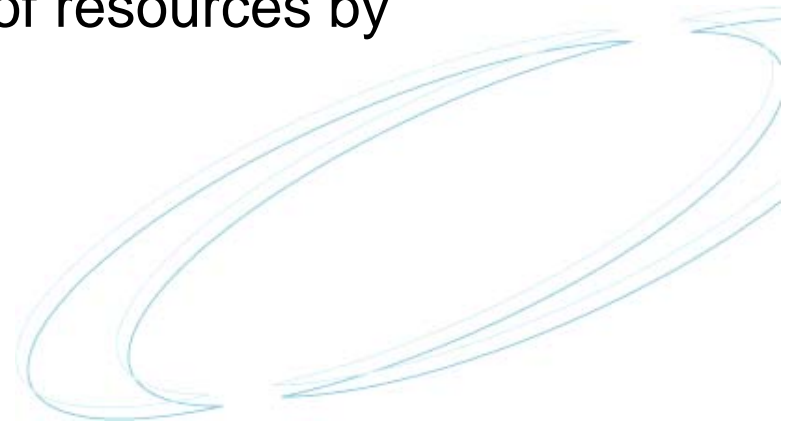
The Future

- Presentations from workshop available through the resource

- Integral to supporting Phase Two – APEC IPEG Market Research Best Practice Guidelines and Survey Instrument, which will be developed in 2007.

- Potentially share PE&A strategies through this resource

- Other suggestions welcome

Thank you

www.apecipeg.org/pear

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