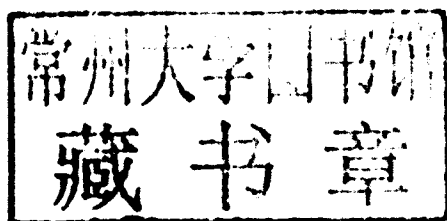


INTELLECTUAL PROPERTY, INNOVATION AND MANAGEMENT IN EMERGING ECONOMIES

Edited by Ruth Taplin and Alojzy Z. Nowak

Intellectual Property, Innovation and Management in Emerging Economies

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and Alojzy Z. Nowak**



First published 2010
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN

Simultaneously published in the USA and Canada
by Routledge
270 Madison Ave, New York, NY 10016

Routledge is an imprint of the Taylor & Francis Group, an informa business

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individual contributors, their contribution

Typeset in Times New Roman by
Kelly Winter
Printed and bound in Great Britain by
CPI Antony Rowe, Chippenham, Wiltshire

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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data

Intellectual property, innovation and management in emerging economies /
edited by Ruth Taplin and Alojzy Z. Nowak.

p. cm. – (Routledge studies in the growth economies of Asia)

Includes bibliographical references and index.

1. Intellectual property–Economic aspects–Developing countries.

2. Technological innovations–Economic aspects–Developing countries.

I. Taplin, Ruth. II. Nowak, Alojzy Z. (Alojzy Zbigniew)

K1401.I55655 2010

346.04'8–dc22

2010008208

ISBN10: 0–415–55960–X (hbk)

ISBN10: 0–203–84440–8 (ebk)

ISBN13: 978–0–415–55960–7 (hbk)

ISBN13: 978–0–203–84440–3 (ebk)

Intellectual Property, Innovation and Management in Emerging Economies

This book argues that intellectual property (IP) management development and innovation are fundamental to economic development, especially in newly emerging economies, which often hold vast reserves of natural resources and human knowledge that remain unprotected. It sheds light on countries that are gradually realising this situation, with examples from many parts of the world, including Eastern Europe, Africa and especially Asia, where in India a great deal is being made of innovation and IP to stimulate economic growth. These case studies are seen within the theoretical context of the future of cross-border IP, which is slowly becoming a reality. Specific examples go beyond the Patent Prosecution Highway, to which China has also recently signed up, and India's development of generic drugs at lower costs. Experts in the field, including practising IP lawyers, explain and criticise current and new models being tested in emerging economies concerning intellectual property rights (IPRs). Original case studies of hitherto little-understood breaches of African trademarks by the US and Japan, and patenting mistakes in relation to little-known Indian forest plants all damage emerging economies and their native people's lives. While proper implementation of IP laws by emerging economies themselves can lead to positive outcomes for all involved, the key is an independent judiciary coupled with thoughtful and thoroughly understood implementation of IP laws within the context of cross-border IP. The book shows through models how different emerging economies are at various levels of developing their IPRs and what paths they are taking to do this. Finally, it provides a comprehensive assessment of the ways in which innovation, protection and enforcement of IP laws can help newly emerging economies achieve economic growth without destroying natural and human resources, while moving ahead from the current global financial crisis.

Ruth Taplin is Director of the Centre for Japanese and East Asian Studies, UK. She is the author/editor of over 200 articles and 14 books, including most recently *Intellectual Property and the New Global Japanese Economy*, also published by Routledge. She is the editor of the *Journal of Interdisciplinary Economics*.

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I would like to dedicate this book in memory of Dick Wilson. I met Dick in his later years while I was at the beginning of my career and he encouraged my burgeoning interest in Asia. His knowledge of China in particular was extraordinary and I learned a great deal that has inspired me to do this book on emerging markets. In the year of the tiger it is apposite to remember his book *China: The Big Tiger* (Little, Brown, 1996), which not only predicted the rise of the Middle Kingdom but also foresaw that if China was not a partner of the West then they would become rivals, with China possibly partnering the other giant India or Russia.



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Alojzy Z. Nowak (editor) is Professor of Economics and Dean of the Warsaw University School of Management. He is also a President of the University of Warsaw Centre for Europe. Prof. Nowak is Chair in International Economics at the University of Warsaw and Chair in Finance at Kozminski University in Warsaw. He was educated both in Poland (at the Warsaw School of Economics and University of Warsaw) and abroad (in the USA at the University of Illinois at Urbana-Champaign, in England at the University of Exeter and in Germany at the Free University of Berlin). He has been a Visiting Professor in many American, European and Asian universities, teaching economic analysis of the European Union, International Economics, International Banking and Economics in Transition. He has published over 150 books and articles in Poland, USA, England, Belgium, Italy, Spain, Ukraine, Russia, Lithuania, China and Taiwan. Prof. Nowak is on the editorial boards of many national and international journals and is a member of many international organisations. Last year he was appointed as Chair of the Research Committee to the President of the Polish National Bank.

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Professor Taplin has been Editor of the *Journal of Interdisciplinary Economics* (www.jie.org.uk) for 19 years. She has a number of visiting affiliations with universities around the world and is a Visiting Fellow at Osaka City University, Visiting Professor at the School of International Business and Management, University of Warsaw, Poland and was a Visiting Fellow at the University of

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Acknowledgements

Ruth Taplin would like to thank her colleagues at Adams & Adams law firm, Pretoria, South Africa and R.K. Dewan & Co., trademark and patent attorneys, Pune, India for their support in terms of sponsorship and contributions to this book. She would also like to thank her co-editor Professor Alojzy Z. Nowak for his support throughout this project and Doctors Mohan and Niti Dewan for their special efforts.

She is also obliged to Peter Sowden, Asian Editor at Routledge for his continuing support, the contributors for their hard and original work for this book and all those who gave permission to use their materials and advice.

Alojzy Z. Nowak would like to thank Professor Kazimierz Ryc from the University of Warsaw, Faculty of Management for his wisdom, generosity and assisting him in the understanding of economics, finance and management.

Abbreviations

| | |
|---------|----------------------------------------------------------|
| AICRPE | All India Co-ordinated Research Project on Ethnobiology |
| AIPLA | American Intellectual Property Law Association |
| APDC | Andhra Pradesh Development Corporation |
| ARIPO | African Regional Intellectual Property Organization |
| AROPI | Association Romande de Propriété Intellectuelle |
| AS | Anglo-Saxon |
| ASEAN | Association of Southeast Asian Nations |
| BI | business incubator |
| BT | bio-technology |
| CHE | Commission on Higher Education |
| COMESA | Common Market for Eastern and Southern Africa |
| CSIR | Council for Scientific and Industrial Research |
| CUIPI | Chulalongkorn University Intellectual Property Institute |
| DCA | design center alliance |
| DIP | Department of Intellectual Property |
| DRAM | dynamic random access memory |
| DUS | distinctiveness, uniqueness and stability |
| EAT-SET | emergency auto transfusion set |
| EC | European Commission |
| EC | European Community |
| ECP | European Community Patent |
| EPC | European Patent Convention |
| EPO | European Patent Office |
| ERSO | Electronics Research and Service Organization |
| EU | European Union |
| FDI | foreign direct investment |
| FRAND | fair, reasonable and non-discriminatory terms |
| GATT | General Agreement on Tariffs and Trade |
| GDP | gross domestic product |
| GI | geographical indication |
| GIS | Global Innovation Scoreboard |
| GNP | gross national product |
| GSII | Global Summary Innovation Index |

| | |
|--------|----------------------------------------------------------------------------|
| HSP | Hsinchu Science Park |
| IC | integrated circuit |
| ICT | information and communication technology |
| IMF | International Monetary Fund |
| IP | intellectual property |
| IPC | International Patent Classification |
| IPR | intellectual property rights |
| IRE | Innovating Regions in Europe (Network) |
| ISIC | International Standard Industrial Classification |
| IT | information technology |
| ITRI | Industrial Technology Research Institute |
| ITRS | International Technology Roadmap for Semiconductors |
| JPO | Japan Patent Office |
| LOR | Licence of Rights |
| ME | medium enterprise |
| MNC | multinational corporation |
| MRAM | magnetoresistive random access memory |
| NABARD | National Bank for Agriculture and Rural Development |
| NDL | Nano Device Laboratory |
| NIE | newly industrializing economy |
| NIS | National Innovation System |
| NKC | National Knowledge Commission |
| NNI | National Nanotechnology Initiative |
| NRC | Nanotechnology Research Center |
| NSC | National Science Council |
| NSTPNN | National Science and Technology Program for Nanoscience and Nanotechnology |
| OAPI | Organisation Africaine pour la Protection de la Propriété Intellectuelle |
| OECD | Organisation for Economic Co-operation and Development |
| OHIM | Office for Harmonization in the Internal Market |
| OSMEP | Office of Small and Medium Enterprises Promotion |
| OSS | Open Source Systems |
| OTOP | one tambon one product |
| OTT | Office of Technology Transfer |
| OUM | ovonic unified memory |
| PCT | Patent Cooperation Treaty |
| PPH | Patent Prosecution Highway |
| PPP | purchasing power parity |
| PPVFR | Protection of Plant Varieties and Farmers' Rights |
| PRA | Property Rights Alliance |
| R&D | research and design |
| R&D | research and development |
| RCA | revealed comparative advantage |
| RDPM | Regional Development Platform Method |