



Chair: Goran Kuhar

Vice Chair: Randy Dihlon

***Intellectual Property Working Group***

# ***F2F meeting: IP Outcomes***

## OVERALL GOAL

Improve intellectual property protection tools to foster investment & innovation in the region

## STRATEGIC PRIORITIES:

1.- Improve understanding of IP protection in the region

a) **Regional Workshop** (first week of November in Brazil)

b) **Create a small planning group**: Goal – Work towards a recognition of PVP grants in the

region : Target audience TBD: PVP Officials, government representatives + SAA members +

Plant Breeders + UPOV

# IP Outcomes

- b) Build and maintain an on-line library of current situations, strategies and tools in each country
  - d) SAA Statements on key issues
  - c) Question & Answers document
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## **STRATEGIC PRIORITIES:**

### **2.- Setting the foundation – promoting Plant Breeding in the seed sector in the region**

- a) Gather synopsis of all the different campaigns around the world (eg: ASTA, ESA, Plantum)
- b) Develop a message for a SAA campaign

### **3.- More visibility of SAA**

- a) SAA events + More visibility in key magazines + Speak in national conventions

### **4.- “SAA Response System”**

Intervention from SAA when requested by a member (e.g.: Workshop Brazil)

# *Intellectual Property*

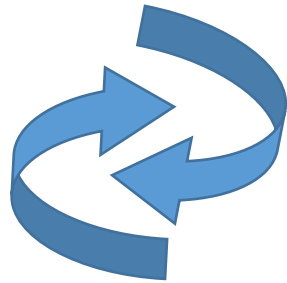


SAA to organize a face to face meeting in March/April

2014



Diagnosis of the current situation (per country)



Work Plan


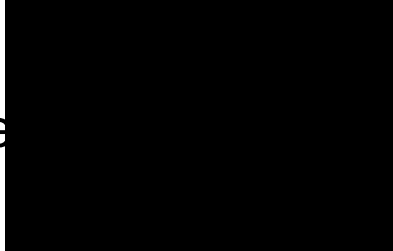
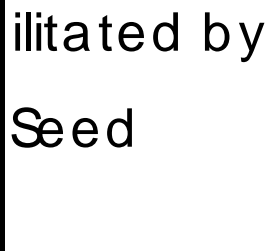


Involve key stakeholders

# MERCOSUR PVP Officials Meeting

- Held in Argentina, November 2013
- Organized by Argentina PVP office + UPOV
- SAA invited on behalf of the Breeders
- Main Outcomes:
  - Current situations regarding PVP in each country
  - Use of Molecular Markers
  - Electronic filing application
  - DUS testing
  - Variety Denominations according to UPOV system
  - Relation with Breeders

# 1<sup>st</sup> Workshop on Plant Variety Protection for the Americas

- Held in Sao Paulo, Brazil, November 3-4, 2014
- Participants from Canada, United States, Mexico, Chile, Paraguay, Brazil, Argentina, Uruguay, as well as the 
- Joint participation of PVP regulators and  facilitated by the Seed Association of the Americas (Seed Assoc.) 

# Workshop Objectives

- Improve the common understanding of Plant Variety Protection in the region
- Exchange of information on the processes for protection of new varieties of plants
- Identify opportunities for cooperation among National PVP Offices
- Identify opportunities to better communicate the benefits of Plant Breeders Rights

# Key Outcomes and Future Steps

- To highlight top priorities, participants agreed that following items rank high:



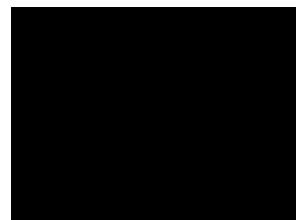
- Technical and policy aspects of using supplementary marker information:
  - Start differentiating soybean varieties
- **Development of electronic forms for PVP filing**
- Coordinate product naming across the region, with emphasis on soybeans
  - “Variety Denomination”

- Participants recognized the need to hold two F2F meetings in the future:

- Both workshops should include in their agenda

- Legal

- Technical/Science





# Seed Congress of the Americas

Promoting Seed  
Business in  
the Americas

September  
2014  
Mexico



**AMSAC**  
ASOCIACIÓN MEXICANA DE SEMILLEROS, A.C.



**Seed Association  
of the Americas**

*Thank you for your attention!*

*and Join SAA!*



[www.saaseed.org](http://www.saaseed.org)