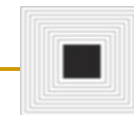

WIPO –KIPO-NIGERIA WORKSHOP ON INTELLECTUAL PROPERTY MANAGEMENT IN BUSINESS FOR SMES, ABUJA, JUNE 17-18, 2010

CASE STUDIES OF NIGERIAN SMES STRATEGIC USE OF IP ASSETS FOR BUSINESS SUCCESS

Dolapo Kukoyi – Partner Designate

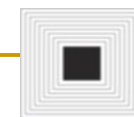


DETAIL
COMMERCIAL SOLICITORS

OUTLINE

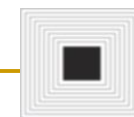


LESSONS



CHIVITA

- Brand of Fruit Juice owned by Chi Limited
- Medium Sized Nigerian Company
- IP Rights Used – Trademark, Industrial Design Rights and Geographical Indications
- Started Production in 1990 in a tough business environment
- Has progressed from a low single digit market share in 2002 to a market share that currently stands at 38%
- Recognised as a Proudly Nigerian Product that constantly strives to meet International standards
- Currently holds an exclusive franchise granted by WILD Germany for Caprisonne
- Chivita is currently exported to India



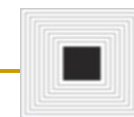
DETAIL
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CHIVITA



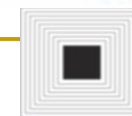
HOW DID THEY DO IT?

- Research and Development
- Improvement of its Technology
- Market Research and Consumer Surveys
- Aggressive Marketing Campaigns
- Constantly evolving products and packaging



DETAIL
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CHIVITA – HOW DID THEY DO IT

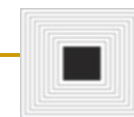


DETAIL
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HITV



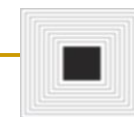
- Multi Channel Digital Satellite TV service provided by the Hi-Media Group
- Small Nigerian Business launched in 2007
- Its Primary IP Strategy that has largely contributed to its success is leverage from semi exclusive broadcast rights to show Major worldwide League Football Matches
- IP rights used - Copyright and related Commercial Rights
- Achieved 250,000 subscribers as at October 2009
- Shows 8 live Matches a week while DSTV shows 2
- Also secured broadcast rights for Major League Football Matches up to 2013





HOW DID THEY DO IT?

- Assessment of the Market
- Secured an IP Asset that gave it an edge over its competition
- Secured Government Support
- 8 Live Matches per week provides an added revenue stream
- Low Subscription Rates

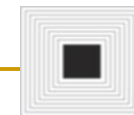


HITV



CHALLENGES

- Piracy
- Potential Revenues from quality content and technology remains untapped

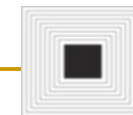


DETAIL
COMMERCIAL SOLICITORS

HOUSE OF TARA/ OREKELEWA



- Beauty and Skin Care Consulting Firm.
- Small Business founded by Tara Fela-Durotoye who started in 1997 (an undergraduate at the time) as a Bridal Make-Up Artiste with her first make-up shop.
- Start Up Capital was N15,000.00.
- IP Rights Used – Trademarks, Merchandising and Industrial Design Rights.
- Subsequently started a make-up studio HOUSE OF TARA and a make-up school for training and mentoring young women
- 4 years ago she began her Beauty Range OREKELEWA suited for the Black African Woman
- She has also launched a fragrance “Be Inspired”
- The OREKELEWA Beauty Range and Be Inspired Fragrance is sold at House of Tara Studios and through about 500 Beauty Reps across Nigeria.
- House of Tara also does personal appointments, bridal appointments and personal makeup Classes
- Tangible Assets (Inventory and cash Inclusive) come to over Seventy Million Naira



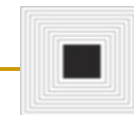
DETAIL
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HOUSE OF TARA/ OREKELEWA



HOW DID THEY DO IT ?

- Tara had built a reputation as a Make-Up Artiste which made it easier for the Nigerian market to accept her products.
- Tara has also leveraged effectively on her pioneer status in the industry.
- Tara's experience as a Make Up Artiste for Black African Women influences the quality of her Beauty Range.
- There is a personal touch to the business that takes the needs and idiosyncrasies of the Nigerian Woman into consideration.
- The personal touch also ensures that each woman reached by personal contact uses at least one product in the OREKELEWA beauty range.
- HOT's marketing strategy creates different channels for revenue streams.
- Products are also reasonably priced.



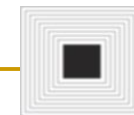
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HOUSE OF TARA/ OREKELEWA



POTENTIAL IP ASSETS/ REVENUE

- Beauty Range can be produced locally with HOT's proprietary formula, Industrial design rights etc.
- More Potential for merchandising

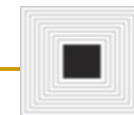


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BLUELABS



- Communications Design Agency.
- Small Business started in 2004 owned by three young men under age 35.
- IP Rights used – Copyright, Creative Design and Software
- Tangible Assets worth 7 million Naira
- Turnover 2009 – 42 million Naira



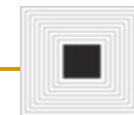
DETAIL
COMMERCIAL SOLICITORS

BLUELABS



HOW DID THEY DO IT?

- Leverage on their creative ability
- Bluelabs makes it clear in its terms and conditions documents who owns what in terms of IP Rights.
- Makes confidential information explicitly so.
- For bespoke services to its clients, Bluelabs assign all their inherent rights in the work to the client and charges the client accordingly.
- For its content management software in Website Development, Bluelabs grants a one-off license.
- For IP owned by Third Parties, Bluelabs would usually grant the Client a sub-license.



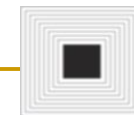
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BLUELABS



CHALLENGES

- Constrained by the present operating environment.
- No Idea of the value of its Intangible Assets and the potential for revenue generation.
- Virtually no IP Protection on most of its IP Assets



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LESSONS

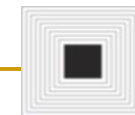
- At Inception, identify and have a strategy for managing, maximizing and protecting your IP
- Factor in Advisers/Consultants early.
- Competitiveness.



LESSONS - COMPETITIVENESS

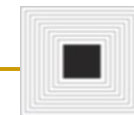
To be competitive SMEs need to constantly improve their efficiency, enhance the reputation of their products and services by:

- ❑ Investing in research and development
- ❑ Acquiring new technology
- ❑ Improving management practices
- ❑ Developing creative and appealing designs
- ❑ Effectively marketing their products and services



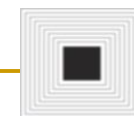
FOOD FOR THOUGHT

Is there an enabling environment for
SMES to effectively manage their IP?



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-
- THANK
 - YOU
 - FOR
 - LISTENING



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