Intellectual Property and Gastronomic Tourism

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Oluwatobiloba Moody
Director, WIPO Nigeria Office
The global forum for intellectual property

- Our mission is to lead the development of a balanced and effective international IP system that enables innovation and creativity for the benefit of all.

- A world where innovation and creativity from anywhere is supported by intellectual property for the good of everyone.

- Various organizational activities aim to: improve access to the IP system, make it easy to protect IP assets, make IP laws, make IP work for development, and support policymakers.

- Established, 1967; 193 member states; 26 treaties administered; 1300 staff from 120 countries; Geneva HQ.
Where we are

Geneva HQ

New York

Algeria

Nigeria

Brazil

Singapore

Japan

China

Russia
Intellectual property

- Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
- IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create.
- By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.
- Common forms include: patents, trade secrets, trademarks, designs, geographical indications, utility models, copyright, plant varieties.
Common Forms of Intellectual Property

- Trademarks
- Patents
- Copyright
- Trade Secrets
- Geographical Indications
- Industrial Designs
- Plant Varieties
- Traditional knowledge
IP/Gastronomy

■ Patents
  ■ An exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.
    ■ Novelty, inventive step/non-obviousness, capable of industrial application/utility

■ Geographical Indications
  ■ A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.
Trade mark
- A combination of letters, words, sounds or designs, capable of distinguishing goods or services of one undertaking from those of others in the marketplace.
- Registration is usually ten years, but may be renewed indefinitely.

Copyright (or author’s right)
- a legal term used to describe the economic/moral rights that creators have over their literary and artistic works.
- Works covered include books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings.
Intellectual Property and Gastronomy: Case Studies
IP and Gastronomic Tourism


Key project objectives

- Promote the use of IP in culinary traditions (food and beverages) for application in the tourism sector
- Allow mapping, development and sustainable use of culinary traditions in participating countries
- Strengthen capacity of economic operators linked to the gastronomic tourism sector to use and take advantage of IP tools and strategies
- Raise awareness of the advantages that the use of IP can bring to gastronomic tourism activities.

Pilot Countries: Morocco, Cameroon, Peru, Malaysia
Morocco

- Maghreb Region (North Africa); 37 million.
- Official language Arabic and Berber (French also widely spoken)
- The project aims to promote the use of intellectual property (IP) related to culinary traditions (food, beverages, handicrafts) in the tourism sector in Morocco and to enable the development and sustainable exploitation of culinary traditions and culture in Morocco.
Key output/activities:

- Scoping study (November 2021) explored emblematic and evocative Moroccan dishes, highlighting the regional richness either through the products used, the methods, the traditions or the history of the dish.

- Roundtable (December 2021) The Moroccan Office of Industrial and Commercial Property (OMPIC) organized a Round Table to discuss the Scoping Study and select the culinary traditions that would be the subject of the IP Analysis; eight selected
Pastilla au pigeon

Harira

Cérémonie du thé

Tangia

Méchoui

Cornes de gazelle
IP analysis (June 2022) The IP Analysis explored the selected culinary traditions and proposed a wide range of IP tools for each one of them: individual marks (for products, producers, fairs), collective marks (for products/ingredients), appellations of origin, official certification, industrial designs (for ingredients packaging or traditional utensils), distinctive signs of origin and quality.

National seminar (September 2022) The national seminar organized by WIPO and the Moroccan Industrial and Commercial Property Office (OMPI) took place in Casablanca on September 26, 2022.

International workshop (October 2022)
Cameroon

- West central Africa; 27 million, 250 languages (French and English official languages)
- Portuguese, German, French, British influences
- Named after the Portuguese word for “shrimp” (“camarão”)
- Project aim to promote the use of IP in relation to culinary traditions of Cameroon, conscious of the relevance of gastronomy as a way to boost tourism.
- Ministry of leisure and Tourism of Cameroon (MINTOUL) committed to making Cameroon a popular gastronomic tourist destination
Key output and activities

- Scoping study – 20 dishes with international and national significance – potential of tourism (October 2021)
- Roundtable – 100 participants. 10 dishes selected + 4 reserves (December 2021)
- IP analysis – recipes, traditions, tourist attractions + related activities (June 2022)
- National Seminar – 150 participants. In coordination with MINTOUL (June 2022)
- International seminar (October 2022) at WIPO, Geneva.
Ndolè

- Often considered the national dish of Cameroon and one of its most emblematic specialties with huge potential for gastronomic tourism.
- Originates from the Littoral region.
- It has been exported and featured on restaurant menus around the world for decades.
  - According to Christian Abégan, Ambassador for Cameroonian gastronomy, ndole is now served throughout the world – from London, Paris (Fatou Sylla has it as the specialty of her restaurant – WalyFay) and Monaco to Japan – on occasions of various kinds.
- The idea is to popularize the dish by adapting it according to the substitute ingredients available.
- TK, GI’s, Trade Secrets, Patents.
Some IP considerations

- **Patents (TK/GRs)**
  - Known for its medicinal benefits, ndole is already being used in a diabetes medication. A patent application submitted to OAPI in 2011, by Mr. Luc Kaldjob, was granted in 2017.
  - Ndole in Cameroon may also contain a substance for use against cancer. The genetic resource associated with ndole, vernonia amygdalin, enters into several patent applications, including one submitted in 2002 by Ernest B. Izevbigie.

- **Trademark**
  - A distinct identity drawn from how made in Cameroon: only in Cameroon is it combined with meat, shellfish and peanuts, producing a magic mixture of sweet, salty and bitter flavors.
Traditional knowledge

The process of selecting and removing bitterness from the vernonia leaves; ancient, ancestral methods involving crushing the leaves in a mortar, washing and re-crushing them and then washing them again; Stomping for hours on a mesh sack filled with ndole and rinsing same until the bitterness has been eliminated. This control of bitterness by the Sawa people constitutes real, potentially valuable know-how of Cameroonian or Sawa origin.

Geographical indications

Can the name ndole be reserved only for dishes prepared with authentic ndole leaves? Possible challenges with its widespread use across Cameroon.
Thank you

oluwatobiloba.moody@wipo.int

nigeria.office@wipo.int

Contact us!