

## **BIKOL PILI INTRODUCED AS PHILIPPINE'S FIRST COLLECTIVE MARK IN INTERNATIONAL MEETING**



*(l-r) Ambassador Carlos Sorreta and IPOPHL Director Jesus Antonio Ros meet during CDIP32; WIPO delegates sample Bikol pili-based products ; Ambassador Sorreta poses in front of the Philippine booth with IPOPHL Atty. Irma Murcillo and Mission's Felipe Carino .*

**03 May 2024, Geneva** – The PH delegation presented the country's first collective mark, *BIKOL PILI*, on the sidelines of the 32nd session of the Committee on Development and Intellectual Property (CDIP) at the World Intellectual Property Organization (WIPO). The PH delegation was composed of Director Jesus Antonio Z. Ros, Atty. Joan Janneth M.

Estremadura and Atty. Irma Vera Morcillo, of the Intellectual Property Office of the Philippines, Bureau of Trademark, and representatives of the PH Permanent Mission.

The report on Bikol Pili collective mark entitled, *"Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue"* was approved along with projects by Brazil, Tunisia, and Bolivia, under the Development Agenda of WIPO.

A side event featuring the experiences and best practices of recipient-local community/stakeholders in the four economies (Philippines, Brazil, Bolivia, and Tunisia) was held on April 30, 2024.



The project of the Philippines enabled the recipient local organization, Orgullo Kan Bikol (OKB) Inc. to register its collective mark, BIKOL PILI, in 2022. (A collective mark is used by members of an organization to identify and distinguish its products or services from non-members). The OKB now has 156 members with the “Bikol Pili” collective mark being used across various pili-based products.

A booth featuring native products and design derived from the Bikol pili nut from candied pili nuts, oils, to fashion accessories, highlighting pili, an endemic plant species in the Philippines that is largely found in the Bicol region, was launched on April 29. Free samples were distributed to all the delegates and WIPO officials.

Director Ros said that despite the challenges of the Covid19 pandemic, the proponents stayed on course under the supervision of the CDIP Secretariat and the IPOPHL.

He said that the *‘pandemic limited the execution of the initial stages of the formulation of the collective mark. However, this did not prevent the beneficiary countries from implementing the project through resourcefulness and creativity, while utilizing available technology in conducting consultations, seminars, workshops, and capacity building programs to introduce the concepts and benefits of collective marks.’*

Permanent Representative Carlos D. Sorreta said that *‘the Philippines once again stands proudly on the world stage with the successful implementation of the Bikol Pili, its first collective mark, in cooperation with WIPO. The Philippines believes that WIPO through the Development Agenda, is a platform to empower MSMEs and local businesses in emerging economies to develop, nurture, and successfully implement creative and innovative ideas by utilizing the Intellectual Property tools to grow their businesses.’*

He also conveyed that the *‘the Bikol Pili story is a testament to the importance of building synergies among institutions and people, as well as weaves a story of a local community’s hard work, passion, and desire to uplift their lives together through collaboration,*

*understanding, and use of available technology, while promoting local culture in their creative and innovative products.'*



*Delegates showing off the Bikol Pili products*

Last May 1 during the CDIP32, the Philippines and Brazil successfully secured the approval and support for Phase 2 of their respective projects for an additional two years that will include product development and marketing in global markets.



*The Philippine booth was a hit among the delegates during CDIP32*

Through cooperation among national and local government agencies, MSMEs, and rural communities, the Philippines has been successfully utilizing technical assistance and capacity building mechanisms under WIPO's Development Agenda. With the approval of Phase 2 of Bikol Pili in 2024, IPOPHL is eyeing testing and project conceptualization in other communities. Another project entitled '*IP and Innovation Collaboration as a*

*Foundation for Technology Transfer and Bringing Research Output to Market'* approved by WIPO in 2023 involved research management and partnerships between PH academic institutions, WIPO, and IPOPHL. **END**