



World Intellectual Property Day is observed every year across the globe on **26 April** to raise the awareness about the impacts of Intellectual Property (IP) on our daily life.

World Intellectual Property Day is also known as **World IP Day**.

It was established by World Intellectual Property Office (**WIPO**). It promotes the role of IP in stimulating innovation and creativity.

In fact World Intellectual Property Day provides an opportunity for IP offices, inventors and enterprises whether big or small to discuss and connect each other about the emerging various innovations that will help in shaping the world and also improves the living of people.

World Intellectual Property Day 2019: Theme

The theme of World Intellectual Property Day 2019 is “Reach for the Gold: IP and Sports.”

According to WIPO, this year’s World Intellectual Property Day campaign – Reach for Gold – takes a closer look inside the world of sports. It explores how innovation, creativity and the IP rights that encourage and protect them support the development of sport and its enjoyment around the world.

The universal values sports encompass – excellence, respect and fair play – power their global appeal. Today, thanks to advances in broadcasting and communications technologies, anyone, anywhere, can follow sporting action around the clock, tracking the performances of their favorite athletes and teams without leaving home.

From WIPO’s press release, “Sports have become a multi-billion dollar global industry – one that generates investment in facilities (from sports stadia to broadcasting networks), employs millions of people around the world, and entertains many more.

Business relationships built on IP rights help to secure the economic value of sports. This, in turn, stimulates growth of the industry by enabling sporting organizations to finance the events we savor, and by providing the means to promote sports development at the grassroots.

On this day we look at how sports businesses use patents and designs to foster the development of new sports technologies, materials, training, and equipment to help improve athletic performance and engage fans worldwide.

We find out how trademarks and branding maximize commercial revenue from sponsorship,



merchandising and licensing agreements. These revenues offset the cost of organizing world class events, such as the Olympic Games and World Cup series, and ensure that the value and integrity of these spectacular events are safeguarded.

We look at how sports personalities are able to generate earnings from sponsorship deals with brand owners and by leveraging their own brands as athletes.

We explore how broadcasting rights underpin the relationship between sport and television and other media that bring fans ever closer to sporting action.

We zoom in on some of the game-changing technological advances in robotics and artificial intelligence that are driving change in all sports fields.

This year's campaign is an opportunity to celebrate our sporting heroes, and all the people around the world who are innovating behind the scenes to boost sports' performance and its global appeal."

COSOTA, the Tanzania copyright association will also be organizing an event to commemorate the day.

Please Join ABC Attorneys in celebrating the power of sports to engage and inspire, to innovate and unite us all in pushing the boundaries of human achievement in Tanzania.

World Intellectual Property Day: History

Do you know that the WIPO is a specialised agency of the United Nations?

It is committed to develop a balanced and approachable international intellectual property (IP) system, which reward creativity, encourage innovation and contributes to economic development while safeguarding the public interest.

In **2000**, WIPO's member states designated April 26, the day on which the WIPO Convention came into force in **1970**. They want to minimise the gap between IP as a business or legal concept and its relevance to people's lives.