



Industrial Property Protection
Directorate, Ministry of Industry,
Commerce and Supply

Cartoon:

"Intellectual Property - Protection for you and
for me"

**Statistical report on the cartoon entitled
"Intellectual Property - Protection for you and for me"**



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A cartoon entitled "Intellectual Property - A protection for you and for me" was screened at the Chamber of Commerce of Amman in 4 sessions on March 9 and 10, 16 and 17, 23 and 24 and 30 and 31, 2015. 94 participants from the public and private sector watched the cartoon. Two questionnaires were distributed to the participants, one before and another after the screening. 94 replies were collected in order to determine how much the participants benefited from the cartoon content, to know their opinions and to take those opinions into account in developing methods and tools for raising awareness about Intellectual Property Rights (IPRs).

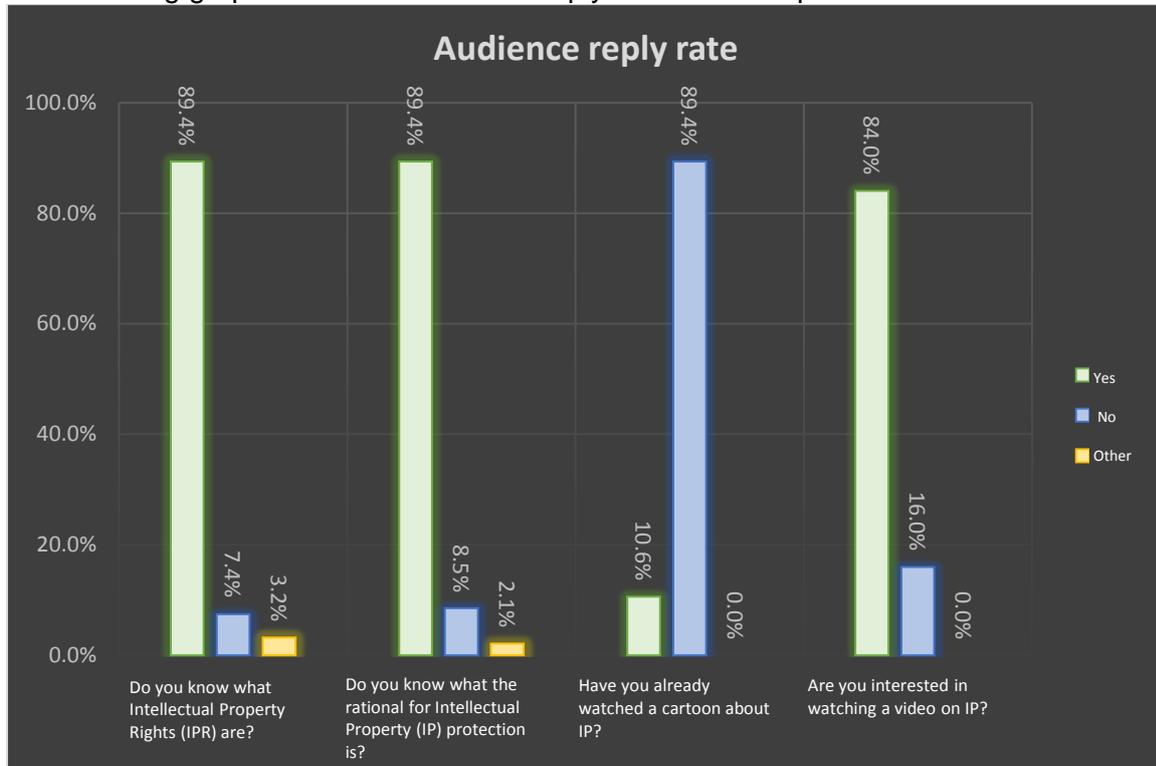
Before watching the cartoon, a questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
1	Do you know what Intellectual Property Rights (IPRs) are?	89.4%	7.4%	3.2%
2	Do you know what the rationale for Intellectual Property (IP) protection is?	89.4%	8.5%	2.1%
3	Have you already watched any cartoon about IP?	10.6%	89.4%	0.0%
4	Are you interested in watching a video on IP?	84.0%	16.0%	0.0%



The following graphs show the audience reply rate for each question:

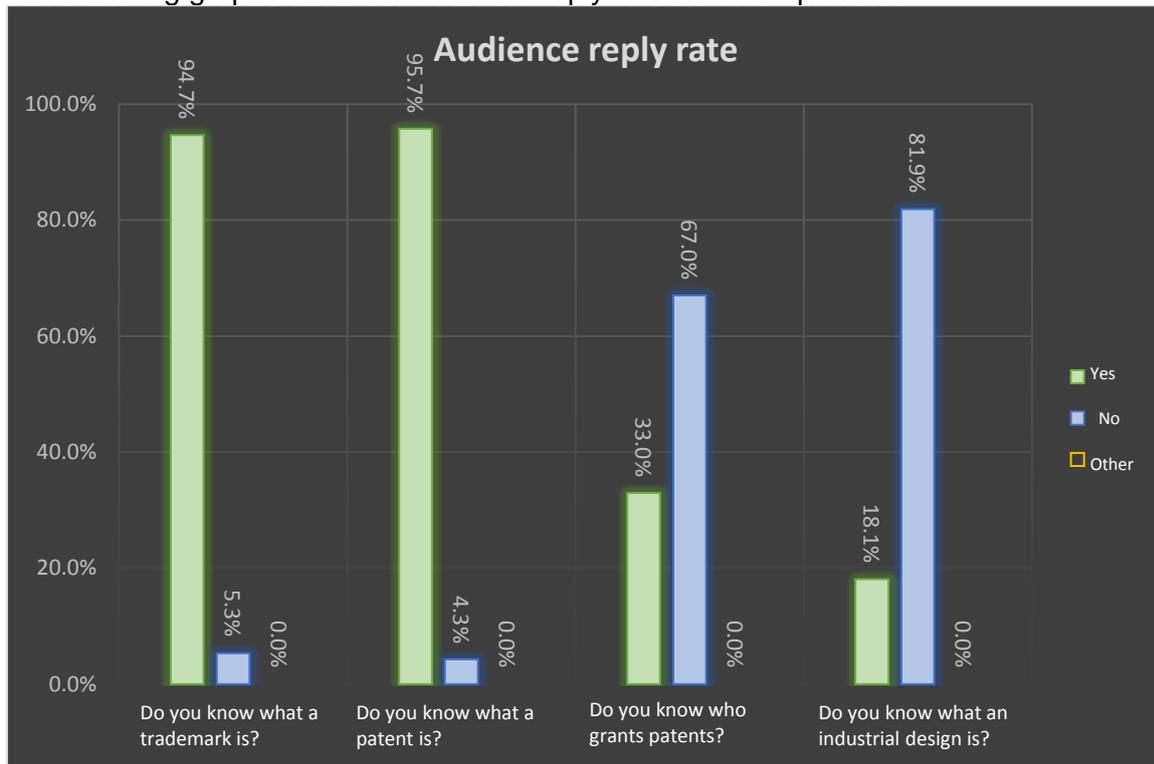




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
5	Do you know what a trademark is?	94.7%	5.3%	0.0%
6	Do you know what a patent is?	95.7%	4.3%	0.0%
7	Do you know who grants patents?	33.0%	67.0%	0.0%
8	Do you know what an industrial design is?	18.1%	81.9%	0.0%

The following graphs show the audience reply rate for each question:

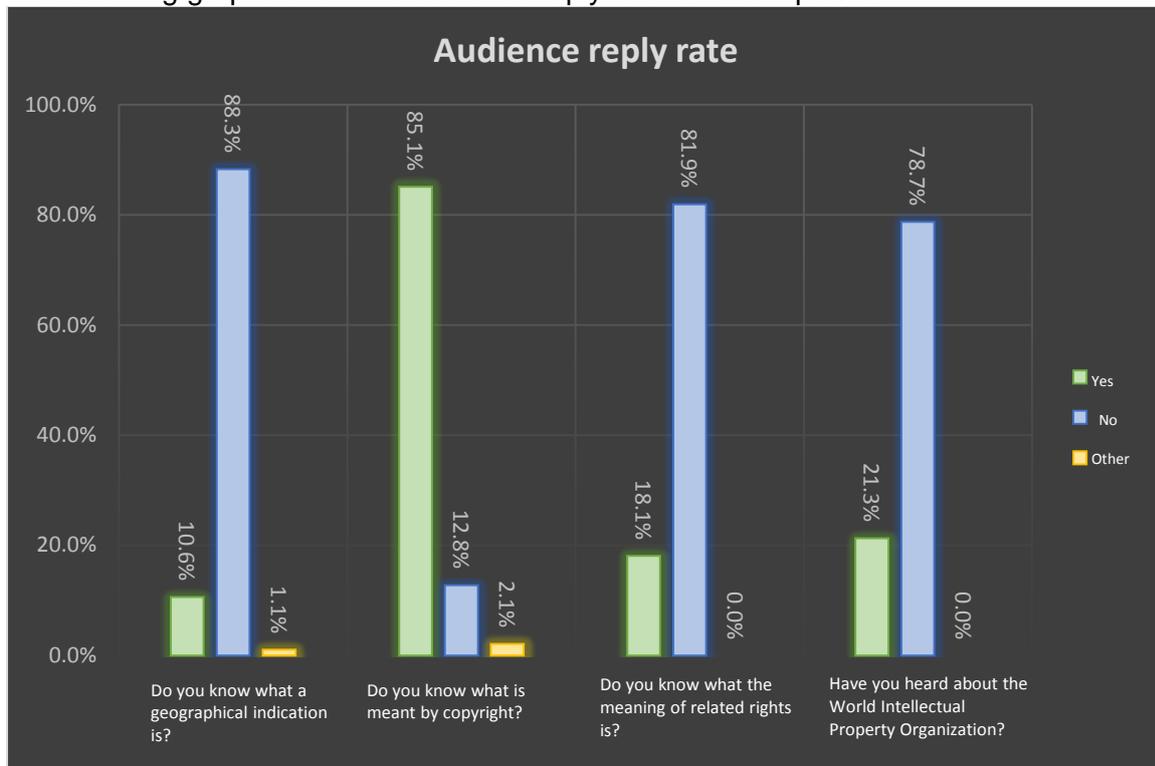




The following table shows the audience reply rate for each question:

	Before the screening of the cartoon	Yes	No	Other
9	Do you know what a geographical indication is?	10.6%	88.3%	1.1%
10	Do you know what is meant by copyright?	85.1%	12.8%	2.1%
11	Do you know what the meaning of related rights is?	18.1%	81.9%	0.0%
12	Have you heard about the World Intellectual Property Organization (WIPO)?	21.3%	78.7%	0.0%

The following graphs show the audience reply rate for each question:



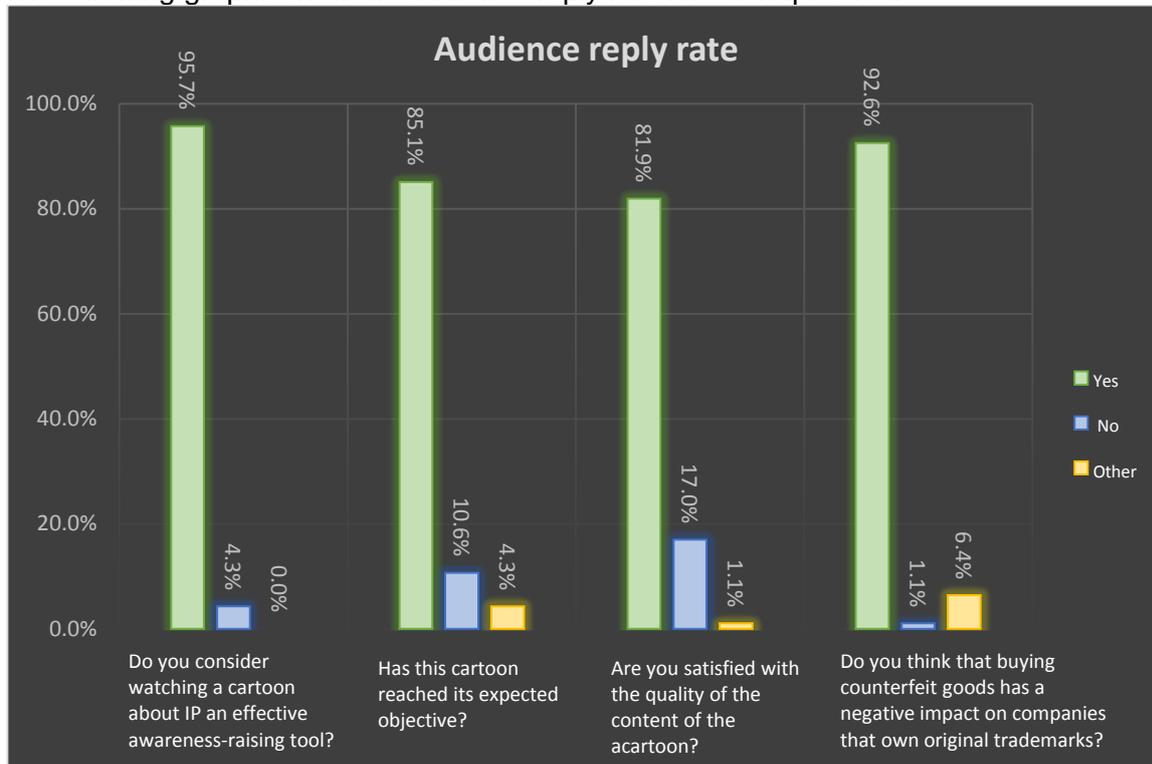


After watching the cartoon, another questionnaire was distributed to the audience. The replies were collected and analyzed.

The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
1	Do you consider watching a cartoon about IP an effective awareness-raising tool?	95.7%	4.3%	0.0%
2	Has this cartoon reached its expected objective?	85.1%	10.6%	4.3%
3	Are you satisfied with the quality of the content of the cartoon?	81.9%	17.0%	1.1%
4	Do you think that buying counterfeit goods has a negative impact on companies that own original trademarks?	92.6%	1.1%	6.4%

The following graphs show the audience reply rate for each question:

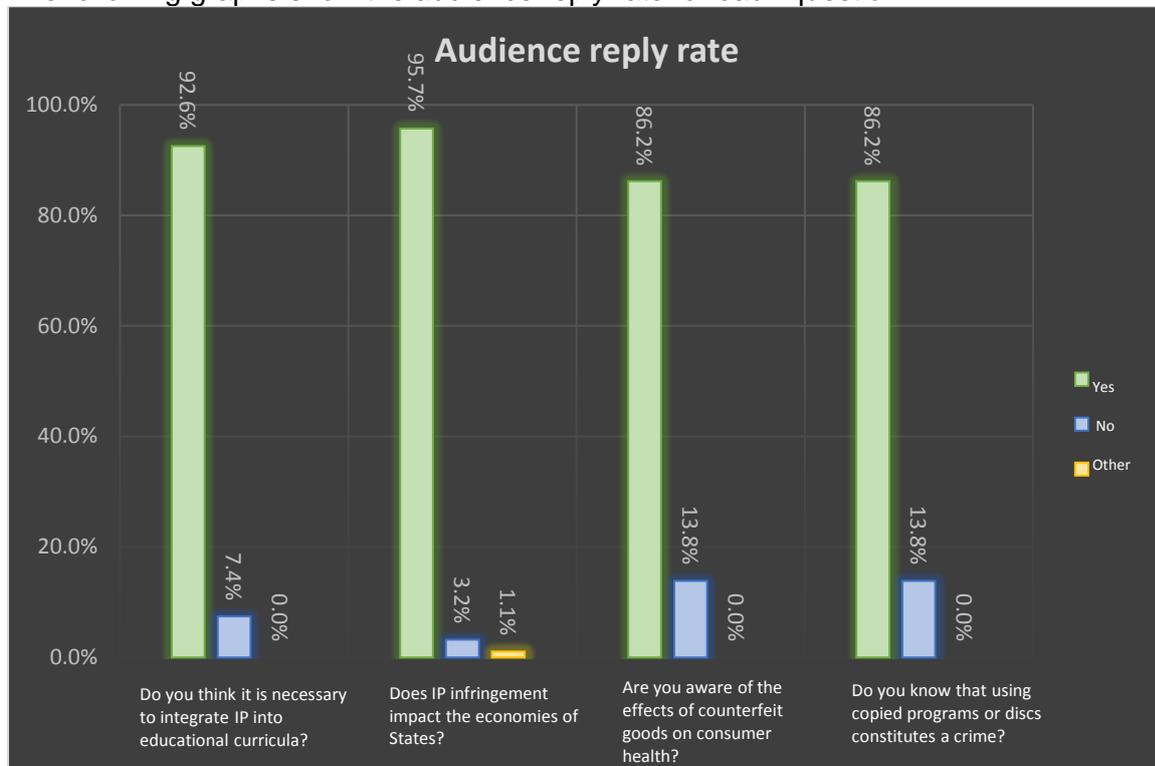




The following table shows the audience reply rate for each question:

	After the screening of the cartoon	Yes	No	Other
5	Do you think it is necessary to integrate IP into educational curricula?	92.6%	7.4%	0.0%
6	Does IPR infringement impact the economies of States?	95.7%	3.2%	1.1%
7	Are you aware of the effects of counterfeit goods on consumer health?	86.2%	13.8%	0.0%
8	Do you know that using copied programs or discs constitutes a crime?	86.2%	13.8%	0.0%

The following graphs show the audience reply rate for each question:





We received some observations and recommendations after the screening of the cartoon

Positive observations:

1. The cartoon is expressive and sufficient.
2. Many thanks to everyone who contributed to this work.
3. The cartoon's idea is good.
4. Cartoons are very important.
5. The cartoon proved clearly the aim of IP.
6. Good cartoon with a clear and concise message.

Recommendations:

1. It would be better if the cartoon explained in brief the legal consequences of IPR infringement and the probable consequences for the infringer. It would be better also to add a legal opinion and try to resolve IP infringement phenomena.
2. Why not reduce custom taxes on original products in order to compete with counterfeit products?
3. The cartoon should include voices of actors from each country and be screened in other Arab countries.
4. Indicate the procedure to get IP protection and the Authority that grants such protection in Jordan.
5. The cartoon is in Egyptian dialect. It would be better if it was in classical Arabic. There are firms in Jordan able to make a better cartoon and submit it to the League of Arab States for approval. It is an obsolete cartoon in terms of form and content.
6. I hope that awareness-raising activities would be extended to all advertising media to reach a larger number of people in order to raise their awareness on the rights of producers and intellectuals and incite infringers not to violate IPRs.
7. It would be better to screen it many times, if possible, as people may not grasp the idea in the first screening.
8. Please focus on religious ethics to prohibit these practices.
9. The cartoon should be longer.



10. Please publish it on websites.
11. Raise the awareness of Jordanian society in general on IP using diverse advertising tools and mass media, especially the Internet.
12. Educate people or this cartoon audience about sanctions for people buying counterfeit products.
13. I should like this cartoon to be in Jordanian dialect and to get in touch with Jordanian artists such as Zaydoon Karadsheh.
14. Add contact information, such as a phone number or a website, at the end of the cartoon.

Observations:

1. This cartoon did not affect me and I felt that it is prosaic. My convictions concerning IP stem from the fact that stealing the thoughts and works of other is religiously prohibited. We have to focus on this matter.
2. IP, IP enforcement in Jordan and IP benefits should be explained first, if possible.
3. Films have a more realistic effect than cartoons, there are real examples about the harms caused by counterfeit goods.
4. Despite awareness-raising campaigns, people will always look for less expensive goods, even if they are fake.
5. There is some exaggeration in the cartoon.