

EMPOWERING WOMEN IN TRADITIONAL MEDICINE: LEVERAGING INTELLECTUAL PROPERTY FOR SUSTAINABLE DEVELOPMENT

**Presenter: Mrs. Mulu Almaw, Owner of Mulu
Hemorovin®, Ethiopia**



AGENDA

Introduction To Personal Journey in Traditional Medicine (TM)

Challenges mitigating in my IP journey

Overcoming Challenges: Through leveraging IP rights

Future plan

INTRODUCTION TO PERSONAL JOURNEY IN TRADITIONAL MEDICINE

- My journey in traditional medicine started unexpectedly.
- I was a teacher before, but I had a different idea inside me.
- I turned to traditional medicine because I found a medicine for hemorrhoids and warts.
- I never thought it would become a business and make money.
- At first, I gave the medicine to people for free or for a small fee.
- After teaching for about 3 years, I shared my idea with a friend. He believed it could become a big business.
- I got a license for traditional medicine while still teaching.
- As my career grew, I decided to focus completely on traditional medicine.

INTRODUCTION TO PERSONAL JOURNEY IN TRADITIONAL MEDICINE CONT.

- It was challenging to get a business license and reach customers.
- People didn't trust traditional medicine, especially coming from a woman like me.
- So, I joined a traditional healer's association to gain trust and promoted my work through radio, social media, and ads.
- One day, I went to an WIPO's IP training at University of Gondor. I learned about trademarks and registered my product as MULU HEMOROVIN®.
- This helped me get more customers and become competitive.
- I even opened a second branch.



CHALLENGES MITIGATING IN MY IP JOURNEY

- Obtaining a commercial license for traditional medicine:
 - Requirement to prove efficacy and safety of the product.
 - Overcoming regulatory hurdles and meeting stringent requirements.
- Overcoming community skepticism towards traditional medicine and women practitioners:
 - Addressing misconceptions and lack of faith in traditional healing practices.
 - Advocating for recognition and acceptance within the community.



OVERCOMING CHALLENGES: THROUGH LEVERAGING IP RIGHTS

- Strategies employed to overcome challenges:
 - Trademark registration played a crucial role for my success
 - Be a member of traditional healer's association to gain community acceptance.
- Importance of building trust and credibility:
 - Leveraging personal experiences and testimonials to demonstrate product efficacy.
 - Establishing partnerships with reputable organizations and institutions to enhance credibility.

INCREASING MARKETABILITY WITH IP PROTECTION

- Decision to register MULU HEMOROVIN® under Ethiopian intellectual property authorities.
- Benefits of trademark registration:
 - It Enhances my product promotion and brand recognition.
 - It Establishes my credibility and trust with customers and stakeholders.
- Impact of Mulu hemorovin registration on business growth:
 - Increased customer trust and confidence.
 - Expanded market reach and competitive advantage.

100 ML

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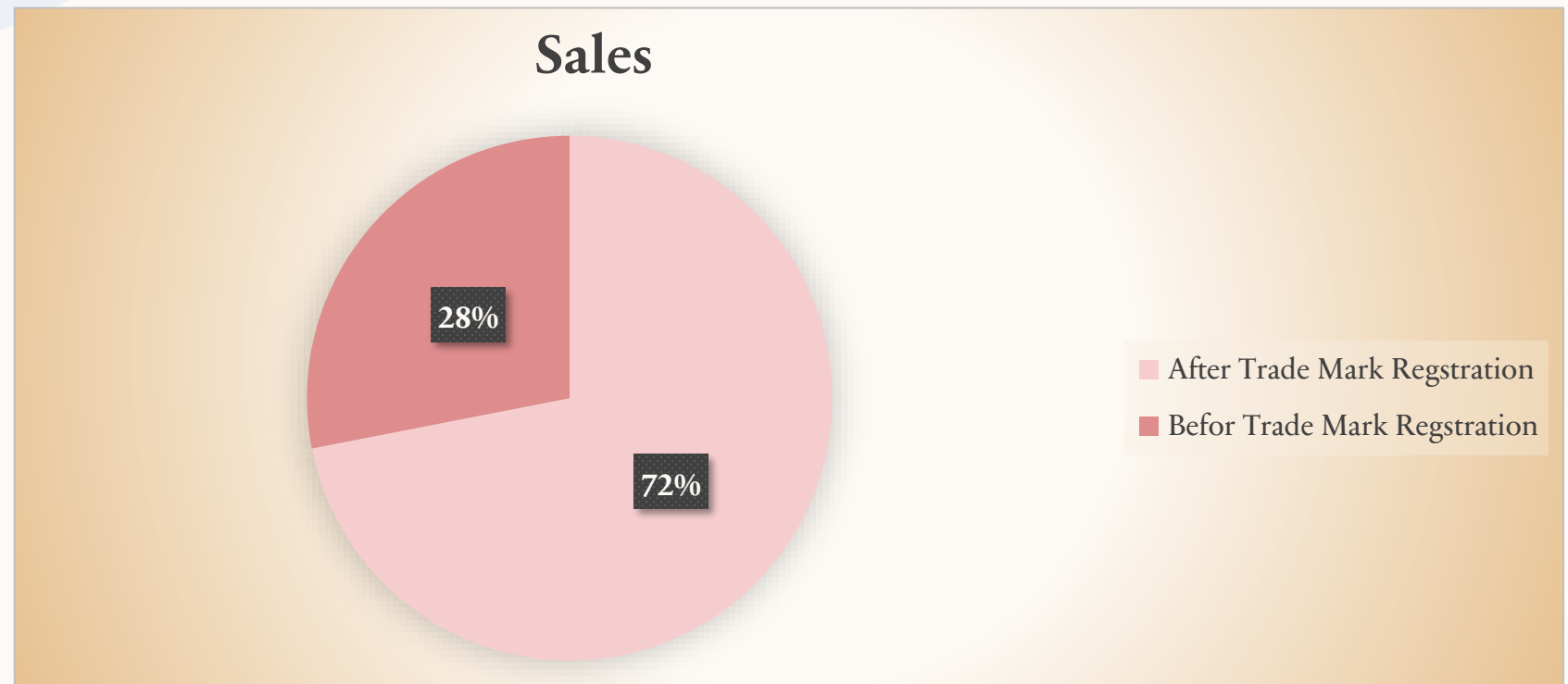
**MULU
HEMOROVIN®**



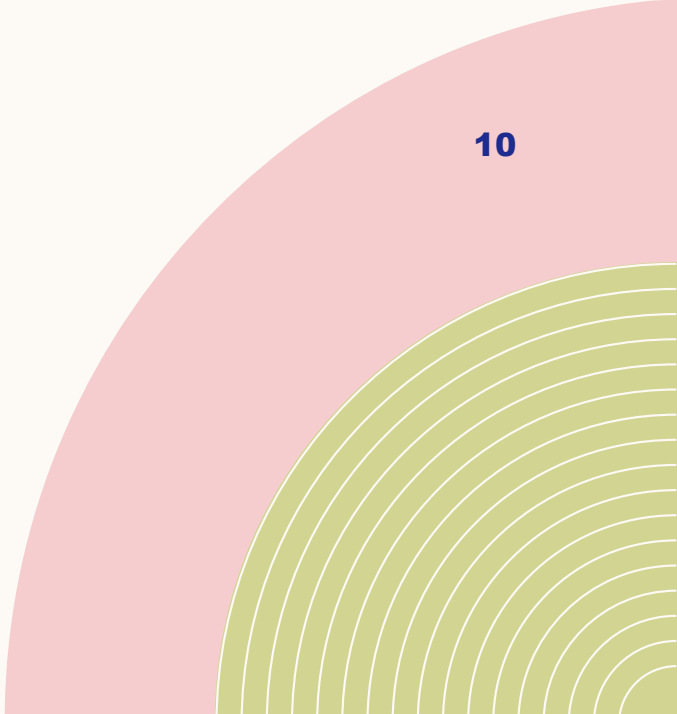
INCREASING MARKETABILITY WITH IP PROTECTION CONT.

- Opening of a second branch within 1 year of trademark registration.
- Role of intellectual property in promoting sustainable development:
 - Facilitates innovation and entrepreneurship in traditional medicine.
 - Contributes to economic growth and job creation.
- Future plans for brand growth and patent ownership:
 - Exploring opportunities for further expansion and innovation.
 - Discussing potential patent applications to protect unique formulations or processes.

HOW OUR SALES GOES BEFORE AND AFTER TRADE MARK REGISTRATION



MY PARTICIPATION ON WIPO TRAINING ON NATIONAL AWARENESS ON BRANDING AND TM DEVELOPMENT IN ETHIOPIA





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Mulu Hemorovin®

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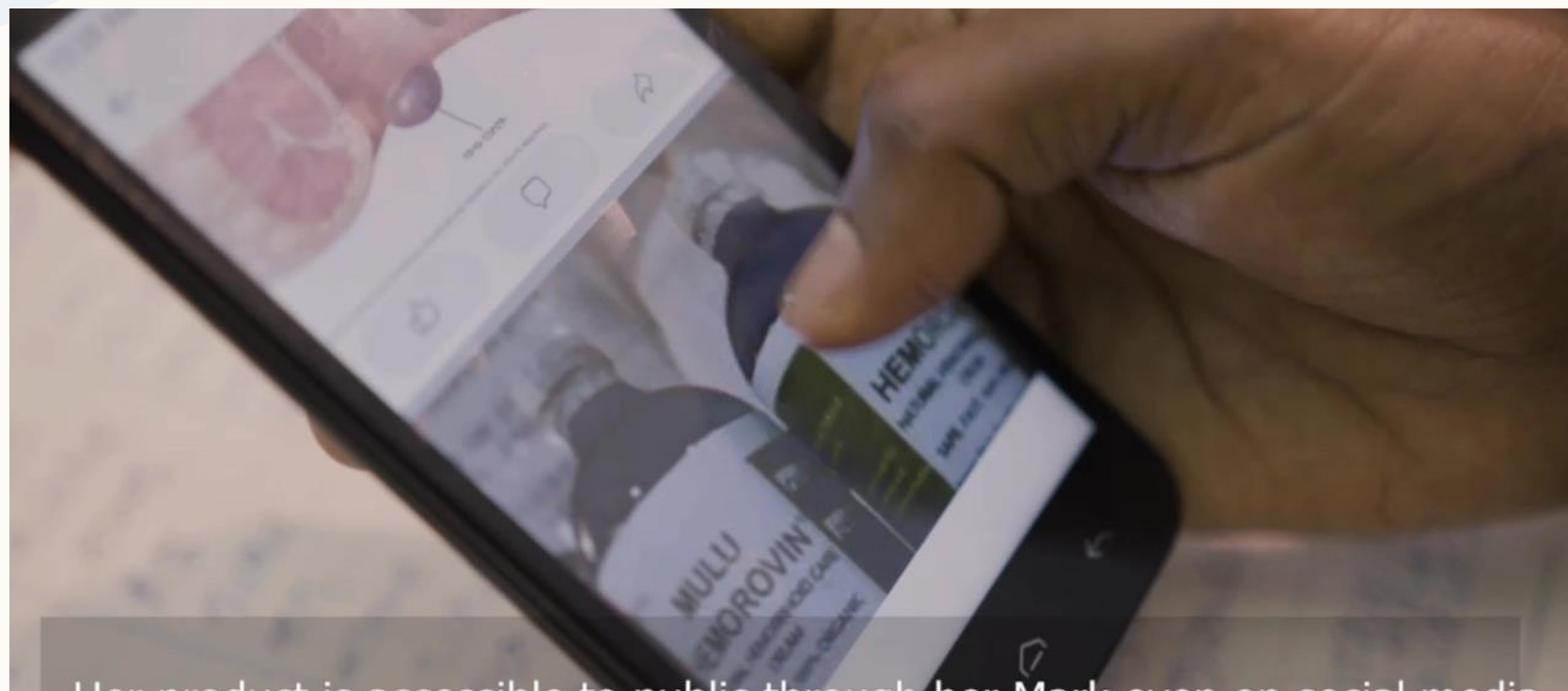
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Sample Stickers prepared in Amharic language contains our trade mark its purpose, address and phone numbers for promotional purpose

HOW WE USED SOCIAL MEDIA TO PROMOTE MULU HEMOROVIN



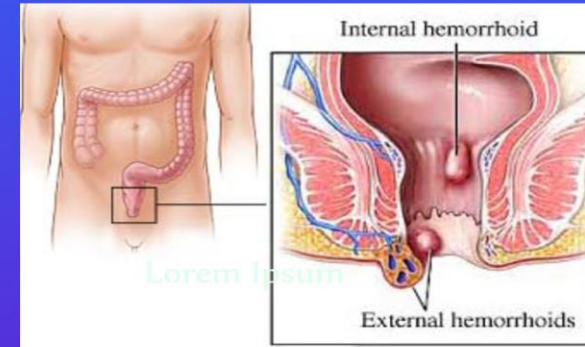
EDUCATIONAL BANNER ABOUT, TYPES, SYMPTOMS AND CAUSES OF HEMORRHOIDS IN AMHARIC LANGUAGE 13

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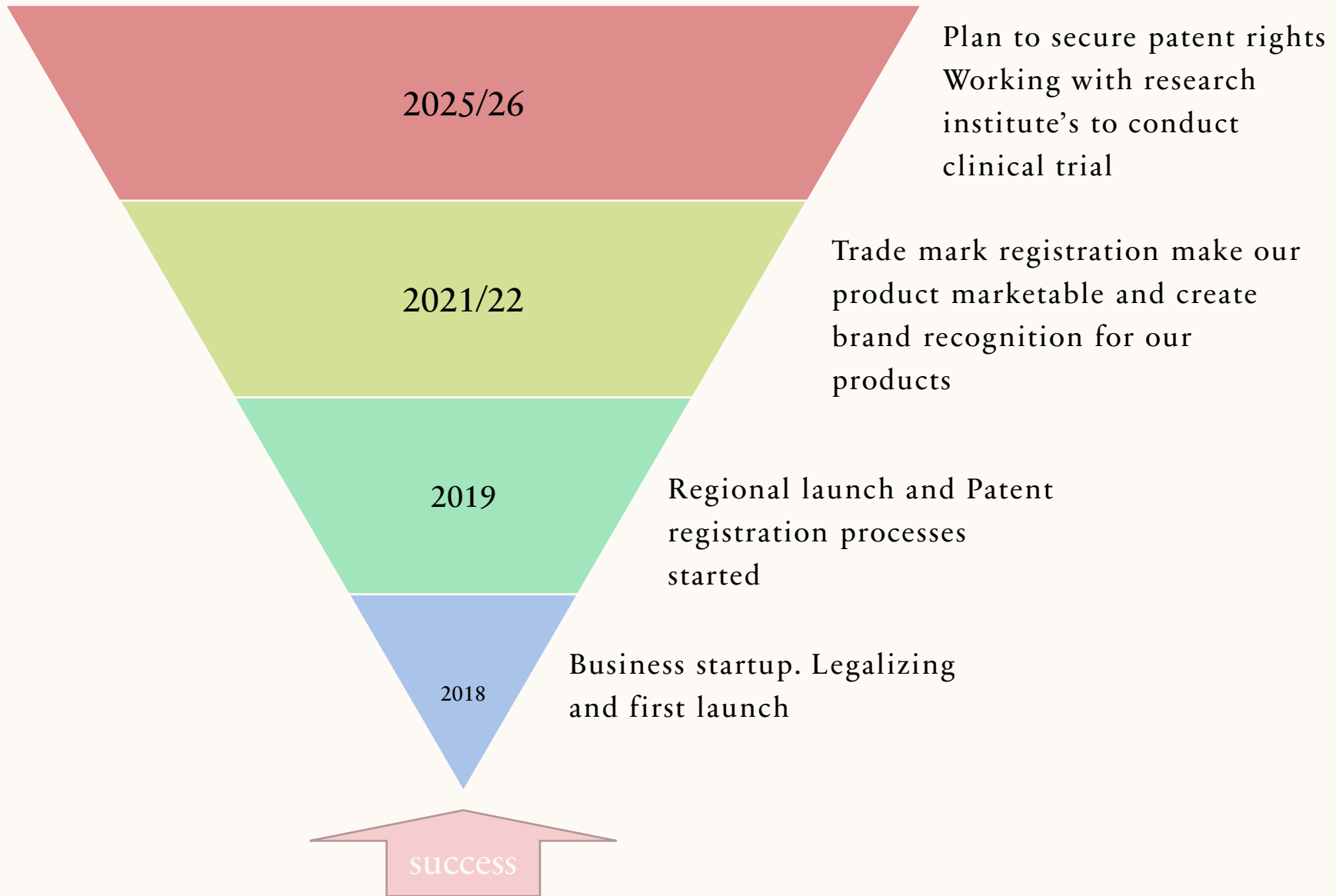
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- ደረጃ2: በምንፀዳዳበት ወቅት ፊንጢጣ ሲከፈት እብጠት ወደወጭ መውጣትና ስንጨርስ በራሱ ወደውስጥ የሚመለስ ከሆነ
- ደረጃ3: በምንፀዳዳበት ወቅት እብጠት ወደወጭ መውጣትና በራሱ ለመመለስ የማይችል አጋኝ የሚፈልግ ከሆነ
- ደረጃ4: ከላይ የተጠቀሱትን ደረጃዎች በማለፍ አንዴ ወደወጭ ከወጣ በኋላ የማይመለስ ከሆነ።

የውጭ ኪንታሮት ምልክቶች

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SUCCESS STORIES TIMELINE



Future plan:

- Plans to grow the brand and own a patent in the field.
- Currently in talks with research organizations and educational institutions to conduct a clinical trial.
- Collaborate and talking about lack of complete laboratory facilities for clinical trials in Ethiopia.



THANK YOU

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