



Consultancy Ref No: 246/GSK/26-27

RFP FOR CONSULTANCY SERVICES

WWF-PAKISTAN

SUBJECT: HIRING OF INDIVIDUAL CONSULTANT FOR TRADEMARK AND COPYRIGHT REGISTRATION OF THE COLLECTIVE ACTION PLATFORM

Application Submission:

Application Submission: Interested consultants should submit the Proposal on the Application Form Available Online or can access through the following Link:

<https://forms.office.com/e/sxNStCNxPM>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	May 15, 2026, to May 15th, 2027
Type:	Individual Consultant

Background of Project & Assignment:

WWF-Pakistan, in partnership with GSK, is implementing the project titled "Building Water-Sensitive Societies: Collaborative Solutions for Freshwater Resilience and Sustainability." The project is being implemented in strategically important geographical locations within Pakistan's Indus River Basin, including Karachi, Lahore, the Indus Delta, and Keenjhar Lake.

The programme is designed to catalyze the scale-up of nature-positive approaches to protect and restore freshwater ecosystems, thereby leveraging benefits for biodiversity and local communities. It aligns with WWF's global goals and supports priority global agendas including the Sustainable Development Goals (SDGs), the Global Biodiversity Framework (GBF), and the Freshwater Challenge.

A key institutional component of this programme is the Collective Action Platform (CAP), originally launched as a citywide partnership by WWF-Pakistan in 2014. This platform brings together the public sector, private sector, and civil society in a voluntary, dialogue-driven partnership to address urban water challenges. To legally protect the identity, brand, and intellectual property of the Collective Action Platform, WWF-Pakistan intends to register its trademark and copyrights with the Intellectual Property Organization of Pakistan (IPO-Pakistan).

2) GENERAL CONDITIONS

- The WWF-PAKISTAN reserves the right to reject or accept any proposal. The WWF-PAKISTAN reserves the right to proceed with the implementation of any Service, in whole or in part, as described in the Proposal.
- The WWF-PAKISTAN reserves the right to engage in discussions with any BIDDER to clarify responses or discuss certain issues with regards to the proposal or services requested. The WWF-PAKISTAN has no obligation to notify the other BIDDERS of the discussions, clarifications, or other information provided by a BIDDER. Any additional information required for preparation of the BID shall be distributed to all participants at the same time.
- The WWF-PAKISTAN reserves the right to award the proposal based on experience, qualification, completion date, service cost and other criteria, and not necessarily the lowest cost.
- Based on the RFP BID the WWF-PAKISTAN is entitled to change/replace or omit any clause/part of the preliminary defined scope of services of the proposal. The WWF-PAKISTAN shall conduct negotiations with WWF to achieve the full compliance to the requirements.
- The WWF-PAKISTAN reserves the right in the event the successful CONSULTANT fails to comply with the terms and conditions as listed, to cancel this contract and award it to another CONSULTANT without penalty or action against the WWF-PAKISTAN. The RFP does not constitute an agreement or order.
- The RFP is not a binding agreement between the parties, submission of a proposal or response by a proponent is voluntary.
- By submitting a bid, the BIDDER is deemed to have acknowledged all of the undertakings, specifications, terms and conditions, **WWF Fraud and Corruption Prevention and Investigation Policy and WWF's Environment Social & Safeguard for consultant agreement** and to be bound by them if the BID is accepted. All expenses incurred by the Bidder

in connection with the preparation of its proposal are to be borne by the RFP participant, and the WWF-PAKISTAN shall not incur any obligation whatsoever toward the Bidder regardless of whether such bid is accepted or rejected.

3) PURPOSE

a. Background and Objective

Under the project titled ‘Building Water-Sensitive Societies: Collaborative Solutions for Freshwater Resilience and Sustainability’ WWF-Pakistan requires the services of an Individual Consultant to lead and manage the trademark and copyrights registration process for the Collective Action Platform. The consultant will be responsible for undertaking all necessary legal, administrative, and procedural steps to ensure the successful registration of the platform’s trademark and copyrights under the applicable laws of Pakistan.

b. Specific Tasks:

- To prepare and finalize all legal documentation required for trademark and copyrights registration with IPO-Pakistan.
- To submit and manage the trademark and copyrights application on behalf of WWF-Pakistan.
- To liaise with IPO-Pakistan and respond to any office actions, queries, or examination reports throughout the registration process.
- To ensure full compliance with the Trademarks Ordinance, 2001 (and amendments) and all applicable intellectual property laws of Pakistan.
- To document and report the trademark registration process comprehensively for WWF-Pakistan’s institutional records.

Key Steps to Register Copyright:

- Prepare Documentation: Obtain the application form from the IPO website and gather required documents: copies of the work, CNIC/passport, and power of attorney (if using a representative).
- File Application: Submit the application form along with the fee to the Registrar at the IPO-Pakistan offices, or online if available.
- Registration Process:
 - Examination: The office reviews the application for discrepancies.
 - Publication: For artistic works, a notice is published in a newspaper to invite objections.
 - Opposition: If no objection is received within 30 days, the process continues.
- Issuance: Upon clearance, the Registrar issues a Certificate of Copyright Considerations
- Fees: Fees must be paid for each separate work.
- Validity: The registration lasts for 50 years after the author's death (or 50 years from publication for certain works).
- Assistance: Legal experts, such as IP Logium or Befiler, can help manage the filing process.
- What Can Be Registered: Literary works (books, articles), Artistic works (labels, logos, fonts, colors), Computer software and video games, Audiovisual works (movies, documentaries).

4) Deliverables

The following deliverables shown in the table below shall be submitted by the consultant. The timelines of the project’s deliverables are stringent and non-negotiable.

Sr. No.	Deliverable	Description
1.	Trademark Registration Documentation	Brand identity guidelines, name, logo finalization for Collective Action Platform, submission of application with IPO

2.	Progress report	Status update on trademark filling, correspondence and any amendment
3.	Trademark certificate/acknowledgement	Official acknowledgment/receipt from IPO-Pakistan confirming acceptance of the application
4	Copyright Registration Documentation	Identification and classification of copyrightable materials (e.g., logo, publications, content, designs), compilation of required documents, filling of application forms, and formal submission to IPO-Pakistan in compliance with applicable copyright laws.
5	Progress Report	Periodic updates on the status of the copyright registration process, including details of application submission, examination progress, correspondence with IPO-Pakistan, responses to queries or objections, and any required amendments or additional documentation.
6	Copyright certificate/acknowledgement	Official acknowledgement, receipt, or certificate issued by IPO-Pakistan confirming the successful submission and/or registration of the copyright, including all supporting evidence and documentation for record-keeping and institutional use.
7	Final report	Comprehensive report documenting the entire trademark registration process, legal considerations, and recommendations for trademark maintenance

5) REQUIREMENTS

The following qualifications and competencies are required for this assignment:

Experience:

- a. Education: Bachelor's/master's degree in law, Intellectual Property, Business Administration, or related field
- b. Minimum 3–5 years of proven experience in trademark and copyright registration, IP law, or brand management, work with corporate, Proficiency in MS Office, legal research databases.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

WWF-Pakistan retains full rights to register and control all trademarks associated with the platform, and such rights shall

1. Application Submission:

Interested consultants should submit the Proposal on Application Form Available Online or can access through following Link: <https://forms.office.com/e/sxNStCNxPM>

2. Interested consultants should submit the Proposal and can send their Queries through Email by attention to the Following:

To: Faiza khan (fakhan@wwf.org.pk)

Cc: Assadullah (assadullah@wwf.org.pk)

The RFP submission deadline mentioned on WWF-Website.

3. Any information and responses to enquiries will be made in writing and distributed by email to all proponents. Enquiries after the foregoing deadline will not receive a response.

7) FORMAT OF THE PROPOSAL

The BID submitted by the participant must be structured as per the below provided instructions:

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering, qualification and experience, CV and all related Information.
- 2) **Experience:**
 - a) **Description of the complete projects:** the list and general information about the complete projects, description of the role in the project, other accomplishments of the Consultant.
- 3) **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions;
- 4) **Provide template of already complete similar type of reports-** the WWF-PAKISTAN may request additionally;
- 5) **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- 6) **Financial Proposal-** the prices shall be provided in Pak Rs, the total price shall include all costs related to service provision including applicable taxes.

Note:

Templates of all Information is provided on Application form available at WWF-Website. Any Additional Information related to the RFP can be attached along with application Form.

8) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the total price shall include all costs related to service provision including all Direct and Indirect taxes, Travel, Boarding & Lodging shall be based on actual receipt up to max Ceiling (If Any).

The Payment Term: shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

9) EVALUATION PROCESS

Applicants' proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both Technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

- A) Technical Proposal (Methodology, detailed CV and experience) (70%)
- B) Financial Proposal (30%)

10) DOCUMENTATION AND CONFIDENTIALITY

All documents completed based on requirements of the present RFP shall be the property of the WWF-Pakistan, and shall not without the consent of the WWF-Pakistan be used, reproduced or made available to third parties beyond what is necessary in respect of the fulfilment of the Project. All documents issued and information given to the BIDDER shall be treated as confidential.

11) BUDGET

Total Budget inclusive of all taxes and Out of Pocket expenses are **PKR 100,000/- (Inclusive of Tax and out of pocket expenses)**