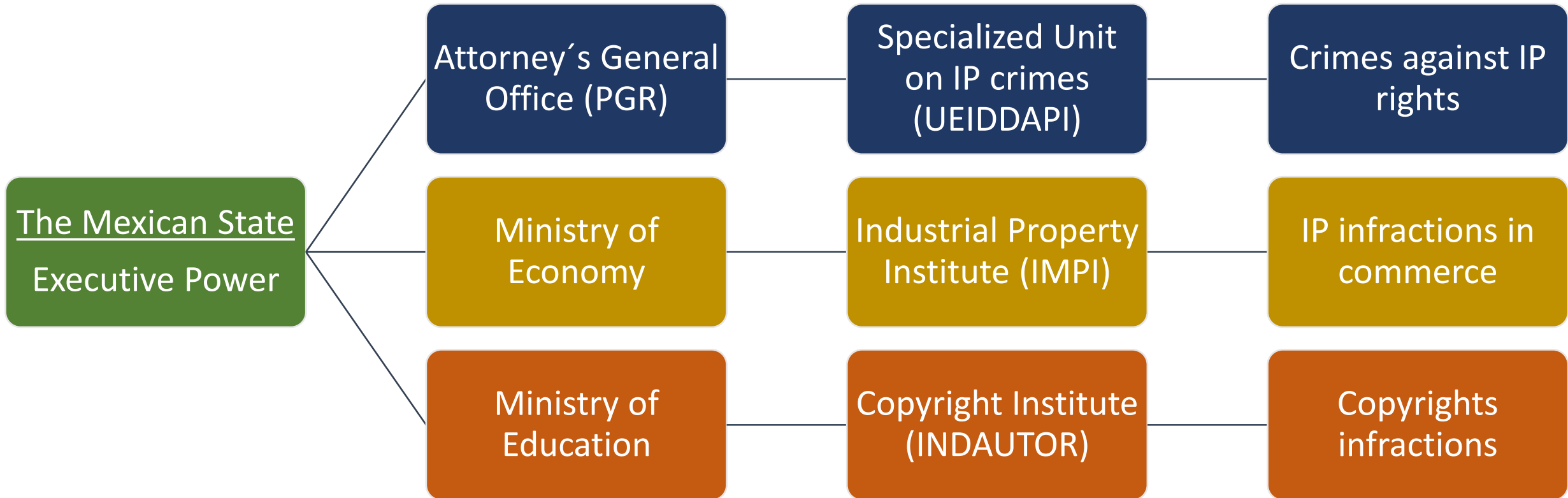


“10TH SESSION OF THE ADVISORY COMMITTEE ON ENFORCEMENT” WORLD INTELLECTUAL PROPERTY ORGANIZATION



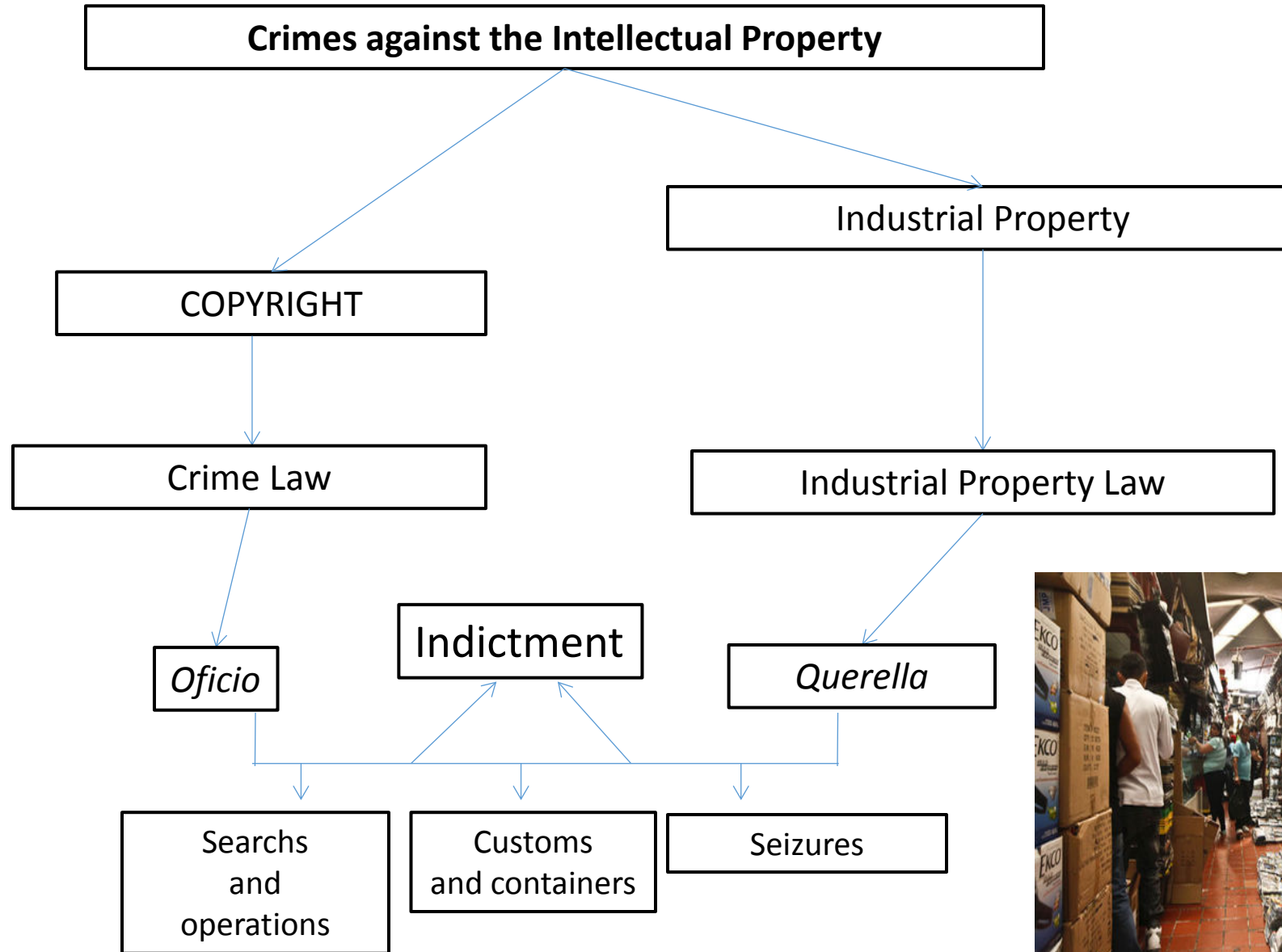
**November 23-25, 2015
GENEVE, SWITZERLAND**

Intellectual Property Enforcement in Mexico



Specialized Unit on Investigation of Crimes Committed Against Copyright and Industrial Property, our role:

- IP felonies are Federal Offences.
- Exclusive jurisdiction of the Federal Prosecutor from the Attorney General's Office (PGR).
- The most complex cases are in charge of the Specialized Unit (UEIDDAPI).
- Other less complex cases are investigated by the AGO (PGR) offices in all 32 states in Mexico (Delegaciones).



Which are the criminal conducts that investigates the Specialized Unit?



Production, commerce,
importation,
transportation,
distribution and
custody of fake objects,
or the counterfeit of
services.



Unauthorized use,
revelation and
theft of Trade
Secrets.



Production, commerce,
importation, transportation,
distribution, reproduction,
custody, unauthorized use
or leasing of Copyrighted
works.

Strategic Cooperation

Interinstitutional
Committee for
Attention and
Protection of
Copyright and
Industrial
Property
(COIDAPI)



It's a space
where all the IP
authorities, the
private sector
and national
and international
associations
discuss different
IP problems



The COIDAPI
works by five
commissions
that looking for
create
solutions to the
IP problems



Commissions
of:
Capacitation,
Judicial work,
Legislative
work,
communication
and audit

COIDAPI: HISTORY AND STRUCTURE

The COIDAPI has a formal structure since 2006, with the "National Agreement against the Piracy", signed by the President

The COIDAPI has a Collaboration Agreement since 2006, that established his organization and general rules

The five commissions are integrated with the private sector representatives. All the commissions have 1 coordinator and 1 vice coordinator

In 2002, the "Usurpation Plan" looked for create a coordinated and efficient strategy to fight against the piracy and counterfeit

Since April 2002, the COIDAPI has celebrated 85 sessions

INTERINSTITUTIONAL COMMITTEE FOR ATTENTION AND PROTECTION OF COPYRIGHT AND INDUSTRIAL PROPERTY

**Private
sector**

Industrial
chambers

IP Companies

**Public
sector**

IP Authorities
(Federal)

Criminal
Authorities
(Federal)

**Social
sector**

Associations
for IP
promotion

Association
for Authors
and Inventors
protection

**Foreign
guests**

Embassies

International
Partnerships

Interinstitutional Committee for Attention and Protection of Copyright and Industrial Property (COIDAPI)



The PGR leads the COIDAPI. The worktable are composed by 70 representatives



Federal Authorities: PGR, IMPI, INDAUTOR, Customs, Federal Police, Consumer Protection...



Industrial Chambers: Clothing, Medicines, Cigars, Music, Movies, Books, Alcohol, Shoes, Cosmetics...



Cultural: Investigation institutes, Associations of lawyers, Groups of Authors, Academics...

COIDAPI'S RESULTS

Working on law's **interpretations on IP issues** and other legal documents

Celebration of a **National Forum for the strengthening of the Intellectual Property**

Sign a **National Agreement** to consolidate and enforce the IP rights and to fight **against the piracy and counterfeit**; looking to formalize the COIDAPI's work and create a permanent communication channel

Training and worktable for the **investigation** of crimes in the **digital media**

Campaign in the **movie theaters** to promote the **crime reporting** and the **IP rights respect**

INVESTIGATION OF CRIMES COMMITTED AGAINST THE INTELLECTUAL PROPERTY BY USING DIGITAL MEDIA

In August, we have created a new section that will investigate those crimes that damage the Intellectual Property Rights, which are committed by using the internet, or different kind of computer programs or systems, and overall, by using digital media. In this moment, we have approximately **50** investigations.



Training with the U.S.: Department of Justice, Homeland Security Investigations, Federal Bureau of Investigation, MPAA, BSA, ESA and Music Industry.

FABRIC OF FAKED SHOES IN GUANAJUATO

Last July, the Unit seized one fabric that produced faked tennis shoes. As result of this action we seized: **684** faked tennis shoes, **4,858** supplies designated to produce the tennis shoes, **23** machines for different kind of uses and the building.



FAKED ALCOHOL PRODUCTION CENTERS

In September, the Specialized Unit seized **6** production and distribution centers of faked alcoholic drinks. As result of these actions, we secure **1,470** bottles that faked trademarks of Whisky, Tequila and Vodka. In the same way we take **484** presentation boxes and **2,609** labels.



ILLEGAL WORKSHOPS OF FALSE ARTISTIC SCULPTURES

In October, the Unit arrested one person that managed the production of false sculptures of the Mexican famous artist *Jorge Marín*. In this action, we seized: **89** false sculptures in two different illegal production workshops.



20 TONS OF FAKED BOOKS

In October, the Unit seized near of **21 thousand Books** that reproduced copyrights without authorization. This action was realized in two different buildings in the center of Mexico City by doing a search in illegal shops.



Arturo Ancona
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Committed Against Copyright and Industrial Property
(UEIDDAPI)**

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