



सत्यमेव जयते

DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA

KEEPING PIRATES AT BAY – INDIA'S ANTI-PIRACY CAMPAIGN

Rajiv Aggarwal

Joint Secretary

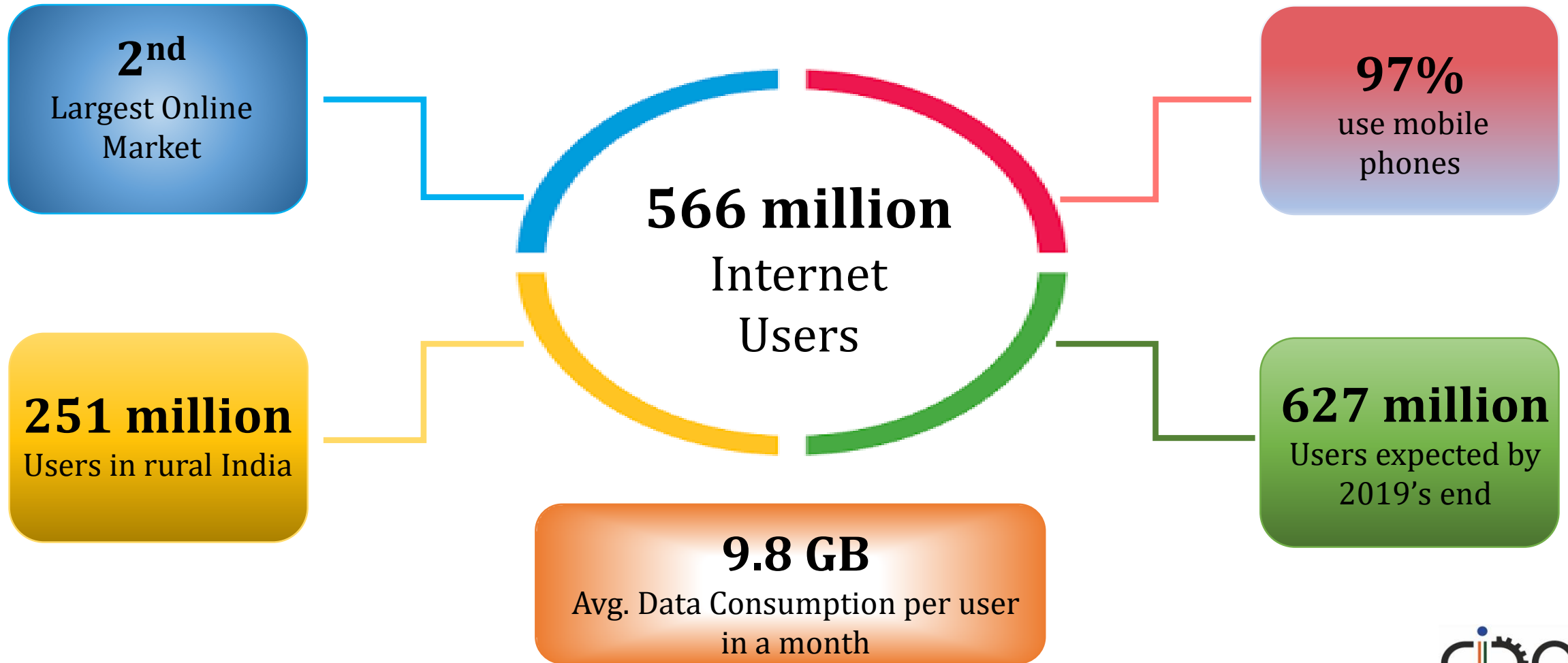
Department for Promotion of Industry and Internal Trade

Ministry of Commerce and Industry

Government of India

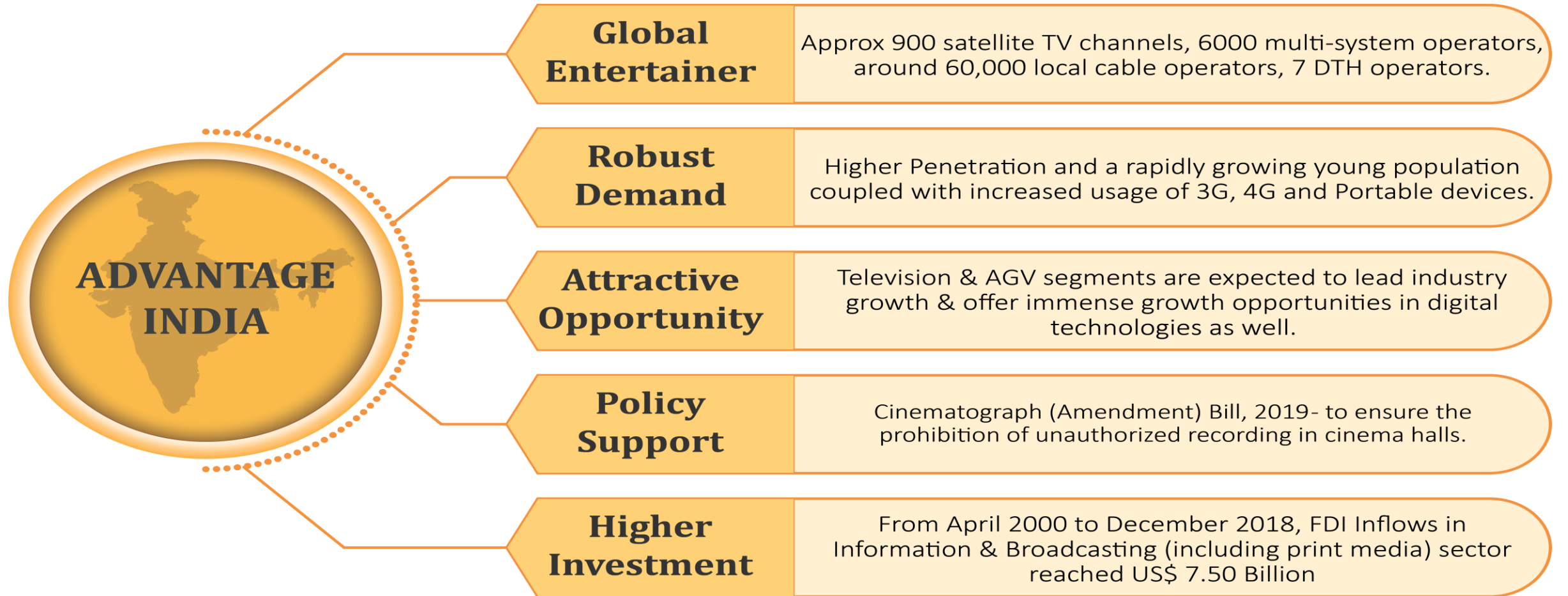


India's Digital Revolution





India's Media & Entertainment Industry

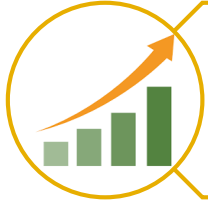


Source: Invest India and India Brand Equity Foundation



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Growth in M&E Industry



Grew at a CAGR of 10.90% from FY17-18



Media consumption has grown at a CAGR of 9% during 2012-18, almost nine times that of US and two times that of China



Online gaming industry is expected to grow at a CAGR of 22% between FY18-23 to reach US\$ 1.7 billion in FY23



Advertising revenue is projected to reach US\$ 18.4 billion in FY23 from US\$ 8.5 billion

Source: India Brand and Equity Foundation



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Piracy: A hurdle to growth of M&E

Over 60,000 jobs are lost every year.

Indian M&E industry loses US\$ 2.8 billion of its annual revenue to piracy.

Revenue loss due to piracy was close to US\$ 27 million in 2008, which in 2017 jumped to US\$ 2 billion.

Over a period of nine years, piracy in films alone has grown by 300%, while the legit part of the film industry has only grown by 40%.

Source: Re-imagining India's M&E Sector, FICCI-EY Report 2018



Cell for IPR Promotion & Management (CIPAM)



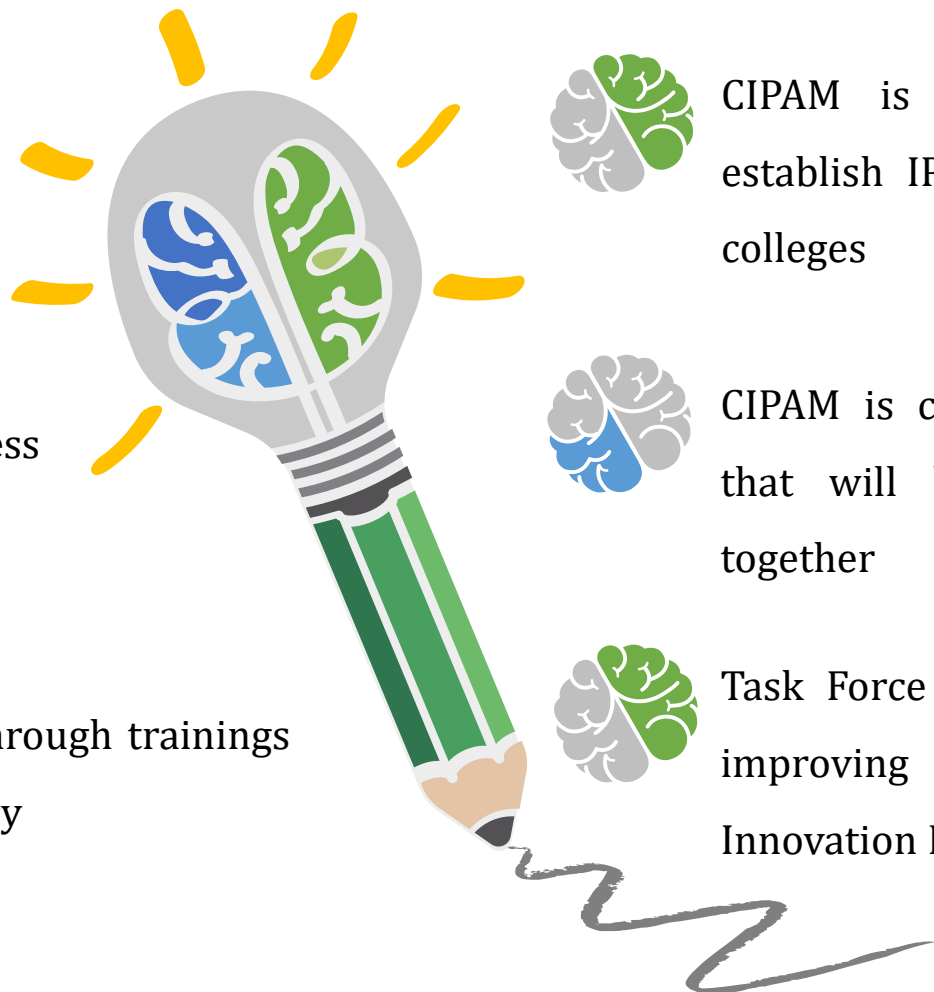
CIPAM is a professional body to effectively implement the National IPR Policy



CIPAM conducts IPR awareness programs across the country



Strengthening enforcement through trainings of police, customs and judiciary



CIPAM is engaging with States to establish IPR cells in universities and colleges



CIPAM is creating an online platform that will bring all IP stakeholders together



Task Force on Innovation working on improving India's rank in Global Innovation Index



CIPAM is a national focal point for the Technology and Innovation Support Centre (TISC) Network by WIPO



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IPR Awareness and Promotion

IPR Awareness programs in over 10,000 academic institutions reaching over 2,00,000 students.

Workshops, Competitions, Seminar and Conferences are being regularly organized in colleges and Universities.

IPRs included in NCERT Curriculum of Commerce and 'Legal Studies' textbook.

1,00,000 college students and faculty reached through SATCOM.

2700+ rural school students reached via SATCOM.

Know the four major Intellectual Property Rights

- Patents
- Trademarks
- Copyright
- Designs

Acknowledgements

Department of Industrial Policy and Promotion (DIPP)
 Call for IPR Promotion and Management (CIPAM)
 cipam-dipp@nic.in | @CIPAM_India | www.cipam.gov.in
 International Trademark Association (INTA) and NTA Working Group on Children's IP Project
 www.inta.org | @INTA

**THINK
CREATE
INSPIRE**

What is Intellectual Property?

Intellectual Property is the product of a person's intelligence, hard work and skill. It is an idea that comes to one's mind and is given creative expression through an object, words, painting, sculpture, video or song. Inventions, logos, brand names, fashion designs, music compositions, and song lyrics - these are all examples of Intellectual Property.

Why is Intellectual Property important to you?

Imagine you are a storyteller, and have written a new story. What if someone copies your story word by word and earns prizes and praise in school for it? It would be so unfair and hurtful!

- Intellectual Property helps to reward the hard work and creativity of inventors, designers, artists, authors and writers.
- IP helps in creating new and interesting inventions.
- IP helps create more job opportunities, helping build a stronger economy.
- It helps you find your favorite products and makes household items useful and long-lasting.

What is a Patent?

All inventions begin with an "idea". When an idea becomes an actual product, it is important to apply for a patent registration to the government. This way your invention is protected and no one can steal, claim, clone or sell your idea.

You can also get a patent for a new process of doing something.

What can be patented?

- An 'invention' and not a 'discovery'
- Something that is new or 'novel' and different from what is available
- Something that has a 'use' and can be made in an industry or on a commercial scale

What is a Trademark?

Imagine if all companies or confectionaries didn't have names or logos on their bottles, cans or packages. How would you know which is which?

It is important for goods to have a trademark. Trademarks help us differentiate the goods or services of one entity from the goods or services of another entity.

A trademark is any word, name, or symbol (or the combination) that lets us identify the goods made or services offered by an individual, firm, society, trust, or company.

Know more about the types of Trademarks:

- Logos
- Word Mark
- Label
- Packaging
- Certification Mark
- Service Mark

Non-Traditional Trademarks: A sound, smell, color, color combination or a shape can be a trademark under certain circumstances.

Do you know about counterfeiting?

Counterfeiting is illegally making and selling a fake product that is an exact copy of a genuine product (with the same words, logos and colours) or so similar, that you mistake it for the real product. Such a fake product is also called a "counterfeit" product.



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IPR Awareness and Promotion

More than 100 IPR Cells established at various colleges and Universities across India.

121 workshops conducted for MSME clusters across India.

Training of Trainers being held for MSME officers, school and university teachers.

Focus is to develop e-content and disseminate through online channels.



COPYRIGHT 'TO COPY IS WRONG'

Copyright is an Intellectual Property Right that protects all 'original' literary, dramatic, artistic and musical works. This type of Intellectual Property protects and rewards creativity of authors and artists.

The next time you click a photograph, write a story or compose a song, know that it is protected by 'Copyright' and no one can copy it without your permission.



Photos, text, illustrations, movies, music available on the Internet are someone's copyrighted work.

- **Respect what belongs to others** - Using someone else's copyrighted work is called plagiarism, which is a crime.
- **Say NO to piracy** - Always watch movies and listen to music bought from legal websites.
- **Create original content** - It will exercise your imagination, light your creative spark, and inspire others to be original!



COPYRIGHT FUN FACTS



There is no Copyright in ideas



An original Joke can also be Copyrighted



The world's first Copyright law was made in England in 1710

Department of Industrial Policy and Promotion
Government of India
Ministry of Commerce and Industry

THINK. CREATE. INSPIRE. LET'S TAKE INDIA HIGHER.

cpam

INTA International Trademark Association





Anti-Piracy Videos

In cooperation with the Producers Guild of India Limited, short Anti-piracy videos featuring Bollywood actors were produced (Pro-Bono basis).

Supporting the initiative, the veteran actor Mr. Amitabh Bachchan also raised a strong voice against piracy.

Other Bollywood actors like Varun Dhawan, Vidya Balan, Alia Bhatt, John Abraham etc. also joined hands to eradicate piracy.

30 to 60 seconds' video (both in English and Hindi).

Each video ends with the message **“Illegal downloading or streaming movies is stealing! Stealing is against the law”**.



One of the biggest movie stars in the world- Amitabh Bachchan aka Big B has featured in more than 200 films so far and is the most popular star in the history of India's cinema



Dissemination

Social Media

- Short Anti-piracy videos were posted on all of CIPAM's social media handles.
- Later, tweeted and re-tweeted by Ministry of Commerce, Producers Guild of India and the respective celebrity featuring in video.
- The combined followers of these Twitter handles exceed 50 million.

Cinema Hall

- Ministry of Information & Broadcasting was requested to direct all the cinema halls in India to screen CIPAM's Anti-piracy videos.
- Association of cinema hall owners in India was also approached to ensure the dissemination of Anti-piracy videos.

TV

- Indian Broadcasting Foundation (IBF), which represents more than 350 television channels, was approached to broadcast the anti-piracy videos periodically on TV during ad breaks.
- IBF requested its member channels to play these videos regularly and on a pro-bono basis.



Youth vs. Piracy

Anti-Piracy Video Campaign was launched in collaboration with industry using the popular cartoon characters – Motu and Patlu, to raise awareness among kids on piracy.

Also, a series of anti-piracy videos featuring cartoon characters was aired.

The message of the animated videos was “**Say No to Piracy**”, that was aired on a popular cartoon channel.





Teaching them young!

To increase awareness about piracy among the young generation, **IP Nani** - India's first IPR Mascot - was launched.

A tech-savvy grandmother helping the government to combat IP crimes with the help of her grandson "Chhotu" aka Aditya

In collaboration with European Union IP Office (EUIPO), produced a series of animated video starring IP Nani that talks about importance of various IPRs.





IPRISM

CIPAM launched an IP competition, **IPRISM**, to engage college and university students in its anti-piracy campaign.

IPRISM provides platform for young creators to showcase their creations at a National Level.

Successful completion of IPRISM 2018 led to second round of the contest in 2019.

In 2019, entries are invited on “**IP in Daily Life**” in two categories – **film making** (60 second long) and **comic book making** (under 5 pages).

Cash prizes will be awarded to the winning teams besides a special trophy of recognition.

**Intellectual Property (IP)
Game & Film Competition 2018**

Deadline for submission:
31st March, 2018

IPRISM
Imagine. Invent. Inspire.

Details available at
www.iprism.co.in

cipam Creative India Innovative India
ASSOCHAM INDIA
ERICSSON



IP ENFORCEMENT

Dynamic Injunctions

Innovative 'dynamic injunction' given by Indian courts to block mirror websites of injuncted rogue websites.

Anti-Camcording provisions

A Bill containing specific penal provisions against illegal recording in a cinema hall was introduced recently in the Indian Parliament.

Enforcement Toolkit

Created IPR Enforcement Toolkit for Police officials and distributed it across all the states in India



Police Training

67 Training workshops for police officials of IP Enforcement have been undertaken across India.

Combating Online Piracy

In collaboration with NIXI and Maharashtra Cyber Digital Crime Unit (MCDCU), 300+ infringing websites, having over 186 million hits per month have been suspended.



Nabbing the Pirates

New Delhi

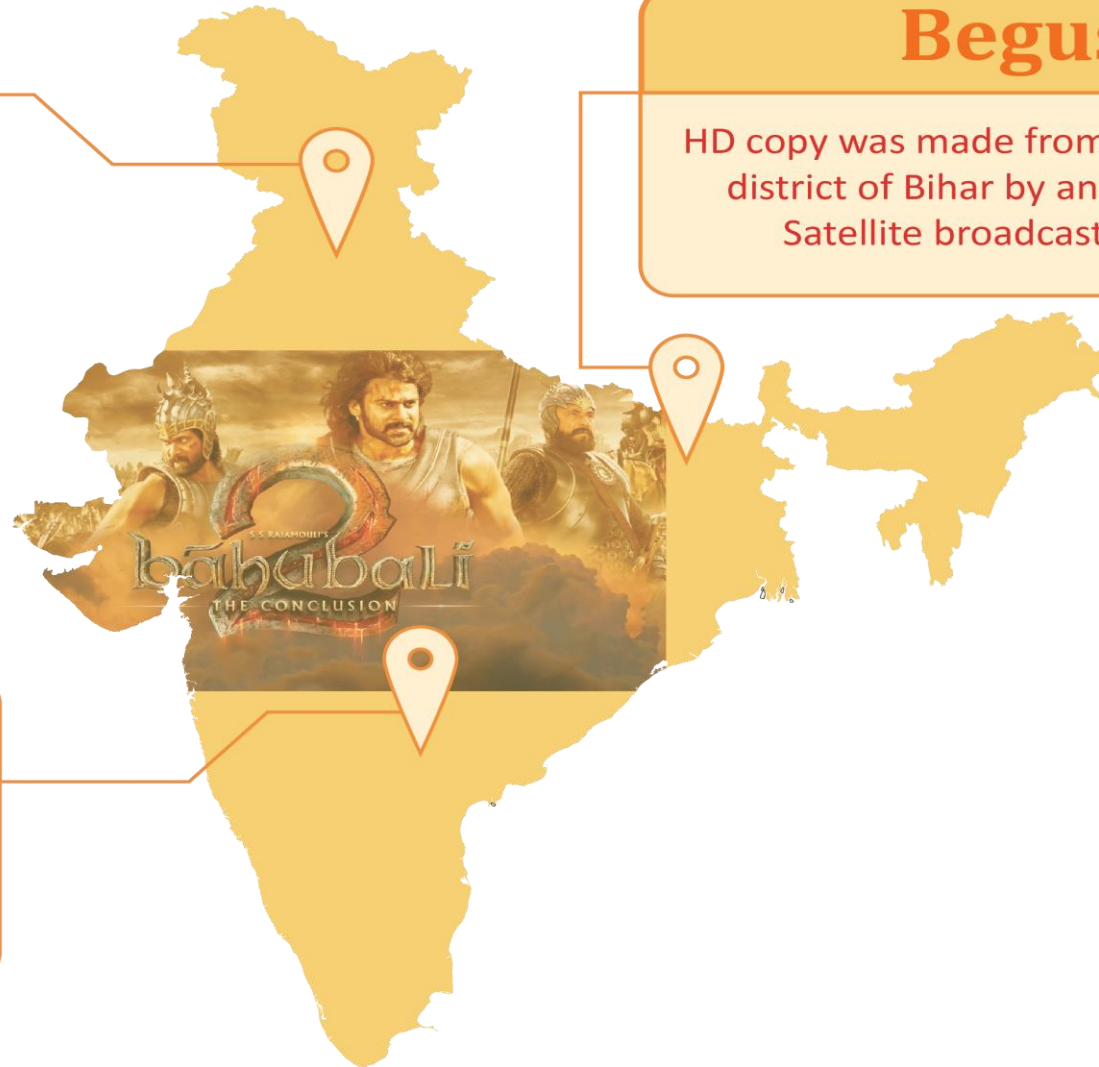
A Delhi based gang of pirates threatened the makers to leak HD quality copy for online download if they did not pay USD 20,000 per day.

Begusarai

HD copy was made from a theatre in Begusarai district of Bihar by an ex-employee of the Satellite broadcasters of the movie.

Hyderabad

- 1) Film Producers were based in Hyderabad.
- 2) Hyderabad Cyber Police was successful in nabbing six offenders from Delhi and Bihar.





Roadmap Against Piracy

Need for multi-pronged approach

Active collaboration between the concerned Government departments and relevant stakeholders.

Legislative as well as Administrative actions and Voluntary Measures

Awareness amongst the masses



“A journey of thousand miles begin with a single step”

“Creative India; Innovative India;
रचनात्मक भारत; अभिनव भारत”

Thank You



Norwegian awareness-raising initiatives on counterfeiting

Avoid buying counterfeit goods online and on holiday

September 2019

Hedvig Bengston, Senior Legal Adviser, Norwegian Industrial Property Office

March 2015

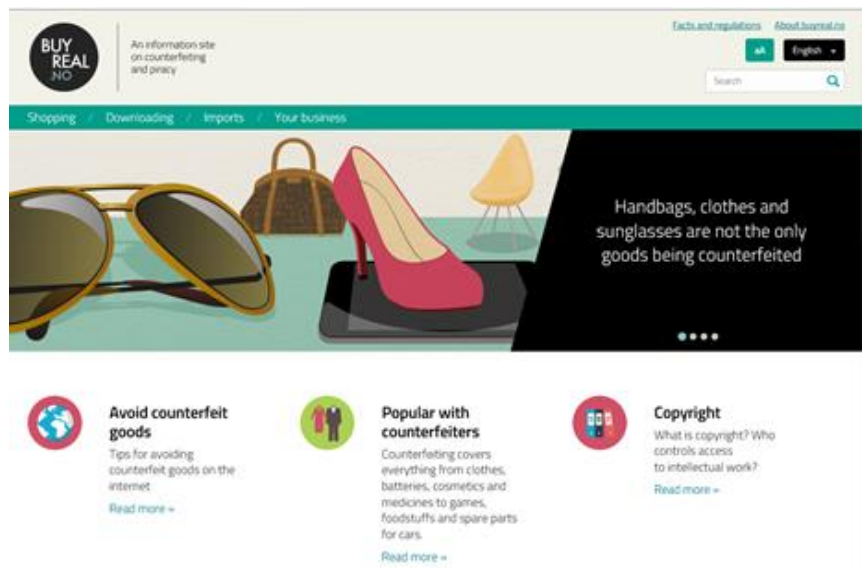
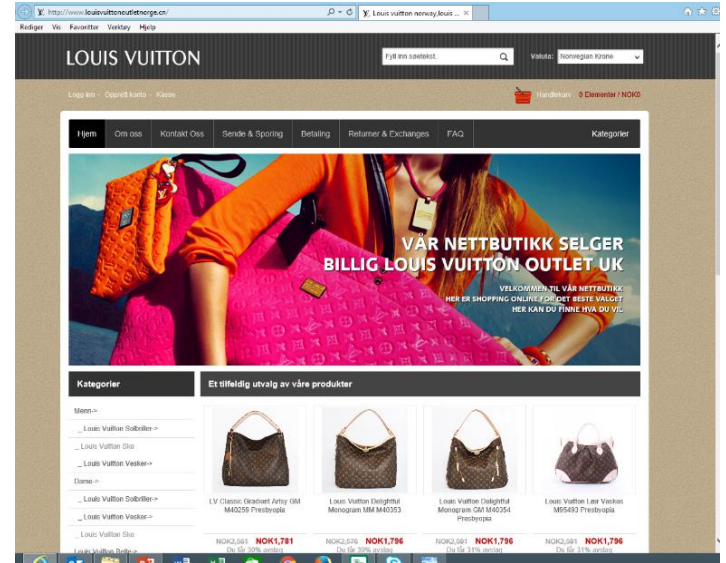


Photo: Meeting in the Governmental Network



Photo: The Telegraph



Awareness-campaign at Oslo Airport Gardermoen





Sticker for parcel post campaign:

Have you bought genuine goods?

www.buyreal.no



Articles in Norwegian's inflight magazines

Promotion



Can you tell a real product from a fake?

Counterfeit products are a growing problem and the Norwegian Industrial Property Office wants to stop you from buying them

At one time, counterfeit products meant little more than a handbag or watch at a budget price. But lately, there's a growing trend for counterfeit products that can threaten people's health and safety, especially online.

Hedvig Bengtson, a senior advisor for the Norwegian Industrial Property Office, says, "Counterfeiting is not just bags, clothes and watches – today everything is counterfeited, including spare parts for cars, medicines, toys, cosmetics and electrical appliances."

While fake handbags might not pose a physical risk – although it does cause a legal drain for the companies who hold the intellectual property rights (IPR) – counterfeiting products such as car parts can cause serious problems. "Counterfeit wheel rims can be dangerous, and can lead to accidents or even fatalities," says Bengtson. Raising awareness for this growing problem is a main focus for the Norwegian Industrial Property Office. "In collaboration with Customs and the Ministry of Culture, we have recently launched a website (vegtekt.no) where we draw people's attention to the risk they take in buying counterfeit products and to the well-documented connection between counterfeiting and organized crime," says Bengtson. The organization has some helpful tips on avoiding fake products: "Look at the price. If it seems too good to be true, it usually is. Look for reviews of the seller – have others had bad experiences? Always check for contact information – if they're legitimate you should be able to contact them. And finally, check the dealer against the original producer's supplier list."

+ 47 22 58 73 00. vegtekt.no



Promotion

The real deal?

Counterfeiting is a growing problem and the Norwegian Industrial Property Office wants companies to safeguard their products

The European economy depends on innovation, and yet the counterfeiting of products is happening in a growing number of sectors. Hedvig Bengtson, a senior advisor for the Norwegian Industrial Property Office, says, "Counterfeiting is not just bags, clothes and watches – today everything is counterfeited, including spare parts for cars, pharmaceuticals, alcohol, toys, cosmetics and electrical appliances." With so many products being copied, is originality becoming a thing of the past? Counterfeiting destroys well-known brands, and leads to a loss of income for those creating new products. Respected brands put products through rigorous tests to ensure they are safe, effective and well-designed. Counterfeit products, on the other hand, are cheap copies with no product development. As a result, substandard counterfeits sully the reputation of the manufacturer making the original products and have a negative impact on business. In the clothing, footwear and accessories sector, for example, 563,000 jobs in the EU disappear every year due to illegal copying. To prevent these issues, it's important for companies to take steps to safeguard against counterfeiting. The Norwegian Industrial Property Office advises there are several measures a company can take to do so, which you can read about on vegtekt.no, the website it launched in collaboration with Customs and the Ministry of Culture. These include tactical packaging, registration of rights and anti-counterfeiting technology. Companies can also enter into a partnership with Customs authorities, both in Norway and in other European countries, so they can keep an extra eye out for counterfeit copies of their products.

+47 22 58 73 00. vegtekt.no



Clothes
European countries lose 428 billion and up to 545,000 jobs annually due to counterfeiting of clothes, shoes and accessories. Society loses enormous sums in the form of lost taxes as well.

Food
So far in 2015 there were record volumes of counterfeit food and beverages. Treated sprays with chemicals to look fresh, such as butter, olive oil, wine and coffee are just some of the foods that are copied. Organized crime is deeply involved.

Cosmetics
British police revealed records that counterfeited cosmetics and sunscreen contained mercury, human urine, rat droppings and arsenic.

Cars
Counterfeit automobile parts are tested with alarming results, not even meeting minimum safety requirements. Counterfeit producers do not follow crucial and complicated safety standards. Consumers with thousands of counterfeit rims are seized every year.

Advertisement on Norway's largest internet marketplace for flight tickets, rental cars and hotels

Bought these really cheap, and funded organized crime at the same time!

5 reasons to avoid counterfeits at buyreal.no



Kjøpte disse råbillig, og støttet samtidig organisert kriminalitet!

5 GRUNNER TIL Å UNNGÅ PIRATKOPIER >>

VELG EKTE NO

Buyreal-stand at The Norwegian Travel Fair

(gathering 40,000 people interested in travelling)



Advertisement on the airport express train during Autumn and Easter holidays



Norwegians buying counterfeits on the internet

2017-2018

-but where do we start??





Survey and report: Norwegians' perception of counterfeited goods



Spørreundersøkelse om nordmenns forhold til piratkopierte varer

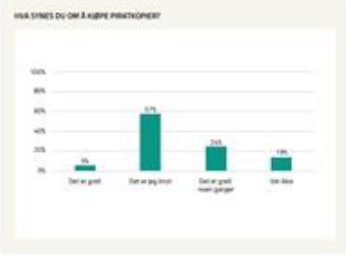



Hvilke holdninger har folk til kjøp av piratkopier?
Når man spør folk direkte om hva de synes om å kjøpe piratkopier, svarer 57% at det er de mot. Motsattregning synes kun 5% at det er greit, mens 24% synes det er greit noen ganger.

Kjøper folk piratkopier bevisst eller blir de lurt til å tro at produktet er ekte?
Tall fra DECO viser at piratkopier utgjør 2,5% av den samlede verdenshandelen. Internasjonal handel med piratkopier utgjør dermed over 3100 milliarder norske kroner på verdensbasis. I EU var opp til 9% av alle importerte varer varemerkeforfalskninger eller piratkopier i 2013. Dette tilsvarer produkter til en verdi av 789 milliarder norske kroner.
I flere studier og rapporter om piratkopiering blir det pekt på at ett av årsakene som muliggjør den omfattende handelen er publikums aksept. Forbrukere kjøper piratkopier og ignorerer at dette

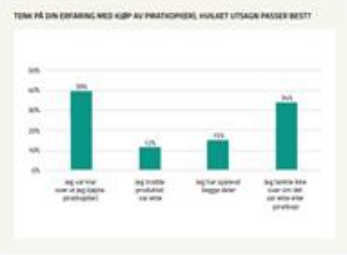
er ulovlige produkter. Mange forbrukere ser ikke at handel med piratarer har alvorlige konsekvenser og anser kjøp av piratkopier for å være harmløst. Undersøkelsen viser at 39% av nordmenn som har kjøpt piratkopier, har gjort dette bevisst. Men folk blir også lurt. Særlig på nettet kan det være vanskelig å orientere seg om hvorvidt produktet er ekte eller ikke. 12% trodde produktet de kjøpte faktisk var ekte.
Undersøkelsen viser også at mange ikke har et bevisst forhold til om produktene de kjøper er ekte eller falske i selve kjøps situasjonen. Tallene viser at 34% ikke tenker over problemstillingen når de kjøper en vare.

HVA SYNES DU OM Å KJØPE PIRATKOPIER?



Attitude	Percentage
Det er godt	5%
Det er dårlig	57%
Det er godt noen ganger	24%
Det ikke	14%

TENK PÅ DIN ERFARING MED KJØP AV PIRATKOPIER, HVILKET UTSAVN PASSER BEST?



Reason	Percentage
Jeg vet det er piratkopier	39%
Jeg trodde produktet var ekte	12%
Jeg har kjøpt begge deler	34%
Jeg har ikke tenkt over om det er ekte eller piratkopier	15%

4. Kilde: Undersøkelse av det nordmenns forhold til piratkoperte varer

To:
Little Sofie

From:
Aunt Hilde
and the drug cartel

Buyreal.no







Campaigns generated publicity in national media:

- 2017: 37
- 2018: 58 (19+32)
- Facebook ads 2017: 354,000 showings 2 sec
- Facebook ads 2018: 179,000 showings 9 sec.



MYNDIGHEDER PIRATKOPIER: Mange Tolleiderne betragter de er ikke produktene selv som de var til Norge med fy. Foto: Tolleiderne

Piratkopier på nett

- Disse julegavene er potensielt farlige

Problemet med piratkopier på nett er sterkt økende, og potensielt farlige varer vil ligge under mange juletrær i år.

Myndighetene advarer mot farlige piratkopier



— Det ikke er likegyldig hva kremen vil smører på huden inneholder, hva lekene til et barn er laget av, eller om et elektrisk produkt følger sikkerhetsstandardene, sier seniorrådgiver Hedvig Bengtson i Patentsystemet.

Organisert nettbutikk
 Du finner et stort utvalg av varer som du kan finne utenfor døren din. Det er ingen garanti for at du får de beste produktene.

— Følg oss på alle plattformer for å holde deg oppdatert på nyheter og tilbud. Vi er tilgjengelig på Facebook, Instagram, Twitter og YouTube. Vi er også tilgjengelig på telefon og e-post. Vi er tilgjengelig på telefon og e-post. Vi er tilgjengelig på telefon og e-post.

— La oss hjelpe deg med å finne de beste produktene. Vi er tilgjengelig på telefon og e-post. Vi er tilgjengelig på telefon og e-post.

NYHETER JA, TOLLEIDERNE FORBODER

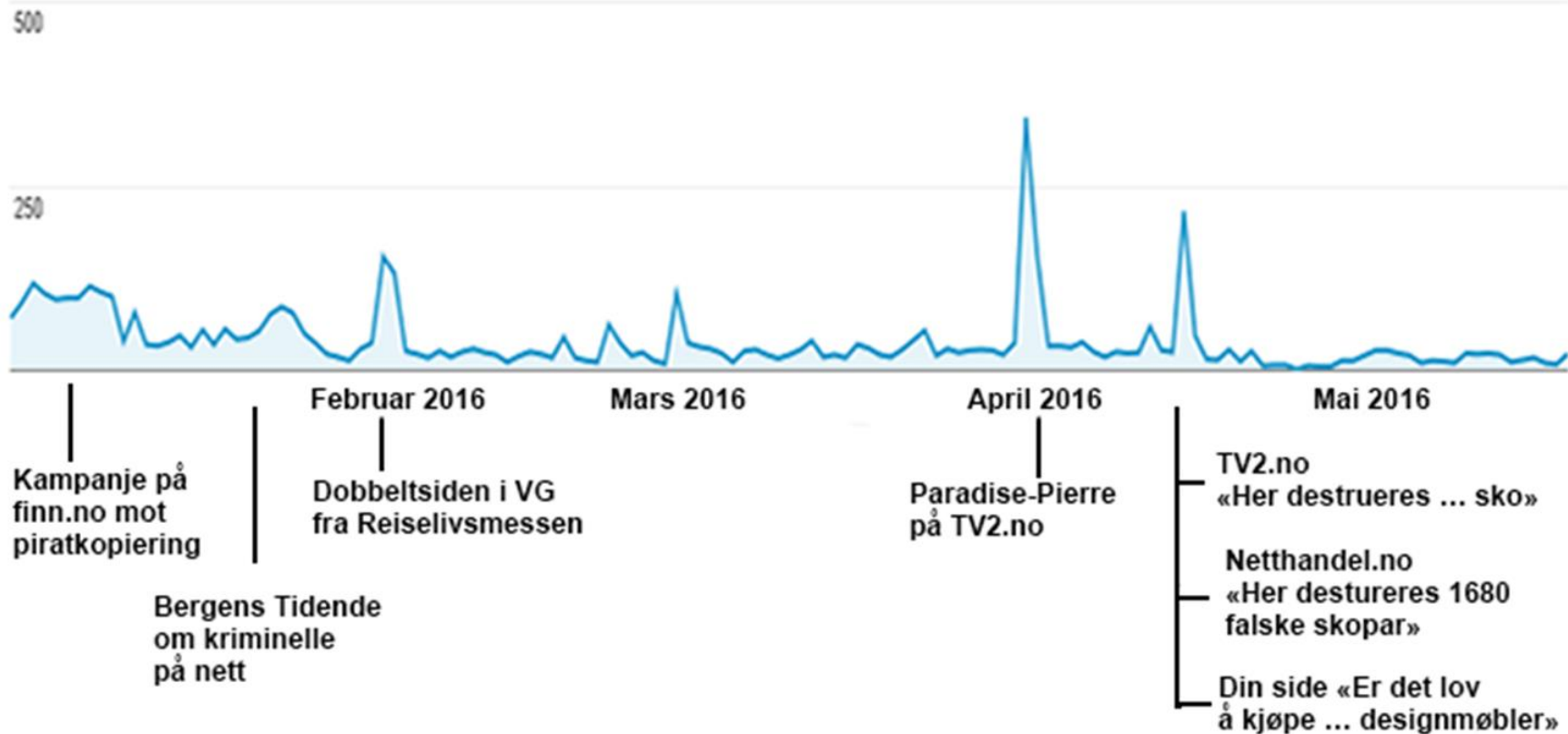
Advarer mot piratkopier under juletrær

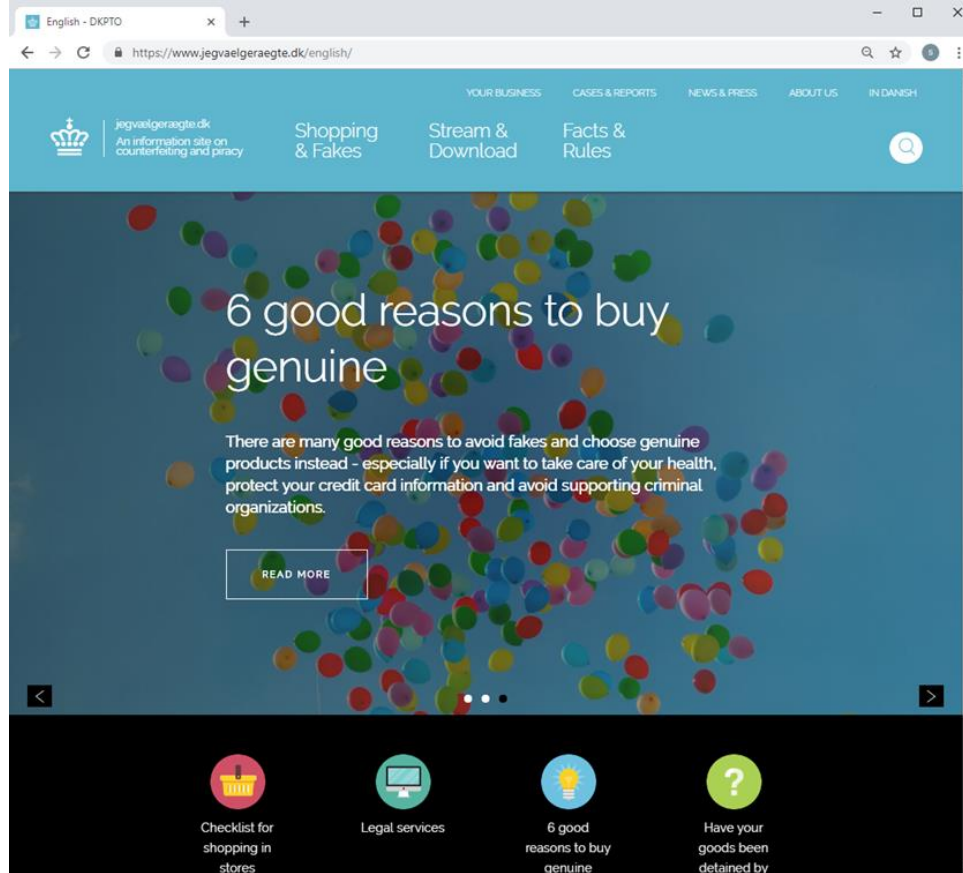
— Det er viktig å være oppmerksom på at det er mange varer som er kopier av originale produkter. Dette kan være farlig for helsen din og for miljøet. Vi anbefaler deg å kjøpe originale produkter for å sikre deg kvaliteten og sikkerheten til produktene dine.

Tolleiderne er tilgjengelig på Patentsystemet en personlig tjeneste.

— Det er viktig å være oppmerksom på at det er mange varer som er kopier av originale produkter. Dette kan være farlig for helsen din og for miljøet. Vi anbefaler deg å kjøpe originale produkter for å sikre deg kvaliteten og sikkerheten til produktene dine.

● Besøk





Danish awareness website (also in English)

<https://www.jegvaelgeraegte.dk/english/>

Effects and lessons learned:

- Visitors to the website?
- Journalists
- Reuse of ideas and material
- Good visual environment for the media
- Media-training - good investment






patent trademark design
**Norwegian Industrial
Property Office**

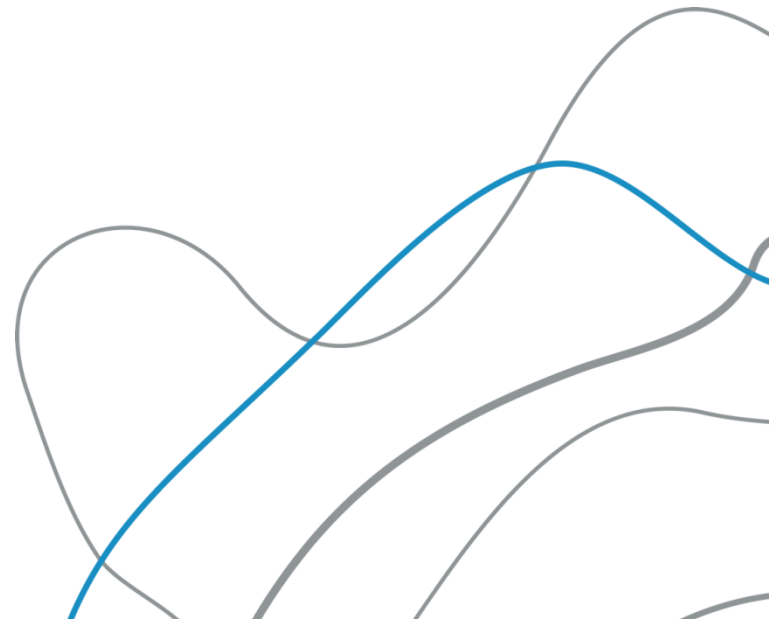


Hedvig Bengston, Senior Legal Adviser, Legal and International Affairs.
+0047 913 956 11 hbe@patentstyret.no

Phone: +47 22 38 73 33
E-mail: post@patentstyret.no

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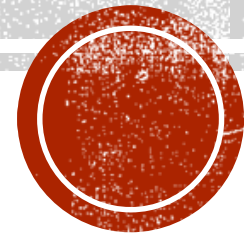


THE SCHOOL COMPETITION ON RESPECT FOR COPYRIGHT

SULTANATE OF OMAN (2018 -2019)

Dr. Maya Al'Azri

Ministry of Education



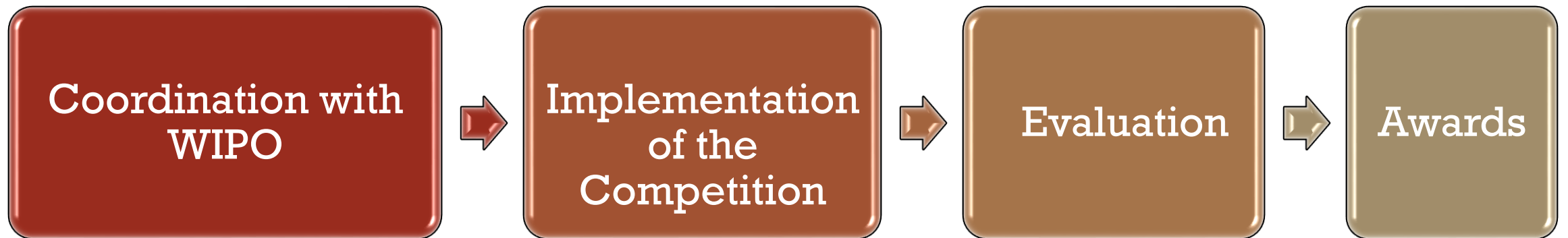
RESPECT FOR COPYRIGHT COMPETITION

The objectives of the Competition are:

- To raise the students' awareness of copyright.
- To enhance their understanding of the illegality of infringement,
- To point the way to lawful access to the material that they need.



PHASES OF THE COMPETITION



PREPARATORY STEPS

- Ministry of Education (MOE) coordinated the conduct of the competition for Omani pupils with WIPO's Building Respect for Intellectual Property (IP) Division to run the competition among Omani students.
- The promotional material, comprising comic books, T-shirts, bags and notebooks, and the medals for the winners were provided by WIPO
- The Innovation and Scientific Olympiad Department of the MOE (ISOD) announced the competition for the pupils at public and private schools.



IMPLEMENTATION STEPS: ORGANIZATION AND SUPERVISION TEAM

Tasks

- Identifying participating schools;
- Drawing up an implementation plan;
- Establishing, in consultation with experts, criteria and conditions for use by the selecting judges;
- Providing support for participating schools in conducting the competition;
- Evaluating the posters and selecting the winners;
- Publicizing the competition in the media; and
- Arranging the award ceremony in coordination with other entities.



IMPLEMENTATION

- Seventh to twelfth grade pupils;
- Public and private schools;
- Geographical coverage of all provinces in Oman; and
- Participation by pupils as individuals or in pairs.



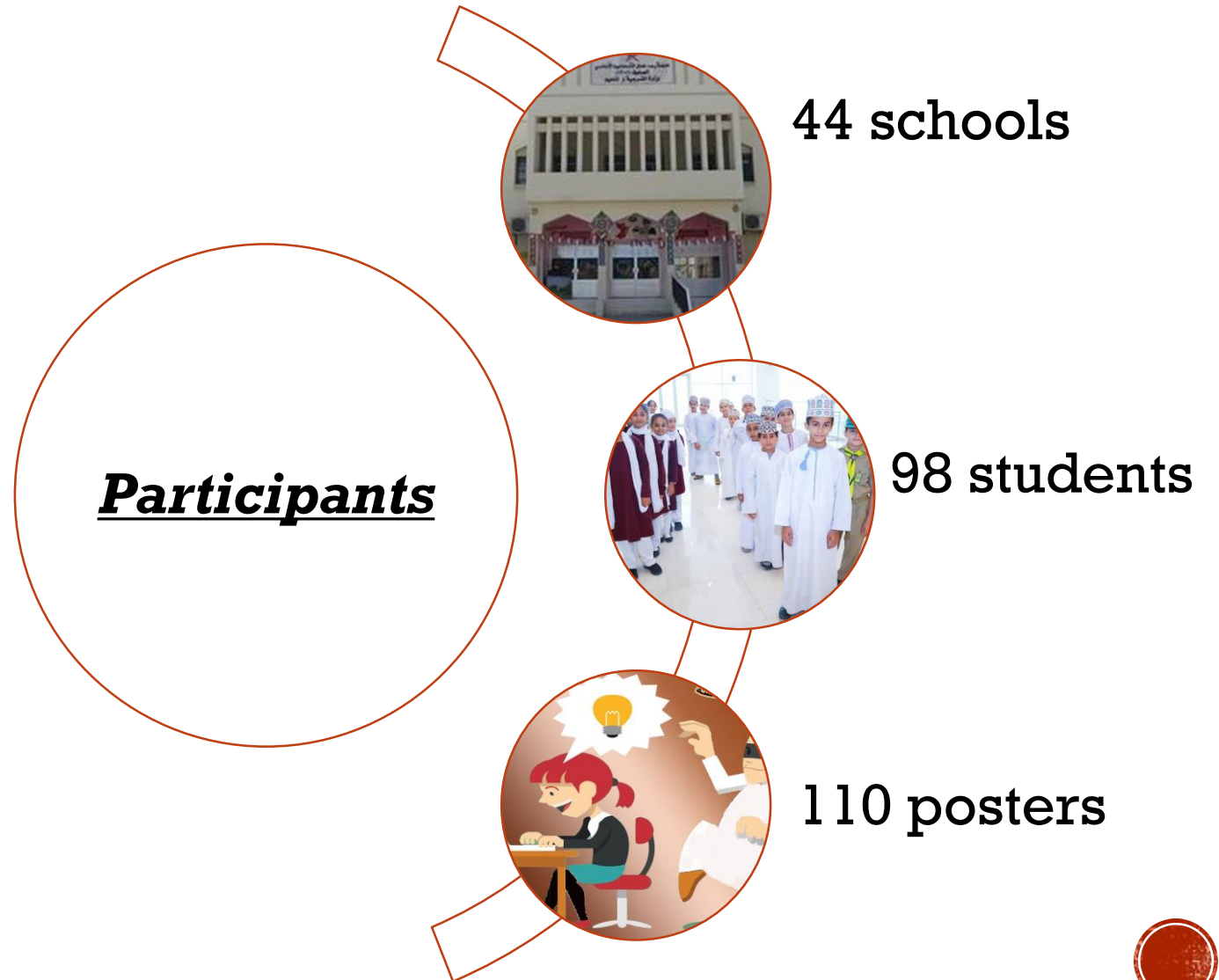
IMPLEMENTATION

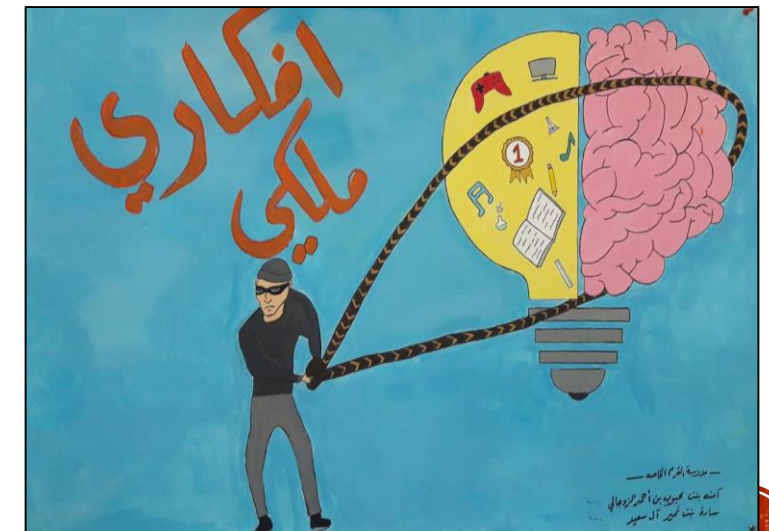
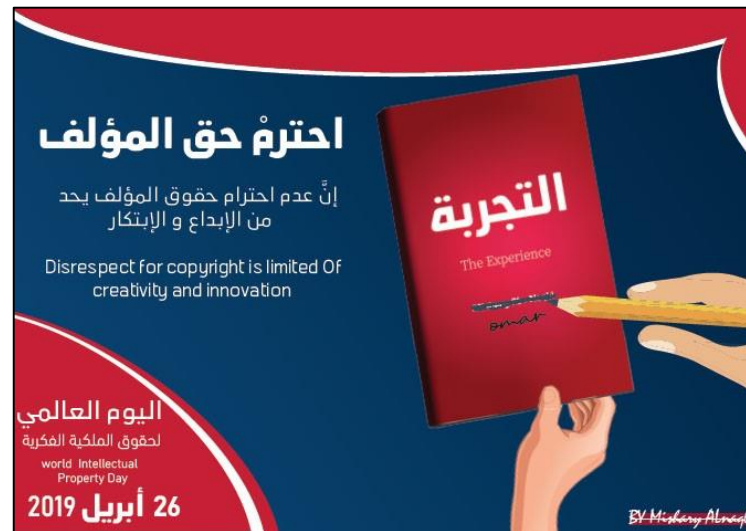
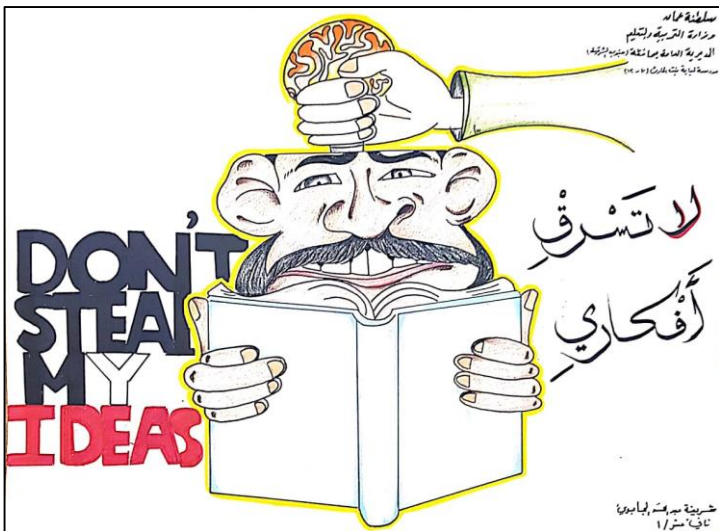
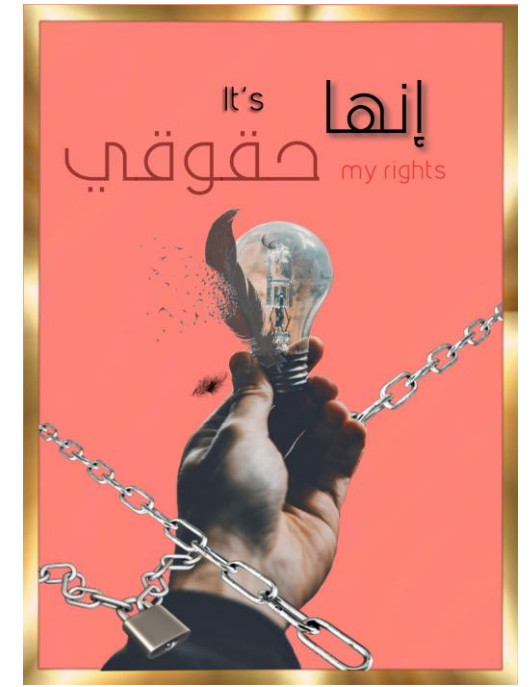
- A campaign was launched on social media to encourage interaction with the organizing committee
- The ISOD compiled a supplementary explanatory document on copyright in order to prevent infringement and sent it electronically to all provinces.
- Supplementary documents included a leaflet (COPYRIGHT) provided by the IP Department of the Ministry of Commerce and Industry and a comic book provided by WIPO.
- Workshops were conducted in some provinces by ISOD specialists, who highlighted the importance of IP and means of raising pupils' IP awareness.



PRIMARY SELECTION

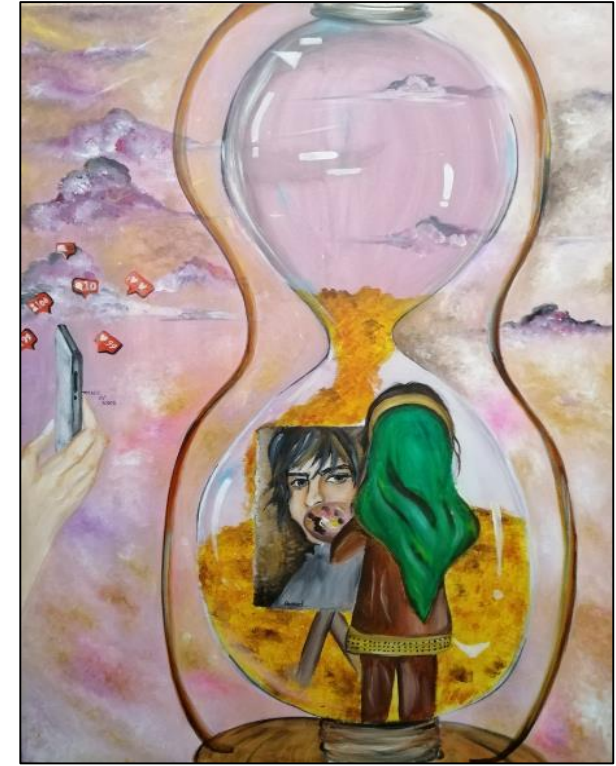
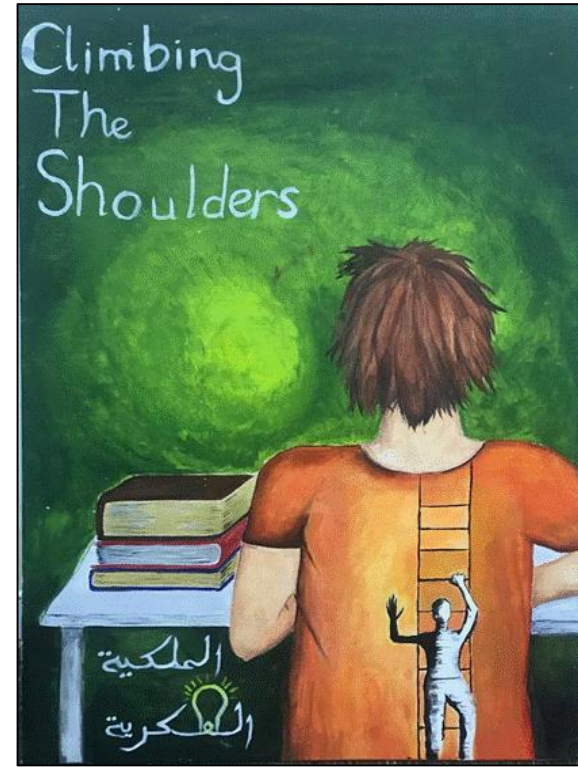
- More than 100 posters were received from participating schools within a short span of time.
- The first step was to filter out works that did not meet the objectives of the competition.
- The evaluating committee consisted of specialists from the ISOD and the IP Department of the Ministry of Commerce and Industry





FINAL SELECTION

- The screening committee, composed of representatives of various institutions, evaluated the filtered designs on the basis of the competition criteria, quality of the design and capacity to convey the message to other people.
- Five winners were selected at the national level.



“REACH FOR GOLD: COPYRIGHT AND SPORTS” EVENT

- The Ministry of Commerce and Industry, in cooperation with the Gulf Cooperation Council (GCC), represented by the GCC Patent Office, arranged events to celebrate World IP Day from April 28 to 30 under the theme “Reach for Gold: Copyright and Sports”.



- The events included a symposium and an exhibition by inventors from all the GCC States.



“REACH FOR GOLD: COPYRIGHT AND SPORTS”

- WIPO medals were awarded to the winners of the Copyright Competition by HE Mohsen Bin Khamis Bin Ghulam Al Balushi, Advisor at the Omani Ministry of Commerce.
- In addition, the ISOD, in cooperation with the private sector, provided prizes for the first five winners.



PARTICIPATION OF THE MINISTRY OF EDUCATION

- A talk on the promotion of innovation in the Ministry of Education, which was held on the second day and which highlighted the Ministry's innovation programs and initiatives.
- IP programs conducted in schools, such as the awareness programs for teachers and pupils, were spotlighted, as were training programs for specialists and supervisors from various provinces in Oman. The main training workshop was on how to search patent databases.



PARTICIPATION OF THE MINISTRY OF EDUCATION

- A display of the first five winning posters at the invention exhibition, which drew visitors to the exhibition



PARTICIPATION OF THE MINISTRY OF EDUCATION

- Robot Competitions in sports such as football and sumo sports.
- The winning teams were awarded prizes by the organizing committee.



PARTICIPATION OF THE MINISTRY OF EDUCATION

- Workshops were held in cooperation with some private-sector companies to train participants in building and programming sports games and 3D printing.
- The ISOD designed a link for workshop registration.
- More than 100 pupils participated in these workshops



PARTICIPATION OF THE MINISTRY OF EDUCATION

- An IP Questions and Answers Competition was held for visitors, in particular primary school pupils, to test their knowledge of basic IP concepts.
- Bags containing notebooks, pens and comic books were distributed to pupils, together with T-shirts.

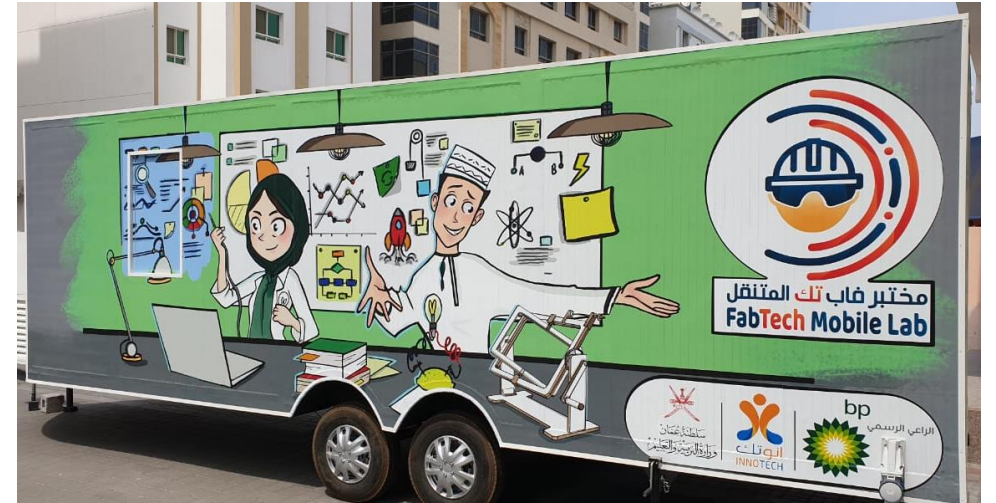




NEXT EVENTS



- National Workshop for Omani Teachers on Teaching Intellectual Property (IP) for Students during Oman Science Festival (4 – 8 November 2019).
- Interactive workshops for students during Oman Science Festival.
- IP awareness programs in the FabTech Lab.
- Workshops for students and teachers during national science week (March 2020).



THANK YOU





“I Decide, I Respect”
Peru
September 2, 2019



INDEX

- I. Current Situation
- II. Intellectual Property Policies
- III. “I Decide, I Respect”
- IV. Conclusions

I. CURRENT SITUATION

WEAKNESSES:

Cultural Problem / Society

Informality



I. CURRENT SITUATION

WEAKNESSES :

Cultural Problem / Society



Demand

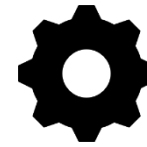


Supply

II. Intellectual Property Policies



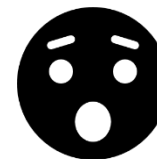
Approaches



PREVENTIVE



PERSUASIVE



REACTIVE

II. Intellectual Property Policies



Preventive Approach

Develop and consolidate in the country a culture of respect for intellectual property rights, also forging awareness among public and private actors about the importance of these rights in the country's economy.

II. Intellectual Property Policies



Persuasive Approach

Generate incentives for compliance with intellectual property laws, including mechanisms that encourage changes in the behavior of economic actors to protect and use their own intellectual property elements, as well as actions to promote the formal economy and legal commerce through the use of intellectual property.

II. Intellectual Property Policies



Reactive Approach

Perform timely and sufficient actions to supervise and sanction intellectual property infringements, irrespective of whether or not they occur in the offline or online realm.

Commission for the Fight against Customs Crimes and Piracy

- ✓ With a permanent and multisectoral nature, it was created in 2001 by Law No. 27595 and amended by Law No. 29013.
- ✓ It is made up of 16 institutions from the public and private sectors, such as the Ministry of Production, **Indecopi**, the Ministry of Foreign Trade and Tourism and the National Superintendence of Tax Administration (SUNAT); with the collaboration of the Ministry of Education.





Commission for the Fight against Customs Crimes and Piracy

- ✓ It is the body that articulates all the institutions that comprise it; The agreements adopted are binding on all public and private sectors and agencies that, through their representatives, make up the Commission. It has the power to congregate different institutions.
- ✓ The Commission has, among its functions: to plan, coordinate and organize the actions and recommendations aimed at counteracting customs and intellectual property crimes, which will be executed by the institutions responsible for the prevention and repression of these crimes.

III. I DECIDE, I RESPECT



*RESPETO LA PROPIEDAD INTELECTUAL Y RECHAZO
EL CONTRABANDO*

"I Decide, I Respect" is a multisector initiative that seeks to raise awareness in the Peruvian school population about the importance of respect for intellectual property, in order to fight, from the root, scourges such as "piracy" and contraband. In other words, it is an initiative that seeks change through the new generations.

The project was divided into two stages. The first consisted of training teachers through face-to-face workshops, virtual forums and supporting material. The second stage consisted in the effective completion of courses for high school students.

First Stage



Second Stage



III. I DECIDE, I RESPECT

Teachers received training on topics related to piracy, counterfeiting and contraband, by officials of INDECOPI and SUNAT. For this purpose, educational materials were developed consisting of:

- Five brochures for high school students, one for each grade of high school.
- Two methodological guides for teachers, one for the first and second grades of secondary school and the other for the third, fourth and fifth grades of secondary school.



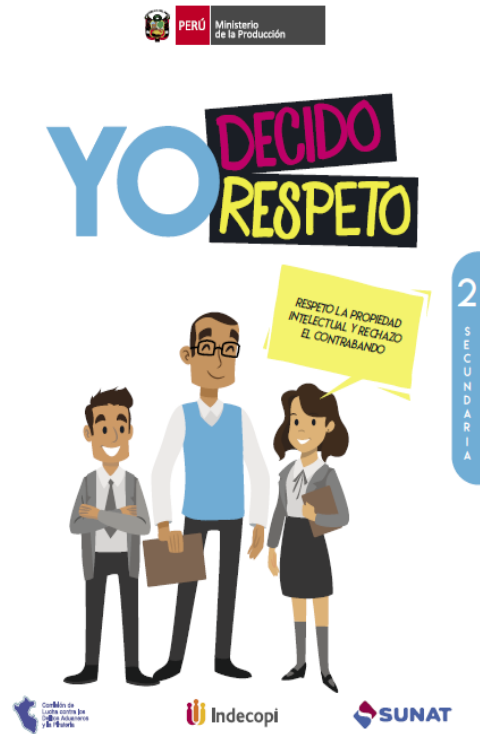
III. I DECIDE, I RESPECT



- First Brochure (1st year of high school)

It is divided into three sections: (i) "We are active citizens", which addresses the dimensions of citizenship and financial culture; (ii) "We are human, we are creative", which takes a look at creativity and piracy; and, (iii) "We protect ourselves from counterfeiting," which highlights the relationship between goods and the consumer, as well as counterfeiting.

III. I DECIDE, I RESPECT



- Second Brochure (2nd year of high school)

It is divided into two sections: (i) "We respect Copyright", which defines piracy and its modalities, as well as Copyright and the division between moral and economic rights; and, (ii) "We protect ourselves from counterfeiting", which includes trademark counterfeiting and the most frequent cases in Peru and also defines what distinctive signs and their characteristics are.

III. I DECIDE, I RESPECT



- Third Brochure (3rd year of high school)

It is divided into three sections: (i) "We Respect Copyright", which highlights the importance of copyright, its impact on people and the relationship between the State and the protection of the author; (ii) "We value the distinctive signs", which addresses the importance of the distinctive signs, the State's measures to protect the owners of the marks, the principles that govern the protection of the distinctive signs in Peru, and the sanctions for trademark infringements; and, (iii) "We recognize the work of the State", which covers customs control as a role of the State, as well as sanctions for customs crimes.

III. I DECIDE, I RESPECT



YO DECIDO RESPETO



4
SECUNDARIA

- Fourth Brochure (4th year of high school)

It is divided into three sections: (i) “Copyright is respected”, which defines copyright as a human right and explains its scope of protection; (ii) “Trademarks must be protected”, which develops the concept of well-known trademarks and explains trademark registration and its advantages; and, (iii) “Customs revenue fraud and smuggling affect us”, which includes discusses defrauding customs of revenue, the consequences of contraband and the illegal traffic of prohibited and restricted goods.



III. I DECIDE, I RESPECT



- Fifth Brochure (5th year of high school)

It is divided into three sections: (i) “Copyright contributes to the economy”, which develops the concept of copyright, its characteristics, the economic consequences of its legal protection, related industries and their contribution to the Peruvian economy, as well as the consequences of piracy; (ii) "We are entrepreneurs against counterfeiting", which highlights distinctive signs as elements that foster entrepreneurship and economic development, and develops the consequences of counterfeiting and infringement actions; (iii) "We reject contraband", which highlights the modalities of contraband, its consequences and the role of the citizen in a scheme of active citizenship.

III. I DECIDE, I RESPECT



The project seeks to encourage students to value the work of creators, entrepreneurs, innovators and inventors, always recognizing the importance of entrepreneurship, creativity, formal business activity, the payment of taxes, as well as the rejection of contraband, the piracy and the counterfeiting in the personal and familiar scope, so that they assume therefore a critical and responsible attitude.

III. I DECIDE, I RESPECT

RESULTS 2018



N° of Teachers: **210**

N° of Students benefited: **9801**

In Lima and Callao



Through this project, by 2018, 9,801 students from Lima and Callao have benefited. By 2019, it is planned to extend this initiative to other departments in Peru, so that more students can become aware of the importance and respect that intellectual property deserves and can take this message to their homes and their social environment.

PERSUASIVE APPROACH

Indecopi's Trademark Advisory Services Platform



PERSUASIVE APPROACH

Indecopi's Trademark Advisory Services Platform

- Search and interpretation of phonetic and figurative previous registers.
- Classification of products and services.
- Guidance in filing trademark applications.
- Advice on procedures for registering trademarks that distinguish products and services.
- Collective and certification marks, among other distinctive signs.



PERSUASIVE APPROACH

- ✓ In the first half of **2019**, 3237 entrepreneurs requested the registration of their brand in the Indecopi's Trademark Advisory Services Platform, while it was 5381 entrepreneurs in the whole year 2018.



PERSUASIVE APPROACH

Program of collective marks-2019

- ✓ 555 applications for collective trademarks were filed in 18 regions of Peru, registering a 375% increase over the same half of 2018 (148 applications). This has been under the regime of exemption from the payment of fees and simplification of the procedure established in Supreme Decree No. 092-2018-PCM.
- ✓ 256 registrations were granted, registering an increase of 266.67% compared to the same semester of the year 2018 (96 registrations). Collective trademark registrations have benefited more than 2,681 families of producers, artisans and micro and small businesses. These registers were granted in 33 business days.



PERSUASIVE APPROACH

← Campaña “Sé dueño de tu propia marca”: Empresarios y emprendedores del Emporio Comercial de Gamarra solicitaron su registro de marca ante el Indecopi

2019/08/23



- La campaña se desarrolló en coordinación con la Municipalidad de La Victoria, en el marco del programa ‘Todos somos Gamarra’ del Ministerio de la Producción.

En el marco del programa ‘Todos somos Gamarra’, que lidera el Ministerio de la Producción (Produce), la Dirección de Signos Distintivos (DSD) del Indecopi desarrolló la primera etapa de la Campaña ‘Sé dueño o dueña de tu propia marca’, logrando que 13 emprendedores y empresarios de la zona comercial de Gamarra soliciten el registro de sus marcas y puedan continuar su camino hacia la formalización.

REACTIVE APPROACH



<https://www.gob.pe/institucion/produce/noticias/27790-produce-el-2018-se-incautaron-mercancias-ilegales-por-un-monto-superior-a-los-us-213-millones-en-el-pais>



REACTIVE APPROACH

- 2018: A total of 5182 interventions were carried out throughout the country, for an amount exceeding US\$ 213 million. The most emblematic operations are: “United Grau Borders Shopping Center”, “Capón Shopping Center” and “5 Continentes Shopping Center”, during which clothing, medicines and footwear were seized.
- These interventions were possible thanks to the coordinated and articulated work of the institutions that are part of the Commission, such as the National Police, Indecopi, Sunat, Public Ministry, among others.



CONCLUSIONES

Rio Ucayali, Atalaya - Perú

IV. CONCLUSIONS

To strengthen the enforcement of intellectual property rights, it is required:

- ❑ A preventive approach: create a new culture in society through education and awareness programs, such as: "I decide, I respect".
- ❑ A persuasive approach: **make the benefits of trademark registration accessible to SMEs** and thereby increase the number of trademark owners, promoting the formal and encouraging licit trade based on their own brands (Brand Advisory Platform, Collective Brand Program, among others)
- ❑ A reactive approach: Provide quick and simple procedures to right holders, allowing immediate correction of infringements.



**GRACIAS POR
SU ATENCIÓN**



Indecopi



Indecopi

Indecopi Oficial



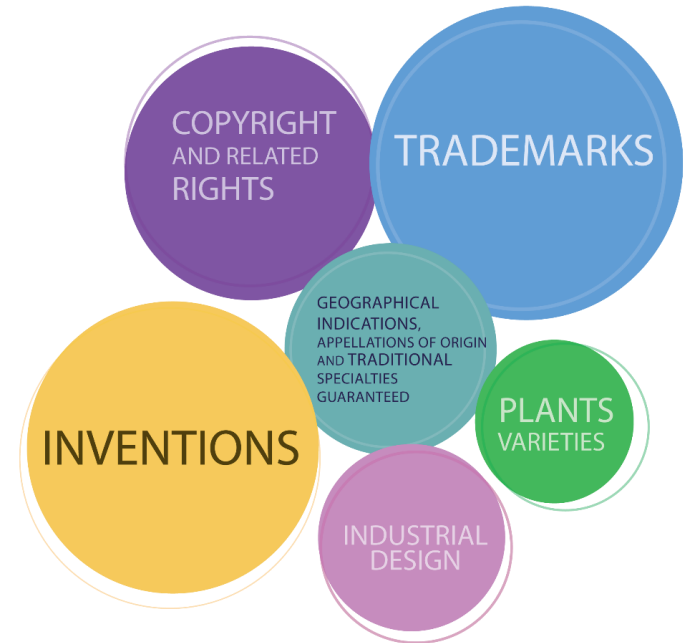
Radi 
Indecopi

www.indecopi.gob.pe/radio

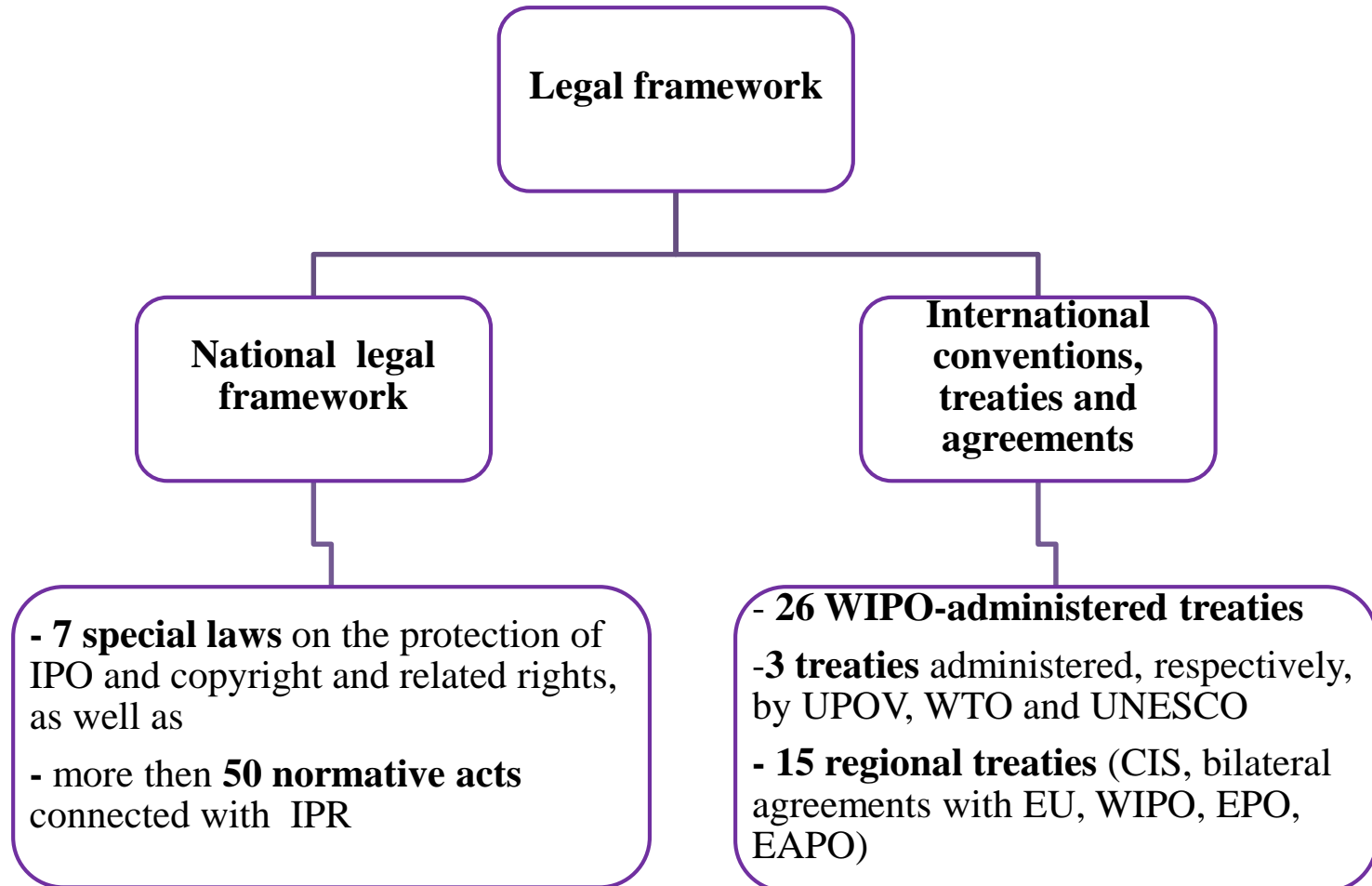
www.indecopi.gob.pe

Basic data about AGEPI

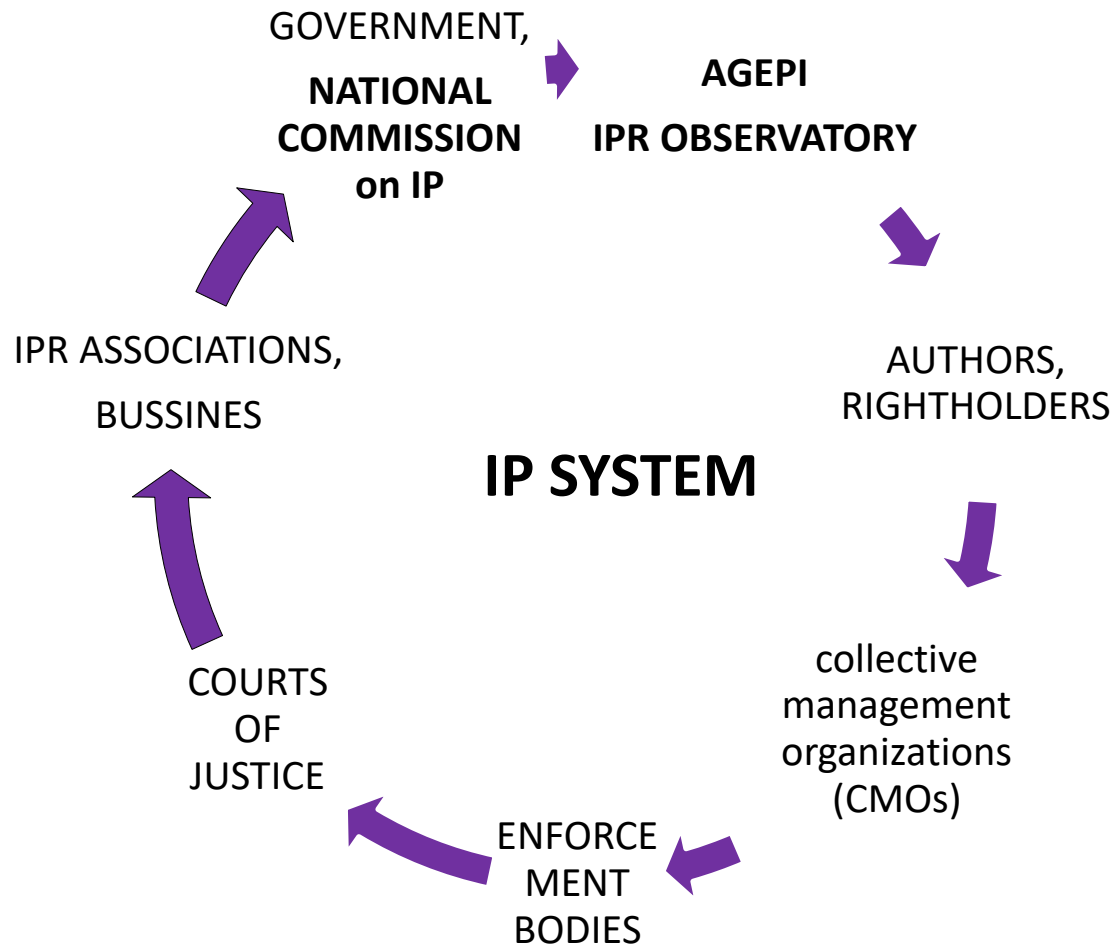
- Date of establishment– **8 September 1992**
- AGEPI is a central administrative authority subordinated to the Government
- Director General: appointed by the Government
- Internationally - AGEPI represents the Republic of Moldova in the World Intellectual Property Organization, other international, regional and intergovernmental organizations for intellectual property protection.



Current Legal Framework of IP Protection



THE STATE AGENCY FOR INTELLECTUAL PROPERTY OF THE REPUBLIC OF MOLDOVA AT THE CORE OF NATIONAL INTELLECTUAL PROPERTY SYSTEM



THE PROGRAMME FOR CULTURAL CHANGE (PCC) 2017/2018

EU-funded project *Support to Enforcement of Intellectual Property Rights*



THE PROGRAMME FOR CULTURAL CHANGE/ Stages of implementation

I. ANALYSIS OF THE INTELLECTUAL PROPERTY
ENVIRONMENT IN MOLDOVA

II. DRAFTING OF THE ACTION PLAN

III. PROGRAM DELIVERY: MAIN OUTPUTS AND
RESULTS

TARGET GROUPS



enforcement institutions, judiciary



academia (universities, research organizations)



IP right holders and representatives (patent attorneys, CMOs, etc.)



the young generation



enterprises (SMEs, start-ups, business incubators, business support organizations);

PROGRAM DELIVERY: MAIN OUTPUTS AND RESULTS

June 2017 to November 2018

130

conferences,
seminars,
workshops,
round tables and
training courses

10,000

attenders



PROGRAM DELIVERY: MAIN OUTPUTS AND RESULTS

June 2017 to November 2018



4

AWARENESS
CAMPAIGNS

30

STUDIES,
GUIDELINES AND
REVIEWS



Teaching IP is Fun

Stop Piracy and Counterfeiting

Authentic Moldovan

Online Piracy is Dangerous

PROGRAM EVENTS WERE PROMOTED THROUGH

- ❑ 11 media events
- ❑ 68 press releases
- ❑ 364 media appearances
- ❑ 255,448 views on livestreaming platforms



STOP PIRATERIA CONTRAFACEREA

CAMPANIE DE SENSIBILIZARE A ELEVILOR



STOP PIRACY AND COUNTERFEITING

awareness-raising campaign for pupils

60+

- pre-university education institutions

6,000

- pupils in grades nine to twelve

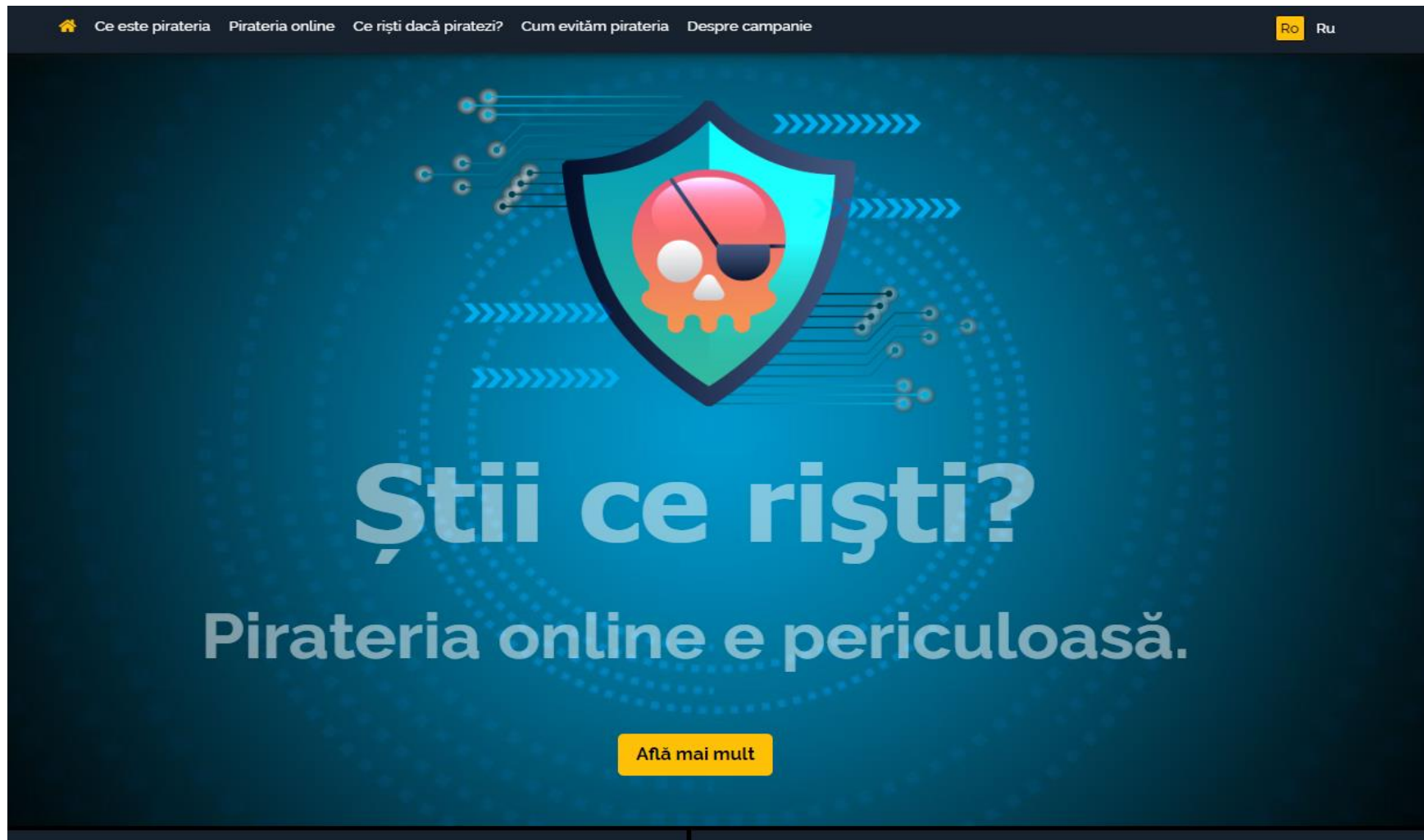
12,000

- flyers, brochures, backpacks disseminated

ONLINE PIRACY IS DANGEROUS

awareness-raising campaign for the general public

<http://pirateriaonline.md/> developed for the Internet campaign



🏠 Ce este pirateria Pirateria online Ce riști dacă piratezi? Cum evităm pirateria Despre campanie

Ro Ru

Știi ce riști?

Pirateria online e periculoasă.

Află mai mult

ONLINE PIRACY IS DANGEROUS

included three components



Awareness Campaign – **Internet** (designed to reduce access to infringing content)

Awareness Campaign – **Markets** (designed to reduce infringing goods on the market)

Awareness Campaign – **Right Holders** (designed to encourage right holders to enforce their IPRs)

IPR spots:



Beneficiile protejării Invenției

4.5K views • 1 year ago



Beneficiile înregistrării Desenului și Modelului

4.6K views • 1 year ago



Beneficiile înregistrării Mărcii

10K views • 1 year ago



Proprietatea Intelectuală pe înțelesul tinerilor

3.9K views • 1 year ago



Beneficiile înregistrării IG, DO, STG

4.6K views • 1 year ago



De ce Proprietatea Intelectuală este importantă

14K views • 1 year ago



Organizații de gestiune colectivă (OGC)

12K views • 5 months ago



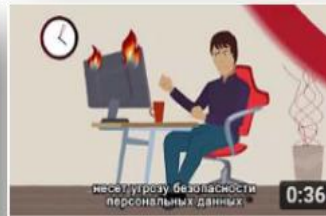
Mandatar autorizați

10K views • 5 months ago



Soiuri de plante

45 views • 5 months ago



Piraterie

40 views • 2 months ago



Ce este Dreptul de Autor?

7.5K views • 1 year ago



Valorificarea obiectelor de proprietate intelectuală

19 views • 1 month ago

22 journalists participated in an offline meeting on the societal impact of IPR infringements held in order to encourage mass-media representatives to support the awareness campaigns.



TEACHING IP IS FUN

an education campaign for secondary-school pupils from all regions of Moldova

interactive IP lessons

distribution of a set of 3 comic books on patents, trademarks and copyright developed jointly by WIPO and the Peruvian National Institute for the Defense of Competition and Protection of IP (INDECOPI) and translated into Romanian by the Romanian State Office for Inventions and Trademarks (OSIM) and the Romanian Copyright Office (ORDA).



*at least **60,000** pupils
in some **400** schools*

<https://www.wipo.int/publications/en>

AUTHENTIC MOLDOVAN a GI awareness campaign

promote the value of GIs in the development of business
involving traditional products



AUTHENTIC MOLDOVAN a GI awareness campaign

STUDIUL

privind identificarea produselor, băuturilor, bucatelor
și obiectelor de meșteșugărit pasibile înregistrării
în calitate de Indicații Geografice, Denumiri de Origine
și Specialități Tradiționale Garantate în Republica Moldova



Proiect finanțat
de Uniunea Europeană

Insituție beneficiară:

AGEPI AGENTIA DE STAT
PENTRU PROPRIETATEA
INTELECTUALA
A REPUBLICII MOLDOVA

Proiect implementat în consorțiu cu:



PROMOTION OF EDUCATION ON INTELLECTUAL PROPERTY RIGHTS

- **Three curricula** were developed for technical, law and economics students.
- **Video lectures** for different groups of students were compiled and recorded.
- An **Intellectual Property Management Handbook** for university students and doctoral fellows was published

IPR ENFORCEMENT ACTIVITIES

Some **20 enforcement seminars** were organized for approximately **500 enforcement officers and judges**. Studies, guidelines and reviews on IPR enforcement were produced



SUSTAINABILITY AND FUTURE PLANS

- ✓ **INSTITUTIONAL COMMUNICATION STRATEGY** - the strategy implementation action plan covers communication activities in key areas, outputs and performance indicators
- ✓ **E-LEARNING PLATFORM** - developed to provide continuing, easily accessible IPR education for the public
- ✓ **THE FIRST BASIC DISTANCE LEARNING (DL) IP COURSE** - launched on March 1, 2019, and more courses are being considered for development, including through the customization of WIPO DL courses.

<http://elearning.agepi.gov.md/>

Welcome to Moldova!

