



■ **Preventive Actions, Measures or Successful Experiences to Complement Ongoing Enforcement Measures with a view to reducing the size of the market For Counterfeited or Pirated Goods**

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Building Respect for IP Program 17 - Expected Results

- Progress in the international policy dialogue among WIPO Member States
- Tailored and balanced IP legislative, regulatory and policy frameworks
- Enhanced capacity at the national level to develop and give effect to IP enforcement policies and measures, taking into account socio-economic and development-oriented concerns
- Systematic and effective cooperation and coordination between the work of WIPO and other international organizations in the field of building respect for IP



Program 17 - Guiding Principles

- Strategic Goal VI - *International Cooperation on Building Respect for Intellectual Property (IP)*
- Recommendation 45 of the WIPO Development Agenda

Advisory Committee on Enforcement (WIPO Assemblies - September 23 to October 1, 2002)

- One single Committee in charge of global enforcement issues with objectives:
 - Coordination with certain organizations and the private sector to combat counterfeiting and piracy
 - Public education
 - Assistance
 - Coordinate national and regional training
 - Exchange of information
 - (norm-setting is explicitly excluded)

Sessions of the ACE

- 1st Session: 2003
- 2nd Session: 2004 - the role of the judiciary and the prosecution in enforcement activities
- 3rd Session: 2006 - education and awareness-building, including training
- 4th Session: 2007 - cooperation and coordination at the different levels
- 5th Session: 2009 - contribution of, and costs to, right holders in enforcement, taking into account Recommendation 45 of the WIPO Development Agenda

6th, 7th and 8th Sessions of the ACE 2010 - 2012

- A literature review of methodologies and gaps in the existing studies;
- Identification of different types of infractions and motivations for IPR infringements, taking into account social, economic and technological variables and different levels of development;
- Targeted studies with an aim to developing analytical methodologies that measure the social, economic and commercial impact of counterfeiting and piracy on societies taking into account the diversity of economic and social realities, as well as different stages of development;
- Analysis of various efforts, alternate models and other possible options from a socio-economic welfare perspective to address the counterfeiting and piracy challenges

9th Session of the ACE March 3 to 5, 2014

- Practices and operation of alternative dispute resolution systems in IP areas

- Preventive actions, measures or successful experiences to complement ongoing enforcement measures with a view to reducing the size of the market of counterfeited or pirated goods

WIPO/ACE/9/11 1.-Preventive Actions to Build Respect for IP

- The building blocks:
 - Public awareness and education
 - Business models and solutions
 - Technology solutions
 - Supply chain security - to strengthen governance and develop trusted networks
 - Voluntary, self-regulation mechanisms
 - And institutional collaboration

2.-WIPO's Activities in Awareness-Raising to Build Respect for IP



WIPO Awareness Tools

- WIPO Comic Books for youth
 - Available in 20 languages
 - Customization
 - Available as a cartoon



WIPO Awareness Tools

WIPO Awareness Tools: Crossword puzzle and word search.

Across:

- To qualify for protection, an invention has to be ...
- The patentee has the ... right to prohibit unauthorized use of his invention.
- The patentee has the right to ... his invention.
- Trademarks are used so that consumers do not ... products.
- The application of the patent should have the applicability ...
- Trademarks are registered for 10 ... with a possibility of renewal.
- ... make the words go round.
- A trademark may consist of a ...
- ... should be registered to qualify for copyright protection.
- The owner may ... his IP rights.
- Counterfeiting is a ...
- A trademark may also consist of a ...
- ... is a trade dress.
- If a trademark is registered and used well it can make ...

Down:

- The ... Classification describes classes of product.
- To stop someone's invention is ...
- Protected IP rights have this ...
- Inventors reflect on problems and work out ... solutions.
- A criminal penalty is a ...
- Patents should be ... to qualify for protection.
- Prays is the ... operation, asks, has or other use of a verb.
- A trademark is used to ... between the goods or services of one person or company and another.
- You cannot physically ... intellectual creations.
- Can you imagine a model without ...?
- If you register your design you ... it.
- Right holders ... these rights.



WIPO Awareness Tools

- Promotional materials with a key messages

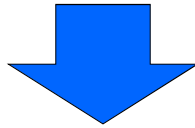
**i respect !
ip rights**



3.-Building Respect for IP Awareness Strategies

- The Strategy aims to build respect for IP

Awareness raising and education



Behavioral change
to curb the demand for IP infringing goods

Strategy: Key Players

- Four categories :
 - Public sector (IP Offices and other government agencies and bodies, school and universities)
 - Private sector (industry associations, special interest groups, corporations)
 - Civil society (NGOs, legal professionals, consumer associations)
 - The media

Implementation Plan

- Assessment and evaluation of IP environment and consumer perceptions
- Defining the goals, target groups and the implementation duration
- Proposed objectives and activities
- Adaptations by/for different target groups
- Assessment and evaluation of activities

Implementation Plan

- Could use:
 - Promotional materials carrying the key messages of the Strategy (like leaflets, flyers, rubber bracelets, T-shirts and calendars)
 - WIPO Awareness tools
 - WIPO Awards Program
 - Events during the World IP Day celebrations

Implementation Plan

- In this context of public awareness campaign, WIPO provided technical assistance program, recommendations and guidance to several countries, among others:
 - Costa Rica (Sub-Regional Seminar on Building Respect for Intellectual Property)
 - The Slovak Republic (National Campaign “IP Awareness – IP Education - IP Enforcement 2013-2015)
 - Trinidad & Tobago (National Project on Building Respect for IP)

World IP Day 2014 “Movies: A Global Passion”

- Building Respect for IP Division – pilot project in 6 countries -
 - Competition in one school per country, with students around 13 to 17 years old
 - Scenario: ***“If you had produced a movie, had acted in a movie, had written a script, or had composed or performed the theme song of a movie, how would you convince your friends to respect your rights in this movie? Why is it important that they respect rights in movies?”***
 - Create a short video clip (between 30 to 60 seconds)

Thank you!



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