



DANISH PATENT AND  
TRADEMARK OFFICE

Marie Amstrup Jensen, Legal Adviser, IP Enforcement & Networks

WIPO, ACE 15

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# Recent Anti-Counterfeiting Awareness-Raising Activities in Denmark



# Agenda

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1. Awareness website against counterfeiting and piracy
2. Awareness initiative for schools
3. Awareness campaigns in recent years

Financed by EUIPO:





# Awareness website

YOUR BUSINESS    CASES & REPORTS    NEWS & PRESS    ABOUT US    IN DANISH

jegvaelgeraegte.dk  
An information site on counterfeiting and piracy

Shopping & Fakes    Stream & Download    Facts & Rules

## 6 good reasons to buy genuine

There are many good reasons to avoid fakes and choose genuine products instead - especially if you want to take care of your health, protect your credit card information and avoid supporting criminal organizations.

READ MORE



# Key elements of the website:

1. Consumer guide
2. Video and text case studies
3. Interactive “quizzes” and “Did you know?”
4. Guides for businesses
5. Reports on counterfeiting and piracy
6. News board

[How to avoid fakes](#) | [Have you bought a fake product?](#) | [Travel guide](#) | [Have your goods been detained by customs?](#)

[Checklist for shopping in stores](#) | [Checklist for online shopping](#) | [Often copied products](#) | [Dangerous products](#)

## Checklist for online shopping

Get tips for spotting fakes

**It is easy to be fooled when you are shopping online, because you do not have the same opportunity to examine the product as when buying in a physical store.** Fortunately, there are other ways to avoid fakes when shopping online.

Remember that counterfeit and pirated products are also sold on social media

### Checklist for online shopping

Here are tips on how to avoid counterfeit and pirated products online.

- Are there language errors and odd prices?
- Is the price suspiciously low?
- Is the contact information for the webshop incomplete or false? Check also the 'About Us' page.
- Is the URL strange?
- Are the payment options suspicious?
- Always pay by card, so you can dispute the payment ! (contact your bank)

**...and remember; If it sounds too good to be true – Then, it probably is!**



# 6 good reasons to buy genuine

There are many good reasons to avoid fakes and choose genuine products instead - especially if you want to take care of your health, protect your credit card information and avoid supporting criminal organizations.



## Don't put your health at risk

For the manufacturers of counterfeit products, it's the profit that counts. They often use cheap but harmful substances. Counterfeiters don't need to think about their reputation or product quality, since it's the original producers and consumers who suffer the loss.



## Don't support crime

The link between counterfeit goods and organized crime is well documented. By purchasing counterfeit goods, you run the risk of supporting criminal organizations that may also be involved in tax evasion and trafficking of drugs, weapons and human beings - and even terror.



## Good deal or waste of money?

Sellers of counterfeit products are generally committing a criminal offense. Also, you have no idea which product you receive - or if your consumer rights are respected. Also be aware that fakes can be destroyed upon customs control.



## Avoid credit card abuse and malware

You risk misuse of your credit card and malware/virus on your computer, if you buy counterfeit products online.



## Don't take advantage of vulnerable workers

Counterfeit products are often produced in the black economy and without control of working conditions or hygiene. This puts workers in a vulnerable situation with increased risk of exploitation.



## Don't put jobs at risk

Counterfeit products result in huge revenue losses for the innovative companies - and fewer jobs. Stealing the ideas of others is unfair competition.



# Case law database (criminal cases)

Case law collection with all danish judgements in criminal IP cases since 2013

The screenshot shows a web interface for a case law database. At the top, there is a search bar with the text "Sageord" and a magnifying glass icon. Below the search bar are several filter menus: "Date", "court", "Regulatory", "Decision", "Product", "Compensation", and "TAGS". Below the filters, it says "Showing all 10 results" and "Pageviews: 10 / 25". The main content is a table with the following columns: "link", "Date", "court", "Regulatory", "Decision", "Description", "Number / Period", and "Compensation".

link	Date	court	Regulatory	Decision	Description	Number / Period	Compensation
	10.8. 2018	Eastern High Court	Section 42 (2) of the Trademark Act, 2. cf. 1. of section 4 and the nature of the EU Trademark Regulation 9. and section 61 (1) of the Criminal Code, 2 and 5 8g.	30 days conditional (increase in relation to the district court) + Confirmation of the additional fine of DKK 20.000.	Sales of copy products on the market. The offense was committed during the sentencing period. The district court's judgment in the case against T is changed so that the sentenced sentence is increased to 30 days in prison. Moreover, the judgment is upheld. <b>Appeal before the Court of Svendborg on 25.01.2018</b> ↗ The imposition of (inter) prosecution fines // Vest market // Confiscation	409 perfumes and 98 pairs of socks are confiscated.	The district court referred the claim for civil action.
	28.09. 2018	The court in Sønderborg	Section 42 (2) of the Trademark Act, 2. cf. 5.1. of 5.4. par. 1 and the nature of the EU Trade Mark Regulation 9th	30 days conditional	Accused of having used commercially identical signs with or similar to the registered trademarks in connection with storage for sale, offering for sale, marketing and sale of a total of 905 pairs of H2O stockings. The defendant was previously punished for similar crime. ↗ Supermarket market // Confiscation	905 pairs of stockings are confiscated.	The claim is referred to civil action.

<https://www.jegvaelgeraegte.dk/domme-rapporter/domssamling/>



# School Initiative

- 7th to 9th grade



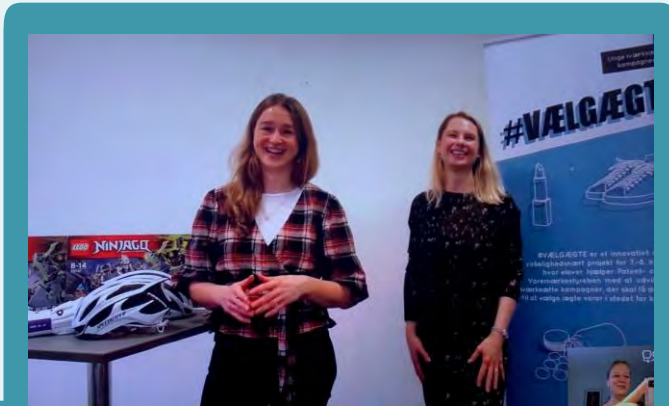
We ask the pupils to develop and carry out awareness campaigns against counterfeiting



#CHOOSEREAL "Young people launch campaigns"



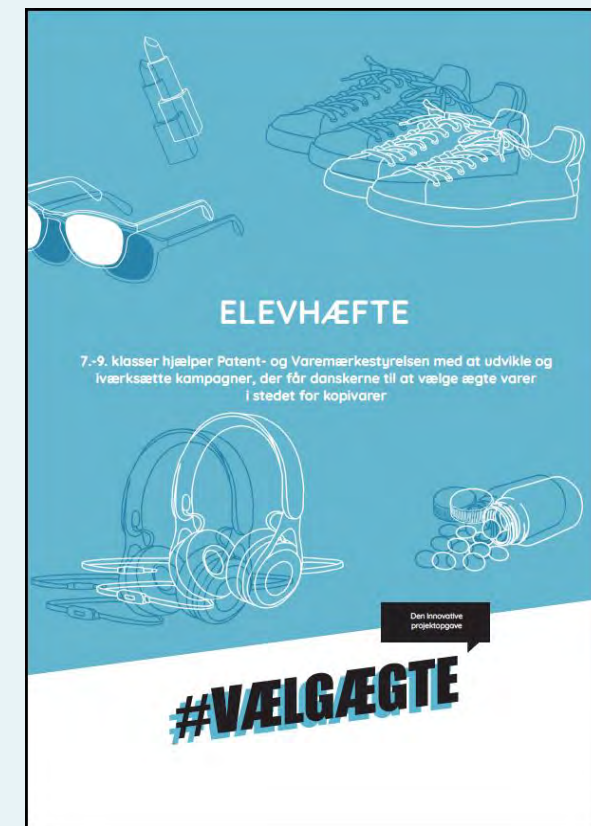
# The Material



Kick off / Webinar



Teacher's Guide



Student booklet





# Material for students

Website  
[Ichoosereal.dk](http://Ichoosereal.dk)

Info posters

**VÆRD AT VIDE OM IMMATERIELLE RETTIGHEDER**

**HVAD ER IPR?**

**VÆRD AT VIDE OM KAMPAJNEN SOM GENER**

**DEN GODE KAMPAJNE**

**VÆRD AT VIDE OM KOPIVARER**

**4 GODE GRUNDE TIL AT KØBE EGTE VARER**

**DU SETTER DET HELMBED PÅ DIN**

**DU RISIKERER AT FÅ BETALINGSKORT HISEKORT OG EN COMPUTER, INDEKORT ELLER VINDSOLVARE**

Visual material

## EUROPOL

### #VÆLGÆGTE

Køb af forfalsket make-up på nettet - se videoen ved at trykke på billedet



Article

NEWS



### GRØTESK OPLEVELSE: PLUDELIG SÅ JEG ET BILLEDE FRA MIN PRIVATE PROFIL PÅ ALIEXPRESS, SOM SOLGTE EN KOPI AF ET AF VORES UR TIL SPOTRIS

Nettet har gjort det let at sælge kopivarer. Jacob Juul har foreløbig fundet 500 steder på nettet, som sælger falske Bulbul ure.

Arbejdet er blevet afleveret til Gøteborg og brugt i forløbet den 16. juni 2016.

Juul og Althea i 2015 udførte Bulbul, som sælger ure til priser fra 2.000 kroner og op. I starten, baseret på den succesfulde succes i mange af de første måneder, blev urene solgt i mange af de første måneder.

I de første måneder blev urene solgt i mange af de første måneder. I de første måneder blev urene solgt i mange af de første måneder.

Althea er den af de to kvinder, som sælger urene. De to kvinder er den af de to kvinder, som sælger urene. De to kvinder er den af de to kvinder, som sælger urene.

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**KØBERE SÆLGER OGSÅ PÅ AMAZON**

**FORBUDNE MED ØKONOMISKE OPLEVELSER**

**OPTAGNING, OPTAGNING, OPTAGNING**

**VI MÅ ERKENDE, AT NOGLE AF DEM DER LÅVER KOPIER, ER VANVITTIG DYGTIGE TIL DET**

**JACOB JUUL TAGER DET PERSONLIGT**

**IDENTIFIKERET OVER 500 STEDER PÅ NETTET, SOM SÆLGER FALSKE BULBUL URE.**

**VI HAR FORELØBIG IDENTIFIKERET OVER 500 STEDER PÅ NETTET, SOM SÆLGER FALSKE BULBUL URE.**

**FRÅNTAGELSE TIL BIG BUSINESS**

**STATISTIK OM KOPIVARER**

**#VÆLGÆGTE**



# Examples of the pupils' campaigns



- Games
- Quizzes
- Cakes
- Videos
- Songs
- Stickers
- Apps
- SoMe



# Recent Awareness-Raising Campaigns

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- **Key elements;**
  - Media Campaign
  - Social Media Campaign
  - Coordination with public and private sector stakeholders to spread the campaigns as much as possible
- **Campaign examples**





# Objective of the campaign

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- Targeted at young people between 18-24 years
- We wanted to increase their knowledge on;
  - Why they should avoid buying counterfeit goods
  - How to avoid buying counterfeit goods





# Insight: Many young people buy counterfeit goods

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- Among Danish consumers, young people between 15-24 years are most willing to buy most counterfeit goods.
- 17% of young Danes deliberately buy counterfeit goods.
  - Increase in seven percentage points since 2016.
  - Also more than the EU average of 13%.
- The target audience is difficult for the DKPTO to reach and it is difficult to maintain their attention.

*Source: EUIPO's "Intellectual Property and Youth – Scoreboard 2019"*



# "What is in your bag?" Influencer campaign 2020

- Launched on WAC Day on 10 June



YouTube-video: What is in my bag



Hvad gemmer dine kopivarer på?

Patrulj og Våbenmagtspesialtjenesten samarbejder om denne kreative influencers kampagne "Hvad gemmer dine kopivarer på?" der skal få unge til at tænke over at have kopivarer ved at samarbejde på tværs for at skabe en stærkere kriminalitet.



2 Campaign sites



9 influencers posting



# Photos of influencer posts on Instagram





16.39

JULIEMARIE\_HERMANN  
**Opslag**

juliemarie\_hermann  
Refshaleøen



2.545 Synes godt om

juliemarie\_hermann Reklame for Patent- og Varemærkestyrelsen // Hvad gemmer dine kopivarer på? Bare rolig, er ikke blevet narkohandler. Posen er blot... mere

Vis alle 12 kommentarer

Home Search Post Add Profile

16.43

KARODALL  
**Opslag**

karodall



1.855 Synes godt om

karodall Annonce for Patent- og Varemærkestyrelsen - Hvad gemmer dine kopivarer på? Jeg blev forleden stillet spørgsmålet "Vidste du... mere

Vis alle 28 kommentarer

Home Search Post Add Profile

16.42

NICHOKAWAMURA  
**Opslag**

nichokawamura



1.046 Synes godt om

nichokawamura Reklame for Patent- og Varemærkestyrelsen // Hvad gemmer dine kopivarer på?

Kopivarer, fakes osv.  
Vi har allesammen været der.

Home Search Post Add Profile





16.40

ASTRIDAEROE  
Opslag

astridaeroe

♥️ 💬 📌

👤 Synes godt om fra juliemarie\_hermann og 9.841 andre

astridaeroe Reklame for Patent- og Varemærkestyrelsen // Hvad gemmer dine kopivarer på? Hermed første gang I får et fotoredigeret billede :)) jeg håber virkelig at I vil... mere

Vis alle 15 kommentarer

🏠 🔍 📺 🛍️ 👤

16.53

JOSEFINESIMONEDAHL  
Opslag

josefinesimonedahl

♥️ 💬 📌

33.495 Synes godt om

josefinesimonedahl Annonce for Patent -og Varemærkestyrelsen | Ja, som I kan se på billedet er der blevet redigeret... mere

Vis alle 237 kommentarer

🏠 🔍 📺 🛍️ 👤

16.49

REBECCACHARLOTTEDAHL  
Opslag

rebeccacharlottedahl  
Odense, Denmark

♥️ 💬 📌

14.692 Synes godt om

rebeccacharlottedahl Reklame for Patent- og Varemærkestyrelsen || Hvad gemmer dine kopivarer på? Jeg synes det er utrolig vigtigt at sætte fokus på, at... mere

Vis alle 96 kommentarer

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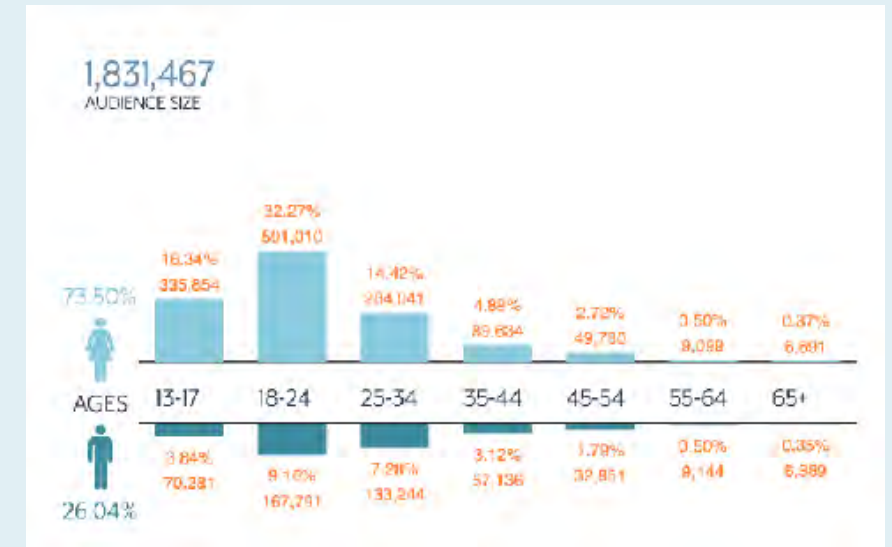


# Results

- The campaign reached 1/3 of the Danish population!
  - 1/6 through the press and
  - 1/6 through the SoMe campaign

Great exposure in TV, radio and printed and online media

Despite a smaller budget, we achieved a high engagement rate of 9.61% .

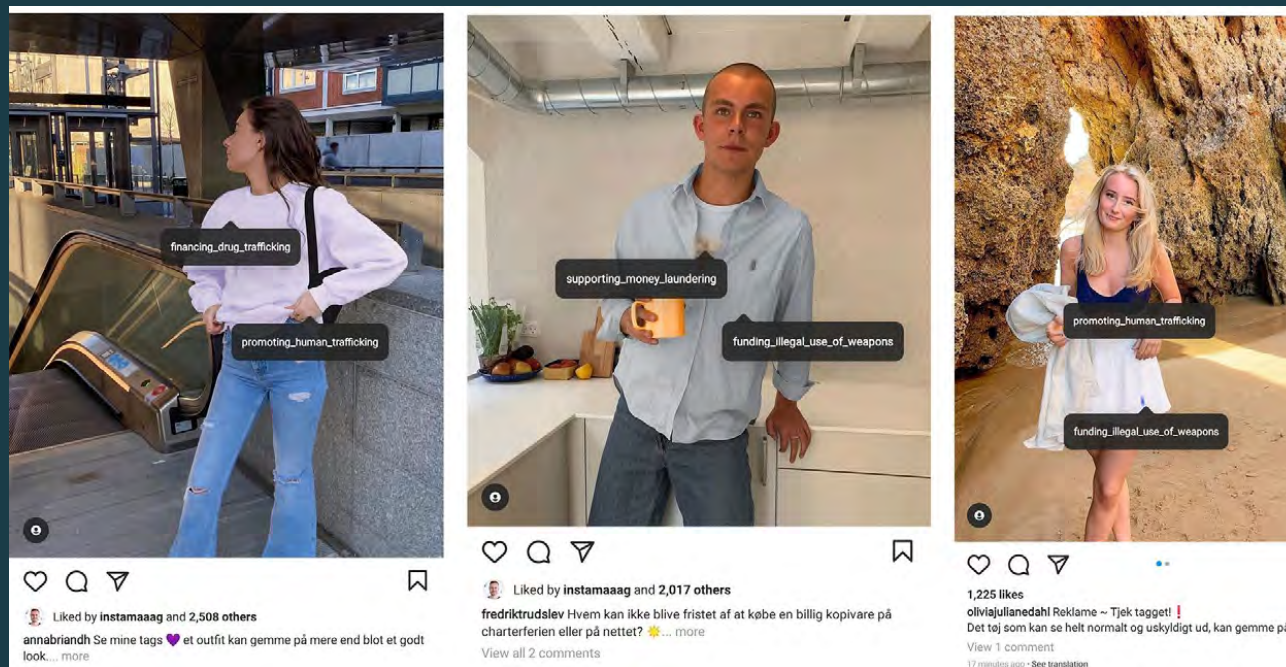


Targeted audience through SoMe



# “Check the tag” Influencer campaign 2021

- Launched on WAC Day on 8 June





# Campaign concept

The main target group of the campaign is active on Instagram. In addition, a lot of counterfeit products are offered for sale on this platform.

Our campaign tapped into the youngsters' habit of checking tags on posted pictures.

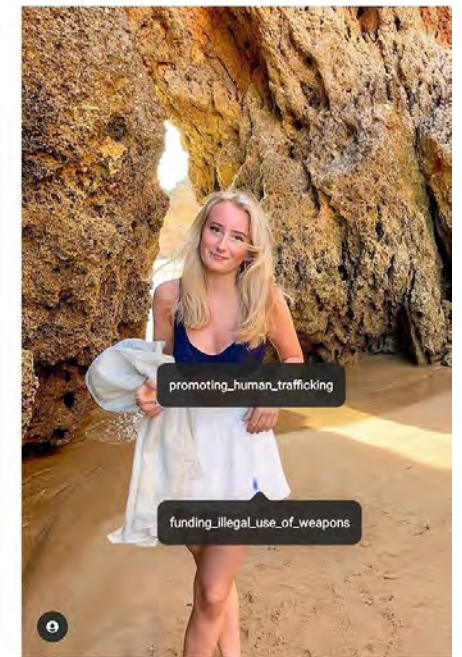
This time, checking the tags of the seven selected influencers would reveal our campaign message. The message mainly concerned the links between counterfeiting and other types of serious crime – and how to avoid fakes. The health and safety dangers was also included.



Liked by **instamaaag** and **2,508 others**  
**annabriandh** Se mine tags ❤️ et outfit kan gemme på mere end blot et godt look... more



Liked by **instamaaag** and **2,017 others**  
**fredriktrudslev** Hvem kan ikke blive fristet af at købe en billig kopivare på charterferien eller på nettet? 🌞... more  
View all 2 comments



**1,225 likes**  
**oliviajullanedahl** Reklame ~ Tjek tagget! 🚫  
Det tøj som kan se helt normalt og uskyldigt ud, kan gemme på fc  
View 1 comment  
17 minutes ago · See translation



# Campaign flow

7 Influencers



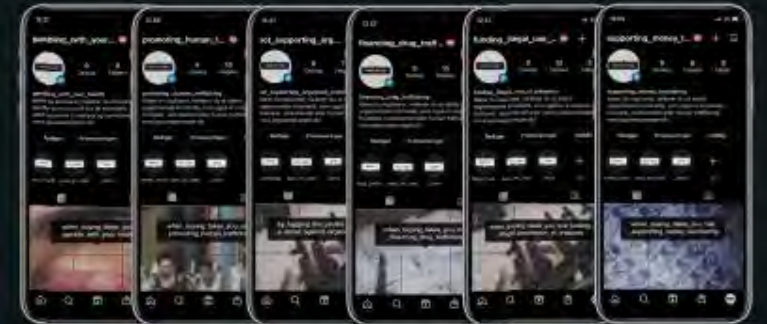
Information through the press to the general public including parents and others with relation to the young target group

Explainer video



The young target group

Our campaign profiles on Instagram





# 7 influencers made campaign posts on Instagram

## – urging their followers to “check the tag”



1,225 likes  
 olivajulianedah1 Reklame ~ Tjek tagget! **!**  
 Det tøj som kan se helt normalt og uskyldigt ud, kan gemme på forfæ... more



5,299 likes  
 rebeccacharlottedahl Reklame • Tjek tagget **!**... more



Liked by instamaag and 2,017 others  
 fredriktrudslev Hvem kan ikke blive fristet af at købe en billig kopivare på charterferien eller på nettet? **!**... more



Liked by instamaag and 2,508 others  
 annabriandh Se mine tags **!** et outfit kan gemme på mere end blot et godt look... more



# Our campaign profiles on Instagram

- with additional information on fakes in the form of short documentary style videos ([https://www.instagram.com/not\\_supporting\\_organised\\_crime/](https://www.instagram.com/not_supporting_organised_crime/));
  - 5 signs to spot fakes
  - Facts about fakes

Extra user activation:  
A profile and tag that could be used to take a stand against organised crime.





# Video explaining the campaign

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Watch the video:

<https://vimeo.com/560106771>.

This video explained the campaigning and was eg promoted on DKPTO's own channels (including SoMe) and to various stakeholders/collaborators, so they could help promote the campaign.







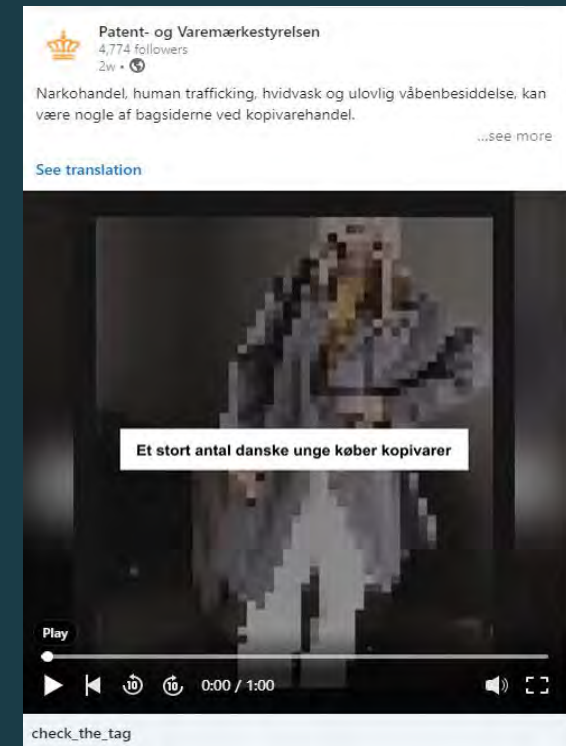
# Results

## SoMe campaign

- We reached 76% of the defined target group (youngsters between 18-24 years) through the Instagram campaign.
- High engagement rate 8,15 % (normally 4% is considered satisfactory).

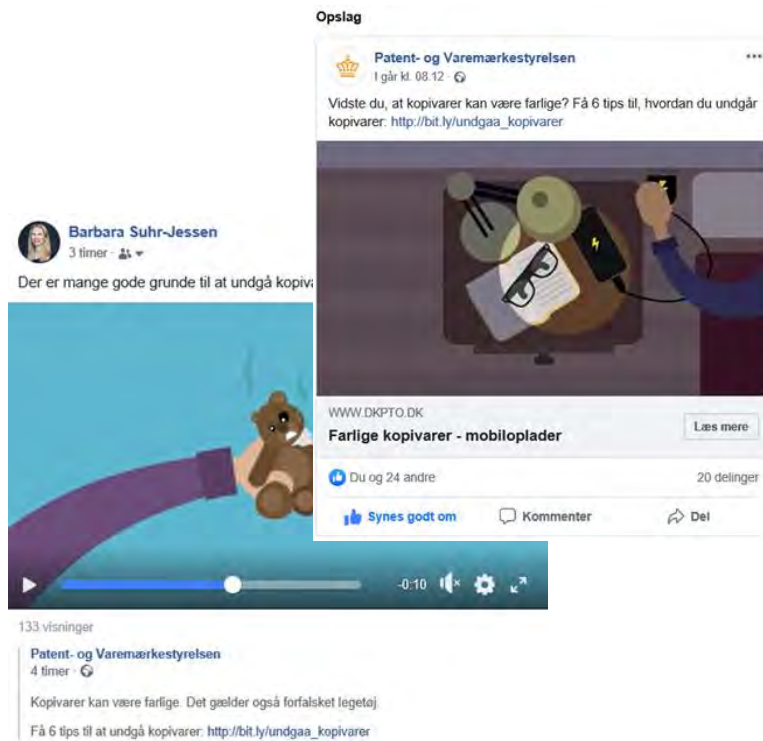
## Media campaign

- More than 4,5 mio people were exposed to the campaign through the press and public media. It is noted that the total Danish population is 5,8 million people.
- Great exposure in TV, radio and printed and online media.





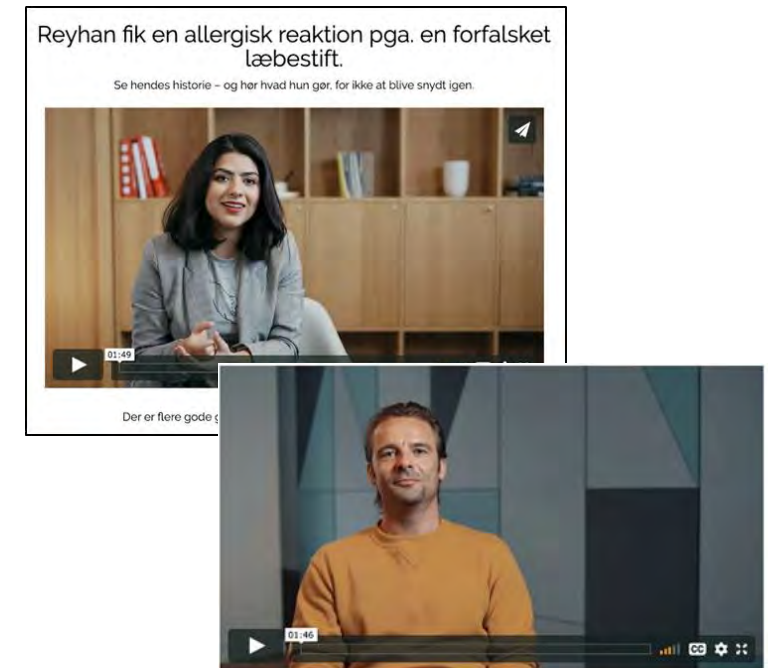
# Smaller Campaigns on Social Media



<https://www.jegvaelgeraegte.dk/nyheder-presse/nyhedsoversigt/6-gode-raad-til-at-undgaa-kopivarer/>



<https://www.jegvaelgeraegte.dk/nyheder-presse/nyhedsoversigt/ligger-der-kopivarer-under-dit-juletrae/>



<https://www.jegvaelgeraegte.dk/nyheder-presse/nyhedsoversigt/undgaa-kopivarer-naar-du-handler-online-paa-black-friday/>



DANISH PATENT AND  
TRADEMARK OFFICE

Marie Amstrup Jensen, Legal Adviser, IP Enforcement & Networks

WIPO, ACE 15

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# Recent Anti-Counterfeiting Awareness- Raising Activities in Denmark

# Don't Buy, Sell or Have Someone Buy Counterfeit Products for You!

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Recent Anti-Counterfeiting Initiatives in Japan

The 15<sup>th</sup> ACE Session, August 31 to September 2, 2022

Anti-Counterfeit Office, International Cooperation Division, JPO



- 1 Our Office
- 2 Our Campaign
- 3 Our New Border Measure

# Anti-Counterfeit Office

## Organization for IPR Protection

### The Intellectual Property Strategy Headquarters

- IP Strategy Vision, IP Strategic Program

### Ministry of Economy, Trade and Industry (METI)

#### Media and Content Industry Division

Combatting piracy within the content industry

#### Information Economy Division

Measures for internet auctions

#### Multilateral Trade System Department

FTA, EPA

#### Intellectual Property Policy Office

Unfair Competition Prevention Act

#### Patent Office

- Patent Act, Utility Model Act, Trademark Act, Design Act
- Providing information regarding IP enforcement
- Promoting public awareness

#### Anti-Counterfeit Office

(Transferred from the Manufacturing Industries Bureau of METI on April 1, 2020)

General Contact Point

#### Small and Medium Enterprise Agency

Support for SMEs' Anti-Counterfeiting Measures

#### Ministry of Finance, Customs

- Border Enforcement of IP

#### National Police Agency

- Authority to Arrest

#### Ministry of Agriculture, Forestry and Fisheries

- Plant Variety Protection and Seed Act / GI Act

#### Agency for Cultural Affairs

- Copyright Act

#### Ministry of Internal Affairs and Communications

- Provider Liability Limitation Act

#### Ministry of Foreign Affairs

- Public Relations in the Area of IP

#### Consumer Affairs Agency

- Consumer Safety in the Market

# Summary of Awareness Raising Campaigns

- ◆ The JPO has conducted an awareness raising drive called the “Anti-counterfeiting campaign” since FY 2003.
- ◆ The aim of this campaign is to raise awareness regarding the importance of protecting IP, and to promote understanding of the damage caused by counterfeiting.
- ◆ Target groups of consumers vary from one year to another, as we pay attention to consumption-related trends.

## <History of Target Consumers >

2003 - 2007: All Domestic Consumers

2008 - 2010: Online Shoppers

2011: All Domestic Consumers

2012: Consumers in Bad Faith

2013~2014: [Young people](#)

2015~2016: Online Shoppers

2017: Consumers in Their [Late Teens](#)

2018~2020: Working Adults in Their [Early 20's](#)

# Anti-Counterfeiting Campaign

## Campaign Slogan

*"Don't buy, sell, or have someone buy counterfeit products for you!"*

Background : Past surveys have shown that approximately 30% of respondents do warn their friends who have bought counterfeit products to discourage them from this practice, while 60% do not.



The JPO launched this campaign to mainly target working adults in their early 20s, who know that they should give warnings to their friends in this regard, but might be hesitant to do so.



# Anti-Counterfeiting Campaign

How we deliver our message:

## Dedicated Website

- ↳ We posted information via a website regarding practical methods to avoid being deceived by counterfeit products, such as how to identify suspicious sites.

## Visual Contents

- ↳ We created manga-style videos, and distributed banner ads through the Internet. We advertised campaign videos utilizing YouTube, Twitter, and Instagram.

## Government TV Program

- ↳ The campaign was promoted on a governmental TV program, through the cooperation of private companies and the Customs Office. We issued a broadcast that focused upon actual damage caused by the products, examples of forfeited counterfeit products, and the crackdown by Customs officials.

## SNS

- ↳ PR postings were made by influencers who receive strong support from target consumers.

# Anti-Counterfeiting Campaign



*This is a FAKE!!*

*What?!*

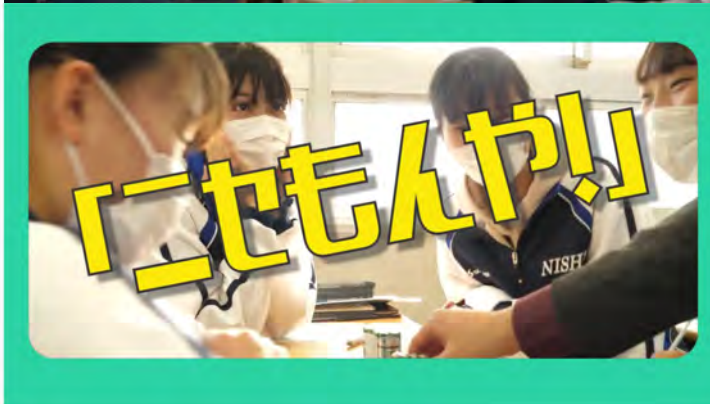


# Anti-Counterfeiting Campaign

## Learning Guidelines

- The learning guidelines for teachers were created and publicized in order for students to learn about the problems caused by counterfeit products.

## Model Lessons

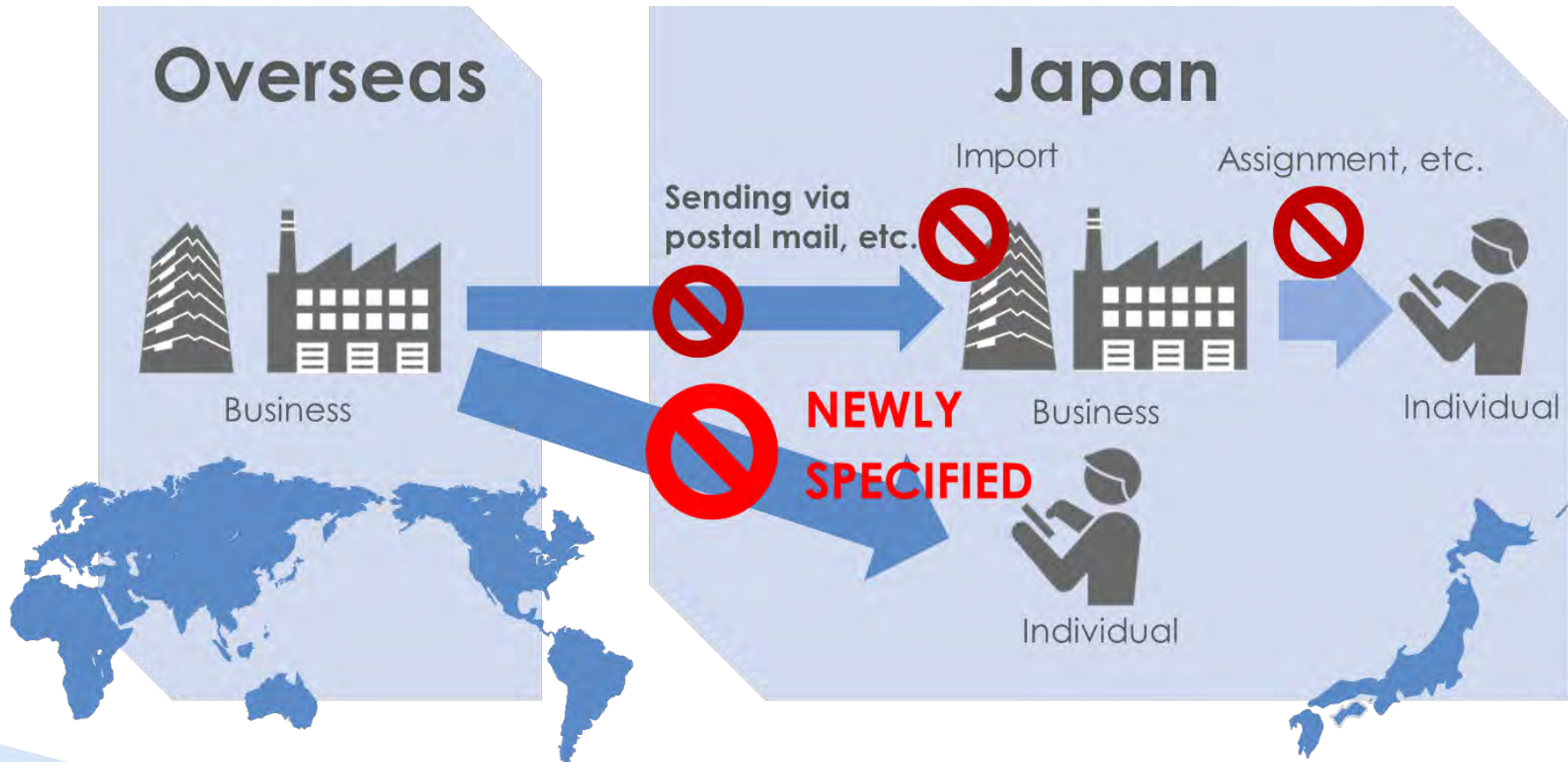


<https://www.youtube.com/watch?v=UHxzRYh2Di0>

<https://www.youtube.com/watch?v=4Rj88jo4nWA>

# New Border Measures

- ◆ The Trademark Act and Design Act were amended in a move to tighten regulations on the influx of counterfeit products from overseas.
- ◆ These revisions are scheduled to come into effect on October 1st, 2022.



# Summary

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- ◆ The awareness of the campaign slogan “*Don't Buy, Sell or Have Someone Buy Counterfeit Products*” has taken root in Japan to some extent after 20 years of campaigning.
- ◆ Continued efforts are necessary, however, since many counterfeit products are still being traded through both physical markets and EC sites.
- ◆ The sale of counterfeit products on EC sites poses a serious problem in particular. Considering this situation, therefore, in addition to stricter border controls, it is also vital to reach out to members of Generation Z. Such persons are especially literate in IT, and it must be impressed upon them that they should not “buy, sell or have others buy counterfeit products” for them.

# Thank You!!

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# **15<sup>ème</sup> SESSION DU COMITÉ CONSULTATIF DE L'ORGANISATION MONDIALE DE LA PROPRIÉTÉ INTELLECTUELLE (OMPI) SUR L'APPLICATION DES DROITS (ACE)**

## **« ACTIVITÉS DE SENSIBILISATION ET CAMPAGNES STRATÉGIQUES MENÉES POUR PROMOUVOIR LE RESPECT DE LA PROPRIÉTÉ INTELLECTUELLE AU MALI »**

Présenté par Monsieur Almouctar Baba KOUNTA, Chef du Département Dépôt et Enregistrement des Titres de Propriété Industrielle, Centre Malien de Promotion de la Propriété Industrielle (CEMAPI)

Genève, du 31 août au 02 septembre 2022

# **PLAN DE LA PRÉSENTATION**

**INTRODUCTION**

**I- GÉNÉRALITÉS**

**II- ACTIVITÉS RÉALISÉES POUR PROMOUVOIR LE RESPECT DE LA  
PROPRIÉTÉ INTELLECTUELLE AU MALI**


**CONCLUSION**





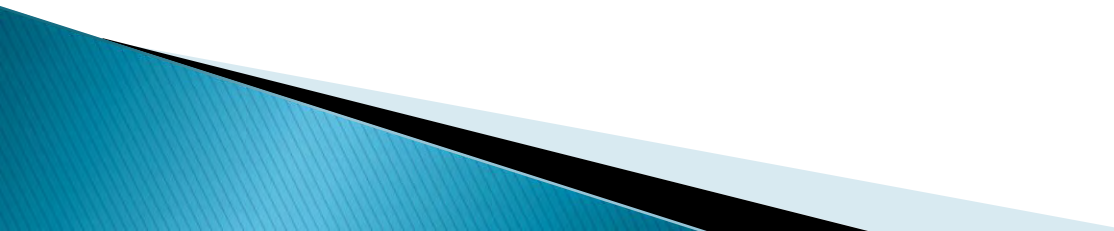
# Résumé

## Projets majeurs :

- ✓ Dispositif de protection des détenteurs de titres de PI au Mali
  - ✓ Séries de formation (magistrats, auxiliaires de justice et agents des services nationaux chargés de la répression et du respect des droits de la PI)
  - ✓ Organisation d'une grande caravane dans la ville de Bamako pour sensibiliser les consommateurs sur les méfaits de la contrefaçon (1ère édition de la Semaine des Marques)
  - ✓ Organisation de concours IP jeunesse pour les jeunes et les étudiants
  - ✓ Campagne d'information sur la prévention de la contrefaçon
- 

# Résumé

## Cibles

- ✓ Opérateurs économiques
  - ✓ Consommateurs et
  - ✓ Magistrats, auxiliaires de justice, agents des services nationaux chargés de la répression économique, etc.
- Collaboration avec plusieurs partenaires au plan national international
- 

# INTRODUCTION



Atteintes aux droits de PI croissantes:

- ✓ Absence de mécanismes de protection et de sanction efficaces
- ✓ Décisions des magistrats faiblement motivées et souvent en déphasage avec les règles du droit de la PI
- Conséquences désastreuses

# I. GÉNÉRALITÉS



## Missions du CEMAPI

- Promouvoir la protection des titres de propriété industrielle
- Contribuer à l'amélioration de la compétitivité des entreprises
- Encourager la créativité et le transfert de technologie par l'utilisation du système de la PI
- Contribuer à faciliter l'accès des inventeurs et chercheurs au financement de leurs activités
- Appuyer les structures chargées de la lutte contre les atteintes aux droits de la PI, notamment les contrefaçons et la concurrence déloyale

## II. ACTIVITÉS POUR LE RESPECT DE LA PI



### A- Dispositif de protection des détenteurs de titres de PI

Formulaire informatisé de demande d'intervention à l'attention des titulaires de droit de PI, initié par la Direction Générale des Douanes, en collaboration avec le CEMAPI et le Bureau Malien du Droit d'Auteur (BUMDA)

#### **But**

Permettre aux titulaires de droit de PI de s'enregistrer auprès de la douane pour une intervention efficace dans la lutte contre la contrefaçon et la piraterie



## LE DISPOSITIF DE PROTECTION(SUITE)

Demande de protection **volontaire** par la souscription à un formulaire informatisé de demande d'intervention de la Douane, qui doit être renseigné par les titulaires ou exploitants de droit à travers un ensemble d'informations sur les caractéristiques des actifs à protéger.

<https://dpi-mali.herokuapp.com>

<https://douanes.gouv.ml>



## LE DISPOSITIF DE PROTECTION



# Signature de la Convention au CICB

## 26 Avril 2019





## II. ACTIVITÉS POUR LE RESPECT DE LA LA PI (suite)



### B. Séries d'ateliers de formation en 2021

- Magistrats, auxiliaires de justice et agents des services nationaux chargés de la répression

En collaboration avec la Direction nationale de l'administration de la justice (DNAJ) et avec l'appui du Programme de développement du droit commercial (CLDP) du Département du commerce des États Unis d'Amérique à travers l'USAID, et celui de l'OMPI

# Séries de formations



## II. ACTIVITÉS RÉALISÉES POUR LE RESPECT DE LA PI (suite)



### C. Grande caravane dans la ville de Bamako

La Semaine des marques est une manifestation économique qui vise à promouvoir l'utilisation stratégique de la PI par les entreprises et à faire comprendre aux entreprises et aux consommateurs tous les enjeux que revêt la marque.



## II. ACTIVITÉS RÉALISÉES POUR LE RESPECT DE LA PI (suite)



Caravane pour sensibiliser les consommateurs aux méfaits de la contrefaçon

- ✓ 23 véhicules décorés aux couleurs de leurs marques / 2000 participants
- ✓ Cadeaux et articles publicitaires distribués au public




## D. Jeux concours IP JEUNESSE pour les étudiants

Promouvoir l'esprit de créativité chez les jeunes et leur démontrer de manière pédagogique comment la PI fait partie intégrante de leur univers.



## **E. Campagne d'information sur la prévention de la contrefaçon**

- Conception et réalisation de 2 spots pour la radio et la TV, (en français et en bamanakan), destinés aux opérateurs économiques, culturels, industriels et aux consommateurs
  - Conception et réalisation d'un dépliant et de 12 kakémonos (rouleaux), distribués et affichés dans les salles de réception de toutes les structures impliquées
  - Élaboration d'un guide d'animation de programmes radio et TV sur la contrefaçon et le piratage (questions et réponses fréquentes)
- 

## II. ACTIVITÉS RÉALISÉES POUR LE RESPECT DE LA PI (suite)



- Émissions radiophoniques interactives suivies de jeux concours et distribution de T-shirts et autres gadgets ayant répondu aux questions
- Conception et réalisation de panneaux d'affichage sur une période d'un à trois mois avec différents messages sur les axes routiers les plus fréquentés
- Organisation d'un déjeuner/café de presse avec les médias afin de mieux outiller les journalistes/animateurs/influenceurs/blogueurs sur la contrefaçon

# II. ACTIVITÉS RÉALISÉES POUR LE RESPECT DE LA PI (suite)

- Réalisation et diffusion d'une vidéo sur la procédure d'acquisition de droits de PI
- Réalisation et diffusion d'une vidéo sur les acteurs de la lutte contre la contrefaçon et la concurrence déloyale et un film de capitalisation sur la campagne diffusé sur les antennes et réseaux sociaux après la campagne

Vidéo/spot de la contrefaçon



**La contrefaçon tue, notre silence ne nous protège pas.**

Dénonçons tout acte suspect de piraterie aux Autorités




PHARMACIE PAR TERRE

**Médicament de la rue**

la mort moins chère.

Arrêtons de faire des économies sur notre santé.

**Kônô bara tɛ ko wa atɛ sɛnɛnko**




**ENSEMBLE** Engageons nous pour le développement de notre nation à travers la préservation de:

- ✓ Notre santé
- ✓ Notre environnement
- ✓ Notre économie nationale
- ✓ Nos entreprises locales

**La piraterie est un frein au développement durable**




**Vrai** **Faux**

Faisons attention aux intrants agricoles contrefaits : Engrais, Pesticides, Semences, Produits vétérinaires etc.




**PIRATERIE**

Le droit d'auteur est un droit constitutionnel. Je ne veux être ni auteur, ni complice de piraterie.

**Disons NON à l'exploitation illicite des œuvres artistiques.**





# II. ACTIVITÉS RÉALISÉES POUR LE RESPECT DE LA PI (suite)



## CONTREFAÇON NON MERCI

### Information

Informons-nous sur la contrefaçon auprès des structures suivantes : Douane, CEMAPI, BUMDA, DGCC

### Protection

Pour les opérateurs industriels et culturels l'obtention de titre de propriété intellectuelle. Obtenons auprès du CEMAPI un droit de propriété industrielle de nos marques de produits et services les dessins et modèles industriels, les noms commerciaux, les indications géographiques les obtentions végétales et les brevets d'invention. Enregistrons auprès du BUMDA nos œuvres littéraires artistiques.

### Défense

Soyons proactifs, exigeons l'original en authentifiant nos marques et produits avec les systèmes mobiles tels que SPROXIL.

### Répression

Sachons que la contrefaçon ou la piraterie est un délit puni par la loi N° 2017-12 du 1er juin 2017 fixant le régime de la propriété littéraire et artistique ; et l'Annexe VIII de l'Accord de Bangui du 2 Février 1999. Au Mali les structures de répression sont la Douane, la Police, la Gendarmerie, la Justice.

« Ensemble, stoppons la contrefaçon. »

www.douanes.gov.ml  
+223 20 20 34 07

ACI 2000  
+223 20 29 90 92

www.bumda.ml  
+223 20 20 98 70

www.sproxil.com  
+223 91 91 91 96

### RISQUE SUR LE DOMAINE TEXTILE :

100 pièces de vêtements réalisés sans les droits.  
Source: François Aké

#### PROTECTION :

- Exigeons l'original des produits
- Vérifions sur les étiquettes des produits si les informations du fabricant sont mentionnées
- Achetons dans les endroits appropriés.

*"Bonne nuit à ce suspect de justice ou de contrefaçon que nous !"*

Unité de fabrication de jus confolat

### PARTENAIRES

DOUANE MALIENNE  
Fakéle-Bamako  
Tél: (+223) 20 20 34 07  
https://douanes.gov.ml

CENTRE MALIEN DE PROMOTION DE LA PROPRIÉTÉ INDUSTRIELLE CEMAPI  
Hamdallaye ACI 2000, Avenue de l'Union Africaine  
Face au Restaurant l'Escale GOURMANCHE  
B.P.E. 1851, Bamako - Mali  
Tél: (+223) 20 29 90 90 ;  
Fax: (+223) 20 29 90 91

BUREAU MALIEN DU DROIT D'AUTEUR BUMDA  
Avenue de l'OUA Villa B5 Porte 4980, BP E: 2733,  
Tél: (+223) 20 20 98 70.  
Cité des Coopérants Fakéle Sèkoro, Bamako - Mali  
www.bumda.ml

SPROXIL  
Tél: (+223) 91 91 91 96 | Sproxil ACI 2000  
1km Euro Decor  
Issa Balla Sproxil.com  
www.sproxil.com

## NON A LA

## CONTREFAÇON

Engageons-nous pour lutter contre la

## PIRATERIE

#### QU'EST-CE QUE LA PIRATERIE :

- La piraterie ou contrefaçon est la fabrication de faible ou mauvaise qualité d'un produit original.
- C'est la production, la modification et la distribution frauduleuse d'un produit dont on n'a pas le droit.

#### DOMAINES :

- Santé publique
- Agriculture/Environnement
- Cosmétique
- Industrie
- Art et Culture

#### DANGER SUR LA SANTÉ

La diffusion à grande échelle des médicaments contrefaits représente surtout un véritable danger pour la santé des consommateurs

- Les contrefaçons représentent environ 10 % du marché mondial des médicaments.
- Selon l'OMS, 30 % des médicaments qui se vendent en Afrique sont contrefaits, entraînant ainsi près de 100 000 décès par an.

#### RISQUES POUR LES ENTREPRISES :

La contrefaçon entraîne un certain nombre d'effets néfastes sur l'activité des entreprises. Ces entreprises subissent :

- une perte de leurs chiffres d'affaires,
- une diminution de leurs bénéfices,
- une perte de leurs parts de marché,
- une atteinte à leurs noms, images et notoriétés

#### RISQUES POUR L'ÉCONOMIE :

De nombreuses études ont démontré que la contrefaçon a des conséquences dommageables sur l'activité économique des Etats :

- Pertes des revenus fiscaux et douaniers ;
- Ralentissement de l'activité des entreprises
- Dégradation du climat des affaires
- Augmentation du chômage

#### RISQUE POUR L'INDUSTRIE CULTURELLE :

L'industrie créative de notre pays se trouve aujourd'hui menacée dans son existence par la piraterie qui prend chaque jour des formes nouvelles, de plus en plus complexes et difficiles à cerner. Le fléau de la piraterie spolie l'artiste du fruit de son travail, fragilise les producteurs et les circuits de distribution.

Medicaments de la rue

Effets de produits cosmétiques contrefaits

Effets des pesticides contrefaits sur l'environnement

Système de piratage moderne d'œuvres artistiques, culturelles

# CONCLUSION



- ✓ Approche proactive et de proximité
- ✓ Résultats encourageants en matière de respect des droits de PI, notamment sur un large éventail d'acteurs (jeunes, entreprises, magistrats, administration, etc.)
- ✓ Diversification du portefeuille de partenaires stratégiques du CEMAPI via la signature de partenariats



**JE VOUS REMERCIE POUR VOTRE  
AIMABLE ATTENTION**

# Acciones del Instituto Mexicano de la Propiedad Industrial contra la piratería

Septiembre 2022



**ECONOMÍA**  
SECRETARÍA DE ECONOMÍA



**IMPI**  
INSTITUTO MEXICANO  
DE LA PROPIEDAD  
INDUSTRIAL



**2022** *Ricardo Flores*  
*Año de Magón*  
PRECURSOR DE LA REVOLUCIÓN MEXICANA

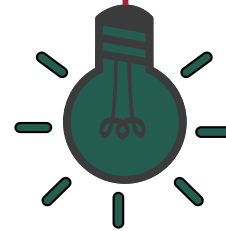
# La piratería en el contexto actual

## PIRATERÍA

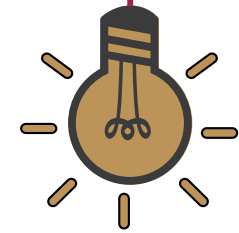
AFECTA

TODOS los aspectos de la

**PROPIEDAD  
INTELECTUAL**



Derechos de  
**AUTOR**



Propiedad  
**INDUSTRIAL**

# El IMPI contra la piratería



**Colaboración** pública - privada



**Semana de la protección** de la PI



**Actividades de sensibilización**  
que fomenten el respeto de los  
derechos de PI



**Acciones** para generar  
**información estratégica**  
en contra de la piratería

**COMPROMETIDO**

Hacer **valer** los  
**DERECHOS**  
en materia de **PI**

COMBATIR la  
**PIRATERÍA**



# Colaboración pública - privada

## Creación

5 de diciembre  
de 2019

 **Grupo** de trabajo  
**Antipiratería**

## 16 integrantes:

cámaras empresariales,  
asociaciones de titulares  
de derechos de PI y  
empresas.

## Objetivo

- 🎯 **Difundir** los derechos de PI.
- 🎯 **Impulsar** una cultura de respeto a la innovación y la creatividad.
- 🎯 **Compartir** acciones y buenas prácticas para robustecer la cultura de legalidad y combatir el uso y consumo de piratería.

## Ejes de trabajo

- 1 **Compartir** información y experiencias respecto al combate a la piratería.
- 2 **Concientizar** sobre derechos de propiedad intelectual y el uso legal y seguro de productos legítimos.
- 3 **Contribuir** a la “Encuesta nacional de hábitos de consumo de piratería”.



# Semana de la protección de la PI

SEMANA  
**2021**  
actividades

## Sesiones

informativas y de  
concientización



## Seminario

en línea protección de la  
PI: Medios alternativos de  
solución de controversias

## 13 pláticas en vivo

### Temas

Efectos negativos del consumo de  
piratería en diversos sectores y sus  
consecuencias socioeconómicas.

Importancia de la Protección de la  
PI de las MiPyme mexicanas.

### Ponentes

Integrantes del Grupo de Trabajo  
Antipiratería

**452**  
personas

**+6,000**  
Reproducciones  
(marzo-22)

## 114 Funcionarios

mexicanos

### Temas

Medios alternativos de solución de  
controversias en materia de PI y proceso  
para su ejecución en México y otros países

- Negociación
- Mediación
- Conciliación
- Arbitraje

Organizado

IMPI  
OMPI






# Actividades de sensibilización

que fomenten el respeto de los derechos de PI

ACCIONES  
para todo  
**PÚBLICO**



## Pláticas periódicas en vivo

 2021 - 2022

 **14** transmisiones

 **757** personas

 **+14 mil** views

 **2022**

**Programado**

 **2** transmisiones  
mensuales



# Actividades de sensibilización

que fomenten el respeto de los derechos de PI

## ACCIONES para **la niñez** y la **juventud**



### Seminario

#### Ley Federal de Protección a la Propiedad Industrial

 2021

 IMPI - UP

 Estudiantes de derecho y abogados

 Módulo de protección de la PI




### Proyecto

#### Orientadores en las generalidades de la Propiedad Industrial

 2021

 IMPI - CONALEP

 3,500 lugares para estudiantes

 Módulo de sensibilización acerca del consumo de piratería.



# Actividades de sensibilización

que fomenten el respeto de los derechos de PI


## ACCIONES para **la niñez** y la **juventud**



### Curso de verano

 2021: IMPI - OMPI -  
Universidad Anáhuac

 La PI y la salud

 Módulos de la observancia de la PI en el ámbito de la salud en el marco nacional, judicial e internacional.



### Concurso Ingenio Creativo

 2021

 IMPI - Grupo de Trabajo Antipiratería

 Niñas, niños y jóvenes

 3 categorías:

 **Dibujo** (de 6 a 11 años)

 **Infografía** (de 12 a 17 años)

 **Video animado** (de 18 a 25 años)

**224** PROYECTOS

**9** GANADORES





# Desarrollo de materiales audiovisuales



**Guías prácticas  
y videos**

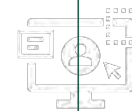


🎯 Video “Las medidas tecnológicas de protección y el aviso y retirada: en corto”

▶ +8 mil views

🎯 Video “En línea contra la piratería”

▶ +57 mil views



🎯 Video “Aléjate de la piratería en el entorno digital en un 2x6”

▶ +10 mil views

🎯 **Guías Prácticas**



**ESTRENO**  
“La creatividad”  
Abril 2022

**2022**



**Campaña**  
“Go for Real”

--- **Desarrollo** sitio web

--- **Creación** de mascota

Organizado

- IMPI
- USPTO
- NCPC





# Acciones para generar información estratégica en contra de la piratería

## CUANTITATIVA

**2021**

Encuesta nacional de hábitos de consumo de piratería



**Encuesta** hecha con un respaldo metodológico profesional.

**Análisis de resultados** facilita la toma de decisiones y el diseño de políticas públicas

 **2,800 personas** de entre 15 a 65 años de edad.

 En línea y vía telefónica.



**Elaboración de infografías**

con los resultados de 2021 para visibilizar y crear conciencia en el público usuario.

## CUALITATIVA

**GRUPOS DE ENFOQUE**

**HISTÓRICO DE RESULTADOS**



**2022**

# Acciones del Instituto Mexicano de la Propiedad Industrial para la Protección de Derechos de PI

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**ECONOMÍA**

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INSTITUTO MEXICANO  
DE LA PROPIEDAD  
INDUSTRIAL



**2022** *Ricardo Flores*  
Año de *Magón*

PRECURSOR DE LA REVOLUCIÓN MEXICANA

## Competencia dual

- A través del otorgamiento de patentes, modelos de utilidad, diseños industriales, marcas, nombres comerciales, avisos comerciales, denominaciones de origen y secretos comerciales.
- **Actos formal y materialmente administrativos**
- No obstante, a través de la Dirección Divisional de Protección a la Propiedad Intelectual, también **emite actos formalmente administrativos materialmente jurisdiccionales**, porque dirime controversias entre particulares.
- Esto a través de lo que se denomina **declaraciones administrativas** (de nulidad, de caducidad, de cancelación, de infracción y de infracción en materia de comercio).

## Actividades de observancia

- Otra de sus funciones es prevenir actos que atenten contra la propiedad intelectual o que constituyan competencia desleal, y sancionar tales actividades.



**1****Notificaciones Electrónicas**

Procedimiento híbrido encaminado a uno tan electrónico como la realidad amerita.

**2****Medidas Provisionales en el Entorno Digital**

Actos de protección de DPI de acuerdo a la realidad.

**3****Medidas Provisionales en Transbordo**

Certeza jurídica en los actos del Instituto en defensa de los DPI.

**4****Aumentan Sanciones**

Sanciones pecuniarias altas a fin de generar un efecto disuasivo para futuras infracciones.

**5****Procedimiento de Conciliación**

Primer MASC previsto en legislación mexicana en materia de Propiedad Industrial. Se regula en aspecto administrativo un derecho de naturaleza civil.

# REFORMA

a la protección  
de derechos  
de **PROPIEDAD**  
**INTELECTUAL**



**6****Estudio para ordenar y levantar medidas provisionales**

De una revisión de requisitos a un estudio jurídico de exigencias probatorias mínimas.

**7****Daños y Perjuicios**

Se amplían los supuestos de procedencia, se eliminan condicionantes y se ofrecen parámetros determinados para la obtención de indemnización.

**8****Destrucción de Bienes**

Agilidad en el trámite

**9****Nulidades y Caducidades parciales****10****Medidas tecnológicas de Protección**

Capa de protección que tiene como fin evitar el uso de una obra sin autorización de su titular

**11****Aviso y retirada**

Lineamientos internos de las plataformas digitales.

# REFORMA

a la protección  
de derechos  
de **PROPIEDAD**  
**INTELLECTUAL**

# Medidas Provisionales en el Entorno Digital





# Propiedad Intelectual en la era digital

## Casos relevantes/ Lecciones aprendidas



### Caso solicitud de medidas provisionales en internet

Se presentó la solicitud de imposición de medida provisional y de infracción en materia de comercio, en contra del titular, propietario o responsable de diversos sitios web.



### Problemática

La imposición de medidas por parte del IMPI fue impugnada por Proveedores de Acceso a Internet, que consideraron atacado el principio de neutralidad de las redes.





# Propiedad Intelectual en la era digital



## Sentencias de la SCJN

La SCJN **definió los lineamientos a atender sobre la proporcionalidad** de la medida, mismos que deberán ser respetados en la aplicación de la LFPII, considerando lo siguiente:

El IMPI tiene entre sus facultades el ordenar a PAI medidas provisionales ordenando el bloqueo de contenido en páginas de internet.

De acuerdo a la SCJN, para que las medidas provisionales estén apegadas al parámetro de regularidad constitucional, deben:

- 1 ESTAR PREVISTAS EN LEY.** Ahora lo estarán de manera expresa.
  - 2 NECESARIAS Y PROPORCIONALES.** Con las lecciones aprendidas, no se prevén órdenes de bloqueo absoluto, sino órdenes proporcionales al derecho protegido.
  - 3 ESTAR BASADAS EN UN FIN LEGÍTIMO.** Al realizar el estudio ponderado de la apariencia del buen derecho se tutelan los derechos de propiedad intelectual.
-



# Caso relevante



**MEGACABLE**

En cumplimiento a las disposiciones previstas en la Ley de la Propiedad Industrial, Ley federal del Derecho de Autor y su ordenamiento reglamentario, es imposible visualizar la página de internet [www.ba-k.com](http://www.ba-k.com), por existir una orden de suspensión o cese de actos que presuntamente constituyen una infracción en materia de comercio, la cual fue ordenada por el Instituto Mexicano de la Propiedad Industrial, mismo que se está tramitando en el IMC 2036/2013 (M-340) 20995.



# Nueva visión en la protección de derechos en la era digital

**Medidas provisionales**  
en el **entorno digital**

**Inspecciones en**  
**establecimientos virtuales**



**Artículo 344.-** En los procedimientos relativos a la presunta violación de alguno de los derechos que protege esta Ley, el Instituto podrá adoptar las siguientes medidas:



**VII.-** Ordenar al presunto infractor o a terceros la suspensión, bloqueo, remoción de contenidos o cese de los actos que constituyan una violación a esta Ley a través de cualquier medio virtual, digital o electrónico, conocido o por conocerse, y



**Artículo 358.-** Se entiende por visitas de inspección las que se practiquen en los lugares en que se fabriquen, almacenen, transporten, expendan o comercialicen productos o en que se presten servicios, con objeto de examinar los productos, las condiciones de prestación de los servicios y los documentos relacionados con la actividad de que se trate, ya sea en establecimientos físicos o plataformas digitales.

# Medidas Tecnológicas de Protección / Sistema de aviso y retirada





# Medidas tecnológicas de protección



ECONOMÍA  
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DE LA PROPIEDAD  
INDUSTRIAL

## Medidas tecnológicas de protección

Son una capa de protección con las que cuentan, el derecho de autor, el derecho del artista intérprete o ejecutante o derecho del productor del fonograma, lo cual se ve traducido en cualquier tecnología, dispositivo o cualquier otro componente, que permita proteger tales derechos o incluso que controle el acceso a una obra, a una interpretación o ejecución o a un fonograma. Con ello se trata evitar que se use una obra, sin autorización de su titular.

### Ejemplo

Los sistemas que impiden la descarga, y sólo permiten la audición o visualización en streaming; en NETFLIX o SPOTIFY; puedes ver las obras o escucharlas, y tal vez puedes descargarlas por un tiempo limitado, siempre que tengas la plataforma del servicio activa.





# Medidas tecnológicas de protección



ECONOMÍA  
SECRETARÍA DE ECONOMÍA



IMPI  
INSTITUTO MEXICANO  
DE LA PROPIEDAD  
INDUSTRIAL

**Información** sobre la  
gestión de derechos

De igual manera se trata de una capa de protección sobre los derechos antes referidos, dicha información de gestión versa sobre datos, aviso o códigos y, en general, la información que identifican a la obra, a su autor, a la interpretación o ejecución, al artista intérprete o ejecutante, al fonograma, al productor del fonograma y al titular de cualquier derecho sobre los mismos.

## Ejemplo

La información plasmada en un CD a través de un código de barras que identifica al autor con dicha obra.



# Medidas tecnológicas de protección

## A la elusión y/o evasión de dichas capas de protección de los derechos de propiedad intelectual antes referidos.

Siempre se respetará el Derecho de audiencia de la partes, a fin de emitir una resolución congruente y apegada a derecho; con lo cual no se vulnera la certeza jurídica con la que cuentan las partes en procedimiento respectivo.

## Sanciones

### Excepciones:

- Interoperabilidad entre programas de computo;
- Prevenir acceso a menores a contenidos inapropiados;
- Corregir la seguridad de una computadora;
- Acceso por personal de biblioteca para adquirir una obra;
- Seguridad nacional;
- Hacer accesible una obra en formatos especiales para personas con discapacidad;
- Cualquier otra que INDAUTOR a petición de parte.



# Proveedores de Servicios de Internet

Son solo intermediarios que transmiten, enrutan o suministran conexiones para comunicaciones digitales en línea, **sin modificación de contenido**, o realiza el almacenamiento intermedio y transitorio **de forma automática** en el curso de la transmisión, enrutamiento o suministro de conexiones para comunicaciones digitales en línea.



**Ejemplo:** Izzzi, Telmex, Axtel, Total Play, entre otros.



**Proveedor de Servicios en Línea** son aquellos que: Almacenan temporalmente por proceso automático; Almacenan a petición de un usuario (Facebook), o direccionan o vinculan a usuarios a un sitio en línea mediante el uso de herramientas de búsqueda de información. (Google, Bing, etc)



## PUERTO SEGURO

Los PSI, de origen no son responsables de los daños y perjuicios por las infracciones que pueden ocurrir en sus redes, siempre que no controlen, inicien o dirijan la conducta infractora.

### Proveedor de Acceso a Internet

Tampoco es responsable de infracciones cuando no inician la cadena de transmisión ni seleccionan los contenidos ni los destinatarios; ni incluyan ni interfieran en la MT efectivas que protejan material protegido por la LFDA.

### Los Proveedores de Servicios en Línea

No serán responsables de dichas infracciones cuando retiren el contenido:  
**1)** Por un AVISO del Titular del derecho; y **2)** Por una RESOLUCIÓN de autoridad competente.

Con lo anterior se trata de evitar un abuso entre particulares, tanto de aquellas personas que podrían estar infringiendo un derecho de propiedad intelectual; como también de aquellos titulares que intentarían abusar de un derecho concedido.



# Aviso / Retirada

**Aviso**  
del Titular del  
derecho a PSL

**SANCIÓN AVISO FALSO**  
Multa de 1,000 hasta de  
20,000 UMAS al **Titular** del  
derecho

**SANCIÓN CONTRA-AISO FALSO**  
Multa de 1,000 hasta  
de 20,000 UMAS al **Usuario**  
del derecho

**Contra-Aviso**  
por parte del  
usuario al PSL

**PSL**  
No restaura por acción  
iniciada por el titular  
de derecho en contra  
del usuario

- ACCIONES**
- Proced. Admin
  - Proced. Judicial
  - Denuncia penal
  - Mecanismo de solución de controversias

Proveedor de servicios en línea  
Los Proveedores de servicios en línea

**Retiro**  
del contenido  
por el PSL

**SANCIÓN NO RETIRAR.**  
Multa de 1,000 hasta de  
20,000 UMAS al **PSL**

El Usuario acredita  
autorización sobre  
derecho o alguna  
Excepción

**TERMINO**  
15 días a partir de la  
notificación de  
**CONTRA-AVISO**  
para iniciar acción

**PSL**  
Restaura y avisa al  
titular del derecho

**PROCEDIMIENTO ADMINISTRATIVO IMPI:**  
Solicitud de declaración  
administrativa de  
infracción en materia de  
comercio y/o medidas  
provisionales



# Medidas provisionales a agentes del internet

Las medidas provisionales en el entorno digital antes referidas, pueden ser aplicadas a presuntos infractores y/o terceros como pueden ser:

- Agentes del internet,
- Proveedores de Servicios en Línea o
- Incluso podrían llegarse a aplicar a Proveedores de Acceso a Internet.



Proveedor de  
Acceso a  
Internet

## Sentencias de la SCJN

La SCJN definió los lineamientos a atender **sobre la proporcionalidad de la medida**, mismos que **han sido y en la aplicación de la LFPPI** serán respetados y recogidos por este Instituto para su implementación, al considerar lo siguiente:



El IMPI tiene entre sus facultades el ordenar a PAI medidas provisionales ordenando el bloqueo de contenido en páginas de internet.



# Medidas provisionales a agentes del internet

De acuerdo a la **SCJN**, para que las **medidas provisionales** estén apegadas al parámetro de regularidad constitucional, deben:

1

**ESTAR PREVISTAS EN LEY.** Ahora lo estarán de manera expresa.

2

**ESTAR BASADAS EN UN FIN LEGÍTIMO.** Al realizar el estudio ponderado de la apariencia del buen derechos se tutelan los derechos de propiedad intelectual.

3

**NECESARIAS Y PROPORCIONALES.** Con las lecciones aprendidas, no se prevén órdenes de bloque absoluto, sino órdenes proporcionales al derecho protegido.



# Medidas provisionales a agentes del internet

Aplicación en materia de **Derechos de Autor y Derechos Conexos**



Debemos contemplar de manera integral, lo establecido en la LFDA y la LPI (LFPPI), es decir, considerar que existen los puertos seguros que se establecen a los PAI y a los PSL.



En tal sentido, la LFDA excluye de origen a los PAI de la responsabilidad de las infracciones e información que se pudiera llegar a presentar en sus redes, siempre que ello no hayan iniciado la cadena de transmisión, ni hayan seleccionado los contenidos ni los usuarios.



Aunado a lo anterior, a fin de otorgar una medida provisional resulta indispensable que se acredite alguna violación a un derecho de propiedad intelectual, o que resulte inminente dicha violación, o bien sufrir un daño irreparable; es decir, solo podría otorgarse una medida provisional a un PAI, cuando hubiera iniciado la cadena de transmisión, hubiera seleccionado los contenidos y a los usuarios respectivos, con lo cual resultaría inminente una conducta infractora.

¡Gracias!



**ECONOMÍA**  
SECRETARÍA DE ECONOMÍA



**IMPI**  
INSTITUTO MEXICANO  
DE LA PROPIEDAD  
INDUSTRIAL



**2022** *Ricardo Flores*  
*Año de Magón*  
PRECURSOR DE LA REVOLUCIÓN MEXICANA



# RÉPUBLIQUE DU NIGER



*Fraternité- Travail- Progrès*

MINISTÈRE DE L'INDUSTRIE ET DE L'ENTREPRENEURIAT  
DES JEUNES

-----  
AGENCE NATIONALE DE LA PROPRIÉTÉ INDUSTRIELLE ET  
DE LA PROMOTION DE L'INNOVATION

# ACTIVITÉS ET CAMPAGNES RÉCENTES DE SENSIBILISATION POUR LA PROMOTION DU RESPECT DES DROITS DE LA PROPRIÉTÉ INDUSTRIELLE AU NIGER

**Présenté par Elhadj Yambèye IBRAHIMA**

**Directeur Général AN2PI SNL-NIGER/ OAPI**

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# RÉSUMÉ

- La propriété intellectuelle, catalyseur de la croissance économique, contribue au développement socio-économique, culturel d'un pays et au bien-être des populations
- Le Plan national de développement de la propriété intellectuelle et de l'Innovation, élaboré en 2020, et
- Le Plan stratégique 2018-2022 de l'Organisation africaine de la propriété intellectuelle (OAPI)
  
- Contribution du Niger: activités touchant plusieurs aspects de la PI
- Réhausser le nombre de demandes de dépôts des titres et de titres délivrés

# I. MISSION DE L'AGENCE NATIONALE DE LA PROPRIÉTÉ INDUSTRIELLE ET DE LA PROMOTION DE L'INNOVATION

## ➤ **Missions:**

- Promotion de la protection et l'utilisation de la PI
- Promotion des activités en matière d'innovation et de développement technologique et de lutte contre la contrefaçon

## ➤ **Activités:**

- Séminaires et ateliers: formation sur la protection des œuvres, le respect des droits de la PI, le CATI, la contrefaçon, des campagnes de sensibilisation de proximité, des caravanes, la médiatisation à l'endroit des acteurs

## II. SÉMINAIRES ET ATELIERS

- Séminaire de sensibilisation des opérateurs économiques sur la protection des noms commerciaux (50 participants)
- Séminaire de renforcement des capacités des magistrats, auxiliaires de justice, juges consulaires des tribunaux de commerce et des chambres commerciales spécialisées des cours d'appel sur la PI en général et les dispositions de l'Accord de Bangui (80 participants)



### III. CAMPAGNES DE SENSIBILISATION DE PROXIMITÉ SUR LA PROTECTION DE LA PROPRIÉTÉ INDUSTRIELLE

- ▶ En 2019, des campagnes de sensibilisation ont été organisées dans cinq régions du pays (180 personnes)
- ▶ En 2020, des campagnes de sensibilisation se sont également déroulées dans six régions du pays
- ▶ 2021, deux missions de sensibilisation de proximité pour les opérateurs économiques, enseignants, chercheurs, artisans et autres acteurs des régions de six régions ( 460 personnes)





La **CONTREFAÇON**  
est contre le développement  
de notre pays.  
**Combattons-la !!!**

**OIPI**  
Office National de la Propriété Industrielle

Rue Lascoux, Immeuble de l'Industrie 1<sup>er</sup> étage - 01 B.P. 2337 Abidjan 01  
Tél. : (225) 20 33 93 43 / 44 - Fax : (225) 20 33 93 45 - E-mail : oiipi@aviatp.ci

## IV. RÉALISATION ET DIFFUSION DES SKETCHS ET SPOTS SUR LA PROTECTION ET LE RESPECT DES DROITS DE LA PI

Depuis 2018, chaque année, les sketches sur la protection et le respect des droits de la PI et le DMI sont diffusés et rediffusés régulièrement en français, Haoussa et Djerma à travers les télévisions à grande écoute (Vidéo)



## V. CARAVANE, JOURNÉE DE PARTENARIAT, SENSIBILISATION ET PORTE À PORTE DE PROXIMITÉ

- ▶ Une caravane: mieux faire connaître la Structure nationale de liaison de l'OAPI à la population de Niamey et de ses alentours
- ▶ Une journée de partenariat: rencontre des commerçants, des entrepreneurs et des artisans et ainsi créer un plateau d'échanges. Douze secteurs d'activités (dont celui de la santé) ont été visés. Dans le même cadre, une équipe de l'AN2PI a également effectué des visites au niveau des centres de recherches
- ▶ Deux fois par semaine, des activités de sensibilisation ont lieu de porte à porte et au cours de salons ou foires d'exposition.



## VI. PROJET DE LOI DE LUTTE CONTRE LA CONTREFAÇON AU NIGER

- ▶ Projet de loi a été validé par l'ensemble des acteurs publics et privés concernés au cours d'un atelier tenu le 16 avril 2019
- ▶ Présenté au séminaire de renforcement des capacités des magistrats
- ▶ Projet de loi est actuellement au niveau du SGG.

*MERCI DE VOTRE ATTENTION*



# Intellectual Property Awareness Campaign

for school students, teachers, parents and  
the local community

Sultanate of Oman  
2020–2021

**Dr. Maya Al Azri**

Educational Expert , Ministry of Education, Sultanate  
of Oman

# IDEA & OBJECTIVES

- Spreading awareness of the importance of protecting the innovative idea, whether it is a literary or scientific intellectual product, in order to ensure the preservation of the right of their owners:
  - identifying different types of intellectual property;
  - ways of protecting it; and
  - the consequences of infringement.



# CAMPAIGN PLANNING

**STEP1**

- Identifying the campaign' Programs
- Developing a campaign implementation timeline

**STEP2**

- Coordination with WIPO on the campaign
- Coordination with the participating bodies

**STEP3**

- Preparing campaign materials (PowerPoint and video presentations, competitions contents, Lecture themes ...)
- Receiving promotional tools from WIPO (souvenirs, shirts, pamphlets for students and teachers, as well as compact discs, bracelets and medals for the winners )

**STEP4**

- Implementation of the activities according to plan

# CAMPAIGN PROGRAMS

- A variety of programs were implemented during the awareness campaign, targeting various sectors including :

- ✓ Teachers
- ✓ Students
- ✓ Parents
- ✓ Society in general

- **Partners:**

- ✓ Sultan Qaboos University (Innovation and Technology Transfer Center )
- ✓ Ministry of Higher Education, Research & Innovation
- ✓ University of Technology and Applied Sciences



# INTERACTIVE WORKSHOPS

- Designed for students according to their age group and were provided in schools and innovation incubators.
- Included stories about patents, copyright, geographical indications and trademarks.
- Made use of innovative ideas.



# INTERACTIVE WORKSHOPS

Teachers and specialists trained in the fundamentals of IP rights took part in the provision of these workshops



Making innovative products by recycling available environmental materials, which touched on ways of protecting and making use of innovative ideas.



# LECTURES AND WORKSHOPS

Targeted: teachers, curriculum specialists and supervisors.

## Lectures and workshops addressed:

- Fundamentals and importance of different types of IP rights.
- The terms and conditions for the granting of a patent
- Examples of patent databases and the types of documents and publications contained therein.



## Presented by specialists from various government institutions:

- Sultan Qaboos University Innovation and Technology Transfer Center
- Ministry of Higher Education, Research and Innovation
- Technology & Applied Science University



# COMPETITIONS

- Two types of competitions were designed for various target groups.
- Engaging, interactive competitions for students in schools were designed using *Kahoot!*



# COMPETITIONS

- In-school competitions were scheduled to run until April 16, 2020
- As a result of the exceptional global circumstances associated with the COVID-19 pandemic, the Ministry decided to cancel all activities in schools.
- The government also decided to suspend study in all educational institutions from March 15, 2020.
- The competitions therefore took a different course and the focus shifted to programs offered remotely, through various social media.



# COMPETITIONS

- The second type of competitions, directed to all sectors of society.
- **Q&A on IP**
- The competition was broadcast through the social media accounts of the Ministry and the Technology Transfer Center at SQU on **Twitter and Instagram**
- The competition ran until **April 26, 2020**, World IP Day
- Medals and in-kind prizes were awarded to three winners daily.
- The Ministry, with other national authorities, participated in the celebration of World IP Day virtually.





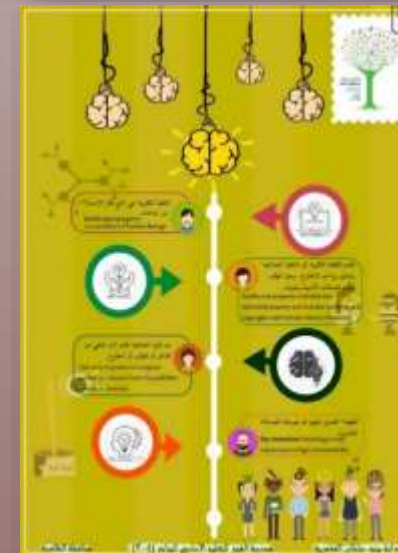
# MEDIA PROGRAMS

- **#Let's\_protect\_our\_ideas** hashtag
- The messages published introduced IP, its different types, ways of protecting it and the consequences of infringement.
- Schools and other government bodies also participated by publishing their campaign-related activities on their official accounts.



# AWARENESS POSTERS

- Designs submitted by students expressing their understanding of IP and the importance of protecting it from infringement.
- The designs were published via the campaign hashtag.
- Through their designs, students presented awareness messages about IP, the need to protect it and the consequences of infringement to the community.



# NATIONAL ACTIVITIES

- **IP corner in Oman Science Festival:**

- ✓ Informative competitions using IP question and answer sheets
- ✓ Distribution of brochures and printed materials on the types of IP and the ways of protecting it.
- ✓ Interactive game, aimed at innovative school, college and university students, in which players followed a path or road to establish a company, including a number of stops and stages.



# NATIONAL ACTIVITIES

- **National Workshop for Omani Teachers on Teaching Intellectual Property (IP) to Students:**
- Organized by WIPO and MOE during the Oman Science Festival (Oman, November 6 to 7, 2019)



## Topics covered:

- WIPO Academy educational programs on IP
- National and regional perspectives on the adaptation of IP education
- Methodologies for teaching innovation at different levels in the education system
- Academic sessions on the preparation and adaptation of lessons on copyright, trademarks and other aspects of IP



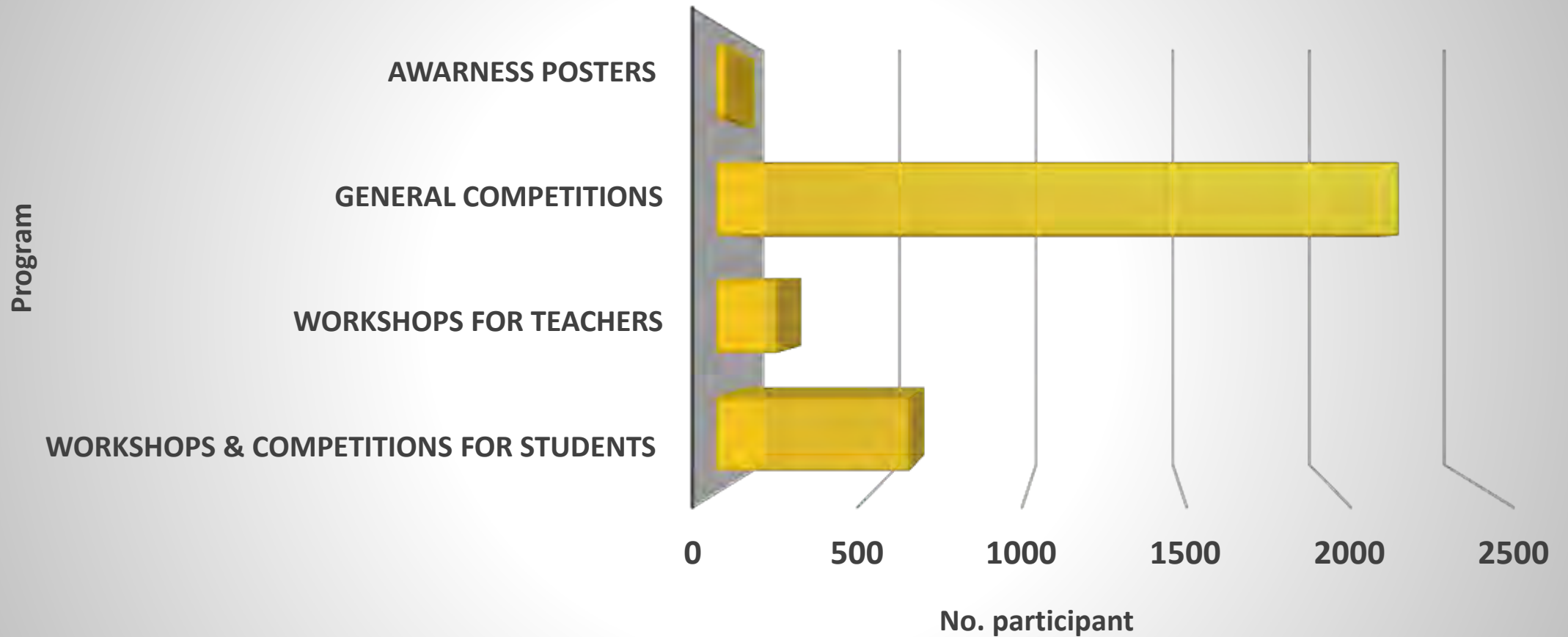
# THE MOBILE FABTECH LAB

## IP awareness programs through the FabTech Mobile Lab:

- A bus equipped with manufacturing technologies travels around the various governorates offering workshops on innovation in schools.
- The Campaign programs related to the lab were postponed due to the pandemic restrictions and suspension of study in schools.



# CAMPAIGN STATISTICS



# INTELLECTUAL PROPERTY PROGRAMS IN OMAN IN THE ACADEMIC YEAR 2021/2022

- **Virtual training workshops on IP** for teachers and students were implemented by MOE during National Science Week (March 21 to 25, 2021)



## “Environment Through Our Children’s Lens” competition

- ✓ School students in grades 5 to 12
- ✓ Aimed to discover their photographic talents and how to protect their creative artistic works.

**مشاركة**

**بيئتنا بعدسة أبنائنا**

**مفكرة المشاركة:**  
تصوير لحظة (أو مشهد) مميزة من البيئة العمانية بمختلف مظاهرها. بهدف إبراز الإنجازات التي أحرزتها كل منطقة بالمملكة من النوع جمالية ومناخية، وتعزيز الوعي بأهمية الحفاظ على مكوناتها وإجمال البيئة العمانية، وتستخدمها المسابقة كمنهجية للدراس الحكومية والعامة للصنف ( ١٢ - ٤ ).

**طريقة المشاركة:**  
• يتم إرسال الصور على البريد الإلكتروني [ghilani@owest.com.om/9xh](mailto:ghilani@owest.com.om/9xh)  
• لا تقبل المشاركات التي يتم إرسالها بعد تاريخ ٢٠ مارس أي فوات الأسماء.

**أهداف المشاركة والتصوير:**  
• يتم إعلان النتائج خلال ورشة مهارات التصوير التي ستعقد في إطار الأسبوع الوطني للتعليم.  
• سيتم تكريم أفضل الأعمال الخمس الأولى والعشرة من قبل لجنة التقييم.

**الشروط:**  
• أن يكون المشاركون من طلبة الصفوف (٤ - ١٢) بإحدى المدارس الحكومية أو الخاصة.  
• ينبغي أن تكون الصورة المشار إليها من تصوير الطالب ذاته.  
• لا يُسمح بالمشاركة إلا بصورة واحدة فقط.  
• أن لا يكون الطالب قد شارك في مسابقات وجوائز سابقة.  
• تُقبل المشاركات بجمع أجهزة التصوير بما فيها كاميرات الهواتف، التابلت والأجهزة الكومبيوترية.  
• تُقبل الصور بصيغتها الرقمية JPG فقط وبجودة عالية (3000dpi) وأن لا يقل أولول متلف فيها عن ( 2000Pixels ) وأن لا يقل حجم الصورة عن (3MB).

# INTELLECTUAL PROPERTY PROGRAMS IN OMAN IN THE ACADEMIC YEAR 2021/2022

- An awareness-raising cartoon entitled *Fatimah and the Flying Robot*



- Intellectual Property **Youth Ambassador for Oman**

Neeam is WIPO's first IP Youth Ambassador for Oman, and is first to hold the title in the Arab Region. She is committed to promoting IP education among young people through WIPO Academy's Intellectual Property for Youth and Teachers (IP4Youth&Teachers) service.



"My best advice to anyone who is starting to invent new things, is to not worry at the beginning. It is very normal that at the start, the invention won't come out perfectly, so just keep at it and eventually you will get there."

— Neeam Al Harrasi, Omani Inventor



# INTELLECTUAL PROPERTY PROGRAMS IN OMAN IN THE ACADEMIC YEAR 2021/2022

- **Training workshops** for teachers and specialists in innovation departments on IP, its importance, ways of protecting it and the associated procedures.



# Thank you





Rising.  
Shining.  
Beckoning.

# The Philippines' Experience on the Use of WIPO's Consumer Survey Toolkit

Presented by:

**Nelson P. Laluces**

Deputy Director General

Intellectual Property Office of the Philippines



Image by Andreas Breiting from Pixabay

## Preparation and Implementation

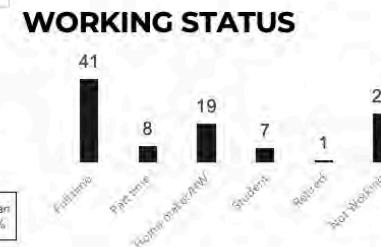
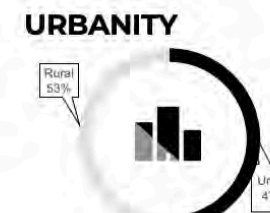
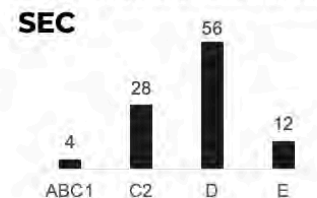
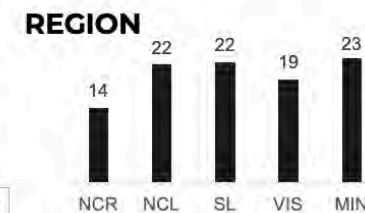
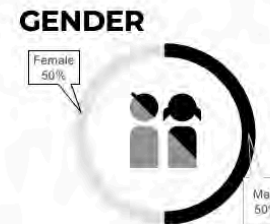
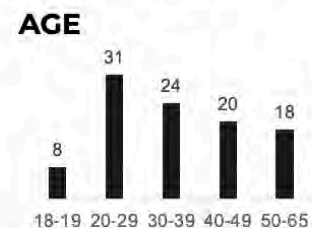
- The survey using the WIPO Consumer Survey Toolkit on Digital Goods and Consumer Products was Conducted in 2021.
- Outsourced to a service provider.
- 2 separate groups (one for each survey)
  - each having 1000 respondents
  - matched in terms of demographic profile
  - recruited from the same geographical areas to minimize differences in other aspects.
- Both groups were also asked to answer questions on general IP awareness.



# Preparation and Implementation

- Male and female respondents were equally distributed.
- 53% living in the rural area.
- Majority belong to Class D.
- 41% have full time jobs.

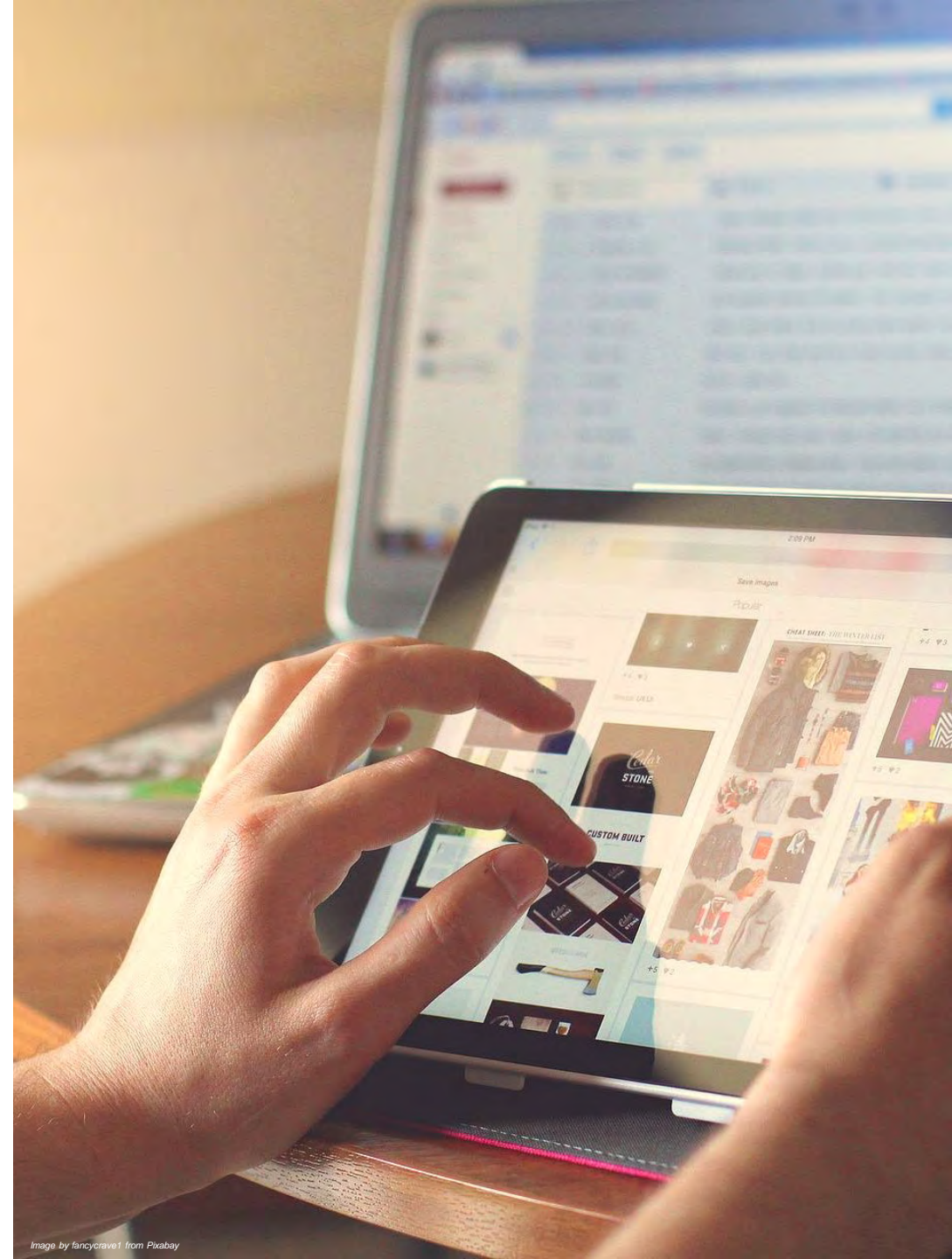
Demographics | Total (%)



Base: Among All Respondent (n=1,000)

# Results – Digital Goods Survey

- 20% do not use the internet at all.
- For those who use it, mostly from the younger age group:
  - listening to music and
  - browsing.



# Results – Digital Goods Survey

Acquiring copies:

- free online
- from friends or family

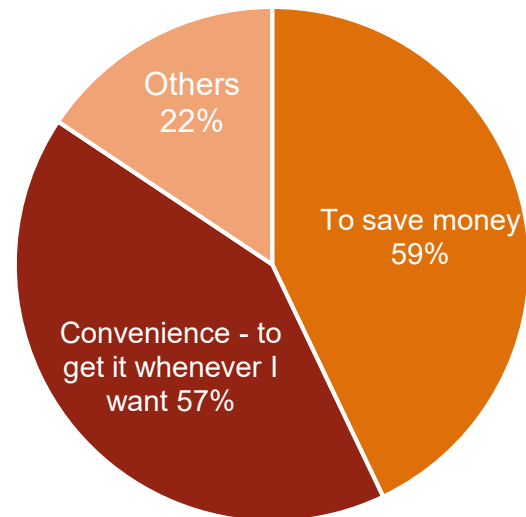
Significant portion of the respondents admit to doing this.



# Results – Digital Goods Survey

- Cost
- Convenience

## Reasons for Acquiring Unofficial Copies of Music

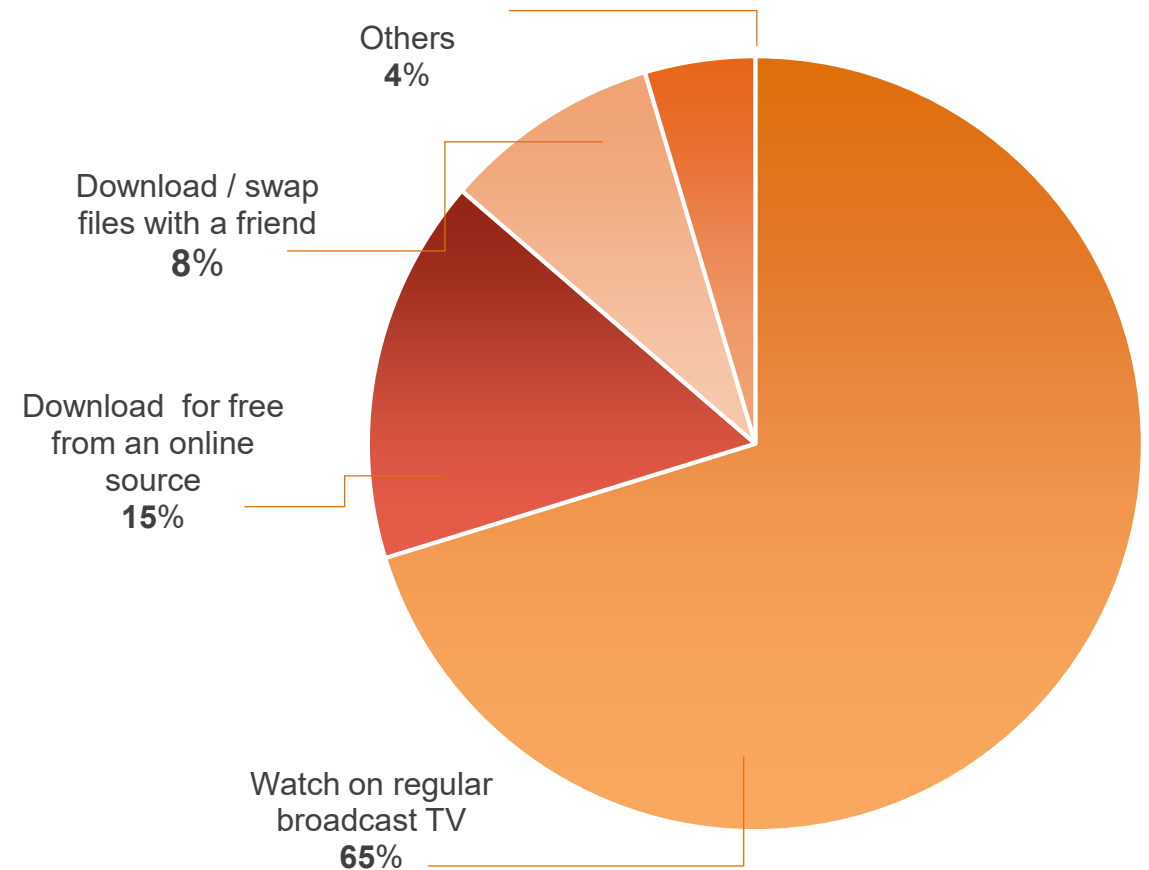




# Results – Digital Goods Survey

- Watching on regular broadcast TV - across all ages
- Downloading for free from an online source follows - 18-19 age bracket

## Methods Most Used in Acquiring Copies of Movies



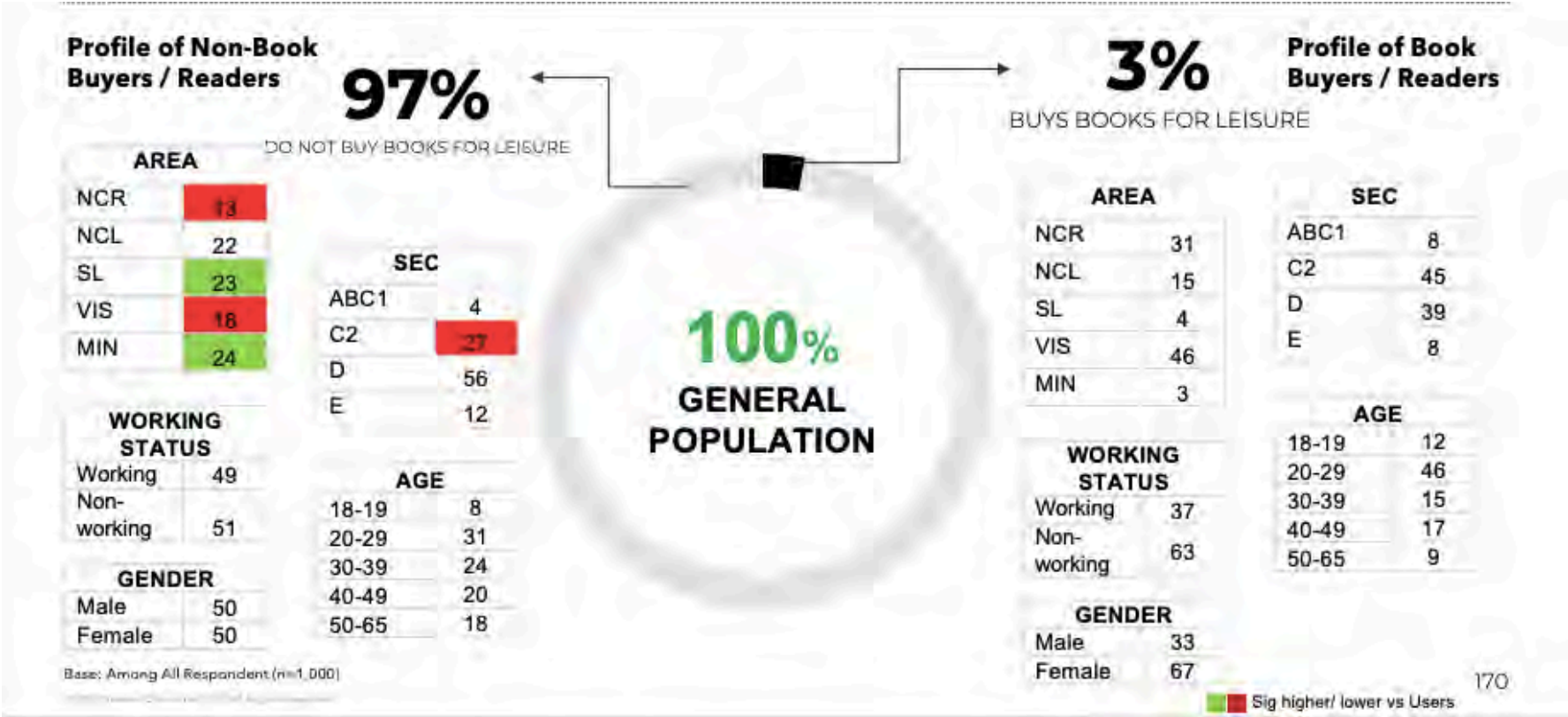
# Results – Digital Goods Survey

Surprisingly, majority of those who are aware of and use illegal ways of obtaining movies:

- belong to Classes A, B, and C
- younger generation.



# Results – Digital Goods Survey



- Only 3% read and buy books for leisure
- Majority of those who read books are non-working class and younger age group.

# Results – Digital Goods Survey



## For books

- second-hand purchase
- borrowing

The younger age groups are more aware of unofficial sources to get copies from.

# Results – Digital Goods Survey

Though aware that purchasing unofficial copies have a negative impact on the industry, they still tried to justify their purchase of unofficial copies.

Further, though aware that buying official copies supports artists, they also feel that both TV and movie industries are making too much money already.

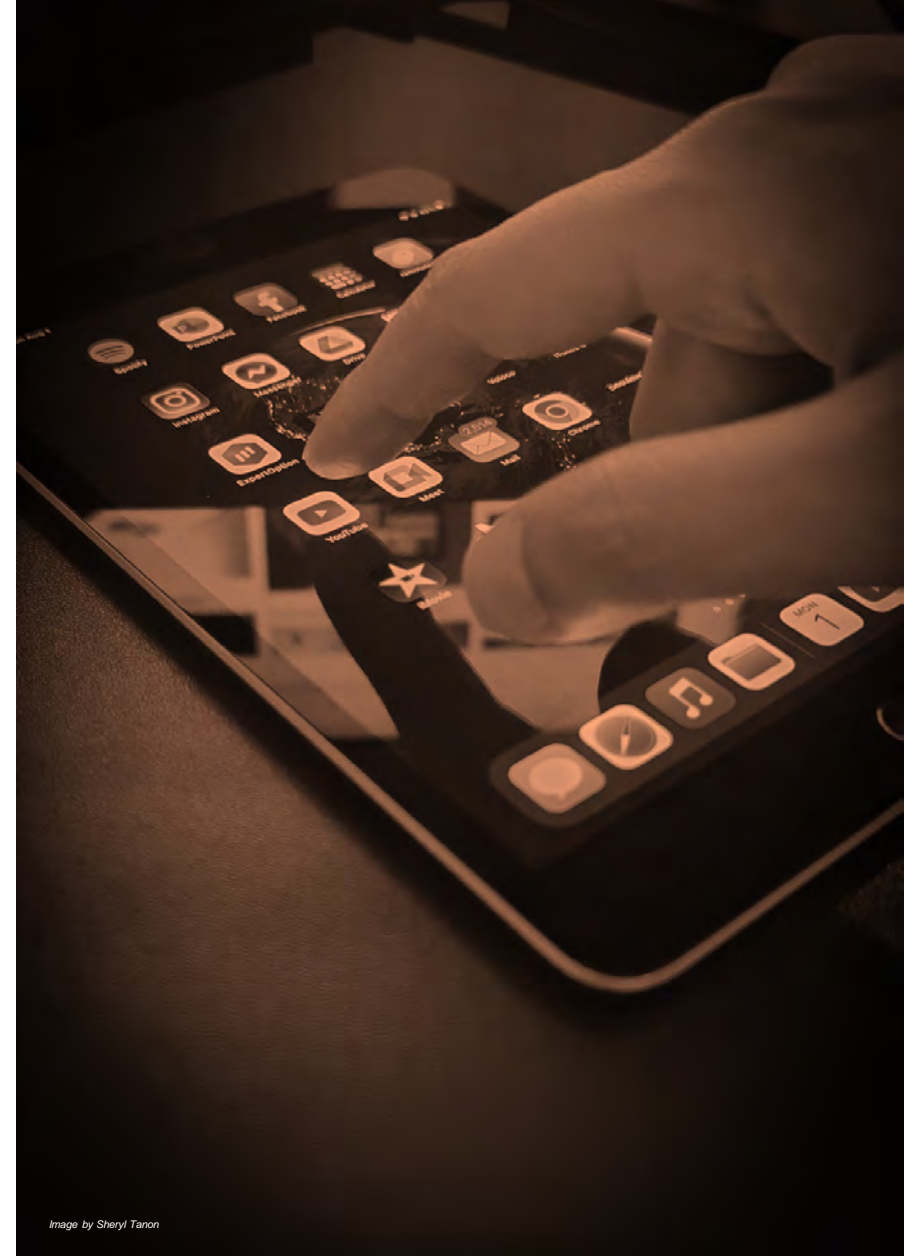
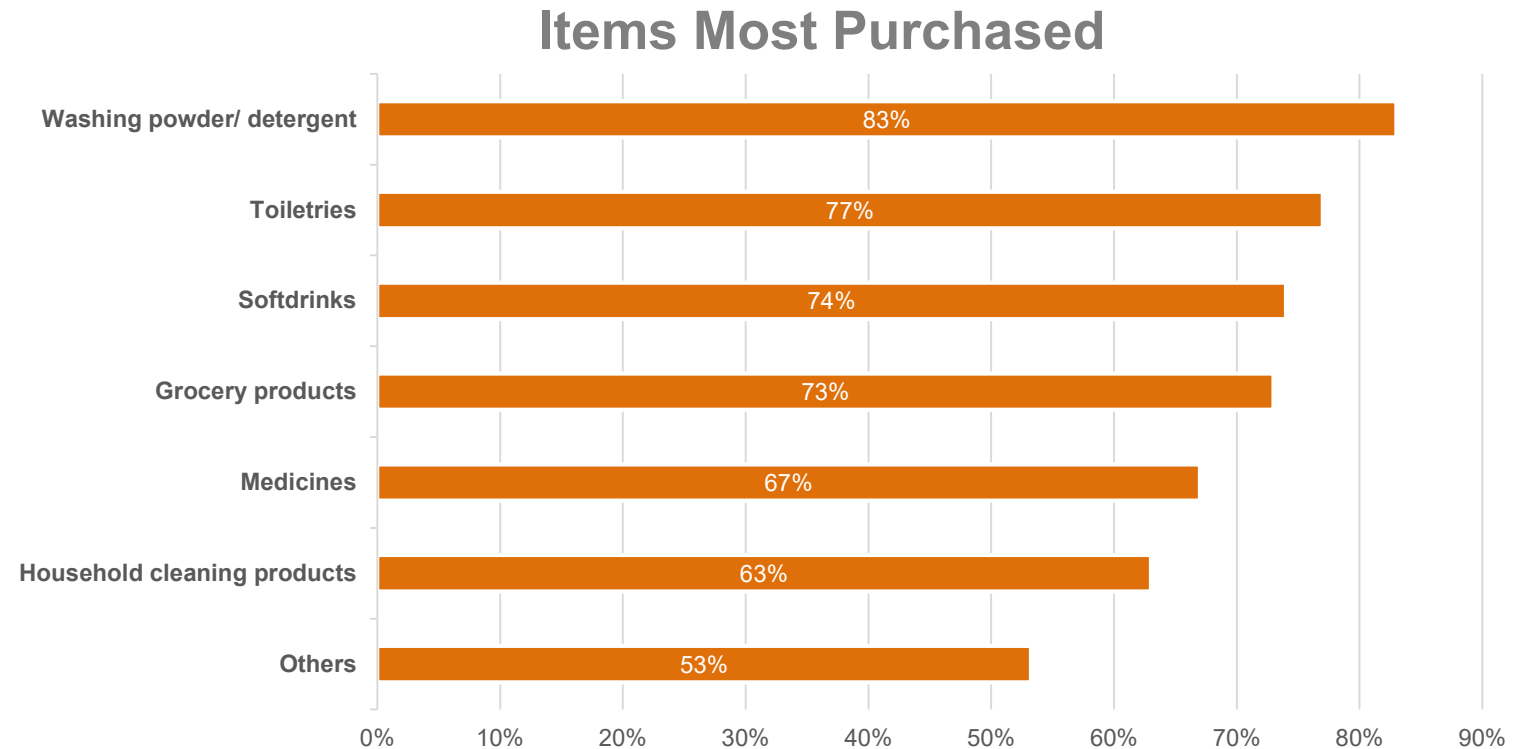


Image by Sheryl Tanon

# Results – Consumer Products Survey

Top purchases during the pandemic:

- Essentials - cleaners, toiletries and grocery items
- food/drinks- softdrinks

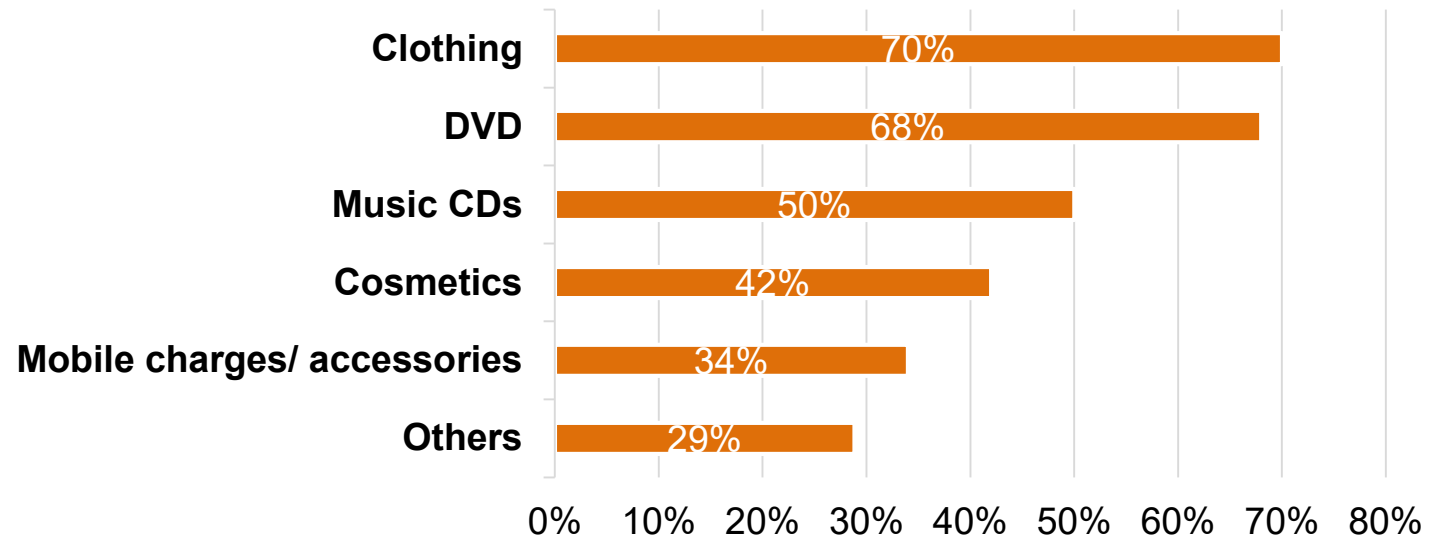


# Results – Consumer Products Survey

Most counterfeited:

- Clothes, mobile accessories – all ages
- CDs/ DVDs - 40 to 49 age bracket.

Items Considered by Respondents as Mostly Counterfeited

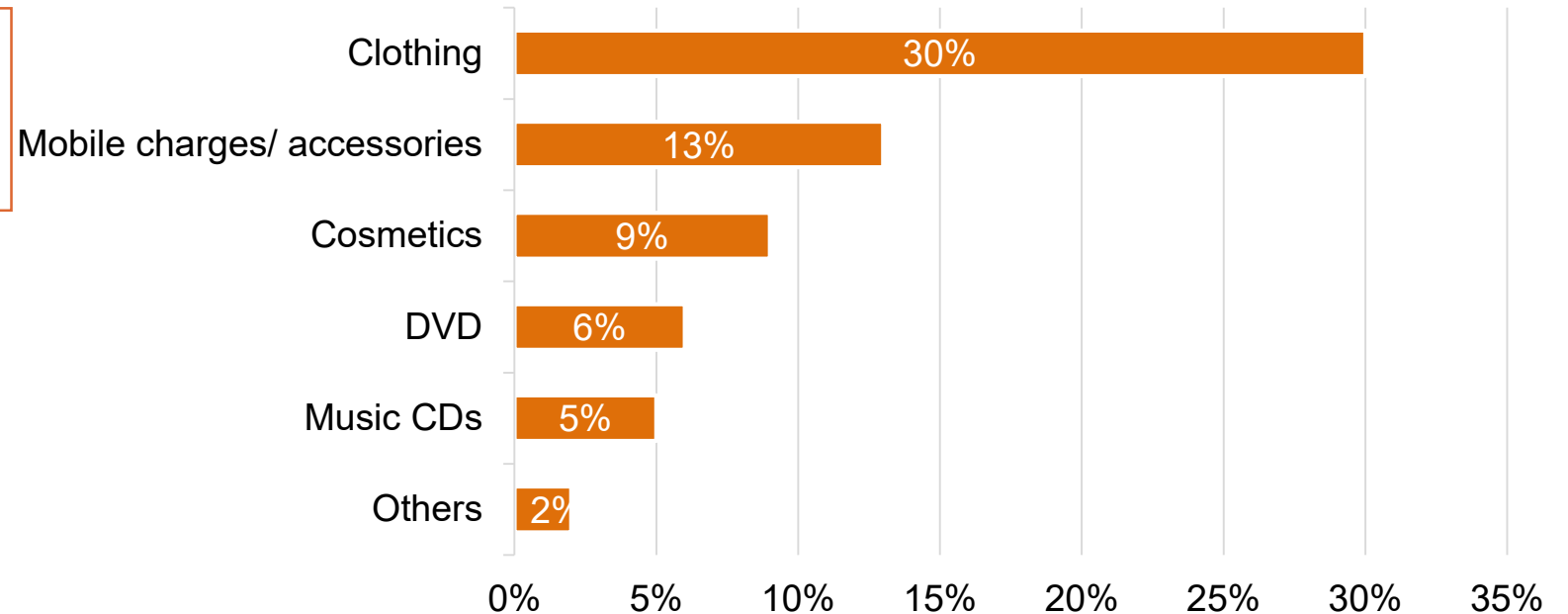


# Results – Consumer Products Survey

Counterfeit clothes and CDs/  
DVDs

CDs/DVDs - most prevalent in the  
40-49 age bracket.

Most Purchased Counterfeit Items





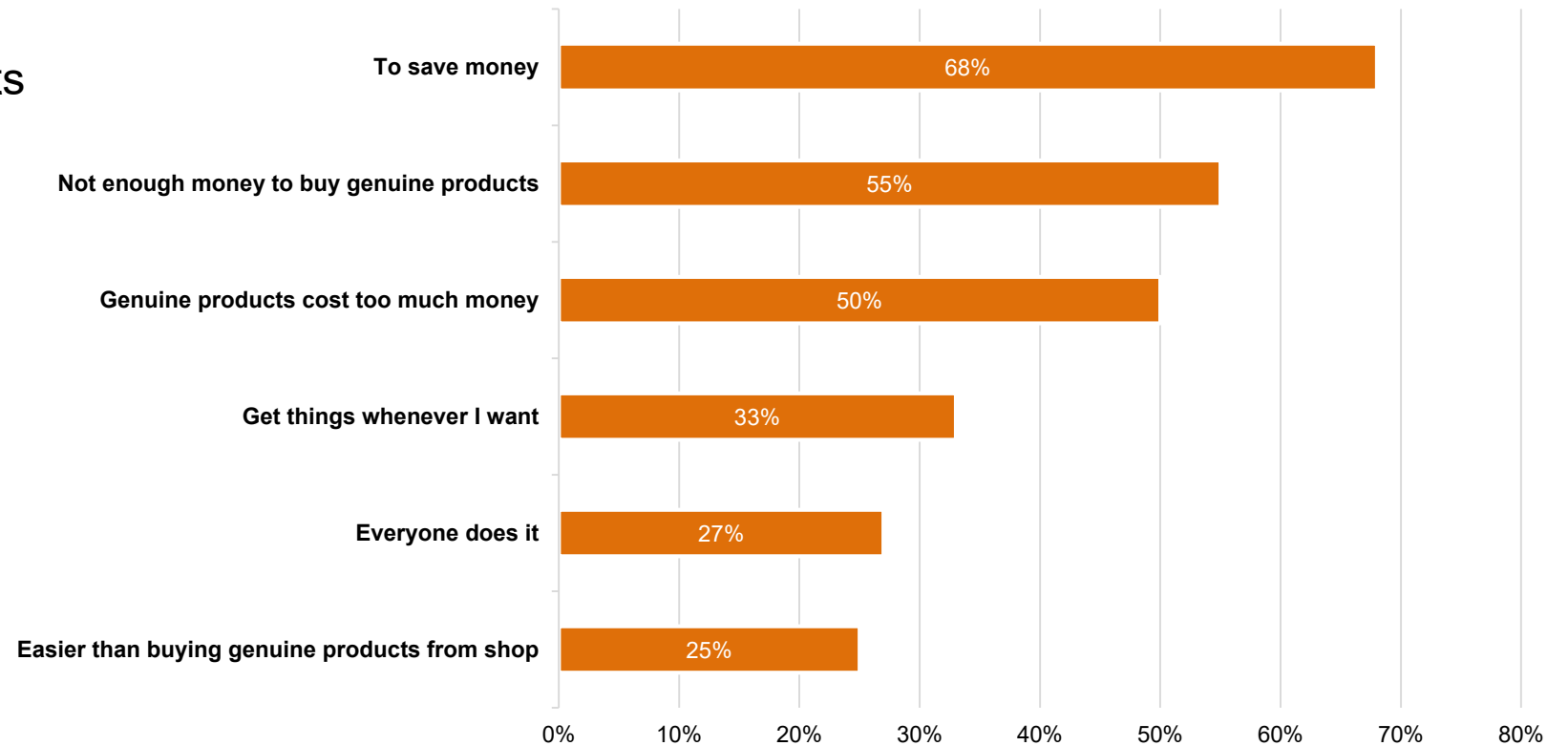
# Results – Consumer Products Survey

Main reasons for patronizing counterfeit products:

- cost of branded products
- capability to buy



Reason for Purchasing Counterfeit Products





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## Results – Consumer Products Survey

Most of the respondents are aware that the products they bought were counterfeit

For the unaware, they indicated that they would still buy despite it being fake

# Limitations and Challenges

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- Discussions about the survey started in 2018 and was conducted in 2021
- Delay in the signing of the MoU with WIPO (2020)



“

With this **nationwide survey**, IPOP HL will be able to improve its **IP awareness strategy** and the approach will be based on the findings of this survey.

We will also be able to identify priority areas and make the most out of our resources. This will enable us to **detect the gaps** in our current programs and **address them accordingly**.

”

**Atty. Nelson P. Laluces**  
IPOP HL Deputy Director General  
On IPOP HL's partnership with WIPO in  
conducting a National Survey on IP Awareness

## IPOP HL Partners with WIPO for a National Survey on IP Awareness

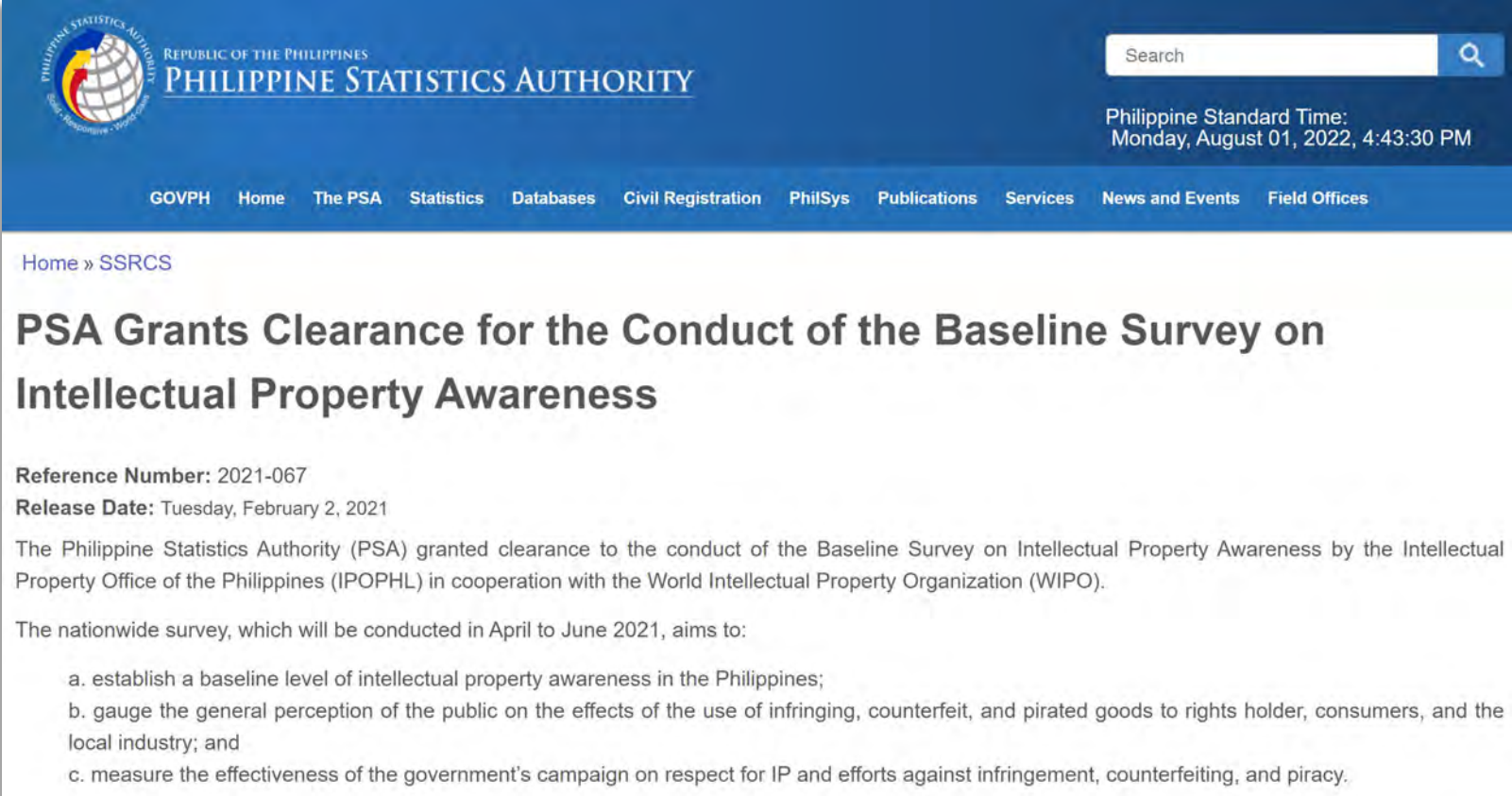
*July 23, 2020*

The Intellectual Property Office of the Philippines (IPOP HL) and the World Intellectual Property Organization (WIPO) has signed a memorandum of understanding to pursue a first-of-its-kind nationwide survey that will measure the level of intellectual property (IP) awareness in the Philippines.

The MoU, signed in June 2020 by IPOP HL Director General Rowel S. Barba and WIPO DG Francis Gurry, specifically aims to create a baseline survey that will gauge the public's general perception on the effects of counterfeiting, piracy and other infringing acts to rights holders, consumers and the local industry.

# Limitations and Challenges

- Need to submit the survey details (survey tools, questions, and methodology) to the Philippine Statistics Authority for approval



The screenshot shows the official website of the Philippine Statistics Authority (PSA). The header includes the PSA logo, the text 'REPUBLIC OF THE PHILIPPINES PHILIPPINE STATISTICS AUTHORITY', a search bar, and the current date and time: 'Philippine Standard Time: Monday, August 01, 2022, 4:43:30 PM'. A navigation menu lists various services like GOVPH, Home, The PSA, Statistics, Databases, Civil Registration, PhilSys, Publications, Services, News and Events, and Field Offices. The main content area features a breadcrumb trail 'Home » SSRCS' and a prominent headline: 'PSA Grants Clearance for the Conduct of the Baseline Survey on Intellectual Property Awareness'. Below the headline, it provides the reference number (2021-067) and release date (Tuesday, February 2, 2021). The text explains that the PSA granted clearance to the Intellectual Property Office of the Philippines (IPOPHL) for a baseline survey on intellectual property awareness, in cooperation with the World Intellectual Property Organization (WIPO). The survey is scheduled for April to June 2021 and aims to:

- establish a baseline level of intellectual property awareness in the Philippines;
- gauge the general perception of the public on the effects of the use of infringing, counterfeit, and pirated goods to rights holder, consumers, and the local industry; and
- measure the effectiveness of the government's campaign on respect for IP and efforts against infringement, counterfeiting, and piracy.

# Limitations and Challenges

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- Delay in the procurement process caused by failure of the suppliers who joined the bidding process to fulfill the requirements under the Terms of Reference.
- Translation of the questionnaire to the different dialects



# Limitations and Challenges

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- Lockdown due to COVID-19
- Majority of the consumer products purchased were essential items (i.e. alcohol, face mask, vitamins, etc.)
- Purchase of other items were not prioritized due to Covid-19
- Respondents' financial capacity was a factor – due to loss of jobs



# Recommendations

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- Help the public know original from unofficial copies
  - Government approval
  - official seal/endorsement
  - product reputation
- Indications of authenticity of the product:
  - price
  - appearance of the website
  - product reviews
- Brand owners to provide information to the public on how to determine fake products.
- Increase educational programs and activities on IP, especially in the provinces

# Recommendations

---

- Stricter enforcement of the law
- Impose higher penalties for those selling counterfeit and pirated products
- Make the public understand that IP does not only benefit the rights holders but everyone
- Institutionalization of Anti-Counterfeit and Anti-Piracy policies, not just in government agencies, but also in schools and establishments



# Recommendations

---

## **On the implementation of the survey:**

- Better to outsource the conduct of the survey to a third-party service provider.
- Prepare translation of IP-related words beforehand that can be used by the survey firm in the conduct of the survey.
- Consult with other government agencies in your country if there are certain requirements that you should comply with in the conduct of a national survey.

# Recommendations

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## **On the implementation of the survey:**

- If possible, translate the survey questions while the procurement process of a third-party service provider is ongoing to save on time.
- Consider the risks that might occur in the conduct of the survey and identify mitigating actions or have a backup plan.

# Thank You!



Scan this to  
Visit our page

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#28 Upper McKinley Road  
McKinley Hill Town Center  
Fort Bonifacio, Taguig City  
Philippines



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*Current Development*  
**THAILAND IP AWARENESS**

BY PORSCHE JARUMON

**SENIOR TRADE OFFICER**

**DEPARTMENT OF INTELLECTUAL PROPERTY OF THAILAND**

[www.ipthailand.go.th](http://www.ipthailand.go.th)



# *Table of* **CONTENT**

Department of Intellectual Property of Thailand

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**BACKGROUND**

**RECENT DEVELOPMENT**

**WAY FORWARD**

# BACKGROUND



## DIP NEW'S VISION

**IP  
CREATION**

**IP  
COMMERCIALIZATION**

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**IP  
PROTECTION**

**IP  
ENFORCEMENT**



4 main  
responsibility pillars  
of the DIP

# *Our* RECENT DEVELOPMENT

The DIP has been creating IP awareness among Thai people especially researchers, creators, and entrepreneurs through various activities and channels as follows



# IPAC

## IP Advisory Center

One stop service on all IP issues

- IP rules and regulations
- Effective Protections (National/International)
- Knowledge Management
- Thai IP networks
- Social media approach



# TISC THAILAND



[www.ipthailand.go.th](http://www.ipthailand.go.th)

- DIP signed an MOU to establish TISC
- Build capacity relating to IP knowledge, IP management and patent search
- The IPAC as an IP hub for researchers and entrepreneurs in its area →

## TV SHOWS "THE PITCHING" (SEASON 2)

2.5M

Views

20+

Entrepreneurs

136M THB

IP Value Increased

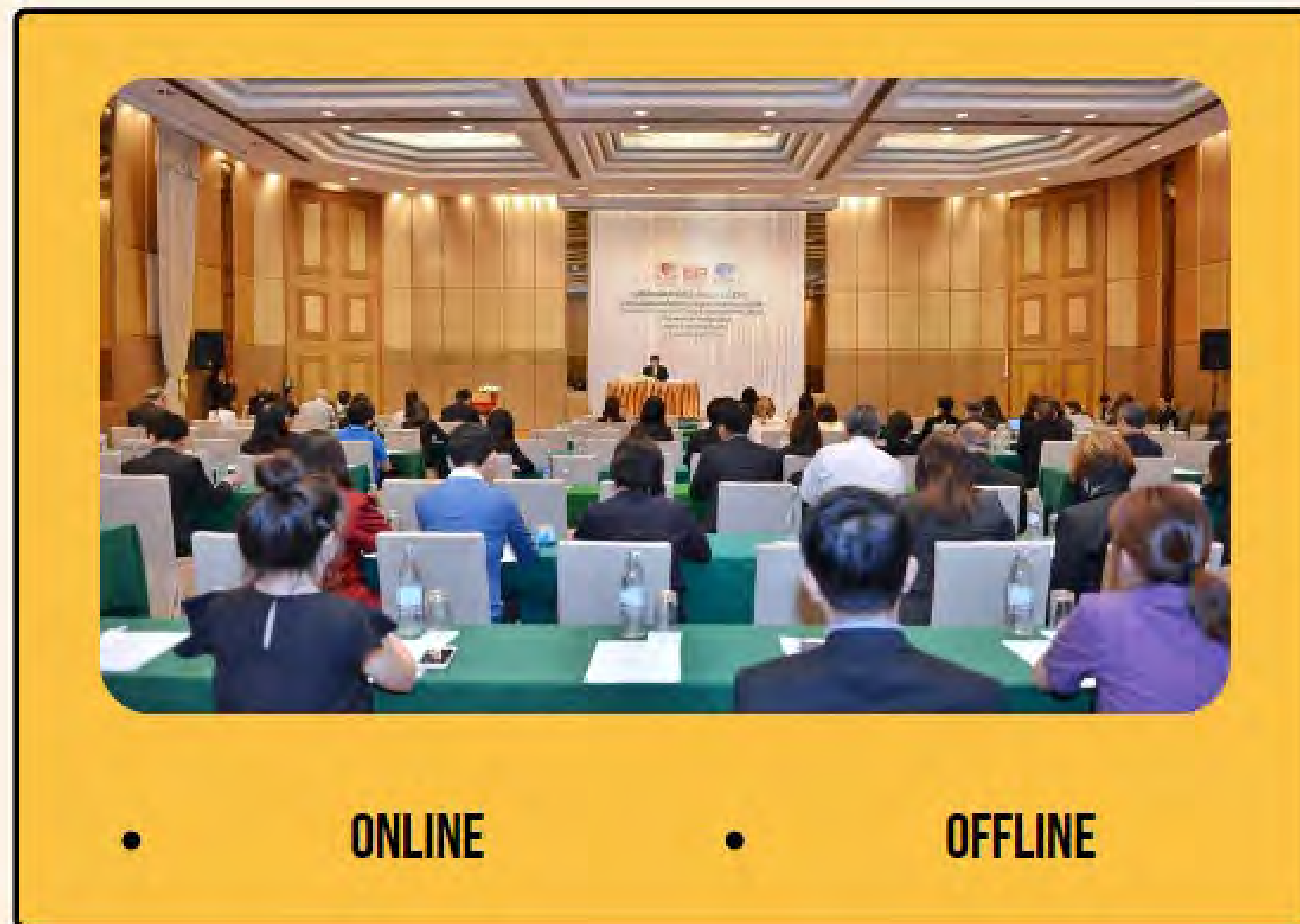
[www.ipthailand.go.th](http://www.ipthailand.go.th)



IP information is not easy to explain  
DIP works together with "Woody World"  
(Leading Thai entertainment agency)  
to create new way for IP communication

# IP SEMINARS

- The seminars include wide range of IP-related topics
- From university students to researchers from R&D institutions



# IP MART



- Redesign the existing IP Mart platform to be more user-friendly
- Creating IP e-Marketplace
- Bridge the gap between R&D institutions and IP rights owners with the business sectors





*Way*  
**FORWARD**

Advance Thailand to high value economy  
by Intellectual Property


# INTELLECTUAL PROPERTY



**IP AWARENESS**



**IP ECOSYSTEM**



**IP COMMERCIALIZATION**



*Let's make IP*  
**SIMPLE TO UNDERSTAND**