

COMPANIES AND INTELLECTUAL PROPERTY COMMISSION COPYRIGHT AND IP ENFORCEMENT UNIT



Companies and Intellectual
Property Commission

a member of the **dtic** group

ACE 2024

Amanda Lotheringen



COMPANIES AND INTELLECTUAL PROPERTY COMMISSION (CIPC)

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<http://www.cipc.co.za/>

CIPC VISION

- To stimulate economic growth and participation by regulating business entities, intellectual property and other juristic persons through **registration** of companies, co-operatives and **intellectual property rights**
- Promoting compliance through education and awareness, **enforcing the relevant legislation**, rescuing business in distress and promoting sound financial management practices in accordance with government law, policies and international best practices
- CIPC will support South African inventors, artists and indigenous communities through offering a basket of services which will start with creating awareness around the opportunities that exist for protection of products that are the **outcome of their innovation and creativity**

STRATEGICALLY DIRECTING PHYSICAL ENFORCEMENT ACTIONS



SA Minister of Police Bheki Cele



VARIOUS GOODS SEIZED MOSTLY CLOTHING AND APPAREL



MULTI AGENCY SEIZURE OPERATIONS

Johannesburg CBD



Weekly Operations to Confiscate Counterfeit Goods



SWEEPING SEARCH AND SEIZURE OPERATIONS

- Multi Government Agency approach with an industry specific focus (Operation One Stop Shop)
 - CIPC driven by identifying main industries:
 - Food
 - Liquor
 - Pharmaceuticals
 - **Clothing and apparel**

- Given the challenges faced to destroy counterfeit goods in an environmentally friendly way, not only in South Africa but also in the rest of the World, the idea for an innovative project came to life.
- The project is designed to transform the counterfeit goods into useful items. Taking away the trade mark or any reference thereto and adding value through artistic effort. It is foreseen that the project will create opportunities for social entrepreneurs and create new jobs.

OUTCOMES

- For the pilot project we used shoes, bags and denim jeans, destined for destruction. CIPC facilitated the delivery to various artists that had “carte blanche” to upcycle the products.
- A workshop to display the final products took place on May 16, 2023, and decisions about the feasibility of the different ideas were taken.
- This project is seen as an opportunity to turn the devastating effects of counterfeit goods on businesses, into something positive that will save the rights owners money on destruction, protect the environment and create new job opportunities.

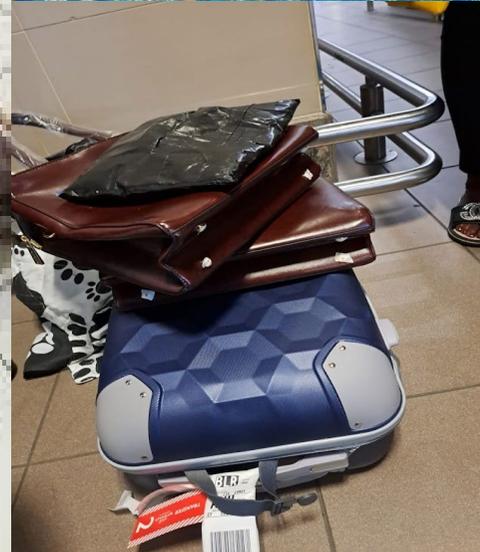
UPCYCLING COUNTERFEIT GOODS THE COMPETITION

- Collaboration between CIPC and Fashion Department of Durban University of Technology
- Incubator and interior design departments bought into the idea
- Prizes include cash for the winners and assistance to start a business

RAW PRODUCTS



MATERIAL TO WORK WITH



CONTINUOUS VISIBLE POLICING EFFORTS



UPCYCLING RE-USE

Denim Upcycling Ideas

- DIY Frayed **Denim** Pouch. Use a portion of a pair of old **jeans** to create this simple frayed edge zipper pouch.
- DIY **Denim** Rug. There are **denim upcycling ideas** from floor to ceiling. Woven **Denim** Basket.
- DIY Coasters Made from **Jeans**.
- Upcycled Denim** Placemats.
- Upcycled Denim** Quilt Mat.
- DIY **Denim** Feathers.
- DIY **Jeans** Bag.



QUILT R6000- R10 000

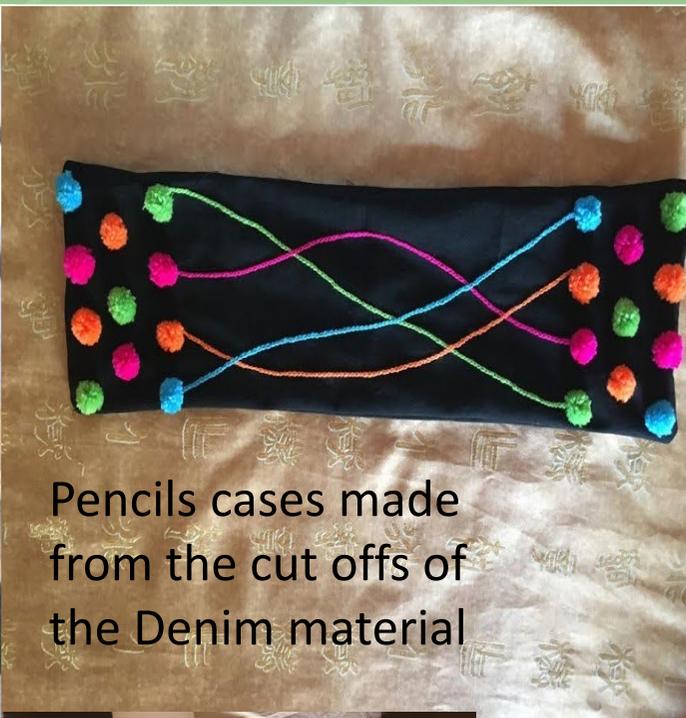


New bags from old vinyl. Even marketed under a new trade mark.

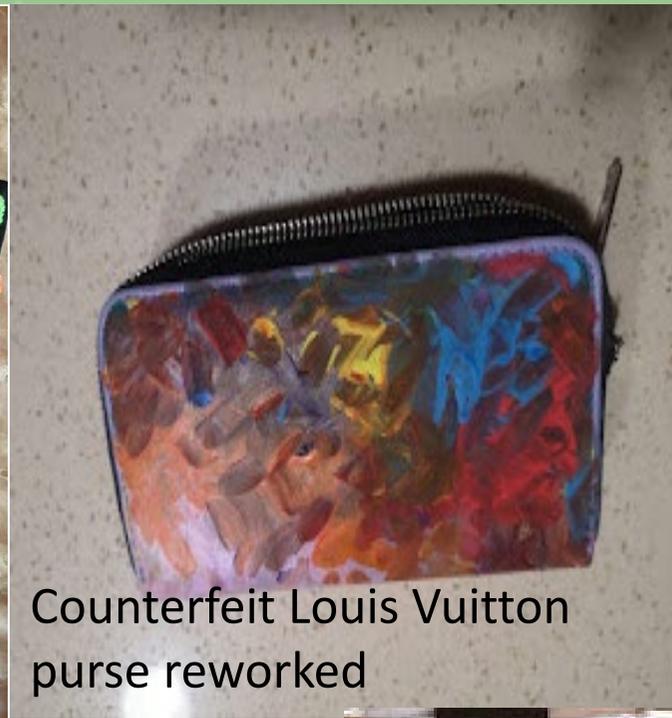
UPCYCLING OF CONFISCATED COUNTERFEIT GOODS



Counterfeit Levi's and other Jeans worked into Aprons



Pencils cases made from the cut offs of the Denim material



Counterfeit Louis Vuitton purse reworked



COLLABORATION CLOTHES TO GOOD DTIC AND CIPC ON CREATING SUSTAINABLE JOBS AND PROMOTING THE GREEN ECONOMY



CLOTHES TO GOOD

Recycle. Reward. Empower.




TOMMY HILFINGER FASHION FRONTIER CHALLENGE



Empowerment through waste

- Micro-business development
- Inclusive employment
- Creating Educational & Disability specific resources

5

Recycling programmes

Clothes to Trees



Clothes to Play



Clothes to Wheels



Clothes to Food



UPCYCLING CLOTHES TO GOOD “MAISHA MAPYA”

- <https://youtu.be/D4ubg9IImew>
- The Enabling Denim project: people with disabilities and their families changing the world through recycled denim. Clothes to Good (CTG) is a textile recycling and disability empowerment organisation that utilises pre-loved clothing to empower people with disabilities and their families through micro-business development and job creation.

INDUSTRIALIZATION THE SCALE OF THINGS

- The Department of Trade, Industry and Competition (DTIC) came on board as part of their initiatives to promote the clothing sector and industrialization.
- The DTIC Leather & Footwear Directorate integrates it into their work on Industrial Competitiveness and Growth (IC&G): Textile, Clothing, Leather & Footwear

CENTRE OF EXCELLENCE



HOW CAN WE GET BETTER IN DEALING WITH DESTRUCTION OF COUNTERFEIT GOODS

The CIPC continues to investigate innovations around better ways to take these products out of the system in a way that is not damaging to the environment and in fact may produce net positive results.

In conversation with Mashauri around their "waste-athon", it seemed that a similar process might be taken to unleash university students' innovation capacity in an entrepreneurial manner to find better solutions.

We are proposing to design and run an initiative whereby a group of students who have been trained in entrepreneurial thinking are challenged with solving the problem of confiscated counterfeit goods in a way that results in a sustainable business venture.

There would be three phases to this initiative:

1. A two-week pre-program giving the students the basic startup and related knowledge to participate in the event.
2. A "Mashauri waste-athon" (note: this may be renamed) which is an intense, short-term event where selected students are exposed to confiscated counterfeit goods and enter a dynamic, idea-creation process to develop venture ideas to solve this problem.
3. An incubation program where those teams with ideas which are deemed to have spin-off potential are supported in further development of these ventures.

COMPETITION TO STUDENTS “WASTE-ATHON”

- **Proposal to provide a “waste-athon” program**
- ***“Solving the problem of the destruction of confiscated counterfeit goods ”***

Benefits

- Exciting concept with potential for roll-out
- Credibility for CIPC leadership
- Negative value to positive value
- Excellent student experience
- Pilot mindset will identify improvements



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I THANK YOU

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Intellectual
Property
Office

The Tick Box Public-Private Partnership for the Self Storage Industry in the United Kingdom

Oneydes Staggemeier

Tick Box

Keep it *real*. Keep it *legal*.

The Tick Box Scheme

- Voluntary Code of Practice.
- Sets out simple procedures aimed at preventing the storage of counterfeit and other illicit goods.
- Encourage the highest standards and best practices across the industry.
- Stronger link and working relationship between self storage owners and their local Trading Standards (law enforcement).
- The scheme helps self storage facilities to deter criminals from using their facilities.

Tick Box

Keep it **real**. Keep it **legal**.

Self-Storage Code of Practice

Self-storage facilities provide a valuable service to consumers and businesses in the UK. By displaying this notice and the Tick Box logo, this company is demonstrating its commitment to working in partnership with Trading Standards and other Law Enforcement Agencies to keep this facility free from counterfeit and illicit goods. Only companies abiding by this code of practice are entitled to display the Tick Box logo.

The company's commitment

- To prohibit the storage of counterfeit and illicit goods, which includes unsafe consumer goods and non-duty paid alcohol and tobacco.
- To complete robust 'know your customer' identification checks.
- To provide reasonable assistance to Local Authority Trading Standards Officers and other enforcement agencies with their investigations.
- To demonstrate a commitment to fair trading and consumer protection by displaying the code of practice prominently for customers and visitors.
- To ensure all customers are aware and agree to the code of practice before the completion of their rental application form.
- To ensure all staff understand the code of practice and its responsibilities.
- To report the storage of counterfeit or other illicit goods such as non-duty paid alcohol or tobacco to Trading Standards via the Citizens Advice Consumer Service on 0808 225 1133.

Local Authority Trading Standards Services can provide the following assistance to help self-storage companies maintain this code of practice:

- When appropriate, provide information which may assist self-storage companies in their endeavours to identify counterfeit items and/ or individuals involved in counterfeiting crime.
- Provide advice to self-storage companies on their legal responsibilities in relation to trademark, copyright and product safety infringement activities within their premises.
- Training on regulatory requirements, which will be coordinated by the national 'Tick-Box' campaign team.



Code of Practice Commitments

- To prohibit the storage of counterfeit and illicit goods.
- KYC - 'know your customer' identification checks.
- To provide reasonable assistance to Trading Standards (law enforcement).
- To display the code of practice prominently.
- To ensure customers are aware of the code of practice by displaying it prominently in the premise and on the website.
- To ensure all staff understand the code of practice and its responsibilities.
- To report the storage of counterfeit or other illicit goods to Trading Standards (law enforcement).

Tick Box

Keep it **real**. Keep it **legal**.

The Tick Box Scheme

Code of Practice

Certificate of Acceptance

What are the benefits?

- Tick Box Code of Practice constitutes ‘reasonable precautions’.
- Adherence to the Code demonstrates ‘due diligence’.
- Enables businesses to be risk assessed.
- Deterrent / Disruption to criminal activity.
- Provides a quality assurance to storage customers that their items are in a safe and well-protected environment.
- Sends a strong message to anyone considering storing illegal products that it will not be tolerated.

Self Storage Staff training on counterfeit and illicit goods

Training

- **Self Storage staff training** – two videos that can be watched from any device with internet access, including mobile phones.
- **Law enforcement training** – not just training about the scheme itself, but also about the concept of intermediary liability and due diligence.

Enforcement



Counterfeit goods seized by Trading Standards Scotland from storage containers in the Glasgow area



Police and Rochdale Trading Standards Officers recovered £500k worth of counterfeit goods found in self storage facility raids.



Operation Vulcan's latest counterfeit seizure in Cheetham Hill breaks UK record and ranks amongst largest globally

News

Published: 19:26 03/07/2023

This week, Operation Vulcan have seized over 580 tonnes of counterfeit items, a record haul in UK history and the largest single seizure in Europe in almost two decades. The total loss to the criminal's pockets equates to a staggering £87 million.



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PRESS RELEASE

Largest-Ever Counterfeit Goods Seizures Result In Trafficking Charges Against Two Individuals

REPORT IT!

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www.citizensadvice.org.uk

Scotland

Advice Direct Scotland consumer helpline 0808 164 6000
www.consumeradvice.scot

Northern Ireland

Consumerline 0300 123 6262
www.nidirect.gov.uk



Thank You