

Advisory Committee on Enforcement

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RECENT ACTIVITIES OF WIPO IN THE FIELD OF BUILDING RESPECT FOR INTELLECTUAL PROPERTY

Document prepared by the Secretariat

1. This document summarizes the activities in the field of building respect for intellectual property (IP) undertaken by the Building Respect for IP (BRIP) Division of the World Intellectual Property Organization (WIPO) from February 2024 to December 2024. The activities were guided by the objectives defined in the 2024/25 Program of Work and Budget and Development Agenda Recommendation 45. The activities responded to Member State requests for legal and technical assistance – taking due account of Development Agenda Recommendations 1, 3, 6, 10 to 14 and 17 – and fostered cooperation with partner organizations and the private sector, in accordance with Development Agenda Recommendation 40 and with a view to ensuring international policy cohesion and further integration of development-oriented concerns into joint activities.

2. The objective of WIPO Strategic Pillar 2 (Bring People Together and Partner with Stakeholders to Shape the Future of the Global IP Ecosystem)¹ is for WIPO to serve as a global forum for the exchange of ideas and best practices. It also envisages partnerships and multi-stakeholder approaches to addressing complex global challenges in which IP has a part to play. Expected Result 2.3 (International Dialogue and Cooperation on Building Respect for IP) stresses the importance of building respect for IP as an integral part of IP ecosystems and as a continued area of focus for WIPO. The work of WIPO in this area takes a broad and holistic approach with the aim of raising awareness of the importance of respecting IP among communities, businesses and individuals, including young people.

¹ See WIPO Medium-Term Strategic Plan 2022-2026, available at https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=541373.

3. Expected Result 2.3 has a broad, cross-cutting objective, which aims to create an enabling environment that promotes respect for IP in a sustainable manner, and to strengthen the capacity of Member States for the effective enforcement of IP rights (IPRs), taking into account socioeconomic interests and development-oriented concerns. Expected Result 2.3 is supported by various WIPO entities and many of the activities set out below benefitted from close in-house cooperation, in particular with the Audio and Video Support Unit; the Copyright Law Division; the Copyright Management Division; the Diplomatic Engagement and Assemblies Affairs Division; the Divisions for Africa, Arab Countries, Asia and the Pacific, Latin America and the Caribbean, Least Developed Countries, and Transition and Developed Countries; the External Relations Division; the Global Databases Division; the Information and Digital Outreach Division; the News and Media Division; the Traditional Knowledge Division; the WIPO Academy; the WIPO Brazil Office; the WIPO Judicial Institute; the WIPO Nigeria Office, and the WIPO Singapore Office.

4. The following sections list activities undertaken by the BRIP Division in the area of building respect for IP. The list is not meant to provide an exhaustive report on all WIPO activities in this area, as other WIPO entities also contributed to Expected Result 2.3. Section I focuses on assistance provided to WIPO Member States in the areas of legislative assistance and capacity-building; Section II describes cooperation and coordination between WIPO and other international governmental and non-governmental organizations (IGOs and NGOs) as well as the private sector; Section III covers activities related to awareness-raising; and, finally, Section IV addresses the Division's work on strategic systems for cooperation to combat counterfeiting and counterfeiting, including the WIPO ALERT platform.

5. Regular updates to the BRIP Division's activities, with links to relevant programs, are available on the WIPO website at: <https://www.wipo.int/en/web/respect-for-ip/activities/current.html>.

I. LEGISLATIVE ASSISTANCE AND CAPACITY -BUILDING

6. During the period under review, the BRIP Division received several requests from Member States for legislative advice and assistance with capacity-building in the field of building respect for IP and the enforcement of IPRs.

7. Regarding legislative advice, the BRIP Division focused on analyzing the compatibility of current or draft legislation with enforcement-related obligations under Part III of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), taking due account of the balance and the flexibilities incorporated therein. WIPO provides legislative advice to Member States on demand and on a confidential basis.² During the period under review, the BRIP Division provided legislative assistance to 10 WIPO Member States in the process of amending and/or adopting relevant legal frameworks towards effective IP enforcement in line with Part III of the TRIPS Agreement.

² For more detailed information, see WIPO Secretariat (2017), *The Legislative Assistance Provided by WIPO in the Area of the Enforcement of Intellectual Property Rights* (document WIPO/ACE/12/14), available at http://www.wipo.int/meetings/en/doc_details.jsp?doc_id=372936.

8. In the area of capacity-building, WIPO organized the following international, national and regional workshops, seminars and colloquiums to comprehensively address IP enforcement and building respect for IP:³

- *National Workshop on the Enforcement of Intellectual Property (IP) Rights for Law Enforcement Officials and Members of the Judiciary*, Lusaka, Zambia, March 26 and 27, 2024: WIPO organized the workshop at the request of the Patents and Companies Registration Agency (PACRA) of Zambia, and in cooperation with the WIPO Division for Africa (RNDS). Its purpose was to build capacity of law enforcement officials and the judiciary in relevant IP enforcement matters. The BRIP Division made presentations on its work, an overview of the international legal framework (Part III of the TRIPS Agreement), consumer attitudes towards counterfeiting and piracy, and disposal of infringing IP goods. About 30 national and international law enforcement officials (prosecutors, research counsels and magistrates) representatives participated, some of whom made presentations on various aspects of IP enforcement.
- *National Workshop on the Judicial Adjudication and Criminal Prosecution of Trademark Matters in Egypt*, Online, May 1, 2, 8, 15 and 16, 2024: The workshop, organized by WIPO and the Ministry of Justice of the Arab Region of Egypt, aimed to enhance the capacity of Egyptian judges and prosecutors while emphasizing the importance of trademark enforcement. Sessions covered key topics in trademark enforcement, including legal proceedings, online infringements, adjudication, prosecution and intersections with other fora, such as WIPO Uniform Domain-Name Dispute-Resolution Policy and alternative dispute resolution mechanisms provided by intermediaries. The BRIP Division contributed with a presentation on the *Prosecution of Trademark Infringement*. About 60 participants attended the event, including judges, prosecutors and other judicial experts.
- *International Symposium on Copyright Enforcement*, Hanoi, Viet Nam, June 17 to 21, 2024: The symposium was organized by WIPO in collaboration with the Copyright Office of Viet Nam (COV) and the Ministry of Culture, Sports and Tourism of the Republic of Korea (MCST), with the cooperation of the Korea Copyright Protection Agency (KCOPA) and the World Trade Organization (WTO) as part of the Funds-in-Trust for Building Respect for Copyright and Related Rights (FIT-RoK/BRIP) work plan for 2023-2024. Developed in consultation with COV and MCST, the program for the symposium was an intensive, week-long course on the international and national legal frameworks, as well as an opportunity to share experiences and best practices from across the IP enforcement ecosystem, including administrative and judicial proceedings and insights from the creative industries. Participants came from most Association of Southeast Asian Nations (ASEAN) countries as well as from the African (Kenya and Zimbabwe), Latin American (Brazil and Mexico), Asia and the Pacific (India) and Arab (Jordan) regions, in addition to 12 participants from Viet Nam. Participants presented the national experiences of all the represented jurisdictions. The 21 speakers on the program included two WIPO officials, speakers from MCST, COV, KCOPA and the WTO as well as academics, law enforcement officials from various Member States, experts and representatives from private stakeholders.

³ For more detailed information, see WIPO Secretariat (2016), *The Capacity-building and Training Activities of WIPO in the Area of Building Respect for IP* (document WIPO/ACE/11/10), available at http://www.wipo.int/meetings/en/doc_details.jsp?doc_id=340916.

- *Sub-Regional Workshop on the Enforcement of Intellectual Property (IP) Rights for Customs Officials, Police Investigators and Prosecutors*, San José, Costa Rica, July 22 to 24, 2024: The workshop addressed topical issues in the investigation and prosecution of IP crime in the participating countries, such as the legal framework for border measures and criminal liability in the region; practical considerations for investigating and prosecuting IP crime and for enforcing IP at the border; IP enforcement in the digital environment, including a case study of counterfeit car emblems; the storage and disposal of IP-infringing goods; and cooperation among government entities and between the public and private sectors, including across borders. The objective of the workshop was to educate participants on the value of IPR protection and enforcement for the social, economic and cultural development of the participating countries; to provide training on IP remedies and enforcement measures, with a focus on the work of Customs officials, prosecutors and police investigators; and to discuss strategies for effective national and transnational cooperation to enforce IPRs and build respect for IP.
- *WIPO-EEC Sub-Regional Webinar on Building Respect for Intellectual Property (IP) for Members of Judiciary and Law Enforcement Officials*, Online, September 3 and 4, 2024: The online workshop was organized by WIPO and the Eurasian Economic Commission (EEC) to discuss the scope and impact of counterfeiting and piracy among members of the judiciary and law enforcement officials from the EEC Member States, while building their capacity in IP enforcement. The objectives of the workshop were to educate participants on the value of IPR protection and enforcement for the social, economic and cultural development of the participating countries, to provide training on remedies for IPR infringement and enforcement measures, with a focus on the work of Customs officials, prosecutors and police investigators, and to discuss strategies for effective national and transnational cooperation to enforce IP rights and build respect for IP.
- *Sub-Regional Seminar on Enforcement for IP Prosecutors, Customs Officers and Police Investigators*, Port of Spain, Trinidad and Tobago, October 28 to October 29, 2024: Organized in collaboration with the Intellectual Property Office of Trinidad and Tobago (TTIPO) and the United States Patent and Trademark Office (USPTO), and hosted by the Customs and Excise Division (CED), the seminar brought together 46 Customs officers, police investigators and prosecutors from across the Caribbean region. With insights from more than a dozen enforcement specialists, the seminar provided a comprehensive introduction to the challenges that arise at each stage of IP enforcement, including border actions, investigations, prosecutions, and judicial adjudication, with particular attention to practical scenarios arising in the digital environment, inter-agency cooperation, and awareness-raising. The workshop also provided an opportunity for all members of the Trinidad and Tobago Anti-Illicit Trade Task Force to meet face-to-face for the first time, underscoring the importance of cooperation in addressing challenges related to IP crime. An outreach session was also conducted at a local secondary school to introduce 14-year-old students to the fundamentals of IP, emphasizing the protection of creative works and the value of respecting the IPRs of others.
- *National Seminar for Law Enforcement Officers, Magistrates, Judges and Prosecutors*, Belize City, Belize, October 31 to November 1, 2024: The seminar, organized in cooperation with the Belize Intellectual Property Office (BELIPO), provided an introduction to the national and international legal framework underpinning IP enforcement, the role of Customs and the challenges they face in enforcing IPRs at the border, the key elements of the investigation and prosecution of IP crimes, and a broad overview of issues that arise in both civil and criminal

proceedings. The program focused on the role of the judiciary, using relevant comparative case law to illustrate key concepts in IP adjudication. The seminar was attended by 27 participants, representing BELIPO, the Belize Customs Department, the Belize Police Department, the Office of the Director of Public Prosecutions, the Institute of Archaeology, the Magistry and the Judiciary of Belize.

- *Sub-Regional Seminar on the Enforcement of Intellectual Property for Law Enforcement Officials from selected Arabic-speaking Countries in Africa*, Cairo, Egypt, December 3 to 5, 2024: The seminar was organized in cooperation with the Egyptian Intellectual Property Authority (EGIPA), Nile University, and the Japan Patent Office (JPO). The seminar addressed topical issues related to building respect for IP, with a focus on IP enforcement in the digital environment, the investigation and prosecution of IP crimes, border enforcement and regional cooperation among North African countries. Highlights included 15 insightful presentations, a dynamic panel session, and a half-day exhibition by IPRs holders, which fostered valuable knowledge exchange and strategic discussions. Approximately 50 participants attended the seminar, including 13 WIPO-funded participants from selected Arabic-speaking countries in Africa (Algeria, Libya, Mauritania, Morocco, and Tunisia). An additional 37 representatives from various governmental and private entities in Egypt participated, including prosecutors, Customs officials, professors and IP experts.
- *WIPO-SAIP IMPACT Capacity-Building Project: National Workshop on the Enforcement of Intellectual Property for Market Inspectors*, Riyadh, Saudi Arabia, December 8 and 9, 2024: The workshop was organized in collaboration with the Saudi Authority for Intellectual Property (SAIP) as part of the IMPACT project.⁴ After completing the required online courses, the cohort of 25 SAIP market inspectors attended the face-to-face workshop, which was designed in consultation with SAIP to meet the needs of participants and was in line with the national legal framework of Saudi Arabia. As a result, the workshop addressed topical IP enforcement issues, with a focus on enhancing the knowledge and skills of the SAIP participants in their work as market inspectors and included two practical training scenarios on investigating trademark counterfeiting. At the end of the workshop, a test was administered to assess the level of knowledge and skills acquired by the participants. Participants reported that the workshop and the broader IMPACT project were particularly useful in enhancing their knowledge and skills for fulfilling their roles as market inspector and in identifying opportunities for future of IP crime investigations.
- *First Regional Workshop on Intellectual Property Crimes: Councils for Combatting IP Crimes*, Rio de Janeiro, Brazil, December 11 to 13, 2024: The workshop was jointly carried out with the National Council for Combatting Piracy and IP Crimes of Brazil (CNCP) and co-financed by WIPO and FIT/Japan IP Global, with the support of government agencies of the United States of America, Denmark, France and the United Kingdom. The objective of the workshop was to provide a comprehensive tailor-made capacity-building program for selected IP enforcement authorities from MERCOSUR countries, namely, Argentina, Brazil, Paraguay, and Uruguay, with participation from Peru, to enhance coordination among enforcement authorities within the participating countries. The workshop provided a comprehensive introduction to the challenges that arise at every stage of IP enforcement, including border actions, investigation and prosecution. Particular focus was on practical scenarios in the digital environment, inter-agency cooperation, and awareness-

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https://www.wipo.int/edocs/mdocs/enforcement/en/wipo_ace_17/wipo_ace_17_18.pdf.

raising to build respect for IP. The workshop further facilitated the sharing of experiences among participating authorities and included an exhibition of genuine and counterfeit products with tools to assist law enforcement officials in identifying counterfeit products. About 50 law enforcement officials, including prosecutors, customs officers, market surveillance inspectors, intelligence officers, special taskforces, national police and highway police participated in the workshop.

9. The BRIP Division also participated in training programs for government officials and IP teachers and delivered multiple presentations to university students. Presentations on IP enforcement and building respect for IP were given during the *Study Visit of students of the Joint LL.M in IP program* with the University of Turin (May 28, 2024), the *WIPO-WTO Executive Programme on Intellectual Property Issues for Senior Government Officials* (June 10, 2024), the *WIPO-UNIGE Summer School on IP* with the University of Geneva (June 25, 2024), *Summer School WIPO-IMPI* in collaboration with the *Universidad Autónoma de Nuevo León (UANL)* (July 31, 2024), *Corporate Law Certification Program* with *Universidad Iberoamericana* (Mexico) (November 9, 2024), and *WIPO Webinar: Program on Patent Search, Filing, and Enforcement* with Panjab University (November 13, 2024).

II. INTERNATIONAL COORDINATION AND COOPERATION

10. In line with the objectives set out in the 2024/25 Program of Work and Budget and Development Agenda Recommendation 45, the BRIP Division continued its systematic and effective international cooperation on a balanced and transparent approach to IP enforcement and building respect for IP, with a view to increasing international policy cohesion and avoiding the duplication of work.

11. Relevant activities are outlined below:

- *European Union Intellectual Property Office (EUIPO) Observatory’s Public Sector Representatives’ Meeting and Seminar: Enforcement Challenges for the Future*, Liège, Belgium, February 20 to 22, 2024: The meeting and seminar was organized by the EUIPO, and brought together officials from the national enforcement authorities of the 27 Member States of the European Union (EU) and of other invited states (such as the Member States of the European Economic Area and Switzerland), relevant EU institutions, and international organizations, including WIPO. The purpose of the event was to discuss the ongoing work of the Observatory on IP enforcement and to present the latest information and developments, such as a study on the *Impact of the Belt-and-Road (BRI) Initiative*, the *EMPACT Advocacy Strategy*, and the Digital Services Act (DSA). Presentations were made by 14 speakers, and the event was attended by 75 participants from the public and private sectors.
- *LESI Copyright Licensing Committee. “Copyright Enforcement in the Digital Environment”*, Online, February 22, 2024: Organized by the Licensing Executives Society International (LESI), this event provided an overview of copyright enforcement in the digital environment and examined the international legal framework for addressing online copyright infringement. The BRIP Division presented on the importance of enforcing IP rights in a balanced manner. The session also examined common forms of online piracy, using high-profile cases as examples, and concluded with proposed solutions to combat online piracy.
- *Seventh Annual Brand Protection Strategy Summit*, East Lansing, Michigan, United States of America, March 12 to 14, 2024: Organized by the Michigan State

University's Center for Anti-Counterfeiting and Product Protection (A-CAPP), this event explored the complex issue of trademark counterfeiting from practical, actionable, and academic perspectives, fostering collaboration with brand protection practitioners and communities worldwide. The BRIP Division participated on the panel *Best Practices in Global Brand Protection Strategies: Online and Offline Investigations*. Other panels included topics on AI and enforcement, e-commerce and social media trends, anti-counterfeiting legislative updates, brand protection, and challenges and best practices for building a case when addressing counterfeiting across borders. The summit also featured a presentation by A-CAPP researchers of its Global Anti-Counterfeiting Consumer Survey 2023.

- *OECD Working Party on Countering Illicit Trade: First Plenary Meeting*, Paris, France, April 4 and 5, 2024: Organized by the Organization for Economic Co-operation and Development (OECD), the event served as a platform for Customs and law enforcement officials, NGOs, private sector representatives and academics to examine the latest evidence on illicit trade, and to explore advanced policy solutions to combat it. During the session, delegations discussed measures such as product tracking and tracing using cost-effective digital solutions, the adoption of open and recognized international standards, enhanced international cooperation, and the application of sanctions to deter illicit trade. The program included six sessions and brought together representatives from numerous countries, academia, the private sector and international organizations.
- *Annual Meeting of the Anti-Counterfeiting Network*, REACT, Amsterdam, The Netherlands, April 18 and 19, 2024: The annual meeting, organized by REACT, focused on recent legislative reforms in the EU and key issues central to the mandate of the BRIP Division, such as voluntary cooperation mechanisms to address infringements on online platforms, evidence for prosecuting online infringements, Customs recordal processes and opportunities for automation, and environmentally sustainable disposal and destruction of counterfeit goods. The program also included updates on current litigation, trends in Customs enforcement, and the use of AI tools in online enforcement and intelligence processing.
- *London Met Inter-Sessional Panel on Internet TV IPR Infringements*, London, United Kingdom, April 25, 2024: Organized by London Metropolitan University, the meeting focused on online IPR infringement, with emphasis on the infringement of audiovisual content in Europe. The BRIP Division made a presentation on the *Economic and Policy Perspective*, which included an in-depth discussion on WIPO ALERT and its role in combatting online copyright piracy through a follow-the-money approach. The Division also provided a brief overview of its plans to pilot the WIPO ALERT-PAY concept. Other panelists described the role of their respective organizations and companies in the area of digital piracy and AI. Some 15 participants representing right holders, academia, law enforcement and other IGOs attended the meeting.
- *Intellectual Property (IP) Crime Forum*, Jakarta, Indonesia, May 6 and 7, 2024: The forum was organized by the Directorate General of Intellectual Property, Indonesia (DGIP), with the aim of providing a platform for stakeholders to discuss recent developments in IP protection and enforcement in Indonesia. The BRIP Division made a presentation as part of a session on *Best practices of enforcing IP for protecting and upraising investment*. The forum attracted representatives from government agencies (mainly Customs), right holders, law firms, and representatives of business associations from Indonesia.

- *International Chamber of Commerce Global Intellectual Property Commission*, Hybrid (Paris, France and Online), May 6 and 7, 2024: The meeting was organized by the Global IP Commission of the International Chamber of Commerce, with the aim of serving as a global forum for International Chamber of Commerce (ICC) private stakeholder members on all aspects of IP and innovation policy. The BRIP Division presented on WIPO's role and activities in the area of IP enforcement and building respect for IP. The program included sessions on IP infringement, updates on the DSA, discussions on design law and the *ICC Intellectual Property Roadmap and Work Program of the Commission*.
- *2024 INTA Annual Meeting*, Atlanta, U.S.A, May 18 to 23, 2024: Organized by the International Trademark Association (INTA), the meeting attracted more than 10,000 participants from around the world to exchange experiences on all aspects of trademark law, and to connect with other brand professionals. The BRIP Division attended as a part of the WIPO delegation and participated in several activities organized by the INTA Anti-Counterfeiting Committee. In particular, the Division highlighted its work on anti-piracy and anti-counterfeiting efforts, such as WIPO ALERT and the new pilot projects WIPO ALERT-PAY and Industrial Property Administration System (IPAS) Customs Recordation and Information System (CRIS).
- *Global Meeting on Digital Piracy*, Lyon, France, May 29 to 31, 2024: Organized by INTERPOL's IP Crime and Digital Piracy Unit as part of its Stop Online Piracy (I-SOP) project, the event aimed to foster discussions, share insights, and explore operational strategies to combat digital piracy. The BRIP Division participated in a panel discussion on *Legal Frameworks and Challenges* related to digital piracy. Other topics included the threats of digital piracy, infringing applications, source piracy, the role of hosting providers, key methods of music piracy, sports piracy, e-library piracy and capacity-building, tools and resources for investigations. The primary audience consisted of senior law enforcement officials specializing in digital piracy investigations, as well as representatives of international organizations, industry, and other stakeholders from around the world.
- *The Second International Symposium on Intellectual Property Protection and Enforcement (ISIPPE-2)*, Hybrid (Nairobi, Kenya and Online), June 5 and 6, 2024: The symposium was organized by the Anti-Counterfeit Authority of Kenya in collaboration with the Ministry of Investments, Trade and Industry of Kenya (MITI). The purpose of the event was to bring together stakeholders from around the world to address the pressing challenges posed by counterfeiting and to explore collaborative strategies to safeguard public health and safety through robust IP protection and enforcement mechanisms. The BRIP Division made a presentation on *International Cooperation and Collaboration, Strategies for Combatting Online Counterfeiting and Piracy, and Capacity-Building Initiatives and Training Programs*. A total of 21 speakers made presentations to about 300 participants who included representatives from international organizations, national IP and regulatory authorities, the private sector, legal experts and academics.
- *Second Dubai Customs Consultative Council Meeting*, Online, June 25, 2024: The meeting was organized by the Dubai Customs Consultative Council with the aim of providing a platform to support investment and trade in Dubai. The BRIP Division made a presentation on the *Importance of IP Enforcement and WIPO's role*. Three other speakers made presentations, including the Director General of the International Federation of Freight Forwarders Associations (FIATA) and experts from the Ministry of Foreign Affairs and International Cooperation (MOFAIC). The

event was attended by some 40 participants, including board members of business groups.

- *European IP Prosecutors Network (EIPPN)–WIPO International Workshop on IP Crime Prosecution: Global Experiences in IP Crime Prosecution*, Geneva, Switzerland, September 12 and 13, 2024: The workshop, hosted by WIPO and jointly organized with the EUIPO and the European Union Agency for Criminal Justice Cooperation (Eurojust), brought together 19 speakers and 58 participants from around the world to discuss challenging issues faced in prosecuting IP crime, including serious and organized IP crime cases. . For the first time, the well-established EIPPN joined forces with WIPO to extend the network to prosecutors from beyond the EU and Eurojust cooperation countries. The program covered key topics such as criminal legislative measures in serious and organized IP crime cases, prosecution of piracy, private sector perspectives on IP crime prosecution, different national experiences and informative studies on IP crime.
- *Seventeenth International Law Enforcement IP Crime Conference*, Willemstad, Curaçao, September 23, 2024: Jointly organized by the International Criminal Police Organization (INTERPOL), the Government of Curaçao and the Curinde Free Trade Zone under the theme of *Reducing the Harm*, the conference focused on coordinating responses, aligning resources, and leveraging opportunities in the context of free trade zones and supply chain security. The BRIP Division participated on a panel on the topic of *Engaging the Judiciary for Maximum Impact Against IP Crime*.
- *Tenth edition of MASGRADE 2024*, Hybrid (New Delhi, India, and online), September 25, 2024: The event focused on combatting counterfeiting and piracy, with special emphasis on socioeconomic perspectives and solutions, and the essential role of international collaboration and coordination in combatting smuggling and counterfeiting. The BRIP Division made presentations on *Advancing International Strategies and Fostering Unified Vigilance: Multilateral Collaboration to Combat Illicit Trade* and on *Emerging Tech Frontiers: Challenges and Opportunities in Countering Illicit Trade with Growing Technology*. About 250 participants attended the event in person, in addition to remote participants.
- *International Policy Dialogue on “Reinforcing the Protection of IPRs against Online Counterfeiting: Challenges and Remedies in the Digital Age”*, Milan, Italy, October 23, 2024: The event was jointly organized by the Italian Patent and Trademark Office (UIBM), the Italian Association for the Enforcement of Intellectual Property Rights (INDICAM) and INTA. The event attracted over 190 participants both physically and online, from public institutions, law enforcement agencies, e-commerce platforms, technology companies, brands and private practice, to discuss challenges and approaches to combatting IP infringement online. The BRIP Division made a presentation on *WIPO’s Strategic Systems for Combatting the Online Sale of Counterfeit Goods and Piracy*. The program promoted cross-sectoral dialogue and allowed participants to share insights, strategies and practices critical to improving IP enforcement.
- *Third Arab Conference on Intellectual Property*, Casablanca, Kingdom of Morocco October 30, 2024: Organized by the Arab Administrative Development Organization in cooperation with the Emirates Intellectual Property Association (EIPA) and the Egypt-Japan University of Science and Technology, the conference provided a valuable platform for dialogue on IP enforcement. The Division made presentations on *Emerging Tech Frontiers: Challenges and Opportunities in Countering Illicit*

Trade with Growing Technology and Building Respect for IP: A balanced approach to IP enforcement, and the importance of IP enforcement. These sessions brought together government officials from the region and key stakeholders in IP enforcement and underscored the commitment of the Division to fostering cooperation and strengthening the relationships between WIPO, the Arab League and other NGOs.

- *Coordination Meeting with Private Sector Associations on IP Enforcement*, November 5, 2024: Organized by the BRIP Division, the purpose of the meeting was to better understand the work undertaken by the private sector in the area of IP enforcement and building respect for IP; to gain insights and learn from the experiences of the private sector in IP enforcement and building respect for IP; and to explore ways to further strengthen cooperation between WIPO and the private sector, including the support that WIPO can provide to the private sector in the area of IP enforcement. Twenty representatives of private sector associations shared information on emerging challenges, solutions and ongoing initiatives in the area of IP enforcement and new technological tools to combat IP infringement, and highlighted successful examples of public-private partnerships for effective IP enforcement.

III. RAISING AWARENESS OF THE IMPORTANCE OF RESPECTING IP

12. The BRIP Division continued to develop and make available tools aimed at raise awareness of the importance of respecting IP. During the period under review, the Division conducted the following awareness-raising activities for Member States.

13. WIPO continued to expand the reach of its online educational game, *IP Challenge*, designed for children 11 years of age and older, by adding an adaptation in French. The game is now available in seven languages – Arabic, English, French, Indonesian, Portuguese, Spanish and Vietnamese. Centered around four characters representing young creators— an inventor, a songwriter, a filmmaker, and a fashion designer— the game teaches players about the importance of IP in a creative and engaging way. All adaptations are hosted on the www.respectforIP.org platform, reinforcing WIPO's mission to promote IP awareness among younger audiences worldwide.

14. The WIPO-ARIPO IP Clubs project, organized jointly by WIPO and the African Regional Intellectual Property Organization (ARIPO), continued to expand in 2024, reaching more than 300 students and 30 teachers in 15 schools in Liberia, Malawi and Zimbabwe. The goal of the project is to raise IP awareness among students 13 to 18 years of age by teaching them about the importance of respecting IPRs in their communities, with the aim of turning them into IP ambassadors.

15. The WIPO Consumer Survey Toolkit Trial Deployment in the Philippines completed its second phase during the period. During the first phase, a consumer survey based on the toolkit was conducted throughout the Philippines to assess consumer attitudes and behaviors towards copyright piracy, with results presented at the fifteenth session of the ACE in September 2022. The second phase consisted of a 12-month consumer awareness campaign called “STOP-PIRACY”, which aimed to promote a culture of respect for IPRs and reduce piracy in the Philippines. The face of the campaign was Matteo Guidicelli, a popular artist and actor, who served as an IP Ambassador by releasing a series of videos to raise awareness about the harms of piracy and encourage fans to respect copyright on social media channels. The final

phase comprises a post-campaign survey to be conducted in 2025 to evaluate the effectiveness of the media campaign and identify any changes in consumer attitudes toward piracy.

16. In July 2024, WIPO launched “*Respect the Game. Respect Copyright*”, a digital campaign to raise awareness of the importance of accessing sporting events through legal channels and of the harms associated with the illegal streaming for both the sports industry and consumers. This multi-faceted digital campaign consisted of a 90-second video published in six languages on a dedicated WIPO landing page⁵ and on its official social media platforms (Facebook, Instagram, LinkedIn, X and YouTube), as well as a 20-second adaptation of the video for use in social media advertising (Facebook, Instagram and X) and search engine advertising (SEA) (Google Ads and Baidu). The distribution of the campaign was specifically targeted to young people 25 to 34 years of age and young families, fans of multiple sports and regular viewers on smart devices, and fans located in specific geographical locations, as the most relevant consumers identified in published research. The strategic distribution strategy enabled the campaign to generate a total of over 60.5 million views across all platforms and over 171,500 visits to the landing page, with a strong search engine optimization (SEO) ranking. SEA accounted for 99 per cent of all traffic to the landing page. The campaign was funded by funds-in-trust from the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea and used archival footage provided by the International Olympic Committee (IOC), which was shared under a Memorandum of Understanding.

IV. STRATEGIC SYSTEMS

17. Building on its experience in administering the WIPO ALERT platform, the BRIP Division has intensified its efforts to serve as a venue for global strategic systems to facilitate cross-sectoral cooperation to combat counterfeiting and piracy.

18. The WIPO ALERT platform continued to evolve steadily during the period under review, with Malaysia joining as an Authorized Contributor during the period under review, bringing the total number of Authorized Contributors to 15.⁶ Further discussions with Member States to expand the membership are ongoing. Four additional advertisers were added as Authorized Users, bringing the total to 36. The platform currently contains over 16,000 pirate websites, of which over 8,000 remain active.⁷

19. In 2024, the BRIP Division also worked to develop a new platform to combat the online trade in counterfeit goods and subscription-based services offering pirated content, namely WIPO ALERT-PAY. The new platform will enable right holders to share with payment providers information about websites that are predominantly engaged in offering or selling counterfeit goods or subscription-based services offering pirated content. Payment providers would then determine whether the information warrants termination of the merchant account under their existing policies governing the use of their payment systems. A pilot phase has been launched with a group of right holders and payment providers to test the feasibility and effectiveness of the approach.

20. At the same time, the BRIP Division has been working closely with the IP Office Business Solutions Division to design and pilot the WIPO CRIS. CRIS will be a customizable system for national implementation by Member States, to facilitate the recordation and verification of IPRs

⁵ See “Tackling Illegal Sports Streams” at <https://www.wipo.int/web/sports/broadcasting/illegal-streams>.

⁶ Brazil, Ecuador, Greece, Italy, Japan, Lithuania, Malaysia, Mexico, Peru, the Republic of Korea, the Russian Federation, Spain, Ukraine, Uzbekistan and the Philippines.

⁷ As opposed to those which are offline or parked.

by Customs authorities, thereby allowing for more efficient and effective IP enforcement at the border. The system uses the existing software capabilities of the WIPO Office Suite, the group of software applications that support the management of IP rights, and which is currently used in over 90 Member States.⁸ CRIS was developed following a survey of existing Customs recordation systems with 19 WIPO Member States in 2023, the results of which⁹ were presented at the sixteenth session of the ACE. The design and development of CRIS began in early 2024 and a pilot user group was established in the second half of 2024 to ensure that CRIS meets the practical and technical needs of Member States. The pilot user group is composed of seven Member States and one non-Member State, all of which participated in the 2023 survey. The World Customs Organization (WCO) is also a member of the user group, providing expertise in the area of Customs law operations. CRIS is expected to become available for implementation by the pilot users at the end of 2025, and for general release to Member States in 2026.

[End of document]

⁸ See https://www.wipo.int/documents/d/ip-office-business-solutions/docs-en-business_solutions.pdf (January 2025). More information on the software solutions provided by WIPO is available at <https://www.wipo.int/en/web/ip-office-business-solutions>.

⁹ Document WIPO/ACE/16/4, available at https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=625791.