

Advisory Committee on Enforcement

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LIST OF PREPARATORY DOCUMENTS

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NEUROPSYCHOLOGY AND COGNITION OF COUNTERFEITERS (FRAUDSTERS): A LEGAL AND FORENSIC PSYCHOLOGY PERSPECTIVE

WIPO/ACE/17/4

*Contribution prepared by Mr. Javier Morales, Ph.D., President
& Senior Consultant of CCG - PSYCHE LEGALIS in San
Juan, Puerto Rico*

Abstract: This contribution explores the role that neuropsychology and cognition play in understanding the behavior of counterfeiters/fraudsters. It highlights that there is research to suggest that several cognitive and neuropsychological factors may contribute to fraudulent behavior. These include psychological traits such as narcissism, impulsiveness, and lack of empathy, driving counterfeiters/fraudsters and to engage in fraudulent behavior to achieve personal gain or maintain a certain image. Cognitive biases leading counterfeiters/fraudsters to rationalize their behavior and justify their fraudulent actions are another factor. The difference in decision-making processes between fraudsters and non-fraudsters also needs to be considered. Fraudsters may be more focused on short-term gains and less concerned about the long-term consequences of their actions. Counterfeiters/fraudsters may also lack emotional regulation, leading to impulsive or reckless behavior and contributing to their willingness to engage in fraudulent activities.

DEVELOPMENT AND APPLICATION OF UNITED KINGDOM CONSUMER RESEARCH TO COUNTER- INFRINGEMENT INTERVENTIONS – A UNITED KINGDOM CASE STUDY

WIPO/ACE/17/5

*Contribution prepared by Tamsyn Wedlake-James, Head of
Enforcement and Counter-Infringement Research and
Analysis, United Kingdom Intellectual Property Office,
London, United Kingdom*

Abstract: This contribution describes how the United Kingdom (UK) Intellectual Property Office (IPO) has a long-standing history of conducting research in relation to IP infringement. Collaboration between researchers and policymakers within the UK IPO, other UK government departments, and industry bodies aims to leverage these insights to target intervention design and delivery more effectively. UK's consumer research and awareness-raising activities are an example of how this works in practice. In this contribution, the author sets out a case study of how findings from UK IPO research have directly shaped a recent public campaign to better reach those most at risk of purchasing particular counterfeit goods.

NATIONAL EXPERIENCES IN AWARENESS RAISING

WIPO/ACE/17/6

Contributions prepared by Japan, the Philippines and India.

THE CURRENT STATUS OF DOMESTIC AWARENESS-RAISING INITIATIVES REGARDING COUNTERFEIT GOODS

Contribution prepared by Mr. Shinichiro HARA, Director, Overseas Business Support Office, International Cooperation Division, Japan Patent Office, Tokyo, Japan

Abstract: This contribution describes the role of the Japan Patent Office (JPO) in addressing the issue of consumer behavior in purchasing counterfeit goods, particularly in response to the rise of the e-commerce, including consumer-to-consumer (C2C) transactions. Despite other consumer awareness campaigns, domestic consumption of counterfeit goods continues to rise. To counter this, the JPO has incorporated awareness raising on the harms of counterfeiting in the high school curriculum. Since its launch, the initiative has demonstrated positive shifts in student attitudes toward counterfeit products. The contribution also highlights the long-term objective of the initiative, which is to instill respect for IP in the younger generations and to reduce the damage caused by counterfeits in the long term

AWARENESS-RAISING ACTIVITIES TO COMBAT COUNTERFEITING AND PIRACY: A STRATEGIC APPROACH TO FOSTER AWARENESS OF INTELLECTUAL PROPERTY (IP) IN THE PHILIPPINES AND ENCOURAGE RESPECT FOR IP RIGHTS

Contribution prepared by Ms. Christine Pangilinan-Canlapan, Supervising Director, and Ms. Marlita Dagsa, Division Chief, IP Rights Enforcement Office, Intellectual Property Office of the Philippines (IPOPHL), Taguig City, Philippines

Abstract: This contribution highlights the country's experiences in running multiple communications campaigns to address the gaps in IP awareness among the public as identified during the pilot phase of the WIPO Consumer Survey Toolkit project in the country. The contribution describes initiatives such as the IP and Citizen Journalism for Schools Project and a three-phase consumer awareness project in collaboration with WIPO, engaging a public figure as 'anti-piracy Ambassador', and digital campaigns against piracy and counterfeiting. It also outlines plans for a post-campaign survey to measure the impact of these efforts.

INTELLECTUAL PROPERTY AWARENESS-RAISING INITIATIVES BY THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES, INDIA

Contribution prepared by Mr. Vinamra Kumar Mishra, Director and Mr. Satish Kumar, Assistant Director, Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, New Delhi, India

Abstract: This contribution highlights the vital role of Micro, Small, and Medium Enterprises (MSMEs) in the country's economy, particularly in generating employment, and promoting innovation and development. It explains the challenges MSMEs face in protecting and enforcing their intellectual property (IP) rights, and also outlines current government initiatives to promote and support IP protection and effective enforcement of IP rights. This includes nationwide awareness campaigns aimed at enhancing IP awareness among MSMEs and specialized IP support centers to assist MSMEs with IP protection and enforcement. It outlines the barriers that still hamper MSMEs from undertaking effective enforcement of IP and recommends further collaboration between the public and private sectors, along with technology-driven solutions, to support MSMEs with IP protection and enforcement.

THE ROLE OF IP EDUCATION IN BUILDING RESPECT
FOR IP AND EFFECTIVE IP ENFORCEMENT

WIPO/ACE/17/7

Contribution prepared by Uganda

ACTIVITIES UNDERTAKEN BY UGANDA IN THE FIELD OF INTELLECTUAL PROPERTY
EDUCATION TO PROMOTE RESPECT FOR INTELLECTUAL PROPERTY AND EFFECTIVE
INTELLECTUAL PROPERTY ENFORCEMENT

Contribution prepared by Ms. Mercy K. Kainobwisho, Registrar General, Uganda Registration Bureau, Kololo, Kampala, Uganda

Abstract: This contribution describes how the Uganda Registration Services Bureau (URSB), as the National Intellectual Property Office, plays a pivotal role in administering and enforcing intellectual property (IP) laws. Guided by the National IP Policy of Uganda (2019), the URSB has prioritized IP education to foster respect for IP and ensure effective enforcement. These efforts are implemented in collaboration with national and international partners, focusing on awareness, capacity-building, and stakeholder engagement.

AWARENESS RAISING STRATEGIES AND CAMPAIGNS

WIPO/ACE/17/8

Contributions prepared by the International Trademark Association (INTA) and South Africa

INTA'S UNREAL CAMPAIGN – A MULTIDIMENSIONAL APPROACH TO YOUNG
CONSUMER COUNTERFEIT AWARENESS

Contribution prepared by Mr. Alastair Gray, Director of Anticounterfeiting, International Trademark Association, New York, United States of America

Abstract: This contribution describes the *Unreal Campaign*, a consumer awareness initiative aimed at educating adolescents and young adults (ages 14-23) about the dangers and impacts of counterfeit goods, as well as the importance of trademarks. The campaign uses a multidimensional approach leveraging educational outreach, social media engagement, and collaborative partnerships, and is developed by INTA with financial support from its members

A SOCIAL MEDIA AWARENESS CAMPAIGN USING INFLUENCERS – ONLY GENUINE X
COPY

Contribution prepared by Ms. Amanda Lotheringen, Senior Manager, Copyright and Intellectual Property Enforcement, Companies and Intellectual Property Commission, Pretoria, South Africa

Abstract: This contribution presents the *Only Genuine X Copy* social media influencer campaign, designed to draw attention to the ease of creating fake identities and promoting fake products on social media platforms. By collaborating with various influencers, the campaign sought to amplify awareness about counterfeits, promote intellectual property rights protection, and engage followers in debate around the topic.

IP ENFORCEMENT: SAFEGUARDING SMES,
INNOVATION, AND ECONOMIC GROWTH

WIPO/ACE/17/9

*Contributions prepared by China and the Organization for
Economic Co-operation and Development (OECD)*

LOCAL ADMINISTRATIVE INTELLECTUAL PROPERTY ENFORCEMENT PRACTICES TO
SUPPORT INNOVATIVE ENTERPRISE DEVELOPMENT

*Contribution prepared by Mr. Xiaoyun Xie, Director General, Zhejiang Provincial Intellectual
Property Office, China*

Abstract: This contribution focuses on the practice and exploration of implementing administrative intellectual property (IP) rights enforcement to support the innovative development of enterprises in the Zhejiang Province of China. Specific practices include strengthening administrative IPR enforcement and enhancing enforcement cooperation with relevant departments and e-commerce platforms to help enterprises resolve IP disputes efficiently.

EVIDENCE OF THE RISKS POSED BY THE ILLICIT TRADE IN COUNTERFEIT GOODS TO
SMALL AND MEDIUM-SIZED ENTERPRISES

*Contribution prepared by Mr. Jaroslaw Mrowiec, trade policy analyst, Organization for
Economic Co-operation and Development (OECD), Paris*

Abstract: This contribution summarizes evidence, using quantitative data on seizures of counterfeit (fake) and pirated goods, of the damaging impact of the illicit trade in counterfeit goods on small and medium-sized enterprises (SMEs). Intellectual property (IP) infringement significantly increases the risk of SMEs leaving the market by making further operation on their part unprofitable and leading to their closure or even bankruptcy. The evidence was collected by the Organization for Economic Co-operation and Development (OECD) and the European Union Intellectual Property Office (EUIPO) as part of their ongoing efforts to monitor the risks associated with the illicit trade in counterfeit goods.

NEW DOMESTIC LEGISLATION

WIPO/ACE/17/11

Contributions prepared by Italy and Albania

THE ROLE OF AGCOM IN PROTECTING COPYRIGHT ONLINE: TACKLING LIVE EVENT
PIRACY

*Contribution prepared by Ms. Bianca Terracciano, Digital Services Directorate, Italian
Communications Authority (AGCOM), Rome, Italy*

Abstract: This contribution describes the efforts of the Italian Communications Regulatory Authority (AGCOM) in addressing complaints related to unauthorized dissemination of copyrighted works online, most of which relate to audiovisual works, including live sporting events. It highlights a recent update to the relevant legislation to expand AGCOM's authority to include, among others, the power to issue dynamic injunctions and the ability to block, via the Piracy Shield platform, websites that illegally distribute live-streamed content.

ENFORCEMENT OF COPYRIGHT IN THE DIGITAL ENVIRONMENT – A NEW COPYRIGHT LAW

Contribution prepared by Ms. Borana Ajazi, Director, Copyright Directorate, Ministry of Economy, Culture and Innovation, Tirana, Albania

Abstract: This contribution describes the challenges related to the copyright infringement in the online environment and the steps taken by the country to introduce legal and institutional reforms to deal with this issue. It highlights that a new draft copyright legislation finalized by the Copyright Directorate, based on the EU *Acquis* on the digital environment. The new legislation authorizes the Copyright Directorate to undertake administrative procedures to protect copyright and other related rights on any online service that has editorial responsibility and further extends the scope of regulation to include online content-sharing platforms

CHALLENGES AND GOOD PRACTICES TO PREVENT THE USE OF APPS AND APP STORES FOR IP INFRINGEMENT ACTIVITIES BY EUIPO

WIPO/ACE/17/12

Contribution prepared by Mr. Antoine Aubert, IP Digital Specialist, European Observatory on Infringement of Intellectual Property Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain

Abstract: This contribution is based on the main findings of an EUIPO Observatory discussion paper that analyses the misuse of apps and app stores for IP-infringing activities, the challenges this raises, and most importantly good practices to address such misuses.¹ It contributes to a better understanding on how the different actors in the app ecosystem can address the misuse of their services for IP-infringing activities. The number and use of applications (apps) has grown rapidly over the past 15 years. They are now a major channel for users to access content and a diversity of services ranging from e-commerce to banking. The use of apps has also moved beyond mobile devices to all connected devices such as smart TVs and smart watches. While the increased use of apps and app stores have brought about many benefits for consumers and businesses, it has also led to their misuse for illegal and fraudulent activities including IP-infringing activities.

STUDY ON THE EFFECTIVENESS AND THE LEGAL AND TECHNICAL MEANS OF IMPLEMENTING WEBSITE-BLOCKING ORDERS

WIPO/ACE/17/13

Study prepared by Ms. Maria Fredenslund, Attorney-at-Law and Director at the Danish Rights Alliance (RettighedsAlliancen), Mr. Graziano Giannini, PhD and Advisor at the Italian Communications Regulatory Authority, Mr. Dean Marks, Emeritus Executive Director and Legal Counsel, Coalition for Online Accountability

¹ APPS & APP STORES - Challenges and good practices to prevent the use of apps and app stores for IP infringement activities, July 2024, EUIPO.

Abstract: The study explores the effectiveness of site-blocking orders and the legal and technical methods used to support their implementation. Site blocking has been adopted by more than 50 countries, spanning both developed and developing economies. While it is embraced as a standard measure in some jurisdictions, others view it as controversial, citing concerns about free speech and Internet freedom. Despite these concerns, the legal framework supporting site blocking, its technical implementation, and global effectiveness, suggest evolving policies that make site blocking a dynamic and useful tool for copyright protection. To address these issues, the study examined five aspects:

- (a) The effectiveness of site blocking in reducing access to copyright piracy sites and increasing legal content consumption;
- (b) Legal basis and case examples of site-blocking orders;
- (c) Technical aspects of site-blocking order implementation;
- (d) Fundamental rights related to site blocking; and
- (e) Practical approaches to the future of implementing effective site-blocking orders

SHARING EXPERIENCES AND BEST PRACTICES ON
SITE BLOCKING/NO-FAULT INJUNCTIONS

WIPO/ACE/17/14

Contributions prepared by the Motion Picture Association (MPA), the International Federation of the Phonographic Industry (IFPI), Greece and China

SITE BLOCKING BEST PRACTICES

Contribution prepared by Ms. Karyn A. Temple, Senior Executive Vice President and Global General Counsel, Motion Picture Association, Washington, D.C., United States of America

Abstract: This contribution describes the effectiveness of no-fault "site blocking injunctions" in combating online piracy. The contribution explains how these injunctions rely on cooperation from online intermediaries to block pirate websites, without assigning liability to them. Judicial and/or administrative site blocking provisions are now part of the legal system in over 50 countries, and research indicates that they have been effective in reducing traffic to pirate websites and increasing the use of legitimate services. The contribution also highlights best practices to ensure appropriate safeguards, efficacy and proportionality of site blocking measures and greater collaboration among stakeholders.

TACKLING MUSIC PIRACY: THE ROLE OF INTERMEDIARIES

Contribution prepared by Dr. Elena Blobel, Director of Global Litigation, International Federation of the Phonographic Industry (IFPI), London, United Kingdom

Abstract: This contribution highlights the challenge of online music piracy and the crucial role intermediaries play in combating piracy. It focuses in particular on Internet Services Providers (ISPs) due to their role in implementing website blocking orders. It emphasizes that website blocking measures are essential to prevent access to infringing sites, especially when operators remain anonymous. The contribution explains that measures such as dynamic site blocking orders can effectively reduce piracy in a fast-changing piracy landscape. It also raises concerns such as the lack of scalability of website blocking orders, time limits on the validity of injunctions and the lack of cost-efficiency in civil law systems. Additionally, it outlines the elements of fair and effective website blocking and concludes that WIPO's involvement could enhance global cooperation and knowledge-sharing, strengthening the fight against piracy.

THE ROLE AND THE WORK OF THE GREEK ADMINISTRATIVE COMMITTEE FOR COMBATING ONLINE PIRACY OF LIVE EVENTS

Contribution prepared by Dr. Maria-Daphne Papadopoulou, Acting Director, Hellenic Copyright Organization, Athens, Greece

Abstract: Greece's contribution describes the national mechanism for combating online piracy of live events, focusing on the work of the Hellenic Copyright Organization (HCO) and its administrative body, the Committee for the Notification of Copyright and Related Rights Infringements on the Internet (EDPPI). The contribution explains how EDPPI provides an administrative (out-of-court) solution for copyright holders by issuing dynamic and live-blocking injunctions against infringing content. It discusses the legal framework, procedures, and challenges surrounding live-blocking orders, highlighting safeguards to prevent over-blocking and emphasizing the importance of international cooperation.

CHINA'S CYBER SWORD ACTION CONTINUOUSLY STRENGTHENS THE ONLINE COPYRIGHT PROTECTION SYSTEM FOR THE PAST 20 YEARS

Contribution prepared by Ms. Tingting Ye, Deputy Director, Enforcement and Supervision Division, Copyright Department, National Copyright Administration of China (NCAC), Beijing, China.

Abstract: This contribution focuses on ongoing efforts by China to reinforce the online copyright protection system through Operation *Jianwang* (Sword Net), a campaign directed against online infringement and piracy. China has strengthened online copyright enforcement in key areas, carried out targeted oversight in sub-fields² of the Internet and enhanced Public-private partnerships. Those efforts have produced positive results, with a constantly improving online copyright protection system and an increasingly copyright-friendly Internet environment.

² This includes online videos, music, literature, games, cloud storage, application stores, and e-commerce platforms.

MEDIATION AND ADR

Contributions prepared by Kenya and Paraguay

WIPO/ACE/17/15

COMPOUNDING AS A MECHANISM OF ALTERNATIVE DISPUTE RESOLUTION IN INTELLECTUAL PROPERTY DISPUTES: THE KENYAN EXPERIENCE UNDER THE ANTI-COUNTERFEIT ACT*Contribution prepared by Dr. Robi Mbugua Njoroge King'a, Executive Director and CEO of the Anti-Counterfeit Authority (ACA), Nairobi, Kenya*

Abstract: This contribution describes the role and effectiveness of ADR within Kenya's legal framework for IPR enforcement. The contribution explains how the legislation concerning counterfeits provides for ADR through compounding of offences and how the Anti-Counterfeit Authority (ACA) of Kenya leverages ADR to address IP disputes efficiently. It also highlights how ADR mechanisms provide faster, flexible, cost-effective and business-friendly alternatives to traditional litigation methods to resolve disputes related to IP infringement.

MEDIATION AS AN ALTERNATIVE MEANS OF RESOLVING ENFORCEMENT-RELATED DISPUTES IN PARAGUAY AND COLLABORATION BETWEEN DINAPI AND THE WIPO ARBITRATION AND MEDIATION CENTER*Contribution prepared by Mr. Diego Pérez Bernal, Director General of Enforcement at the National Intellectual Property Directorate (DINAPI), Asunción, Paraguay*

Abstract: This contribution describes the recent implementation of a mediation service by the National Intellectual Property Directorate (DINAPI) in collaboration with WIPO's Arbitration and Mediation Center (AMC). The service focuses on promoting the use of mediation for disputes relating to registration procedures, as well as non-administrative intellectual property (IP) disputes, including cases of infringement. It highlights that the collaboration between DINAPI and AMC, which included capacity building and specialized training programs, laid down the foundations of a mediation service within DINAPI. It also resulted in development of internal mediation regulations, which were approved in 2023 and led to the implementation of a pilot plan for an effective roll-out of the service. Since its launch, the service has enabled users to reach agreement without the need for complex legal proceedings, positioning mediation as the leading alternative for enforcement of IP rights.

ENFORCEMENT REGIMES: NATIONAL FRAMEWORKS AND INTERNATIONAL COLLABORATIONS*Contributions prepared by Switzerland, Ireland, Japan, Republic of Korea, China, Germany and Peru*

WIPO/ACE/17/16

FOLLOW THE MONEY AND ORGANIZED CRIME

Contribution prepared by Detective Sergeant Robert Madden, National Intellectual Property Crime Unit (NIPCU), Garda National Bureau of Criminal Investigation, Dublin, Ireland

Abstract: This contribution describes the role of Ireland's National Intellectual Property Crime Unit in pursuing members of transnational organized crime groups responsible for committing intellectual property offenses, paying particular attention to their monetary and tangible assets gained through illicit activities. It provides some practical examples of exchange of information between law enforcement authorities and other stakeholders which ensured the success of the investigations.

THE NECESSITY OF INTERNATIONAL ENFORCEMENT COOPERATION TO COMBAT CROSS-BORDER COPYRIGHT INFRINGEMENT

Contribution prepared by Ms. Keiko Momii, Director, Japan Copyright Office, Agency for Cultural Affairs, Government of Japan, Tokyo, Japan

Abstract: This contribution highlights the widespread problem of online piracy affecting Japanese creative content globally, and how the Government of Japan ensures coordinated efforts between and among ministries to deal with this issue, including formulating a comprehensive plan to combat piracy. The contribution further highlights challenges in addressing cross-border copyright infringement and advocates for stronger international cooperation.

SIMPLIFIED PROCEDURE FOR THE DESTRUCTION OF IP-INFRINGING GOODS IN SMALL CONSIGNMENTS

Contribution prepared by Mr. Tim Werner, Legal Adviser, and Ms. Bianca Guimarães, International Intern, Swiss Federal Institute of Intellectual Property, Bern, Switzerland.

Abstract: This contribution describes the challenges faced by Swiss customs authorities due to the rise of counterfeit goods entering the country through small consignments, specifically how these shipments increase the workload of the customs authorities, as well as the burden they impose on right holders. The contribution highlights new legislation that introduces a simplified procedure for destroying counterfeit goods shipped in small consignments and delegates certain administrative functions to the Swiss Federal Institute of Intellectual Property.

THE REPUBLIC OF KOREA'S APPROACH TO ENHANCING INTELLECTUAL PROPERTY RIGHTS ENFORCEMENT THROUGH INTERNATIONAL COOPERATION

Contribution prepared by Ms. Jia Kim, Investigative Consultant (Public Prosecutor), Dispatched to the Intellectual Property Protection and Cooperation Bureau, Korean Intellectual Property Office (KIPO), Daejeon, Republic of Korea

Abstract: This contribution highlights the challenges posed by the widespread use of digital platforms, combined with increased cross-border trade and the jurisdictional issues associated with enforcing intellectual property rights across borders. It describes the efforts of the Korean Intellectual Property Office (KIPO) in addressing these challenges through strategic international cooperation, intelligence-sharing, and effective border measures. The contribution also describes recent achievements in IP enforcement in the Republic of Korea.

CHINA CONTINUES TO STRENGTHEN INTELLECTUAL PROPERTY PROTECTION THROUGH ADMINISTRATIVE ENFORCEMENT

Contribution prepared by Mr. Yang Weitao, Deputy Director, Inspection Division III, Enforcement Inspection Bureau, the State Administration for Market Regulation, Beijing, China.

Abstract: This contribution describes the work of China's market regulatory authority in the area of IP enforcement. It explains how China has established a distinctive dual-track approach for enforcement of IP, consisting of administrative and criminal mechanisms. It also highlights the achievements of the State Administration for Market Regulation (SAMR) in strengthening administrative enforcement of IP, and how SAMR and the China National Intellectual Property Administration (CNIPA) work together in the field of IP protection and enforcement, with distinct responsibilities.

LESSONS LEARNED FROM THE COVID-19 PANDEMIC: INCREASE IN COUNTERFEITING AND PIRACY AND THE EFFECT OF ECONOMIC PRESSURE ON CONSUMER ATTITUDES TOWARDS COUNTERFEITS

Contribution prepared by Mr. Roger A. Hildebrandt, Head of "Promotion of the use of Intellectual Property", German Patent and Trademark Office, Berlin, Germany

Abstract: This contribution examines the impact of the COVID-19 crisis on IPR infringements, using data from German customs authorities to highlight a significant decline in detentions of counterfeit goods at German borders post- COVID-19. It cites a study from The Machinery and Equipment Manufacturers Association (VDMA) s to reinforce the observation that product counterfeiting has declined in the post-COVID-19 period.

PUBLIC-PRIVATE ANTI-PIRACY ALLIANCES AND COOPERATION: PROGRESS AND PERSPECTIVES, THE EXPERIENCE OF PERU

Contribution prepared by Mr. Fausto Vienrich Enríquez, Director of Copyright, National Institute for the Defense of Competition and Protection of Intellectual Property, Lima, Peru

Abstract: This contribution describes the developments in the protection of copyright and related rights against online infringement in Peru and analyzes the current situation, specifically the role and impact of public-private alliances and cooperation. It sets out the efforts of the Copyright Directorate of the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOP), which collaborates on several fronts with the public and private sectors in the national and international arenas, particularly in today's increasingly interconnected and digital context, where infringements of intellectual property rights (IPRs) often transcend physical borders.

TECHNOLOGICAL TOOLS IN COMBATting DIGITAL PIRACY AND COUNTERFEITING

Contributions prepared by the European Union Intellectual Property Office (EUIPO) NOS Technology, Lisbon, Portugal

EBSI ELSA BLOCKCHAIN BASED SOLUTION FOR THE AUTHENTICATION OF PRODUCTS

Contribution prepared by Mr. Antoine Aubert, IP Digital Specialist, European Observatory on Infringement of Intellectual Property Rights, European Union Intellectual Property Office (EUIPO)

Abstract: This contribution explains how blockchain technology can help address the challenges of combating trade in counterfeit goods, and how the EUIPO has developed an infrastructure for product authentication and supply chain information sharing to support the fight against counterfeiting.

WHY ADVANCED TECHNOLOGY IS ESSENTIAL TO COMBAT INTELLECTUAL PROPERTY INFRINGEMENTS IN REAL-TIME

Contribution prepared by Mr. Pedro Bravo, Head of Content Protection, NOS Technology, Lisbon, Portugal

Abstract: This contribution presents the anti-piracy toolkit by NOS Technology, which uses a combination of AI, machine learning, blockchain and automation technologies to detect, confirm and respond to piracy incidents in real-time. The toolkit allows right holders to issue takedown requests, block illegal streams, and track repeat offenders, minimizing exposure and financial losses.

IMPACT CAPACITY-BUILDING PROJECT: BUILDING A SUSTAINABLE INTELLECTUAL PROPERTY ENFORCEMENT MECHANISM

WIPO/ACE/17/18

prepared by the WIPO Secretariat

Abstract: This document highlights the main features of the IMPACT Capacity-Building Project (IMPACT Project), which comprises a blended course format (online and in person) to be delivered through consecutive phases, each tailored to the participants' needs. The IMPACT Project consists of six stages – Member State identification and commitment, selection of trainees, online training programs, in-person workshops, assessment, and strategy evaluation and refinement.

The pilot phase of the IMPACT Project has been launched in six countries. Following the completion of the required online courses by a cohort of market inspectors from the Saudi Authority for Intellectual Property (SAIP), the World Intellectual Property Organization (WIPO) and SAIP organized an in-person workshop in December 2024, the first such event under the IMPACT Project. The other five participating countries are at various stages of the online components

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