



**GOAL 1.2  
STEPPING UP IP ENFORCEMENT  
IN DEFENCE OF RIGHT HOLDERS  
AND SOCIETY**

**PROJECT MANAGER**

Rodrigo Valero Hilario

**TIMELINE**

January 2021 to March 2024

**INVESTMENT**

EUR 1 592 000

**STAFF INVOLVED**

6.65 Full-time Equivalent (FTEs)

**MOST IMPACTED CAPITAL<sup>1</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Users & Institutions

<sup>1</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

**ANTI-COUNTERFEITING  
BLOCKATHON  
INFRASTRUCTURE**

The Office has been deploying significant efforts in blockchain through its Blockathon initiative and recently, by including the IP Register on Blockchain project in its Strategic Plan 2025. Both, together with IP Enforcement Portal (IPEP), create natural synergies and opportunities to **provide high level services for public authorities and right holders** from the registration of IP rights to their enforcement.

The project vision is to build a **scalable, decentralised, blockchain authentication platform** (data, protocols and structure, access channels and supporting processes), that would allow the integration of existing right holders' track and trace with enforcement risk analysis systems and the IP Enforcement Portal and the IP Register on Blockchain, in the aim of **proving the authenticity of products** and **support enforcement authorities in the fight against counterfeiting**.

The importance of developing the blockchain authentication platform becomes even more urgent with the constant increase of counterfeits imported into the EU.

**EXPECTED BENEFITS**

- Facilitate efficiency of the efforts of enforcement authorities
- More effective connectivity between stakeholders in sharing data
- Increased visibility of the role of the Office in the area of innovation and new technologies applied to enforcement