



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

**PROJECT MANAGER**

José Vicente Torres

**TIMELINE**

January 2021 to September 2023

**INVESTMENT**

EUR 1 200 698

**STAFF INVOLVED**

7.95 Full-time Equivalents (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).

**ENHANCING IP PROTECTION ON  
E-COMMERCE MARKETPLACES**

This strategic project is part of the Office's vision to provide services through the life cycle of **intellectual property rights** it administers - **before, during and after registration**. It aims to **enhance IP rights protection in the online environment**, by developing an integrated secure online service facilitating the collaboration between IP right holders and e-commerce marketplaces in identifying and removing listings infringing IP rights.

Although the scope of the initial project is limited to e-commerce marketplaces, the objective is to use it as a pilot and progressively extend **the use of the secure online service** to other intermediaries, including social media, payment services or online advertising networks.

The long-term vision is for the Office to further develop its IP Enforcement Portal to provide a set of added value services that **facilitate the enforcement of a broad set of IP rights**, involving all relevant stakeholders.

**EXPECTED BENEFITS**

- Enhanced IPR protection in the online environment
- Increased cooperation with e-commerce marketplaces in the protection of IP rights online