



## From OHIM to EUIPO

In Depth  
**Quantification of  
Infringement**



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## From OHIM to EUIPO

On March 23, 2016, the Office for Harmonization in the Internal Market (OHIM) changed its name to the European Union Intellectual Property Office (EUIPO).



The change came about as a result of Regulation (EU) 2015/2424, published in the Official Journal of the EU on December 24, 2015 (hereinafter: 'amending

Regulation'). The amending Regulation entered into force 90 days after its publication.

The amending Regulation implements a number of changes within the Office – the change of name is, of course, the most obvious. The name of the European Observatory on Infringements of Intellectual Property Rights is unaffected.

The name of one of the two unitary intellectual property rights administered by the Office also changes. The Community trade mark becomes the European Union trade mark (EUTM), although the Registered Community Design (RCD) retains its name. The amended version of the basic trade mark Regulation also changes its title to Regulation (EC) No 207/2009 on the European Union trade mark (hereinafter EUTMR).

A summary of the most important changes, including changes to the fee structure, is available



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## From OHIM to EUIPO

in a dedicated web section in the EUIPO website.

The amending Regulation also strengthens the fight against counterfeiting in the EU, in particular as regards goods in transit. Article 9(4) EUTMR prevents third parties from bringing goods in transit into the Union which infringe a trade mark, unless the declarant, or holder of the goods in question can prove that there is no infringement in the country of final destination.

In addition, the new Article 9a EUTMR prohibits preparatory acts in relation to the use of packaging, labels, tags or other means to which the mark is affixed, and which could potentially be used in relation to the goods or services protected by the trade mark. This seeks to tackle the issue of unlabelled infringing goods being sent across borders and being labelled once they reach their point of destination.

The amending Regulation expressly includes the tasks of the Observatory within the list of activities of the Office (in Article 123b EUTMR). This means that the work programme of the Observatory will now be integrated as part of the work programme of the Office, will be adopted by the Management Board of the Office on the basis of a draft submitted by the Executive Director after consultation with the Commission, and will then be forwarded to the European Parliament, to the Council and to the Commission (Articles 124(1)(a) and 128(4)(c)EUTMR).

Another important change for the Observatory comes as a result of Article 123c EUTMR, which specifies the scope of cooperation between the Office and the relevant competent authorities of the Member States. Paragraph (6) of this Article expressly mentions that the Office and the relevant competent authorities of the Member States shall cooperate with each other on a voluntary basis to promote the raising of awareness on the fight



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up

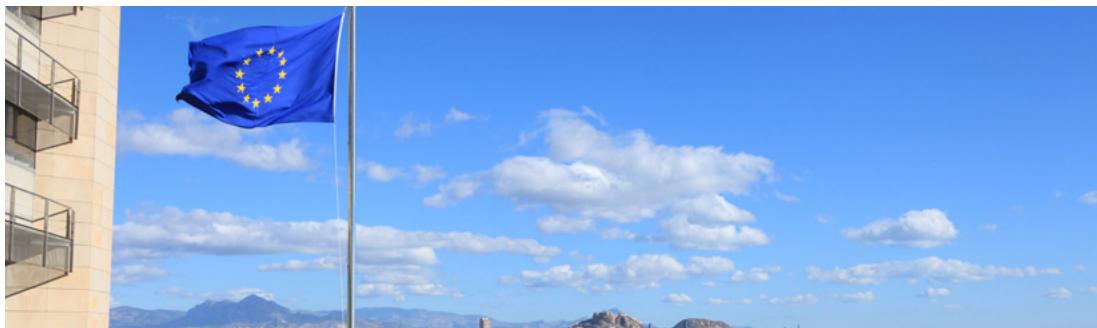


## From OHIM to EUIPO

against counterfeiting, which shall include projects aiming, in particular, at the implementation of established standards and practices as well as at organising education and training activities.

The amending Regulation, together with the new trade mark Directive which was published on December 23, acknowledges the success of the existing EU trade mark system. It confirms that its main principles have stood the test of time, and continue meeting business needs and expectations.

It seeks, though, to build on this success by making the system more effective, efficient and consistent overall, and by adapting it to the digital era. Over the past two years the Office has been working hard to prepare for and implement its changes, for the benefit of users. The new name will further accommodate any possible future expansion of the Office's tasks in relation to IP rights.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Interview

### The in-depth interview of the edition

The EYE film museum in Amsterdam is among Europe's largest. It holds more than 40,000 films from all genres in its collection, and has built a strong international reputation in film restoration, research and education. The museum takes part in several international projects, including the EU-funded FORWARD project aimed at developing a system to assess rights status for audio-visual works. It is also the largest single uploader to the Orphan Works Database, built and managed by OHIM. Walter Swagemakers is the Senior Project Manager at EYE...

*Tell us about your film collection, and how the Orphan Works Database helps you in your work?*

EYE holds a vast collection of films from the Netherlands and abroad. The films in our collection

are there for purposes of preservation, presentation and research. Before showing a film in theatres, on television or online, it is essential to know the rights status of the film and as well as its copyright ownership.

Our aim is to present as many films as possible to the public, but before we publish a film, we need to examine whether the film is still copyright protected, or if not, is it part of the public domain.

The rights assessment of a film can be a complex issue because generally a film has several rights holders. When a film is protected, we need to trace the rights holder(s) and reach an agreement before screening it.

If we are unable to do so because the rights holder(s) cannot be identified or found, a film may be designated as an orphan under the Orphan Work Directive. In that case it is possible for a cultural institution to publish an orphan work under certain conditions.

### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Interview

Research has shown that about 20% of the collections of European film archives and museums consists of orphan works. We are very pleased with the Orphan Work Directive as it allows us to make these films public in a legal way.

### *How important is it to keep these films for the future?*

It is very important to preserve these films, and to digitise them, because we have to ensure that it will still be possible to use them in the future. The collection serves the general public, professionals and the educational field.

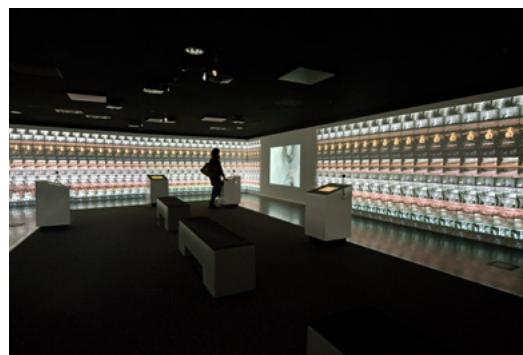
Additionally, EYE also makes information available for study and research purposes, and to stimulate debate in relation to recent cinematographic developments.

### *How would you describe your experience with the Orphan Works Database and OHIM?*

I think the database is very good and the whole

procedure is going very smoothly. It was easy to bring new data into the database and to export data, and we cooperate well with OHIM.

We also cooperate with the relevant national authority in the Netherlands, which forwards information to OHIM's database.



*Photo: Mike Brink*



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Interview

### *Tell us about your day to day work?*

The EYE museum moved to a new museum building in 2012. We have a spacious exhibition hall where we mount new exhibitions every three or four months.

In addition to the film collections, EYE also manages film-related collections including photographs, posters, technical film apparatus and archives of filmmakers, producers and professional organisations.

Visitors, students and researchers are welcome in the museum's information centre to watch digitized films and consult our books and archives. 2016 is the year in which EYE's collections will move to the new Collection Centre, where they will be managed according to state-of-the-art conditions and can be consulted.



Orphan work records  
in the Database



Beneficiary organisations  
registered as users in the  
Database



Competent national  
authorities registered in  
the Database



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# The economic cost of IP infringements

In March 2015, EUIPO, through the European Observatory on Infringements of Intellectual Property Rights, published the first study in the Quantification of Infringements series.

That study, on the economic cost of IPR infringements in the cosmetics and personal care sector, showed that €4.7 billion was lost each year by the sector due to counterfeiting. It was followed by a further five studies, each dealing with a sector known to be vulnerable to counterfeiting.

The series is now half way through. Reports on clothing, footwear and accessories; sports goods; toys and games; jewellery and watches; and handbags and luggage have all been released.

Taken together, the studies show that counterfeit goods cost the six legitimate industries studied approximately €36 billion per year in lost sales. The two latest reports in the series – watches and jewellery

and handbags and luggage – show losses of €1.9 billion and €1.6 billion respectively. Both sectors are predominantly made up of small and medium sized enterprises, as well as micro-enterprises.

The average handbag and luggage manufacturer in the EU employs 8.2 workers per firm (dropping to 6.8 per firm in Italy), while the average watches and jewellery manufacturer in the EU employs just 2.8 people.

The implications of this are not lost on the network of Observatory stakeholders. Marie Pattullo, the Senior Brand Protection Manager at AIM, the European Brands Association, sums it up in stark terms.

"If you look purely at the EUIPO statistics, the vast majority of owners of EUTMs are SMEs," she says. "In the world of counterfeiting, if you are a big brand and you have to absorb four, five, six million euro in enforcement costs, it will hurt you, but you can do it. If

## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# The economic cost of IP infringements

you are an SME with 15 employees, you're bankrupt."

The reports show that, on average, these sectors lose around 10% of their sales across EU Member States. That figure on its own is brought into sharp focus by comparing national level losses against individual member state sales. In the toys and games sector, for example, the lost sales incurred across the EU is nearly equivalent to the total sales figure for Spain.

Marie Pattullo believes the reports bring home the scale of the problem of counterfeiting at a sectorial level to policy makers. "We already know that this adds up to a really scary picture," she stresses, "but the report series is hopefully showing the policy makers, the co-legislator and national policy makers that the issue we are talking about is genuine and is real."

The reports also show the sheer breadth and range of the counterfeit market. Think of counterfeit goods, and you are likely to think of fake handbags or fake

clothing, for example. The first quantification of infringement report, into the cosmetics and personal care sector, showed that simple everyday items, like toothpaste, deodorants and shampoo, are faked in large quantities, and sold on to consumers.



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# The economic cost of IP infringements

The reports have already entered the broad narrative on counterfeiting within the EU, and their findings have been widely disseminated in the media and by policy makers. Their value, Marie Pattullo underlines, lies in their objectivity.

"One of the main reasons that the Observatory needed to be established and is proving its worth is the independent collation of figures," she points out. "Every brand owner has heard: 'you would say that, wouldn't you,' a thousand times. To have independent statistics that are put together in an objective and neutral way can only be good for everybody."

The Quantification of IPR infringement study series is made up of a dozen specialised studies. As well as those already released, forthcoming studies are due on counterfeit medicines, tobacco, alcoholic beverages, computers, automotive parts and pesticides. As the studies are released, they are placed on the Observatory's website.

The remaining studies will be rolled out over the course of 2016. Each sector in the series has been chosen for its vulnerability to counterfeiting, with the same methodology used for each one. When they are all finally complete, a clear picture will emerge of the full scale of counterfeiting in important economic sectors across the EU.



[Report 1: Cosmetics and personal care items](#)



[Report 2: Clothing, footwear and accessories](#)



[Report 3: Sports goods](#)



[Report 4: Toys and games](#)



[Report 5: Jewellery and watches](#)



[Report 6: Handbags and luggage](#)

## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# The economic cost of IP infringements

Case study: Denmark and the Observatory

Barbara Suhr-Jessen, Chief Legal Adviser, Danish Patent and Trademark Office

Ever since the establishment of the Observatory, our office has recognized the importance of being active and engaged participants of the Observatory network.

We are dedicated to contributing to the important work of the Observatory. Our active participation has also given us the benefit of a valuable network and up to date knowledge of the Observatory's various work streams. In the relatively short time in which the Observatory has existed at EUIPO, the Observatory has significantly raised the knowledge of the scope and scale of counterfeiting and piracy and the serious damage it causes.



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# The economic cost of IP infringements

The Quantification of Infringement report series has contributed to this. Having reliable, verifiable facts and data is completely different from isolated case examples.

We find that the Quantification of Infringement report series – and other reports from the Observatory – are of great value to the IPR policy work at both national and international level. The reports underline that counterfeiting and piracy is a topic which urgently needs addressing. As everybody involved in the policy making process will know, it is crucial to have accurate, reliable data to bring to the debate.

Our office also puts effort into disseminating the reports from the Observatory to relevant stakeholders. When a new report is released, we upload it as a news post on the information website provided by the Danish Ministerial Network against IPR Infringements, targeting consumers, business and public authorities respectively.



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# The economic cost of IP infringements

As the website contains an email service, our subscribers will receive information on new reports directly into their inboxes. In this way, the 11 public sector bodies in the Ministerial Network, who cooperate in the fight against counterfeiting and piracy, will also be automatically notified about new reports from the Observatory.

Such reports will typically also be mentioned in the newsletters of the Danish Patent and Trademark Office. In addition, we also highlight the Observatory reports in our contact with journalists and at various seminars, meetings, etc.



## Cover Story

- From OHIM to EUIPO

## Interview

- The in-depth interview of the edition

## In Depth

- The economic cost of IP infringements

## Observatory meetings

- Full reports on Observatory meetings

## News

- IP and Enforcement news

## Stakeholder news

- Stakeholder roundup

## Events

- A round up of what's coming up



## Observatory meetings

### Observatory Working Group meetings

The EU Observatory on Infringement of Intellectual Property Rights hosted stakeholders for a series of working group meetings in Alicante from 1-3 March.

In the common session, the stakeholder survey results were presented, showing 94% satisfaction.



Stakeholders were briefed on the launch of the Observatory studies, and the European Commission gave a briefing on IPR-related activities, in which the role of the Observatory was underlined.

#### Economics and Statistics Working Group

Participants were presented with the methodology and progress of OHIM/OECD study on counterfeit trade. The study is to be published on the 18th of April 2016.

In addition, an update on the sectorial studies on infringements was given, which was backed up by a presentation by ANDEMA on examples from Spain.

Stakeholders were also informed about the progress of the public domain study, which is going to be published in 2016.

Stakeholders were also given an update on the forthcoming study on geographical indications, which



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Observatory meetings

is due for release in April 2016, at the same time as the joint OHIM/OECD study on quantification of infringements in international trade.

A representative of the Centre for European Economic Research in Mannheim gave an update on the trade secrets study, which analyses complementarity between patents and trade secrets among German firms.

Finally stakeholders were informed about the first repetition of the IP contribution study (industry level) where an additional presentation was given on alternative way of measuring the contribution of copyright-intensive industries to the European economy.

### Enforcement Working Group

Participants were given a presentation on the Alpha Project from the University of Osnabrück, due for

completion in June 2016, which focuses on offences related to pharmaceuticals, including counterfeited medicines.

Stakeholders were also presented with a study on Online Business Models Infringing IPR, after which they supported the publication of the report for Phase 1 and the extension of the research study to a proposed Phase 2.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Observatory meetings

The European Commission presented a new provision contained in Regulation 2424/2015 on goods in transit.

Stakeholders were also given a specific presentation on the EU-funded programme to establish working procedures for market surveillance and inspection concerning detention, storage and destruction of counterfeit goods in Serbia.

EEA and BASCAP gave a presentation on cooperation among express couriers, right holders and Customs on the issue of small parcels consignments.

This was followed by a presentation given by Europol on the establishment of the IPR Centre, a presentation on the geographical indications study.

Delegates also heard a presentation from CEPOL on the Agency's activities and the forthcoming expansion of their legal mandate on 1 July 2016.



### IP in the Digital World Working Group

Participants were briefed on the upcoming study on malware, as well as a proposal for a feasibility study regarding an EU Digital Deposit System.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Observatory meetings

Participants were updated on the status of Frequently Asked Consumer Questions on copyright, including a draft overview of the answers received from the various Member States, a graphic proposal for the publications of the answers online and the suggestions for a process of updating the answers.

Stakeholders were also presented with the report on Online Business Models Infringing IPR Phase 1 and expressed strong support for its publication.

Participants were presented with the latest development in the Study on Voluntary Collaboration Practices and shared their views on the drafts circulated in advance of the meeting.

A representative of ICAAN gave a presentation on the structure and main functions of the system, including the rights protection mechanisms (RPMs).

Participants were updated on the status of the EU portal to legal offer websites. The results of a pilot on

the test case for music were presented and changes to the test scenario outlined.

### Legal and International Working Group

The participants were informed of the purposes and uses made by DG Trade of the results of the Survey of IPR protection in third countries.

The Office presented its activities in the framework of both bilateral relations with third countries and EU funded projects (e.g. IP Key China).

Stakeholders commented on these activities and expressed their support. The Office demonstrated how the current limited release version of ACRIS works.

Participants were briefed on the Customs phase of the study on cost of enforcement of IPR, including the difficulties involving collecting data.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Observatory meetings

There was an exchange of views where stakeholders from both private and public sectors put forward suggestions for improving data collection.

There was a discussion on the issues related to the study that has been proposed by DG Growth on preparing draft terms of reference for a study on a cost of enforcing IP Rights.

Draft terms of reference will be prepared and circulated for written comments on the basis of the discussions.

### Public Awareness Working Group

Participants were presented with the final results of the IP Youth Scoreboard and shared their views and support for the study. The final report will be published in March 2016.

Three projects targeting young people supported through the 2015 call for proposals were presented.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



## Observatory meetings

Participants were also informed about the plans to repeat the IP perception study which was published in 2013 and which is to be repeated every three years.

Delegates were also informed about the IP in Education process, which was to begin with a kick off meeting involving Ministries of Education and public stakeholders on 8-9 March, and which builds on the follow up steps indicated in the IP and Education study.

Stakeholders were also shown the results of the SME IP Scoreboards and shared their views.

Delegates also heard about the launch of the [DesignEuropa Awards](#), an initiative organised by EUIPO, which celebrates design excellence among RCD holders at industry and SME level, and which is open for applications until July 15.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# News

## The Observatory at the 21st European Intellectual Property Forum

The European Observatory on Infringements of Intellectual Property Rights at the European Union Intellectual Property Office (EUIPO) was represented at UNIFAB's 21st European Intellectual Property Forum.

The conference took place in Paris in February, and was attended by the French Budget Minister, Christian Eckert, Christian Peugeot, President of UNIFAB; Senator Richard Yung, President of CNAC; Thierry Sueur, Vice-president of European and international affairs of Air Liquide; Benoît Battistelli, President of the European Patent Office, and Members of the European Parliament Jean-Marie Cavada, Constance Le Grip and Virginie Roziere.

## Conference on cooperation between customs and other authorities

As part of the Council Resolution on the EU Customs Action Plan to combat IPR infringements for the years 2013 to 2017 a high level conference on cooperation between customs and other authorities in the fight against the infringements of intellectual property rights took place on 25 and 26 February at EUIPO's headquarters in Alicante.

The conference was co-organised by the European Commission, the Directorate-General for Taxation and Customs Union, and EUIPO through the European Observatory on Infringements of Intellectual Property Rights. The conference brought together representatives of national customs, police and judiciary authorities.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ Around up of what's coming up



# News

## IP in Education Workshop

The objective of the meeting was to reflect on the findings of the study and assess with a fresh look what the Office can do as facilitator to follow-up to bring IP closer to education in order to tackle from an early age the indifference relationship young people have in relation to IP and its respect.

The workshop was dedicated to the exchange of best practices from the countries involved in the elaboration of the report, presentation of various IP related resources, discussion on the best means to support IP and education and constitution of the network.

At the meeting various projects supported by EUIPO as part of a call for proposals were presented as an example of modern education resources for children.

The Polish project Open Door to Culture showed how children are taught about respect for IP from the angle of access to culture.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# News

The Slovak project eSlovensko presented comics as a way to reach children, while the Greek Copyright School project showed how to raise awareness about copyright protection in primary and secondary schools.

Two game-based projects were also presented - the Hacker Fighter game from Portugal and the True Hunters game from Italy.

The Secretary General of the European Schools Kari Kivinen, together with the representatives of the European School in Alicante, declared full support for the work of the network and offered the possibility of testing materials through the Schools' multicultural networks.

A key outcome expected was to pave the ground for the creation of a specialised network of education experts and stakeholders to help them develop and coordinate modern and appropriate resources/programmes.

## Digital advertising on Suspected Copyright Infringing Websites

Advertising is ironically one of the relevant sources of funding for suspected copyright infringing websites as the study released by EUIPO on 12 January 2016 revealed.

In this snapshot study of the digital advertising landscape of 280 websites suspected of copyright infringement, some 1,500 unique brands have been identified.

Mainstream advertising alone made up 46% of all advertisements collected in this study.

Brands may inadvertently advertise either because they do not know which websites pose an IP risk, or they cede full placement responsibility to intermediaries.

54% of advertisements collected were in high risk sectors: malware, fraud and adult, which pose a risk to consumers and obviously generate income for websites by generating artificial clicks.

### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# News

The security of the ad supply chain is at stake in this fast evolving era of data-driven advertising and real-time ad decisions.

Intermediaries have an important role to play to effectively pass along brands' instructions and to implement systems and tools to ensure compliance with contractual obligations.



In this study, a core group of 25 out of 232 intermediaries are involved in placing 73% of the mainstream ads, whereas 10 out of these 232 intermediaries placed 91% of all High Risk ads.

This indicates that these 35 intermediaries may have a significant role to play in dealing with the problem.

## EUIPO/Europol/Eurojust conference on counterfeit food and drink

Fake food and drink items, some of which may be potentially harmful to consumers, are increasingly seized by EU customs.

As a result, EUIPO, through the Observatory, Europol and Eurojust, held an event on March 14-18 with investigators from customs and police, public prosecutors, private sector - and policy makers, to exchange experiences and best practices in relation to IP crime in the sector of foodstuff, beverages and agricultural products.

## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up

April  
2016

# News

Building on Observatory studies into 'Online Business Models Infringing IPR' and 'Advertising on Suspected Infringing Websites,' participants listened to external and industry expert presentations about challenges raised by evolving technology as well as presentations from prosecutors about the legal and evidential challenges they faced prosecuting concrete cases.



## Launch of survey on protection and enforcement of Intellectual Property Rights outside of the EU

The Observatory, on behalf of the EU Commission (DG Trade), is launching a second survey of EU entities with an interest in the protection and enforcement of Intellectual Property Rights (IPR) in third countries.

A similar survey was carried out by the Observatory in 2014. Prior to that DG Trade carried out surveys every two years.

The purpose of the survey is to gather information, from those involved and interested, in order to build up a picture of the reality of IPR protection and enforcement in various third countries. This information will be collated by the Observatory and transmitted to DG Trade.

Respondents are encouraged to complete this online survey in respect of each country where they have an interest and knowledge.

### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# News



The survey will be open until 31 May 2016 at: <https://www.tmdn.org/uss/survey/index/sid/553579/newtest/Y/lang/en>

The survey can only be completed online.

The format and content of the survey has been shortened and simplified compared to previous versions. There are fewer questions but more opportunity to provide written comments. For any questions, please contact Vincent. OREILLY@eipo.europa.eu

## Orphan works Database new release

The Orphan works Database is now available in all official languages of the EU and Icelandic.

Users are now able to search, file records and perform other tasks by selecting their language of choice on the top left hand side of the landing page.

The Office has also developed a tool for extracting data from the MARC standard to facilitate the data extraction and upload process.

This tool will allow beneficiary organizations to extract information contained in specific data fields used in the MARC standard and upload this information into the Orphan works database.

The tool will be available to registered users of the Database by emailing [observatory.orphanworks@oami.europa.eu](mailto:observatory.orphanworks@oami.europa.eu).

## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# News

## Coordination Group Meeting

On Thursday January 14, the 4th Coordination Group meeting covering infringements of IP rights was held in Brussels at the World Customs Organisation (WCO) headquarters.

The meeting was attended by members of the Observatory and representatives from DG GROW, OLAF, Europol, Eurojust, CEPOL, OECD, WIPO, WCO and Interpol.

Subjects covered over the course of the meeting included the quantification of infringements studies, the establishment of an IPR initiative at Europol and the Global Congress on Counterfeiting.

## Judges' Seminar at EUIPO

A judges' seminar took place at EUIPO on the assessment of trade marks with weak/non-distinctive elements on February 23 and 24.

It brought together national judges and prosecutors

dealing with criminal aspects of intellectual property rights to network with other colleagues, and discuss practical issues and the latest case law practices

These discussions built upon the expertise of the EU network of IP prosecutors, meeting for its second edition on 14 and 15 March since its launch last year.



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# News

## EIPPN workshop at EUIPO

The second workshop of the European Intellectual Property Prosecutors Network (EIPPN) took place on 14 and 15 March 2016 at EUIPO's headquarters in Alicante.

It welcomed prosecutors from 21 EU Member States and seven non-EU Member States to discuss the challenges to prosecute those facilitating or financing IPR offences online.

The objective of this network is to share knowledge and leverage expertise in order to better fight cross-border violations of IPR.

## Presentation to European Parliament committees

The Executive Director of EUIPO gave two presentations to European Parliament Committees in February and March.

On February 17, the Executive Director addressed the Culture and Education Committee and briefed

members on the work of the European Observatory on Infringements of Intellectual Property Rights.

On March 15, the Executive Director presented the Strategic Plan 2020 of the Office to the Legal Affairs Committee.



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ A round up of what's coming up



# Stakeholder news

## Open Culture: Creative Europe Poland

Open Culture - Creative Europe is a project aimed at raising awareness of open licensing as a tool for better understanding of intellectual property among key audiences that participate in culture: young adults, owners and employees of SMEs in creative industries as well as leaders and employees at cultural institutions in Poland.

This process happens through knowledge management and the production of new materials, providing audiences with better access to existing knowledge and know-how and engaging users & creators in adopting open models. We engage them through workshops, presentations and creative actions. So far we've organised a conference to celebrate the 10 years anniversary of Creative Commons presence in Poland and discuss what

has been achieved in the field and how can we grow and make a change. We've reached out to our key audiences through workshops that engaged cultural professionals interested in new models of sharing knowledge and resources produced by their institutions across the country.

During a booksprint we've created a manual that can help librarians, museum professionals, archivists and educators use open licensing to disseminate the results of their work and share their collections using tools such as Public Domain Mark and Creative Commons Zero, among others.

To reach out to owners and employees of SMEs in creative industries, we launched a campaign aimed at raising awareness of the potential of public domain. It attracted a lot of attention and had a wide media coverage that helped us engage more people that had not been involved with these issues before. Workshops for creative industries employees (that



### Cover Story

■ From OHIM to EUIPO

### Interview

■ The in-depth interview of the edition

### In Depth

■ The economic cost of IP infringements

### Observatory meetings

■ Full reports on Observatory meetings

### News

■ IP and Enforcement news

### Stakeholder news

■ Stakeholder roundup

### Events

■ Around up of what's coming up



# Stakeholder news

took place in Cracow and Warsaw) enabled us to define the main obstacles they face when they try to implement open models or use open content.

Through our actions we not only provide audiences with information and practical tools and discuss practical advantages of tapping CC-licensed resources, but we give them the chance to practice using them so that it becomes a lasting competence which will stay with them long after the project itself ends.

## New anti-counterfeiting campaign in Croatia

On February 23 the State Intellectual Property Office of Croatia launched the awareness raising campaign with aim of informing the citizens on risks related to online purchase of counterfeit and pirated goods. The campaign, entitled "Don't buy cat in a poke (Ne kupujte mačka u vrećí)", aims to inform Croatian citizens about the different types of risks encountered by purchasing

counterfeited goods online and the legal, financial and health consequences that follow those purchases. The campaign is being carried out with the Customs Administration of the Ministry of Finance, Ministry of the Interior, Ministry of Economy-European Consumer Centre Croatia, Agency for Medicinal Products and Medical Devices of Croatia, among many others right-holders. The campaign is supported by daily updates on Facebook and Twitter. For more information, the campaign has a dedicated webpage [www.stopkrivotvorinama-i-piratstvu.hr](http://www.stopkrivotvorinama-i-piratstvu.hr). Croatian citizens can also get more information by calling free on 0800 122.



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# Events



April 19-20



Observatory Public Sector  
Representatives Meeting



Rotterdam, The Netherlands



April 21



Follow the Money  
seminar



Rotterdam, The Netherlands



May 19



Judges' Seminar on Confiscation  
of proceeds of crime in IPR



Alicante, Spain



May 24-26



Observatory Regional Seminar  
for Enforcers



Lisbon, Portugal



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



# Events

 June 28-29

 **Enforcement Database Forum**

 Alicante, Spain

 November 7-8

 **Judges' Seminar on fake labelling**

 Alicante, Spain

 September 28-29

 **EU Observatory Plenary Meeting**

 Alicante, Spain

 November 9-11

 **Eurojust-Europol-EUIPO knowledge building session**

 Alicante, Spain



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up



November  
29-December 1

 EU Observatory Working Group  
meetings

 Brussels, Belgium



## Cover Story

■ From OHIM to EUIPO

## Interview

■ The in-depth interview of the edition

## In Depth

■ The economic cost of IP infringements

## Observatory meetings

■ Full reports on Observatory meetings

## News

■ IP and Enforcement news

## Stakeholder news

■ Stakeholder roundup

## Events

■ A round up of what's coming up