



In Depth

**Ideas Powered:
young influencers share
their views on IP**

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International IP Enforcement Summit

The sun beat down, the rain poured and the lightning flashed over Berlin during the two days of the International IP Enforcement Summit on June 22 and 23.

But the quirky summer weather didn't dampen the enthusiasm of the hundreds of participants in what was the second such summit organised by the Observatory and its partners – in this case, the



German Federal Ministry of Justice and Consumer Protection and the European Commission.

Policy makers, enforcement officials, members of civil society and private sector representatives gathered in Café Moskau, in the heart of Berlin, for a packed programme of debate and discussion.

The conference was opened by Secretary of State at the German Federal Ministry of Justice and Consumer Protection, Gerd Billen, the Deputy Director-General at DG Internal Market, Industry, Entrepreneurship and SMEs at the European Commission, Antti Peltomäki, and the Executive Director of EUIPO, António Campinos.

Mr. Campinos, in his speech, reminded delegates that the global trade in counterfeiting and piracy is equivalent to the combined GDP of Portugal, Greece and Bulgaria. "In the digital world, there are new opportunities for innovators and creators, but also for counterfeiters," he pointed out, while underlining

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International IP Enforcement Summit

the new opportunities offered by the digital environment to fight IP infringements, like artificial intelligence and blockchain technology.

The consumer view was outlined by Klaus Müller of the Federation of German Consumers, who pointed out the difficulties faced by citizens as they negotiated the complexities of copyright in their daily lives.

Reminding delegates how much the world has evolved since the London Summit in 2014, Mr. Müller underlined the pace of technological change, and its effect on the marketplace.

“The recent market developments show that the industry’s efforts to provide legal offers pay off, and are widely adopted,” he remarked. “In the end, this benefits all parties involved – writers, rights holders and consumers.”

Mr Müller was just one representative from a number of civil society and consumer organisations that attended the Summit.



Rights holders from some of the world’s largest companies, many of whom are directly impacted by counterfeiting and piracy, plus users of the IP system, also shared their views.

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International IP Enforcement Summit

They were joined by many representatives from Observatory's stakeholder network, from the private sector, the public sector and civil society, who came from all over Europe and beyond to attend the two day event.

European Parliament representation came from the chair of the EP's Committee on Legal Affairs, Pavel Svoboda, and the rapporteur on the implementation of the Copyright Directive, Julia Reda.

The German Justice Minister, Heiko Maas, addressed the evening reception at the end of the first day, underlining the importance of IP to the EU economy.

The main panel sessions were complemented by breakout sessions, where delegates discussed and debated issues and themes.

The Summit was highly successful, both inside and outside of the venue. Tweets and other social media posts ensured that the discussion and debate had



high visibility online.

Two high profile reports were released by EUIPO during the Summit - one with the OECD (see next article) and a follow-up Situation Report into counterfeiting in the EU with Europol.

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International IP Enforcement Summit

The conclusions of the Summit will inform the Observatory's future work,.

As a result, by the time the next such event rolls round, more valuable lessons will have been learned on how to strengthen IP enforcement at the international level.

The International IP Enforcement Summit was live-streamed through the dedicated Summit webpage, and a recording of the two days' proceedings, divided by speaker and panel, is now available to [watch online](#).

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Interview: Rolf Alter

EUIPO-OECD Report: Mapping the Real Route of Trade in Fake Goods

Mapping the Real Routes of Trade in Fake Goods is a follow-up report to Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact.

Published by EUIPO and the OECD, the study assesses the complex routes associated with the global trade in counterfeit goods.

The analysis uses a set of statistical filters to go further in clarifying the role of important provenance countries. It identifies key producing economies and key transit points for ten main sectors that are particularly vulnerable to counterfeiting.

These sectors span a wide range of IP-intense, tradable goods, including fast-moving consumer goods such as foodstuff or cosmetics, to business-to-business products, such as spare parts and computer chips.

The first report found that international trade in

counterfeit and pirated products represents up to 2.5% of world trade, up to € 338 billion.

This report digs deeper into the complex trade routes, and provides more analysis of this critical issue.

Rolf Alter, the Director of the Public Governance and Territorial Development Directorate at the OECD spoke to the Observatory Newsletter about the report, and its findings....



Rolf Alter, OECD
Click to play interview

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Ideas Powered: the youth event

Young influencers, multipliers and digital natives converged on Alicante in June for the second edition of the Ideas Powered youth event.

For two days, artists, bloggers, YouTubers, entrepreneurs, and representatives of youth organisations participated in a series of workshops aimed at unlocking important concepts of intellectual property.

Drawn from 28 EU Member States, 60 young influencers got “hands-on” with IP basics presented and practiced through the medium of practical case studies. This was followed by a Game of Cards - a practical exercise involving the registration of an EU trademark.

In the second stage, participants used their acquired IP knowledge to translate it into action by designing public awareness strategies that they could deploy in

their Member States with the help of the Observatory under the umbrella of Ideas Powered.

And being digital natives, they shared their work widely – the Ideas Powered Twitter and Facebook accounts were busy all through the event.

The entire event was underpinned by the ongoing research into the perception of IP among EU citizens – and young people in particular.

In 2013 & 2017 EUIPO published two reports on European Citizens and Intellectual Property: Perception, Awareness and Behaviour, which looked at the views held by 26,500 EU citizens - including members of the crucial 15-24 demographic - towards intellectual property, its value and contribution to society.

In addition, the IP Youth scoreboard was launched

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Ideas Powered: the youth event



in 2016 to deepen understanding of the online behaviours of Europeans, with a special focus on young people with regard to intellectual property rights.

The June event was a further manifestation of one of the Observatory's core commitments – to bring IP closer to young people, who, according to the studies, are often more ready to challenge it, and its contribution to society.

Young digital multipliers are therefore important to the defence of IP. The wide reach and influence accorded to them by their use of social media channels and online communication spaces make them a key target group for the Observatory as it seeks to broaden public awareness on intellectual property and its benefits.

The entire event was designed to be practical, participatory and interesting. Brainstorming

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Ideas Powered: the youth event

and ideas sharing played a key part in the entire proceedings, as participants designed national-level activities aimed at bringing IP closer to their peers.

The best proposals will now be evaluated and supported under the Ideas Powered project, bringing the great ideas developed by delegates to a wider audience.

Underpinning everything discussed was the value of ideas and the added value that IP brings to them. Or, as one delegate put it, "my friends and peers need to learn to put value on their creation and innovation."



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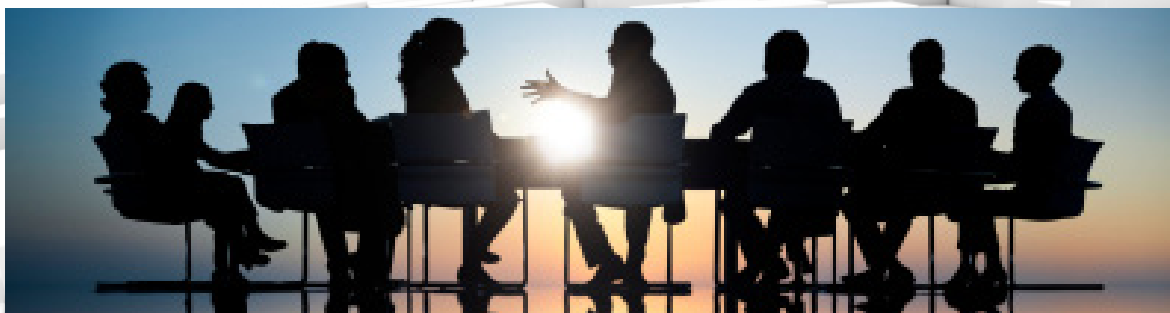
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Observatory meetings

Observatory working groups meet in Alicante

The European Observatory on Infringements of Intellectual Property Rights hosted another session of its regular series of working group meetings from 3 to 5 May.

The summaries of the meetings are now available on the [Observatory website](#).



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Operation Renegade halts thousands of potentially dangerous auto spare parts and other counterfeit goods

Over 70,000 counterfeit auto spare parts, including grills, oil and air filters, and fuel pumps, along with 590 cylinders of CFC refrigerant commonly used in air-conditioning and refrigeration systems were seized in a large-scale Joint Customs Operation coordinated by the European Anti-Fraud Office (OLAF). [Read the press release.](#)

Publication of Derivative Use of Public Domain Content study: film focus study

An EU-wide study carried out by the European Union Intellectual Property Office (EUIPO), through the European Observatory on Infringements of Intellectual Property

Rights, is one of the first studies focusing on usage of the pre-existing creative content for new derivative projects.

The objective of the research is to document the way previous creative content, both still under the copyright protection and already in the public domain, is being used by film producers for new creative projects in this sector.

[The full study in English](#) and the executive summaries in [23 EU languages](#) are available on our website.



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Regional Seminar in Denmark for enforcement authorities

A regional seminar for enforcement authorities took place from 30 May to 1 June in Billund, Denmark.

It was co-organised by the European Union Intellectual Property Office (EUIPO), through the Observatory, together with the Danish Patent and Trademark Office.



Read more in the "Stakeholder News" section.

Judges' Seminar: Civil versus Criminal

A judges' seminar took place at EUIPO on 11-12 May 2017.

The judges' seminar is a regular feature on the EUIPO calendar. It brings together specialist IP judges and prosecutors from across the EU offering a platform for dynamic debate and information exchange, as well as providing the latest updates on case law and practice.

The purpose of this event is to have civil judges and criminal judges/ prosecutors reflect on the respective efficiency of civil versus criminal IPR infringement proceedings

JRC publishes study on technologies against counterfeiting

The Joint Research Centre (JRC) of the European Commission has published a study on ["Enforcers and brand owners' empowerment in the fight against](#)

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[counterfeiting](#).” The study is a joint initiative of the JRC and EUIPO, acting through the Observatory, assessing the use of advanced technologies to support the enforcement of intellectual property. The study, carried out at the initiative of EUIPO, aims to map the technical solutions currently available on the market and their deployment in the protection of intellectual property rights

Third Intellectual Property in Education meeting

The [third meeting of the IP in education network](#) took place at EUIPO on 5 April with the aim of working on dedicated lines of actions approved at the previous meetings in 2016.

Regional seminar in Cyprus for enforcement authorities

A [regional seminar for enforcement authorities](#) took place from 4 to 6 April in Limassol, Cyprus,



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co-organised by EUIPO through the Observatory, together with the Cyprus Police.

Observatory participates in the OECD Task Force meeting on Countering Illicit Trade

On 28-29 March 2017 the Observatory participated in the fifth meeting of the [Task Force on Countering Illicit Trade](#).

The meeting took place in the Paris headquarters of the Organisation for Economic Development (OECD) as part of OECD Integrity Week.

Two new studies released

During the International IP Enforcement Summit in Berlin, two studies were released by EUIPO in conjunction with its international partners.

The first, "[Mapping the Real Routes of Trade in Fake](#)

[Goods](#)," was published by EUIPO and the OECD. It is a follow-up report to Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact.

The study assesses the complex routes associated with the global trade in counterfeit goods. It identifies key producing economies and key transit points for ten main sectors that are particularly vulnerable to counterfeiting.

The [second report](#) was a follow-up to the 2015 Situation Report on Counterfeiting and Piracy in the European Union. It tracked the evolution of counterfeiting and piracy in the EU, both online and offline.

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AAPA reinforces its commitment to training

With the support of Europol (IPC3) and the EUIPO the Audiovisual Anti-Piracy Alliance (AAPA – www.aapa.eu) built upon previous training initiatives and presented wide-ranging and in depth training on audiovisual piracy to law enforcement officers, including prosecutors, from throughout Europe in The Hague in May.

The day and a half programme included sessions on the technologies used to protect content; how pay TV companies work with intermediaries such as hosting providers, payment providers and advertisers to disrupt the supply of pirated content; how to investigate and analyse piracy; and how to collect and retain evidence, including through the use of live forensics.

The programme included presentations on two current

cases involving illegal streaming and card-sharing; one of which was presented by Romanian prosecutor Monica Pop, another Observatory participant.

Enhancing the knowledge and skills of law enforcement agents through training is central to AAPA's mission. Recently the AAPA modules on the International IP Crime Investigators College (IIPCIC) platform (<https://college.iipcic.org/#/login>) have been made available in Spanish (as well as English).

The modules are currently being translated into Arabic, French and Mandarin to extend their global accessibility.



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EDRI: Intermediaries and the risks of privatised law enforcement

The online world has grown thanks to the openness and freedom it facilitated. In the 90s, in order to keep the internet open, the EU and the US promoted policies that ensured the liability of intermediaries was limited.

These policies required internet companies to act diligently, but not in a way that would strangle the economic and social benefits of the online world. The way to achieve this openness was not to push intermediaries, directly or indirectly, to arbitrarily remove or to monitor online content.

In the EU, this visionary approach was enshrined in the E-Commerce Directive, while similar guarantees became part of the Digital Millennium Copyright Act (DMCA) in the US. With the excuse of solving a number of extremely different problems (child abuse material,

hate speech, copyright infringements), states and all sorts of actors are now pushing intermediaries to become the police and the judges of the internet, often through “voluntarily” actions, abandoning accountability, due diligence and evidence-based policy-making in the process.

Only states are bound by international law. Therefore, governments can take a short-cut of demanding that internet companies restrict fundamental rights to circumvent national constitutions and international law obligations.

They push companies to enforce restrictions on human rights, which easily slips into over-enforcement, unlawful limitation of freedom of expression and censorship.

Although targeting intermediaries to solve the problems of the internet can be tempting for policy makers, this is not a valid short-cut for the rule of law. Yes, internet providers can play a role – in a clear,

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predictable, accountable framework. However, there are few, if any, examples of such diligent frameworks. We, as a society, need to enforce our legislation while respecting human rights. This cannot be done by subcontracting our courts to big platforms and substituting laws for companies' often incomprehensible terms of service.

Danish Patent and Trademark Office: Seminar on IP enforcement for government officials in the Nordic region

The Danish Patent and Trademark Office hosted, in cooperation with the EUIPO, a three-day seminar targeting enforcers from nine different countries in the Nordic region.

The participants, 59 in total, came from the Police, Prosecution Office, Customs and IP Offices in Denmark,

Sweden, Iceland, Norway, Finland, Poland, Estonia, Latvia and Lithuania. The seminar took place in Billund in Denmark 30th May – 1st June 2017. External speakers came from SKF, Underwriters Laboratories, whiteBULLET, Trading Standards Institute, UK Anti-Counterfeiting Group and Nordic Content Protection. UNICRI, WCO, EUROPOL and Interpol were also represented.

The objective of the seminar was to enhance the enforcement of IP in the Nordic region through knowledge sharing on “best practices”. Workshops were integrated in the program to encourage interaction between the participants.

At this year's seminar a specific focus was on the challenges that companies are facing with counterfeiting and piracy. LEGO, which was named the strongest brand in the world in 2017, was actively involved in the seminar.

LEGO has a highly diversified product portfolio in addition to being one of the leading companies in Denmark. It was

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therefore useful for participants to visit the LEGO premises, get acquainted with the company and the challenges that they encounter with IP enforcement.

The seminar was the third regional seminar hosted by the Danish Patent and Trademark Office. A seminar for 2018 is currently being prepared and will be hosted by Latvia.

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11-15 September



CEPOL training



Organised by EUIPO & CEPOL



27-28 September



Plenary meeting



Organised by EUIPO - Alicante



19-20 September



Judges' Seminar



Organised by EUIPO
- Alicante

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