



OBSERVATORY NEWS

IP in the Digital World and Awareness



Authenticity: Thessaloniki, Greece

In the framework of our cooperation with national offices, the EUIPO and Greece, held an Authenticity kick-off event and media launch which took place on Friday, 11 September, at Thessaloniki's City Hall, Greece. It was very successful, attracting all local media as well as representatives of business and state authorities. [Read more](#)



IP in Education Network Meeting

On 6 November 2020, representatives from education ministries, IP offices and other relevant bodies across the EU will meet virtually for the second time this year to exchange views and participate in a debate about the current and future shape of IP in education.

This [IP in Education Network](#) meeting comes at a particularly challenging time for EU policy makers and educators given the continued health crisis that is directly affecting the world of education. The European Commission consultation on the Digital Education Action Plan and the adaption to online learning feature highly on the agenda, as well as the presentation of projects from Ideas Powered grants beneficiaries.

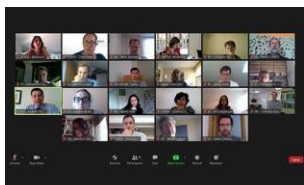
The Network will also have an opportunity to further contribute to the future of the IP in Education project, which aims to support creativity, innovation and entrepreneurship learning in schools of primary, secondary as well as tertiary education through increased IP awareness.



Enhancing IP protection on e commerce marketplaces – first project specifications meeting

As part of its Strategic Plan for 2025, the EUIPO is working on a project to enhance IP rights protection in the online environment. The project builds on two workshops that were organised in [February](#) and [May](#) 2020 with representatives from e commerce marketplaces and IP rights holders. It consists in developing an integrated secure online service facilitating the collaboration between IP rights holders and e commerce marketplaces in identifying and removing listings infringing IP rights. Even though the project implementation will not start until in 2021, discussions have already started to make sure that the new service will effectively meet the needs IP rights holders and e commerce marketplaces. On 28 September, the first ‘Project Specifications meeting’ took place to discuss the first phase of the project. In this first phase, the EUIPO will develop information resources on existing IP protection mechanisms from e commerce marketplaces, and provide IP rights holders with actionable information on ways to use these mechanisms. The first specification meeting was an opportunity to discuss with a selected group of experts from marketplaces and IP rights holders the relevant information that should be provided and the best way to make this information useful to all IP rights holders, including SMEs. Follow-up meetings will be organised to discuss the specifications of the different services to be developed in the context of this project.

Enforcement and SMEs



EU IP Pre-Diagnostic Advice (EU IPDA) Experience Exchange

On 6 July the European Observatory on Infringements of Intellectual Property Rights together with DG Grow, held the first experience exchange event for the experts delivering IP Pre-Diagnostic Advice (IPDA) services to small and medium-sized enterprises (SMEs) throughout the EU. [Read more](#)



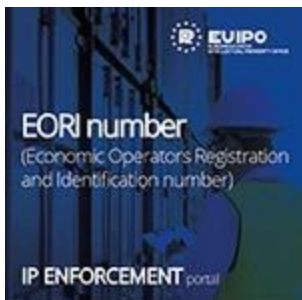
Successful IP Enforcement Portal SOC2 certification on data security

The IP Enforcement Portal achieved SOC2 certification on data security. This achievement is the result of successful collaboration between the Digital Transformation Department (DTD) and the European Observatory on Infringements of IP Rights. [Read more](#)



320 tonnes of potentially dangerous dairy products taken off the market in Operation OPSON IX

The EUIPO has supported Operation Opson IX, coordinated by Europol and INTERPOL, which targeted trafficking of counterfeit and substandard food and beverages. [Read more](#)



IPEP adapted to comply with the mandatory EORI number

From 15 September 2020, all rights holders and legal representatives who wish to submit a new customs application for action (AFA) or to amend or extend their existing applications for action must have an EORI number (Economic Operators Registration and Identification number) as the new [Commission Implementing Regulation \(EU\) 2020/1209 of 13 August 2020 amending Implementing Regulation \(EU\) No 1352/2013](#) entered into force. The IP Enforcement Portal has been adapted accordingly to include an EORI field. Users of the Portal have been informed of the change and a webinar, jointly organised on 6 October 2020, with the European Commission will explain further the changes implemented.

More information on the IP Enforcement Portal's [webpage](#).

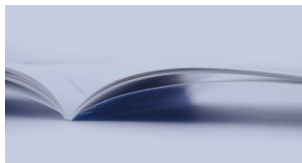
Reports and Studies



IP Tech Watch Discussion Paper

Tech Watch looks to the future but with a firm understanding of the past and present and awareness of the impact of technology in society, on businesses and in our lives.

[Read more](#)



Upcoming studies

The EUIPO has commissioned the third edition of the **IP Perception study**. The study aims to gather knowledge on Europeans' attitudes towards intellectual property (IP), the degree to which they respect these rights, and the concept of IP as a whole. This study will be published at the beginning of November 2020.

Furthermore, the EUIPO together with the Organisation for Economic Co-operation and Development (OECD), are working on a study on the **Misuse of maritime shipping in the global trade of counterfeits**. This study is a detailed examination of the role of maritime shipping in the trade of fakes. More than half of all trade in fakes (measured by seized value) use this mode of transport. This study will be published at the beginning of December 2020.

The following upcoming studies will also be published before the end of the year:

- **Use of IPR bundles by EU Firms**
- **2020 Report on the EU enforcement of Intellectual Property Rights: Results at EU border and in Member States**
- **Cybersquatting study**
- **Trends in digital copyright infringement in the EU - title-level**

Please keep an eye out for these studies [here](#).

Case-Law



Contract notice: Collection of National Key Enforcement Judgments related to IPR

The EUIPO is launching a tender procedure to consolidate and expand the collection of national key enforcement judgments related to intellectual property rights (IPR) in the EU Member States. [Read more](#)

Stakeholder news



Update on the 2019 grant beneficiaries

There have been several updates from our beneficiaries and their projects during the summer. You can read more about them [here](#), [here](#) and [here](#).



Public Consultation - Third Country Report

The European Commission (DG Trade) has launched a public consultation in order to gather information from EU entities with an interest in the protection and enforcement of intellectual property rights (IPR) in third countries. Similar consultations have been launched in the past by means of a survey. [Read more](#).



Expert groups update

- **The Impact of Technology Expert Group** of the Observatory aims to develop a comprehensive understanding of the complexity of emerging and disruptive technologies and the impact of these technologies on protection, infringement and enforcement of intellectual property (IP). The Expert Group contributed extensively to the abovementioned recent Tech Watch paper.
- **The Expert Group on International Cooperation** held an online meeting on 9 July 2020 and agreed on a series of action points to be implemented in priority areas for capacity-building, public-private cooperation and outreach. After the meeting a consultation was launched among the group to gather proposals of enforcement related activities that could be implemented in 2021 in the framework of the IP Key projects in China, Latin America and South East Asia. A number of proposals were received and forwarded to the people responsible for these projects. [Read more.](#)
- **The Expert Group on Cooperation with intermediaries** is working on the challenges raised by the misuse of different intermediaries' services to infringe IP, and the good practices to address these challenges. In this context, four drafting groups are working on online platforms, domain names, payments and social media. In June, the four drafting groups held videoconferences to discuss the four draft reports. On online platforms, there was an agreement that the draft report could not be developed much further and should be circulated to the entire Expert Group for a final round of comments. On the other issues, the meeting offered an opportunity to progress with the work and gather further input on the respective reports that should be released in the coming months.
- **The Outreach Expert Group** worked on the consolidation of the narrative for policymakers, in leaflet format and explored advocacy opportunities to bring back IP crime in EMPACT. Experts also discussed collaboration opportunities with relevant

multipliers such as consumer organisations and think tanks, notably in the context of the implementation of the Spring campaign 2020.

- **The SME Expert Group** is continuing to contribute to the new SME Programme by providing guidance and support on mapping the actors in the SME landscape as well as information on current SME initiatives within Europe. Additionally, the group's expertise has been utilised to provide feedback on the design and content of the planned SME website and its tools.

Meetings



Observatory plenary meeting

The Observatory held its annual plenary meeting on 30 September and 1 October. Please read more about it [here](#).

Two videos on the work of the Observatory was also shown. You can find our Key Highlights [here](#) and our Institutional video [here](#).



Working group and Expert group meetings in October

The European Observatory on Infringements of Intellectual Property Rights will be holding a series of online Working Group meetings for the first time from 20 to 22 October. The meetings will involve Observatory public and private sector representatives, the European Commission services as well as representatives from civil society. During these 2 days participants will be exploring the themes of:

- Enforcement;
- Public Awareness;
- IP in the Digital World;
- Economics and Statistics

The following expert groups will also meet during the same week: Observatory Outreach and SMEs. The Expert Groups help and guide the implementation of Observatory projects in focused and specialised areas, and are made up of experts proposed by the stakeholders or by the EUIPO.

[Privacy statement](#)

[**Click here to see all upcoming events**](#)

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