



OBSERVATORY NEWS

IP in the Digital World and Awareness



IdeasPowered@School new IP teaching materials

The Observatory announced the launch of a [new web page](#) on the [Ideas Powered@School website](#). It is devoted to intellectual property (IP) teaching materials which have been developed by the EUIPO together with education experts for the IP in Education project over recent years.

You can read more [here](#).



Powered Up Festival 2021

Ideas Powered is hosting a free online festival to inspire Europe's creative community to power and protect original ideas. Powered Up Festival 2021 will be streamed throughout the month via the Ideas Powered social media channels. Check the agenda below and start marking your diary: <https://poweredupfestival.eu/>



The Out-of-Commerce Works Portal is growing after its launch

Forgotten stories can once again become part of our shared history

The [Out-of-Commerce Works Portal](#) was launched by the European Union Intellectual Property Office on 7 June 2021. During the summer, the first cultural heritage institutions and collective management organisations joined the Portal and started uploading their information on out-of-commerce works.

You can read more [here](#).



Publication of design competition for a scalable, decentralised, blockchain authentication platform

Over recent months, the EUIPO has been preparing a comprehensive plan to set up a contest to design a scalable, decentralised, blockchain authentication platform. The details of the contest have now been published.

You can read more [here](#).



The AUTHENTICITY network is growing. Mykonos became a new member in July.

After Thessaloniki (Greece), Sofia and Plovdiv (Bulgaria), Mykonos (Greece) joined the 'European Network of Authenticities' under the framework of the European Cooperation Project, in July.

You can read more [here](#).

Enforcement and SMEs



eAFA in IPEP: goodbye paper filing of new AFAs

With the launch of the eAFA version in IP Enforcement Portal (IPEP) planned for the end of November, the first step to move towards a paperless customs application for action (AFA) will be taken. From that moment on, **all new AFAs will have to be filed electronically through IPEP** or alternatively by using one of the national systems that allow electronic filing of AFAs. The electronic filing of AFAs ensures that the intelligence included by rights holders in their AFAs is properly stored and searchable for the EU customs authorities.

Rights holders (or their representatives) that have entered their EORI number in IPEP, will be able to view all their past and current AFA information displayed. The tool will allow them to manage their AFAs electronically.

Paper forms will only be used for the purpose of signature of the various eAFA requests, until the planned digital signature is fully in place.

Users will find supporting material on a new dedicated space (eAFA toolkit) on the [IPEP landing page](#).

The IPEP team will further support the users with various online trainings and bilateral meetings. Online trainings can be booked at ipenforcementportal@euipo.europa.eu

The next IPEP Demo and Q&A session for rights holders will take place on 26/10/2021. Registration to the demo can be done [here](#).



European Commission and EUIPO Observatory launched a series of workshops on the EU toolbox against counterfeiting

In its [IP action plan](#), the European Commission announced that it would establish an EU Toolbox against counterfeiting setting out coherent, effective and coordinated actions against counterfeiting, both online and offline. To prepare this initiative, the European Commission and the EUIPO Observatory have planned a series of targeted workshops with specific interest groups such as social media platforms, the domain name ecosystem, payment services and transport/logistics industries, as well as workshops on horizontal topics such as information sharing and data protection.

You can read more [here](#).



EUROPOL and INTERPOL 15 000 tonnes of illegal food off the market in operation OPSON X

A new targeted action focused on adulterated honey

Europol and Interpol coordinated operation OPSON 2020, which targeted trafficking of counterfeit and substandard food and beverage. The operation, the tenth of its kind, ran from December 2019 to June 2021 and involved law enforcement authorities from 72* countries, including 26 EU Member States. The operation was also supported by the European Anti-Fraud Office (OLAF), the European Commission Directorate-General for Health and Food Safety (DG SANTE) and the European Union Intellectual Property Office (EUIPO), as well as national food regulatory authorities and private-sector partners.

You can read more [here](#).

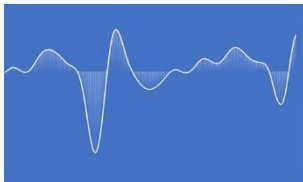
Reports and Studies



Green EU trade marks: Analysis of goods and services specifications, 1996-2020

Climate change and other environmental issues concern many citizens in the EU – and beyond. These issues are becoming increasingly important in politics, in business and in public debate. In 2019, the European Commission established that action on climate change was now a priority, promising to deliver a European Green Deal with the aim of making Europe the first climate-neutral continent by 2050.

You can read more [here](#), or read the study [here](#).



Economic performance of IPR indicators: June 2021 update

Following the publication of “[The economic impact of COVID-19 crisis in IPR-intensive industries](#)” the Observatory will update the IPR indicators quarterly to monitor the recovery phase during 2021 and beyond, for the European Union and the four largest Member States.

More information can be found [here](#).

You can read the second update with data until June 2021 [here](#).

Case-Law



Recent European case-law on the infringement and enforcement of intellectual property rights

The Observatory published a new report of important and recent decisions relating to the infringement and enforcement of IPRs.

The new edition contains more than 180 summaries of key judgements from the national courts and the preliminary rulings from the Court of Justice of the EU. The most recent from June, July and August 2021 are listed in the first part. The second part covers previous decisions issued from 2018 until May 2021.

The document includes summaries produced internally by the EUIPO but also selected contributions from national Intellectual Property Offices.

The report is available on the [case law webpage](#) of the Observatory website and [here](#).

International Cooperation



Joint EU-OECD workshop on the misuse of containerised transport for counterfeit trade

On 1 October the EUIPO hosted a joint EU-OECD workshop on the misuse of containerised transport for counterfeit trade. Given the current situation regarding COVID-19, the event was hybrid and participants chose to attend either online or physically.

You can read more [here](#).



During the 3rd trimester the Observatory continued its collaboration with the EU-funded projects in enforcement activities.

On 29 June the Observatory participated in the 4th edition of the **Enforcement Week Forum for Latin America** and presented the last joint EUIPO-OECD study '*Global Trade in Fakes: a worrying threat*'.

Furthermore, the Observatory participated in three events organised by the project **IP Key Southeast Asia**. The first event was the webinar '*Combatting Counterfeit Medicines, Medical Devices and Protective Equipment*', which took place on 28 and 29 June. The Observatory presented the joint EUIPO-OECD study on fake pharmaceuticals. In addition, the Observatory facilitated the participation in the event of representatives from OLAF, GROW and EFPIA.

The second event was the '*Workshop on IPR Customs Enforcement*', which took place on 30 June – 1 July, and where the Observatory presented IPEP and the joint EUIPO-OECD study '*Global Trade in Fakes: a worrying threat*'.

The third event was the '*Technical Meeting on the Thailand Memorandum of Understanding on the Protection of Intellectual Property Rights on the Internet*' (30 July). Along with GROW, the Observatory participated in the event to present the EU's experience on the topic.

Last but not least, supported by the project **IP Key**, a delegation of Chinese prosecutors participated in the meeting of the '*EU-China Intellectual Property Prosecutors Best Practice Group*' organised by the Observatory on 9 September 2021. Devoted to the '*Current Challenges in Intellectual Property Rights Cases*', the meeting was the ideal opportunity for the participants to hold very interesting discussions on topics such as Thresholds for trade mark crime cases and the collection of electronic evidence in IP crime as well as sharing experiences in the prosecutions of infringing trade secrets in China and the EU.

Meetings



The 2021 Observatory plenary: outcome and video

On 29 and 30 September, the Observatory annual plenary meeting gathered approximately 180 stakeholders both in Alicante and online. It was a welcome opportunity to discuss challenges and achievements of the year. The Observatory plenary was the first EUIPO presentational event hosted in 18 months.

You can read more [here](#) or see our [video](#).



Closing speech made by Ibán García del Blanco, MEP, Progressive Alliance of Socialists and Democrats, Vice-Chair of JURI committee

Thank you for inviting me to take part in this closing session of the Observatory plenary meeting. I am honoured to be here today with you.

As a member of the European Parliament and Vice-Chairman of the Committee on Legal Affairs, responsible for intellectual property matters, I will start by reflecting as briefly as I can on the ongoing work (which is diverse and extensive) related to intellectual property and the enforcement of IP rights, and will continue with an assessment of the work carried out during this plenary meeting.

At the European Parliament we are aware that IP-intensive industries play an essential role in the social, economic and cultural life of the Union, and they provide sustainable and quality jobs. It is therefore our duty to protect these jobs to generate a more resilient and sustainable social recovery.

Today, in fact, the Legal Affairs Committee of the European Parliament is voting on the Intellectual Property Action Plan.

You can read more [here](#)

Stakeholder news



2021 Observatory Awareness Grants – Kick-off meeting

The EUIPO Observatory will hold the kick-off meeting for the 2021 Awareness Grants on the 4 October 2021, which will be in an online format for the first time.

You can read more [here](#).



IP innovation goes on – final update on 2019 awareness grant beneficiaries

Read on below to find out the latest exciting news on all the projects that benefited from 2019 awareness grants. There have been some amazing and far-reaching results. Creativity and innovation is alive and kicking in the EU!

Our youngsters are more aware of the importance of IP than ever before. While the 2019 projects come to an end, the awareness raising goes on.

The **IP4Teen project** was successfully concluded last year and reached many teachers and kids across Europe. While 60 people participated in the testing phase of the project, 140 people took part in the online events, the project website was visited more than 20 000 times, and the project generated more than 10 million interactions on social media.

The resources are still available online, offering short modules with audio visual resources on basic IP rights, such as trade marks, copyright, designs and patents. Different modules are related to areas of special interest for teenagers, such as fashion, electronic devices or social networks.



Strategma's successful project returns with one of its flagship achievements – FotoInMotion, a tool that is revolutionising the way in which people use photography to portray stories. You can find more information about this initiative in the news section on [IP: WHY SHOULD I BE BOTHERED?](#) If you want to try this tool and turn your own 2D photo into a 3D video - go ahead and make your unusual and funny IP Hat and participate in the #IPHatChallenge. Be part of a good cause - spread the news that IP matters! Copyright promotes creativity and innovation!

You can follow the project on Facebook, Instagram, YouTube and Twitter - @IPWhyBother



The **Music Moves Hungary project** started in March 2020, with a series of videos from the Music Guru School and ended with the Big Student Music Test, an on-line show, on 14 May 2021. The programme mobilised the Hungarian music industry to lift the veil off their work and practices, and teach the group that is most exposed to piracy and pirated contents about the importance of protecting intellectual property.

The most important stats that highlight the impact of the programme are:

- 17 thousand entertaining and informative quizzes on copyright were filled out;
- 25 videos created to show the backstage of the music industry;
- close to a quarter of a million views of the videos;
- 180 000 students listening on the school radio;
- 150 articles written about the programme.



The school year is ending and so is '*The Intellectual Property Rights? I get it!*' project. The participants in the programme will go on vacation enriched with the acquired knowledge about intellectual property law.

Legalna Kultura will keep on providing its resources on the www.jatorozumiem.pl website and also offer the Mixer of Art (Mikser Sztuki) – an application that can be used to create remixes of works of art based on the use of legal resources available on the internet. And the Legalna Kultura's summer holiday proposal is a virtual tour of the world's museums as well as Mixer of Art!



The phenomenal **Camera di Commercio dell'Umbria's 'IP, Play with it - IPPI!** project had its grand finale at the end of May. The winners received EUR 1 000 to use for school supplies, and above all, they consolidated their knowledge on intellectual property rights, the fight against infringements and counterfeit products. The event was noticed and received positive press coverage.

All the material created by CC Umbria can be found on the [project website](#).



Although the project was completed last year, its success continues to this day. The schools participating in the **Peers2Peers say NO project by Adiconsum** are still very active: the creative production of the Peer Education Teams has reached its finale, with the end of the school year. Logos, articles, essays, drawings and video testimonials are even more attractive and entertaining.

The campaign now benefits from the hard work done by the teachers themselves, after project meetings with experts: the concepts of intellectual property protection have been linked to their daily work with the pupils, as well as in the curriculum, throughout the school year.

The project formally ended in November 2020, but the creative work continues!



Building on the results of the project so far, '**IP Experience**' by **Fondazione Politecnico di Milano** would like to continue its implementation in the near future.

In the meantime, the results of the previous work are still available:

- the video interviews on influencers and entrepreneurs;
- the web app game on the history of windsurfing highlighting the strategic importance of IP for new entrepreneurial activities;
- the handbook about guidelines and hints on how to valorise an entrepreneurial idea through intellectual property.

The [website](#) continues to be updated with news related to future events, recent studies, and initiatives at the national and international level on intellectual property, new generations, and entrepreneurs.

Update on Observatory Expert Groups



The **Impact of Technology Expert Group (EG)** will hold its next online workshop on 18 November and will focus on Blockchain trends, IT forensic tools to analyse cryptocurrency transactions and non-fungible tokens. This EG is also contributing to the current study on the impact of artificial intelligence on infringement and enforcement of copyright and designs. This study will be published by the end of the year.

The **Cooperation with Intermediaries EG** is finalising the discussion paper on payment. A new drafting group on transport and logistics has been set up and met for the first time on 9 September. This EG will also be consulted on the Automated Content Recognition Phase 2 paper before its publication, which is scheduled for the fourth quarter 2021.

The **Outreach EG** will hold its next meeting on 18 October and coinciding with the Observatory Working Groups. During this meeting, the experts will discuss about the Spring campaign 2022, awareness raising in relation to counterfeiting products in public procurement and engagement of think tanks. This EG is considering establishing collaboration with one independent, non-political think tank working at EU level.

The **Legal EG** plans to meet during the fourth quarter of this year. During this meeting the EG will discuss the latest Court of Justice of the European Union case-law and key national enforcement judgments. This EG will look into how to make better use of the now complete key national enforcement judgments collection. In the coming month this EG will be also looking at the draft FAQ on copyright for teachers and the Automated Content Recognition Phase II discussion paper.

The **International Cooperation EG** held an online meeting on 7 July. During this meeting it reviewed progress on the implementation of the action points agreed at the previous

meeting, such as contributing to the Annual Work Programmes of the EU Funded projects, and identified new topics and initiatives. Representatives from the EUIPO International Cooperation Department and DG Trade also participated in the meeting and provided updates on the EU Funded projects and on the enforcement activities of the European Commission (FTAs, IP Dialogues, reports, work in the OECD). This EG is planning to organise a meeting in November devoted to the four contribution studies released in Latin America under the framework of the IP Key project in the region.

The Observatory EGs guide the implementation of Observatory projects in specialist areas. Experts give their own personal opinions – they do not represent any organisation or institution.

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

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