

# Observatory Newsletter Jan-Mar 2021



## OBSERVATORY NEWS

### IP in the Digital World and Awareness



#### **A new era in anti-counterfeiting technology**

A lot has happened since the 2018 EU Blockathon, which initiated the Anti-counterfeiting Blockathon Forum – the ecosystem of a motivated, innovative community dedicated to solving the global phenomenon of fakes with the help of technology. Based on the shared knowledge and expertise gained from these years, the EUIPO has decided to engage further to provide quality services for rights holders and public authorities with the aim of supporting innovation and entrepreneurship. You can read more [here](#).



#### **Fostering digital creativity in younger learners in the European School of Alicante**

On 18 March, the IP in Education team organized a digital online training session for the upper primary teachers of the European School of Alicante. The objective was to pilot the new IP education materials which are being developed in the IP in Education project and to provide new ideas to teachers on how to use their school's online platform and interactive digital tools in a creative way. You can read more [here](#).



## 'The European Network of Authenticities' grows to include Sofia and Plovdiv

After Thessaloniki (Greece), two more cities, Sofia and Plovdiv (Bulgaria), joined the 'European Network of Authenticities' under the framework of the European Cooperation Project. You can read more [here](#).

Single votes - Second voting session				
Subject	AM	Voting		
Negrescu (A9-0042/2021) Digital education policy	688	639	24	25
Chabaud (A9-0030/2021) Marine litter	688	646	3	39
Picula (A9-0034/2021) Climate change	688	572	79	37

## The European Parliament adopts a resolution on Digital Education Policy

On 25 March, the European Parliament voted on the Resolution on Digital Education Policy which includes support for IP and explicitly endorses the IP in Education network managed by the EUIPO. The Resolution welcomes the Commission's [Digital Education Action Plan](#) for 2021-2027. After having passed the [CULT Committee](#) on 25 February, it was now adopted in Plenary with huge support of MEPs, where 639 voted for it, only 24 against and 25 abstentions. Please find here the [full text](#) and more information in the EP's [press release](#). You can read more [here](#).

## Enforcement and SMEs



## EUIPO and Eurojust step up cooperation to tackle IP crime

On 15 March, the EUIPO and the European Union Agency for Criminal Justice Cooperation (Eurojust) signed a Service Level Agreement (SLA) to boost Eurojust's capacity and expand its expertise to support complex investigations in this field. The Cooperation has been established for the next four years, until the end of 2024. You can read more [here](#).



### **CEPOL training course for enforcement officials**

On 2 February, the EUIPO (via the Observatory) and the European Union Law Enforcement Training Agency (CEPOL) jointly organized a training course for enforcement officials focused on counterfeit goods and its links to organized crime. You can read more [here](#).



### **Live Demo and Q&A session for rights holders and legal representatives on the IP Enforcement Portal (IPEP)**

On 31 March, the IP Enforcement Portal team invited its community of rights holders and legal representatives to a walkthrough of the tool followed by a Q&A session. The session is organised every month. It is also open to potential users who would like to learn more about the IP Enforcement Portal (IPEP) and how it can help them with their activities. You can read more [here](#).



### **Awareness session on counterfeits - Vaccines during the COVID-19 pandemic**

The EUIPO via the Observatory organised on 13th and 15th of January 2021, an information and working meeting with pharmaceutical companies and law enforcement authorities. You can read more [here](#).



### **Fifth high-level meeting on a joint strategy related to IP crime**

On 27 January, the Executive Director together with the Observatory met with high-level representatives of EU agencies and European Commission Directorates-General to discuss and align strategies to fight IP crime. This was the first time this meeting was held in an online format.. You can read more [here](#).

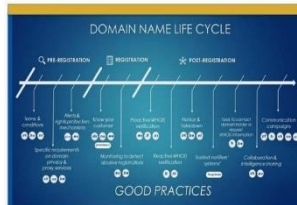


### **Coordination Group on IP rights**

On 26 January, the EUIPO Observatory met virtually with representatives from the European Commission's DG GROW, DG JUST, DG TAXUD, and OLAF, the EU agencies Europol, Eurojust, CEPOL, CPVO, and Frontex as well as the international organisations OECD, Interpol, UNICRI, WIPO, WCO, WTO, and the EPO to coordinate their activities and priorities for 2021. You can read more [here](#).

# Reports and Studies

DOMAIN NAMES – DISCUSSION PAPER  
Challenges and good practices from  
registrars and registries to prevent the misuse  
of domain names for IP infringement activities



## Domain Names — Discussion Paper

The domain name system is indispensable to the functioning of the internet, with the number of domain names now exceeding 375 million globally. Domain names also play a central role in a number of IP-infringing online business models that have damaging effects on consumers, IP owners and the entire domain name ecosystem. But what are the good practices that undermine this form of domain name abuse, and what is their potential to be extended or replicated? On 23 March, the Observatory published a paper which will hopefully contribute to the discussions on ways to undermine the abuse of domain names in IP-infringing activities. You can read more [here](#).



## Study on Dynamic Blocking Injunctions in the EU

The rise in online activity and especially the online provision and consumption of copyright-protected content received an additional boost due to the COVID-19 pandemic. In addition to legitimate offerings, there are many websites offering unlawful downloads of music, films, games and/or unlawful live broadcasts of sporting and cultural events. A report on this topic has been prepared by the EUIPO in cooperation with the Centre for International Intellectual Property Studies (CEIPI) (main authors: Giancarlo Frosio, Oleksandr Bulayenko), University of Strasbourg. You can read more [here](#).



## Judicial cooperation report published

On 15 March, the EUIPO published a report on international judicial cooperation in online intellectual property (IP) infringement cases. The report takes an in-depth look at the legislative measures available for judicial cooperation in civil, administrative and criminal cases of IP infringement. You can read more [here](#).



### **The Observatory publishes the Anti-Counterfeiting Technology Guide**

In view of the increasingly critical threat that counterfeiting poses to supply chains and the lack of information on anti-counterfeiting solutions, the Observatory, together with members of the Observatory expert groups, has developed and published a document to address these issues called the Anti-Counterfeiting Technology Guide. You can read more [here](#).



### **EUIPO-OECD study on container shipping**

In collaboration with the Organisation for Economic Co-operation and Development (OECD), the Observatory has developed a study on trade in counterfeit and pirated goods. This joint EUIPO-OECD study provides a detailed analysis of economy- and industry-specific patterns in the misuse of containerized maritime transport by counterfeiters. It also looks at the sources of counterfeits being shipped in containers and the ports of entry into the European Union. You can read more [here](#).



### **Joint EUIPO/EPO firm-level IP Contribution study**

In 2015, EUIPO published a study which compared companies that owned trade marks, designs or patents with companies that did not own any IP rights. This new study, conducted jointly with the EPO, analysed a representative sample of over 127 000 firms from all the EU member states as of 1 January 2020. It found that IPR-owning companies generate higher revenue per employee, employ more workers and pay higher wages than companies that do not own IPRs. The effect was especially pronounced for SMEs. You can read more [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. This report covers the period from January 2020 till March 2021. It includes summaries produced internally by the EUIPO but also selected contributions from national Intellectual Property Offices. You can read more [here](#).



## Stakeholder news

### Expert groups update

The Observatory has prepared a **two-year assessment report** to evaluate the work of the expert groups. The Expert Groups (EGs), created in 2019, were originally envisioned in the extended Observatory Multiannual Plan. The role of the experts is to provide support on Observatory projects and to help with activities in specific areas. The work of the EGs is considered positive overall. The reason for this is that the EGs provide specialist knowledge that would otherwise be difficult to cover using only the Observatory's network(s). For instance, they have contributed to specific Observatory projects, including the recently published reports on dynamic blocking injunctions, international judicial cooperation, domain names, and tech watch discussion papers.

The **Impact of Technology EG** has approved the methodology for the first Deep Dive Report on Artificial Intelligence, Copyright and Designs Infringement and Enforcement. The report has been entrusted to the United Nations Interregional Crime and Justice Research Institute (UNICRI), which will have the support of the members of the EG. The Impact of Technology EG will be holding its next workshop online on 6 May. This will deal with digital mobile networking (GSM-6G) and the Internet of Things (IOT).

The **Cooperation with Intermediaries EG** has published a Discussion Paper on Domain Names: Challenges and Good Practices from Registrars and Registries to Prevent the Misuse of Domain Names for IP Infringement Activities. The next meeting of this EG is set to be held online on 29 April. During this meeting the group will be discussing social media, payment platforms, and e-commerce platforms.

The **Outreach EG** has worked on thinking up potential topics for speakers and proposing speaking points for the International IP Summit on the 22-23 June. This EG is yet to decide on the date for their next meeting.

The **Legal EG** has been consulted on the methodology for the artificial intelligence report mentioned above. It will also be contributing to the Green Trade Mark Study. The Legal EG is expected to meet during the third quarter of this year.

The **International Cooperation EG** is currently working on paper on which compiles best practices in different areas of enforcement. And it is also tasked with identifying the barriers to data exchange and coming up with ideas for the promotion of the Organisation for Economic Co-operation and Development's (OECD) code of conduct for Clean Free Trade Zones. This EG is expected to hold an online meeting in July of this year.



### Update of the 2019 grant beneficiaries

The [Brain Ideas 2.0](#) continues to raise students' awareness of intellectual property. Recently, DECO organised online sessions and engaged students with the help of the [Interactive Board Game](#) and catchy presentations that get young consumers to think and reflect on the importance of respecting IP. So far, the project has reached more than 940 students over 43 sessions. DECO is also preparing a set of online conferences in various universities to raise awareness about the importance of IP. The conferences will also focus on the need to reach children through educational activities. These activities would raise their awareness of IP and motivate them to act responsibly when dealing with IP, whether they are creating their own IP or consuming the IP belonging to others. More information can be found on the [DECOJovem](#) website as well as the [DECO](#) and [DECOJovem](#) pages on Facebook. Everyone is encouraged to share the Brain Ideas [social media campaign](#). You can read more [here](#).



The Music Guru Training 2.0 was launched on 17 February as the second part of a successful educating campaign ran by [ProArt](#), which gained an impressive follower base with well over 194 000 views. The new video series continues to raise awareness about the negative effect that copyright infringements and piracy have on artists. The video also continues to motivate youngsters to participate in the creative process. This phase of the project will feature publishers discussing the 360-degree model, managers revealing the growing importance of merchandise in the music industry, and a brand-new band, Carson Coma, reflecting on the idea of bringing back vinyl records. These exciting topics aim to address the importance of legal media consumption and the need for greater awareness of the creative processes that go into producing media products. The program will support the ongoing Big Student Music Test, which will wrap up in May with a spectacular final event. The event will be broadcast live. You can read more [here](#).





On 8 March, CC Terni, which has recently undergone statutory changes and is now known as CC Umbria, organised a training meeting with the Guardia di Finanza (Italy's Finance Corps) and the students of the classes participating in the IPPI project. The representatives of the Guardia di Finanza first illustrated their activities in the fight against counterfeiting and piracy, for example through statistical data and other concrete examples. They then showed samples of counterfeit and seized products, explaining the concepts of blatant forgery and fake copyright. You can read more [here](#).



Terni Digital School is a local association that informs the Umbrian territory about digital issues and raises awareness of both digital technologies and entrepreneurship. They have hosted a Facebook Direct event during which the IPPI project was presented. The event, entitled 'Blockchain, intellectual property and copyright', covered the issue of blockchain and the protection of intellectual property. You can read more [here](#).



Carrying on from its successful start and excellent results, the IP Experience project continues promoting intellectual property at national and international level, targeting university students, researchers and young entrepreneurs. The [website](#) is packed full of IP news and initiatives.

Over the next few weeks, interesting webinars and initiatives concerning disinformation on IP, patents and vaccines will be available on the project's website. These have been organised by Italian multipliers/organisations who participated in the IP Experience initiative. Further initiatives planned for the next World Intellectual Property Day, 26 April, will also be promoted on the website. You can read more [here](#).



The 'IP: Why Should I be Bothered?' campaign has now released an 'IP in the News' section on the project's [website](#). You can find a lot of useful information there about the IP world, including information related to the pandemic. This is particularly relevant as the pandemic has inspired a lot of people to create new products. For instance, did you know that there is a hand sanitising slime that might actually end up being patent protected if the application filed is successful? You can read more [here](#).



IP4Teen is an educational project which aims to raise awareness among teenagers about the risks of counterfeiting and piracy. The organisers consider that intellectual property education from an early age is important, so they offer an open online course for teachers as well as free teaching resources on the intellectual property basics.

The initiative was launched in October 2019, with a pilot scheme for secondary school teachers who were invited to participate in the IP4Teen massive open online course.

This course is now freely available [online](#). It offers short modules with audiovisual resources on basic IP rights, such as trade marks, copyright, designs and patents. The different modules are related to areas of special interest to teenagers, such as fashion, electronic devices or social networks, among others. The IP4Teen platform also offers different teaching resources for educators willing to include IP as a complementary topic in their lessons. You can read more [here](#).

# Meetings



## **Working group online meetings**

The European Observatory on Infringements of Intellectual Property Rights (the Observatory) held a new online series of working group meetings from the 23th to 25th of March, 2021. You can read more [here](#).



## **Private sector representatives meeting**

On 2 March 2021, the European Observatory on Infringements of Intellectual Property Rights (the Observatory) held its private sector representatives meeting.



## **Public sector representatives meeting**

In the context of Portugal's Presidency of the European Union, the European Observatory on Infringements of Intellectual Property Rights (the Observatory) held its public sector representatives meeting on 23 February 2021. You can read more [here](#).

## Other



### Save the date for the [International IP Enforcement Summit 22 – 23 June 2021 - online](#)

The fourth International IP Enforcement Summit of Stockholm will be held online due to the pandemic situation on 22 and 23 June 2021.

The Summit aims to bring strategic and practical guidance and share good practices on how the fight against counterfeit and piracy should contribute to a healthier society, a more sustainable environment and a stronger economy. Unique in this version is that the participating right holders, intermediaries and law enforcement authorities will be invited to agree and sign up for a joint declaration that should make their roles and responsibilities clear and boost effective cooperation. You can read more [here](#).



### EUIPO wins Silver Award at the ECCCSAs

The SQAP initiative earned the Silver Award at the European Contact Centre and Customer Service Awards (ECCCSAs) in the 'Best Use of Customer Insight' category. The EUIPO's Stakeholder Quality Assurance Panels (SQAP) initiative earned the Silver Award at the European Contact Centre and Customer Service Awards (ECCCSAs) in the 'Best Use of Customer Insight' category. You can read more [here](#).



### The EUIPO wins Gold at the Green Apple Environment Awards

The Office won Gold at the Green Apple Environment Awards in the 'Legal/Climate Change' category for its overall achievements and efforts to reduce the Office's energy, paper and carbon consumption within the EUIPO's environmental project – Reduction of the EUIPO's environmental impact. The ceremony will take place on 19 July, 2021 in London, COVID-19 permitting.

The logo for the IPDENTIAL campaign, featuring the word "IPDENTIAL" in a white, serif, all-caps font centered within a solid black rectangular background.

## European Content and Engagement Award – 'IPDENTIAL': Imagine a world without creativity

The EUIPO received the European Content Award in the category 'Public Sector Content Campaign of the Year' with its short movie IPdential.

'Can you imagine a world without creativity?' The award-winning movie IPdential film tells us the story of Anna and her quest to find inspiration in a dystopian future where innovation and creativity, the two pillars of intellectual property (IP), seemed to have disappeared.

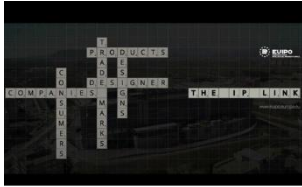
The European Content Awards, which took place online on 18 March 2021, celebrates, recognises and rewards Content Marketing agencies, in-house teams and institutions who are creating outstanding marketing campaigns across Europe.

With IPdential, we have completely rethought our creative content strategy as a public sector institution. The campaign achieves to link creativity and IP in a cinematographic product that reminds the millennials of the value of IP rights. While raising awareness about the value of IP, the short movie gives tribute to the young innovators and creators who deserve recognition for their hard work.

The omnichannel campaign IPdential was recognised by the European Content Award as 'a well-executed branded entertainment film, that makes the audience forget that it's advertising at all'. IPdential has been nominated in over 32 film festivals, has over 170 000 views and drove 9 million social media impressions.

You haven't seen [IPdential](#)? Have a look at the 10 minute [short movie](#) and see if you can recognise a few familiar faces: 12 colleagues volunteered to act as extras.

Following IPdential, the Office has produced a second short movie called [IPdentity](#). This sequel aims at raising awareness about the existence of intellectual property rights while stressing the importance of innovation and creativity. IPdentity is now being screened at film festivals across Europe.



## 'IP Link' – a short movie about IP available in the 5 EUIPO languages

Every picture tells a story and the EUIPO's is one of accessible IP registration services for EU businesses, whether large or small. This is the starting point of The IP Link, a 7-minute short film which was made with the help of over 80 EUIPO staff members. The movie is available [here](#).

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