

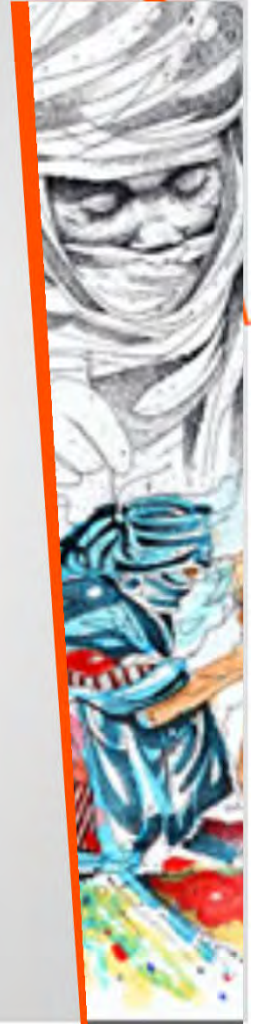
RÉPUBLIQUE ALGÉRIENNE DÉMOCRATIQUE ET POPULAIRE



ACTIVITÉS DE SENSIBILISATION ET DE FORMATION DE L' OFFICE NATIONAL DES DROITS D' AUTEUR ET DES DROITS VOISINS EN ALGÉRIE

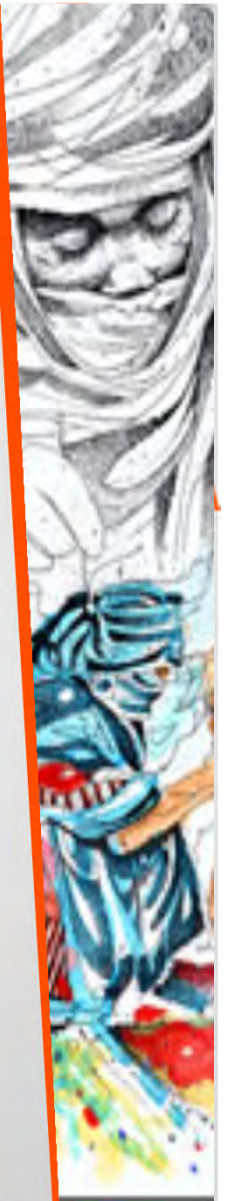
Respectons les droits des créateurs d'œuvres de l'esprit:

- Le bouleversement croissant des technologies du numérique et internet a ouvert la voie à une utilisation sans limite et souvent abusive des œuvres et prestations artistiques portant un grave préjudice aux créateurs dont les niveaux de rémunération régressent d'année en année.
- L'Office algérien ONDA s'attelle depuis plusieurs années à mettre en place des instruments visant non seulement à faire respecter les droits des créateurs mais également à les faire évoluer vers des niveaux plus adaptés à la réalité .



Stratégie pour la promotion de la propriété intellectuelle:

- L' Office Algérien des droits d' auteur mène un combat quotidien pour la sensibilisation de la société civile autour de la protection des créateurs d' œuvres .
- Notre stratégie s' articule autour de deux volets . D' abord la sensibilisation de toutes les couches de la population, ensuite une action sur le terrain en concertation avec les institutions concernées notamment la justice, la police, les douanes... etc.



Activités de sensibilisation du grand public:

- L'enseignement est bien évidemment un espace privilégié pour initier les jeunes générations au respect des droits de propriété intellectuelle.



Cours sur la propriété intellectuelle:

- Chaque 26 Avril un cours est dispensé dans tous les lycées et collèges d'Algérie .



Visite de lycéens au siège de l'Office algérien des droits d'auteurs en présence de la Ministre de la culture



Instituts de formation aux métiers des arts et spectacles:

- Les cours sur le droit d'auteur sont également donnés chaque année dans des instituts de musique, beaux arts , théâtre..... etc.



Edition de supports pédagogiques:

- Distribution dans tous les lycées et collèges de bandes dessinées appelant au respect du droit d'auteur.



Visite de collégiens et remise de bandes dessinées:



Journées portes ouvertes:

- Cette manifestation de sensibilisation permet de recevoir des milliers de visiteurs au siège de l' Office.



Salon de créativité:

- Il rassemble chaque année tous les opérateurs culturels et devient un carrefour de rencontres et échanges.



Visite du Premier ministre au salon de la créativité:



Rencontres débats sur la propriété intellectuelle:

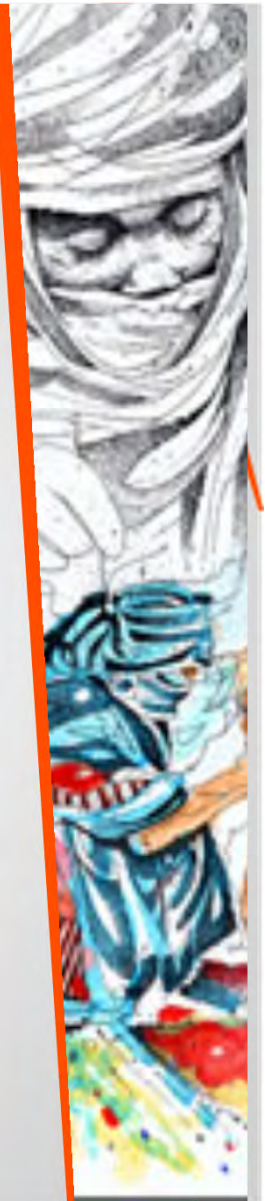


Hommage régulier aux doyens des artistes:



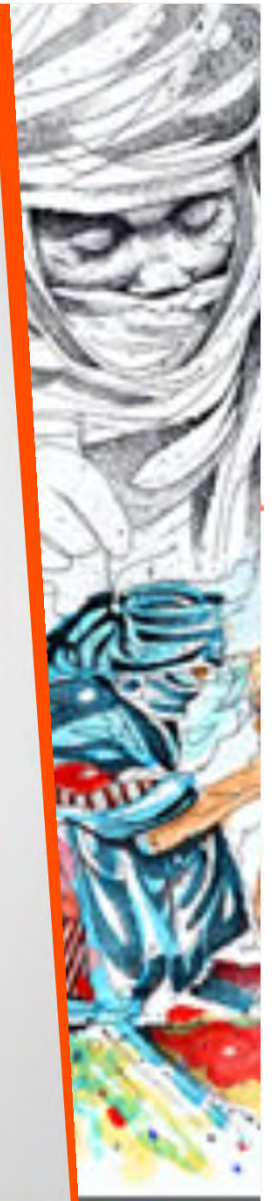
Autres activités de sensibilisation:

- Sponsoring d'émissions radios pour jeunes
- Participations et animations de nombreuses émissions TV et Radio
- Création de prix pour les meilleures œuvres de jeunes talents
- Rencontres débats, séminaires et journées d'études
- Edition de dépliants sur le droit d'auteur
- Diffusion de spots TV & Radio



Actions sur le terrain:

- Protocoles d' accord avec la Police, la Gendarmerie Nationale et les Douanes Algériennes.
- Conventions de partenariat avec Microsoft, Google, des universités.
- Contrats de coopération avec les opérateurs de téléphonie et les médias publics et privés « Radio & Télé »



Protocole d'accord avec la Gendarmerie et un opérateur de téléphonie mobile:



Coopération permanente avec les services de Police pour la lutte contre les atteintes aux droits de propriété intellectuelle:



Le Premier ministre donne le signal pour la destruction supports illicites:



Destruction de supports illicites:



NON AU PIRATAGE DES ŒUVRES



中华人民共和国国家知识产权局
State Intellectual Property Office
of the People's Republic of China






Intellectual Property Education Initiatives for Young People Undertaken by the People's Republic of China

XU Haiyan

Director of Information and Publicizing Division,
General Affairs Office,
SIPO, China

www.sipo.gov.cn

Contents

-  Policy documents introduced by the Chinese government
-  Research conducted on IP education for young people
-  Pilot and model program for IP education in national primary and secondary schools
-  IP education for young people in various localities
-  Other outreach, education and training activities

I. Policy documents introduced by the Chinese government

2008

China issued and implemented its *Outline of National Intellectual Property Strategy*, which proposed to “carry out intellectual property right education extensively (...) A general education plan on intellectual property needs to be formulated and implemented, and intellectual property education needs to be included in teaching plans in primary and high schools throughout China”.

2013

The SIPO, MOE, MOC, SAIC, SAPPRFT and NCAC jointly issued *Opinions on Strengthening the Development of IP Culture*, which put forward that “intellectual property shall be included in the national educational system and shall be introduced into the mandatory curriculum in primary and secondary schools.”

2014

The General Office of the State Council forwarded the circular Action Plan for Further Implementation of the National IP Strategy (2014-2020), issued by SIPO and other government agencies, and proposed to “set up a number of model schools that excel in IP outreach and education.”

2015

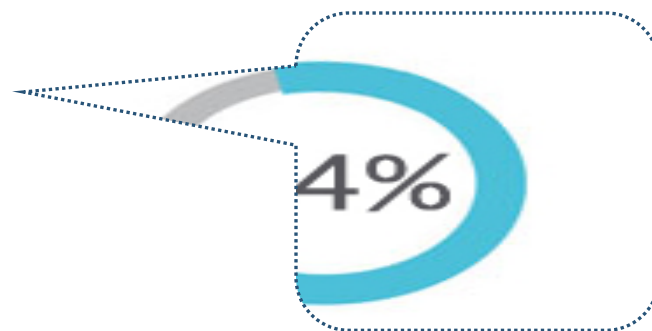
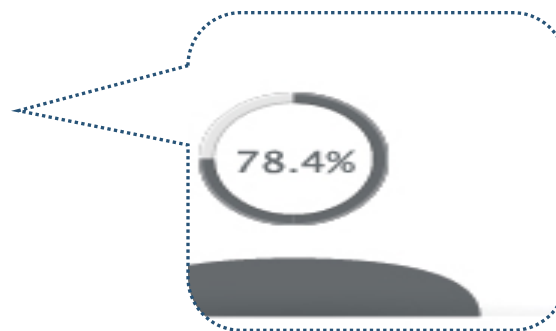
The State Council issued the circular entitled *Opinions on Accelerating the Construction of an IP Power Under the New Situation*, which proposed that general IP education should be extensively provided.

II. Research conducted on IP education for young people

The Chinese government attaches great importance to the research and study of IP for young people and has achieved a number of results, which serve as important references for decision-making in related endeavors. In 2008 and 2015, Tsinghua University was commissioned by SIPO to conduct two surveys on how aware teenagers and other groups were of an IP culture.

Findings of the Surveys

- ◆ The main channels of teenagers' access to IP-related knowledge are traditional media such as TV and newspapers, as well as new media, such as WeChat and Weibo.
- ◆ 78.4% of the teenagers surveyed consider “news report” as an effective form of publicity of IP-related knowledge, followed by “public welfare ads” and “lectures”.
- ◆ Among the factors that help stimulate teenagers' enthusiasm for invention and creation, 84% of the respondents choose “school culture of innovation”, followed by “content of basic education” and “extra-curricular activities”.



Findings of the Surveys

In 2011 and 2014, the IP Research Center of Central China Normal University was commissioned by SIPO to research and analyze the IP aptitude of Chinese students and the status of IP education in schools. Teachers from 218 primary and secondary schools in 82 cities and counties of 22 provinces were surveyed to map out the basic scenario of IP education in primary and secondary schools, which includes building of working systems, curricula and teachers, etc. A number of proposals and recommendations were put forward to advance the implementation of IP education in primary and secondary schools, which includes building up educational resources, enhancement of IP aptitude, establishment of evaluation indicators, balanced allocation of resources, and rationalization of decision-making mechanisms.



III. Pilot and model Program for IP education in national primary and secondary schools

After thorough research and study, SIPO and the MOE jointly developed the Pilot and Model Program for IP Education in National Primary and Secondary Schools and initiated a pilot project in 2015.

Objective

- The objective of the program is to cultivate a batch of pilot and model schools which will serve as examples for their peers to follow, with a view to raising the quality of IP education in primary and secondary schools throughout the country. The goal is to encourage teenagers and young people to cultivate respect for knowledge, innovation and IP protection. By giving full play to the exemplary effect and leading role of these pilot and model schools, the IP awareness of society as a whole will be increased by ensuring that each family includes a pupil versed in the importance of IP.

Criteria

- ◆ Local governments support IP education in schools;
- ◆ School heads value innovative education with IP education as the main content;
- ◆ Training of teachers for IP education has started or is being planned;
- ◆ IP courses have been or are planned to be included into curricula;
- ◆ Activities to gain IP knowledge through experiential education and practice are proactively organized and endorsed.

Criteria for model schools will be rendered more precise, having regard to experience that will be gained with the pilot schools.

The model schools will be an enhanced version of the pilot schools.

Objective of Work

01

Thirty to fifty National IP Education Pilot Schools will be identified annually during the years from 2015 to 2018 through an organized assessment process.

From 2017 to 2020, 25 National IP Education Model Schools will be selected as a result of assessing those schools which have been part of the pilot phase for two years.

02

By 2020, 100 National IP Education Model Schools will have been established, which are expected to provide a relatively comprehensive IP education system, approach IP education in a regulated and systematic way, and score outstanding achievements in IP education. Various provinces will be guided to establish 1,000 Provincial IP Model Schools.

03

Pilot Schools

★ After the application and selection processes, a total of 30 schools from 23 provinces (including autonomous regions and municipalities) in China were chosen as the first batch of National IP Education Pilot Schools.

No.	Name of School	No.	Name of School
1	The High School Affiliated to Renmin University of China	16	Jingshiyilu Elementary School of Jinan, Shandong
2	Nanshao High School, Changping, Beijing	17	No. 2 Experimental High School of Henan
3	Tianjin Experimental Elementary School	18	Furong High School of Changjun, Changsha, Hunan
4	No. 9 High School of Hangu, Binhai New Area, Tianjin	19	Jiujiang Junior High School of Nanhai, Foshan, Guangdong
5	No. 9 Middle School of Shijiazhuang, Hebei	20	Li Weiqiang Vocational Technical School of Shunde, Foshan, Guangdong
6	No. 1 Middle School of Fengcheng, Liaoning	21	Binhulu Elementary School of Nanning, Guangxi
7	The Second Experimental School of Jilin	22	No. 2 High School of Nanning, Guangxi
8	Jihong Elementary School of Harbin, Heilongjiang	23	Hainan Overseas Chinese Middle School
9	The Qiyi High School Affiliated to Tongji University	24	Chongqing Jianshan Middle School
10	Shanghai Qibao High School	25	Shuangqing High School of Chengdu, Sichuan
11	Huashi Experimental High School of Jiangyin, Jiangsu	26	No. 5 High School of Guandu, Kunming, Yunnan
12	Genshan High School, Hangzhou, Zhejiang	27	The High School Affiliated to Xi'an Jiaotong University
13	No.6 High School of Xiamen, Fujian	28	The High School Affiliated to Northwest Normal University
14	No.3 Middle School of Fuzhou, Fujian	29	No. 1 High School of Yinchuan, Ningxia
15	No.2 High School of Licheng, Jinan, Shandong	30	Huashan High School of the Second Division, Xinjiang Production and Construction Corps

Supporting Measures

- ◆ To provide an adequate amount of guidance funding;
- ◆ To offer an adequate number of IP education textbooks to pilot schools free of charge;
- ◆ To provide training in related IP knowledge to teachers who will engage in IP education in pilot and model schools;
- ◆ To encourage local governments to provide rewards, where appropriate, to patent applications filed by students from pilot and model schools;
- ◆ To set up by law an expedited “Green Channel” procedure for examination of patent applications filed by students and teachers from pilot and model schools;
- ◆ To make full use of news media to extensively disseminate and promote the good practices and successful experiences of pilot and model schools.



Review

No time limits are applied to the validity of model schools. SIPO will lead a review of model schools every two years.



Review grades are categorized into unqualified, qualified, good and excellent. Those who receive unqualified grades will lose the title of model school.



IV. IP Education for Young People in various localities

Status of Work

In addition to the Pilot and Model School Program for IP Education at the national level, Pilot and Model Programs for IP Education in Provincial Primary and Secondary Schools have been conducted in the following 14 provinces: Beijing, Tianjin, Inner Mongolia, Jilin, Heilongjiang, Jiangsu, Shandong, Henan, Guangxi, Sichuan, Shaanxi, Ningxia, Xinjiang and Xinjiang Production and Construction Corps. In most of the provinces, the IP Offices conducted the relevant work in cooperation with Education Authorities and Science and Technology Management Authorities. Out of the 14 provinces, 11 have supporting measures for schools (except for Shandong, Jiangsu and Xinjiang).

Pilot & Model Schools

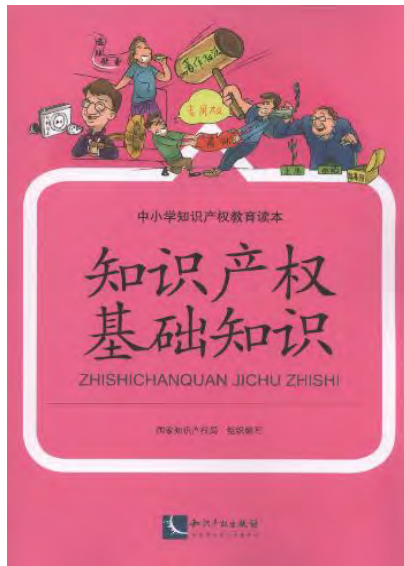
By the end of June 2016, 678 Pilot Schools and 123 Model Schools for IP Education at the provincial level have been identified in the following 13 provinces: Beijing, Tianjin, Jilin, Heilongjiang, Shandong, Henan, Guangdong, Guangxi, Sichuan, Shaanxi, Ningxia, Xinjiang and Xinjiang Production and Construction Corps. As of the end of this year, the numbers of Pilot Schools and Model Schools will reach 734 and 138 respectively, and are projected to be 1,376 and 497 respectively by the end of 2020.

V. Other Outreach, Education and Training Activities

Other Outreach and Training

1

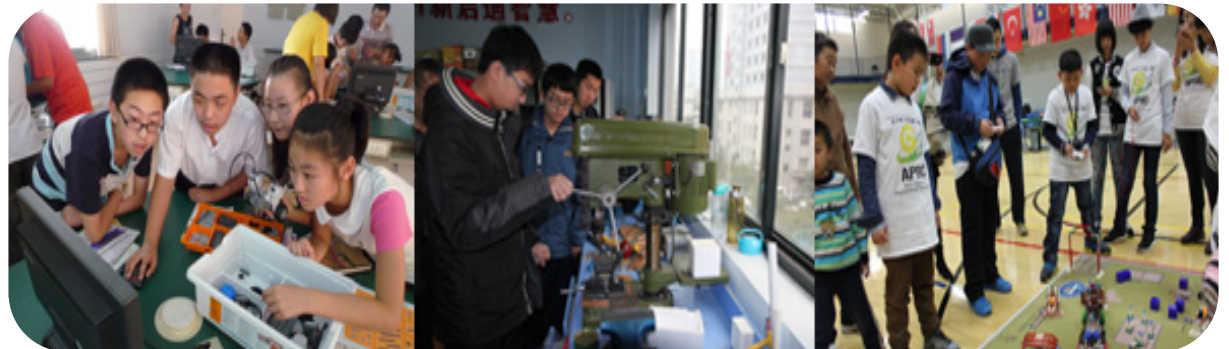
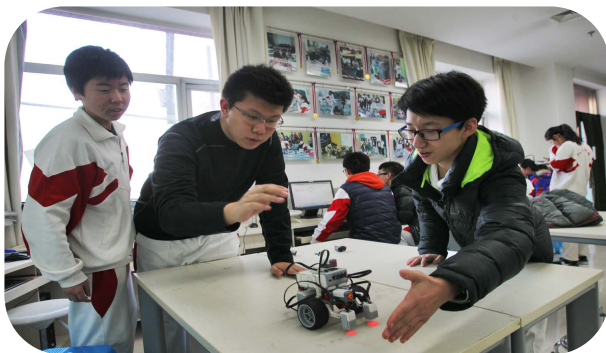
Developing and publishing textbooks, such as Intellectual Property Primer for Primary and Secondary Schools, ABCs of Intellectual Property and Invention Creation and Intellectual Property Rights for Schoolchildren, which are distributed free of charge to a number of provinces. Teaching materials or books were also developed in Beijing, Tianjin, Guangdong and other localities for local outreach and use.



Other Outreach and Training

2

Holding events entitled “IP into Campus” every year, which aim to spread IP knowledge to young people through lectures, exhibitions and other activities.



Other Outreach and Training

3 Organizing various other activities targeting the young, including an IP Poster Design Competition, a Public Welfare Advertising Contest and Essay Competition.



Other Outreach and Training

4

Organizing Open Day activities over the long term. On such Open Days, students are invited to visit the Patent Acceptance Hall, the Examination Departments and the Patent Exhibition Hall, and to attend public lectures.



Other Outreach and Training

5

Supporting nationwide contests such as the National Contest for Youth Innovation in Science and Technology and the National Online Contest for Youth on Basic IP Knowledge, Providing services in IP consultation and instruction.



Other Outreach and Training

6

Since 2009, SIPO has, through collaboration with universities and research institutes, approved and established 24 IP Training Bases in 19 provinces (autonomous regions and municipalities), three of which target micro, small and medium enterprises. During 2015, the National IP Training Bases held 258 training courses which trained more than 20,000 participants. Guidance is provided to provincial IP Offices on setting up approximately 50 provincial training bases. A system of training bases with reasonable geographical distribution, distinctive brand and nationwide influence has thus come into being. In the meanwhile, SIPO has also set up two platforms, namely, the Online Platform for Information on National IP Talents and the Internet Distance Learning Platform. Under the Distance Learning Platform are micro sites targeting localities, industries, businesses and universities. Such platforms and micro sites play an important role in fostering IP talent for China and in disseminating IP knowledge to society as a whole.





中华人民共和国国家知识产权局
State Intellectual Property Office
of the People's Republic of China

Thank you!

谢谢!

ENHANCING INTELLECTUAL PROPERTY AWARENESS TO IMPROVE COMPLIANCE WITH IMPORT AND EXPORT LAWS IN CHINA

Mr. Liu Yang

**General Administration of Customs of the
People's Republic of China**



China Customs is a government agency that supervises and manages all arrivals in and departures from the customs territory of the mainland of the People's Republic of China, and is charged by law with duties to protect IP rights (IPRs) related to I/E goods.





01

Taking advantage of significant occasions to carry out intensive outreach campaigns

**Significant
occasions**

WORLD IP DAY

CHINA IP PUBLICITY WEEK

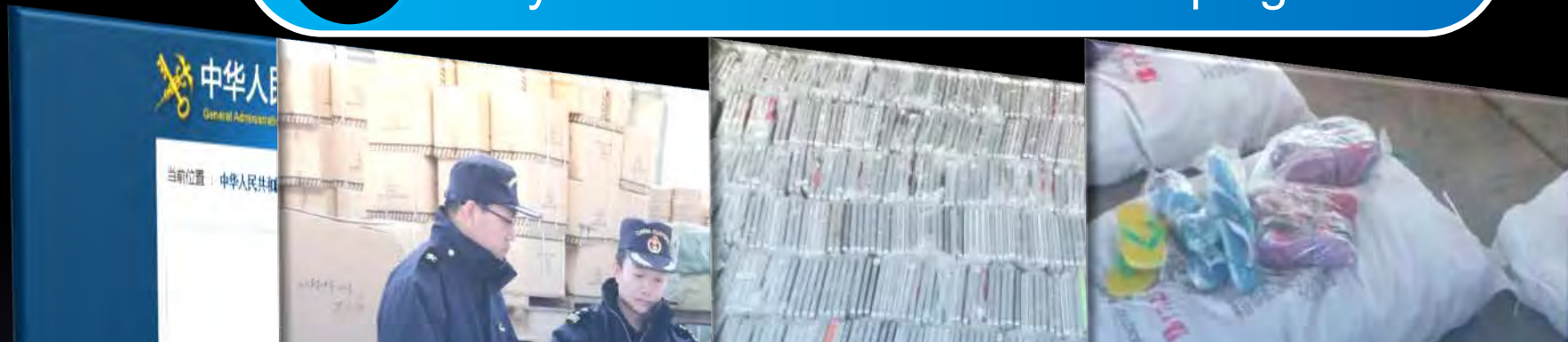
AUGUST 8 (CHINA LEGAL PUBLICITY DAY)

DECEMBER 4 (CONSTITUTION DAY)



01

Taking advantage of significant occasions to carry out intensive outreach campaigns







02

Using new media and technologies to effectively expand the target audience





02

Using new media and technologies to effectively expand the target audience

WeChat





02

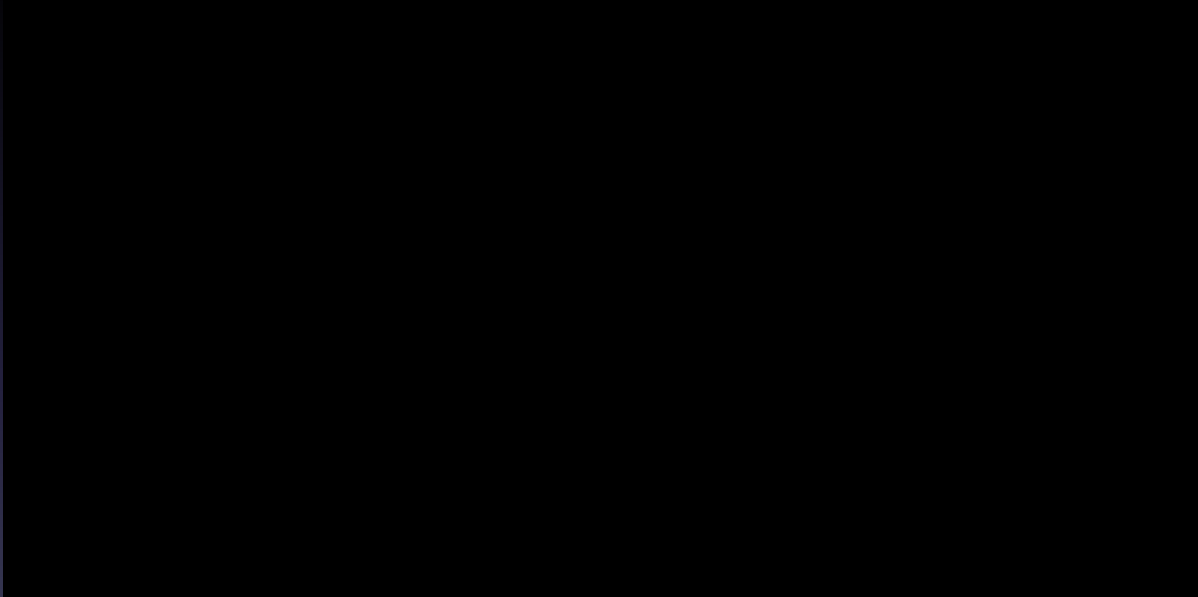
Using new media and technologies to effectively expand the target audience

video

episodes

cartoons





Jackie chan endorse China Customs





03

Outreach campaigns targeting I/E enterprises to improve their awareness and capacity

I/E-related enterprises are the main actors in China's foreign trade, hence China Customs gives priority to enhancing their IP awareness and building up their capacity to prevent infringement.





03

Outreach campaigns targeting I/E enterprises to improve their awareness and capacity







04

Carrying out thorough outreach activities to facilitate communication and promoting good relations



China Customs attaches great importance to exchange and collaboration at the international level with customs authorities in other countries and regions.



Thank You!



Greek Copyright School

Raising awareness about copyright protection
in primary and secondary education

a project by
the Hellenic Copyright Organization

Supported by:





Hellenic Copyright Organization (HCO)

- The HCO is a legal entity under private law supervised by the Ministry of Culture and Sports.
- It is the competent authority in Greece on copyright issues.

www.opi.gr





2014 - 2015

Background

- The HCO + 5 school teachers = educational program “Copyright”.
- It became the first lesson about copyright to be included in the **primary school** curriculum.

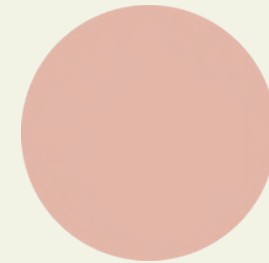
Flexible zone - optional for the **fifth and sixth grades**.



Background

- During the school year 2014-2015, program promotion through:
 - a) 12 seminars for **primary school teachers** in 8 cities and
 - b) distribution of **printed informative material** for teachers and pupils.
- **IP Day 2015** - competition for schools all over Greece.

Teachers were asked to implement in their classes an original project relating to the program “Copyright”.





Background

Competition winners



TEXT

Leonteios Primary School of Athens



VIDEO

Experimental Primary School of Florina



MUSIC

1st Primary School of Lardos, Island of Rhodes



Background

TEXT: A new computer font

LEONTEIOS

Η δραματοσελίδα "LEONTEIOS" σχεδιάστηκε
στο μάθημα των Τεχνικών από τους μαθητές:



2015-2016

The project

- The HCO put together a project called “*Greek Copyright School*”.
- Its goal is to **raise awareness among teachers and pupils** about the importance of copyright in today’s society and its significance as key factor in promoting creativity, culture and economic growth.
- Our objective is to **open a communication channel between copyright and education**.



The project

“Greek Copyright School” was awarded a grant by EUIPO.

Its main areas of activities include:

1. Seminars
2. Printed informative material
3. www.copyrightschool.gr
4. Animated short film about copyright





Greek Copyright School 2015-2016



Orpheus

Octopus polytalantus (Registered trademark for the HCO)



1. Seminars

2015-2016: 10 cities

2014-2015: 8 cities



● 2015 - 2016
SUPPORTED BY EUIPO

● 2014 - 2015



Overall, 950 teachers attended 22 seminars



1. Seminars

- Addressed to **primary school teachers**. This year **secondary education teachers** were also invited.
 - Cooperation with collecting societies.
- In every seminar, we invited one or two authors and/or performers. They shared their **personal experience** on the **effect copyright has on their life**.



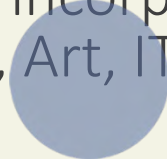
1. Seminars

Our approach...

...we are just an e-mail away



- We want to *influence teachers towards adopting a behaviour in favour of copyright protection*
- Therefore,
 - a) we put **emphasis on personal communication** and try to establish a **relationship of trust**
 - b) We invite the **teachers to contact the HCO** (and the collecting societies) **for every question** or request
 - c) We encourage them to **use the new information** not only in order to teach the program “Copyright” but also to incorporate the principles of copyright protection **in every lesson they can** (e.g. Music, Art, IT).





1. Seminars

Our approach... *Respect the author and the performer*

The projects materialized in the class should **guide pupils** to:

- a. become familiar with **copyright** in their **everyday lives**,
- b. realize and **respect the creative chain** behind their favourite movies, music, videogames, photographs, books etc.,
- c. understand that if in the future they dream of **becoming part of the creative chain**, respect for copyright will provide them with the means to make a living.



1. Seminars

Some observations...

- Most teachers admit that their **knowledge** on copyright issues is extremely **limited**.
- However, they want to know how to **use content** in the classroom legally and what they are allowed to do with the **content they produce**.





1. Seminars

Some observations...

- **Major issues** which come up for discussion in every seminar:
 - a. Quotation of extracts, reproduction of works for school textbooks, reproduction for teaching purposes, public performance of works.
 - b. The Internet and digital content.
- The **presence of an author and/or performer** as guests in the seminars always **makes an impression**. Teachers **respond positively** to the life stories of our guests.



2. Printed informative material

A rich folder with printed informative material was prepared. It is distributed in seminars and sent to schools all over Greece upon request.

For the school year 2015-2016 the **material** was **updated** and **redesigned**.





2. Printed informative material



Basic handbook



Pupils' handbook



Teachers' handbook



WIPO comic book



Poster & Sticker



3. www.copyrightschool.gr

It's all here ...

Online content about copyright and education.

The menu structure is target group oriented:

- Students (primary and lower secondary)
- Teachers
- Parents

The content is bilingual (Greek and English) and it will be constantly updated.



Orpheus, the multi-talented octopus, is our host. He will accompany you while you take a tour in [copyrightschool.gr](#).

Welcome!

Are you a pupil, a teacher or a parent? Do you want to explore copyright?
If so, you are in the right place!

Copyrightschool.gr was created to assist teachers, pupils and their parents to find out more about copyright.

Copyrightschool.gr hosts the educational programme of the Hellenic Copyright Organization (HCO).



Pupils



Teachers



Parents

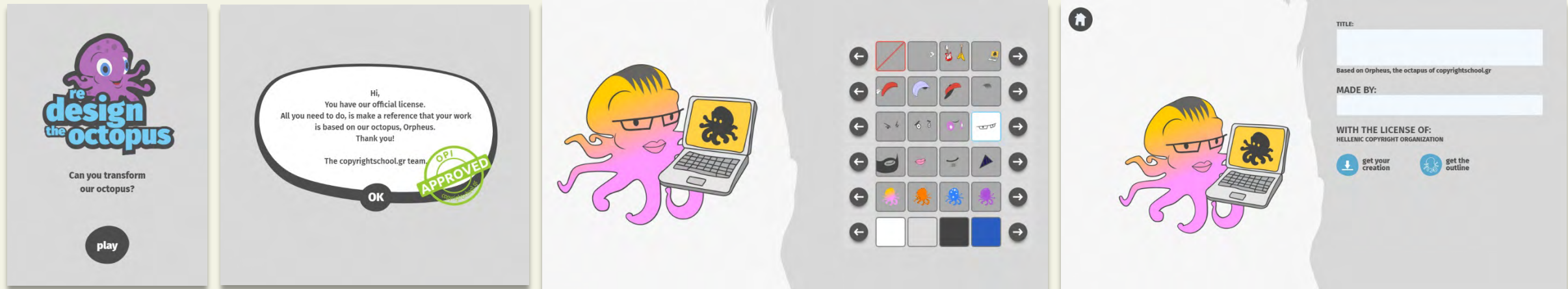


Library



3. copyrightschoool.gr / e-games

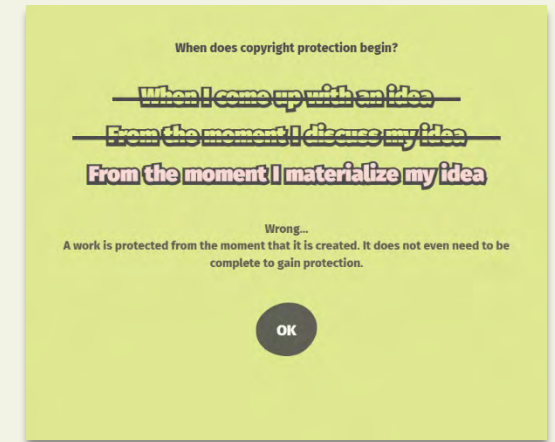
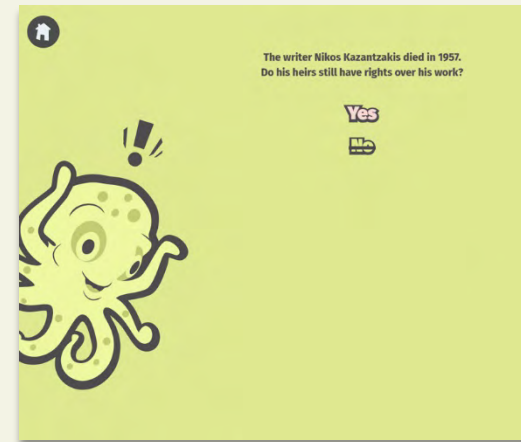
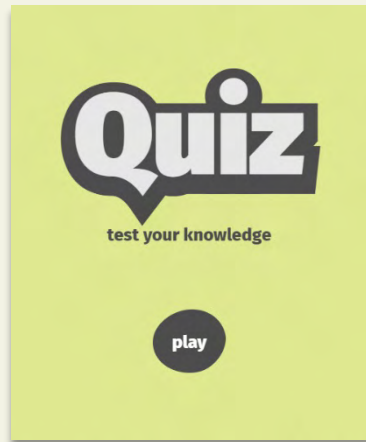
Game 1: Redesign Orpheus





3. copyrightschoool.gr / e-games

Game 2: Quiz





3. copyrightschoool.gr / e-games

Game 3: Who is protected with copyright?













3. copyrightschoool.gr

Printable material and more...

- > games
- > crossword puzzles
- > word search
- > posters
- > FAQ
- > glossary
- > all the handbooks
- > comic book

Various

 Comic book	 Video	 Octopus
 Educational programme	 Glossary	 Crossword - Primary School
 Crossword - Highschool	 Word search	



4. Animated short film

An animated short film is underway:

“Orpheus creating”
by P. Rappas

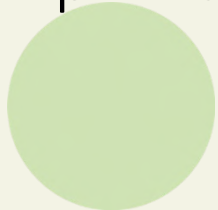




IP Day 2016

The celebration was dedicated to **youth and education.**

Our poster was e-mailed to all the primary schools of the country.





2016-2017

- The educational program is updated:
 - a) new material for the **first four classes** of the **primary school**.
 - b) online content from **copyrightschool.gr** incorporated.
- Online material will be communicated:
 - to primary and secondary school administrations all over Greece and
 - to all teachers who participated in the seminars.
- Event to present the website, the e-games and the animated film to the educational community.





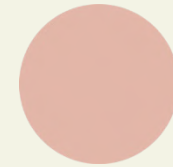
Thank you for your attention.

Eva Kokkinou

info@opi.gr

www.opi.gr

www.copyrightschool.gr





Hungarian Intellectual
Property Office



**National Board
Against Counterfeiting**

The National Board Against Counterfeiting and its awareness raising activities

WIPO ACE

September 5-7, 2016

Geneva

Roberta Pal, Deputy-Secretary

Secretariat of the National Board Against Counterfeiting

Hungarian Intellectual Property Office

National Board Against Counterfeiting

- **Consultative, opinion-giving** and **advisory** body with 21 members
- Cooperation of the public and private sector - *ministries, NGOs, interest groups*

Governmental

- Ministry of Justice
- Hungarian Intellectual Property Office
- Ministry of Human Resources
 - State Secretariat for Health
 - State Secretariat for Culture
 - State Secretariat for Education
- Ministry of Rural Development
- Ministry for National Economy
- National Tax and Customs Authority
- Headquarters of the National Police
- National Office for Consumer Protection
- National Media and Infocommunications Authority

Non-Governmental

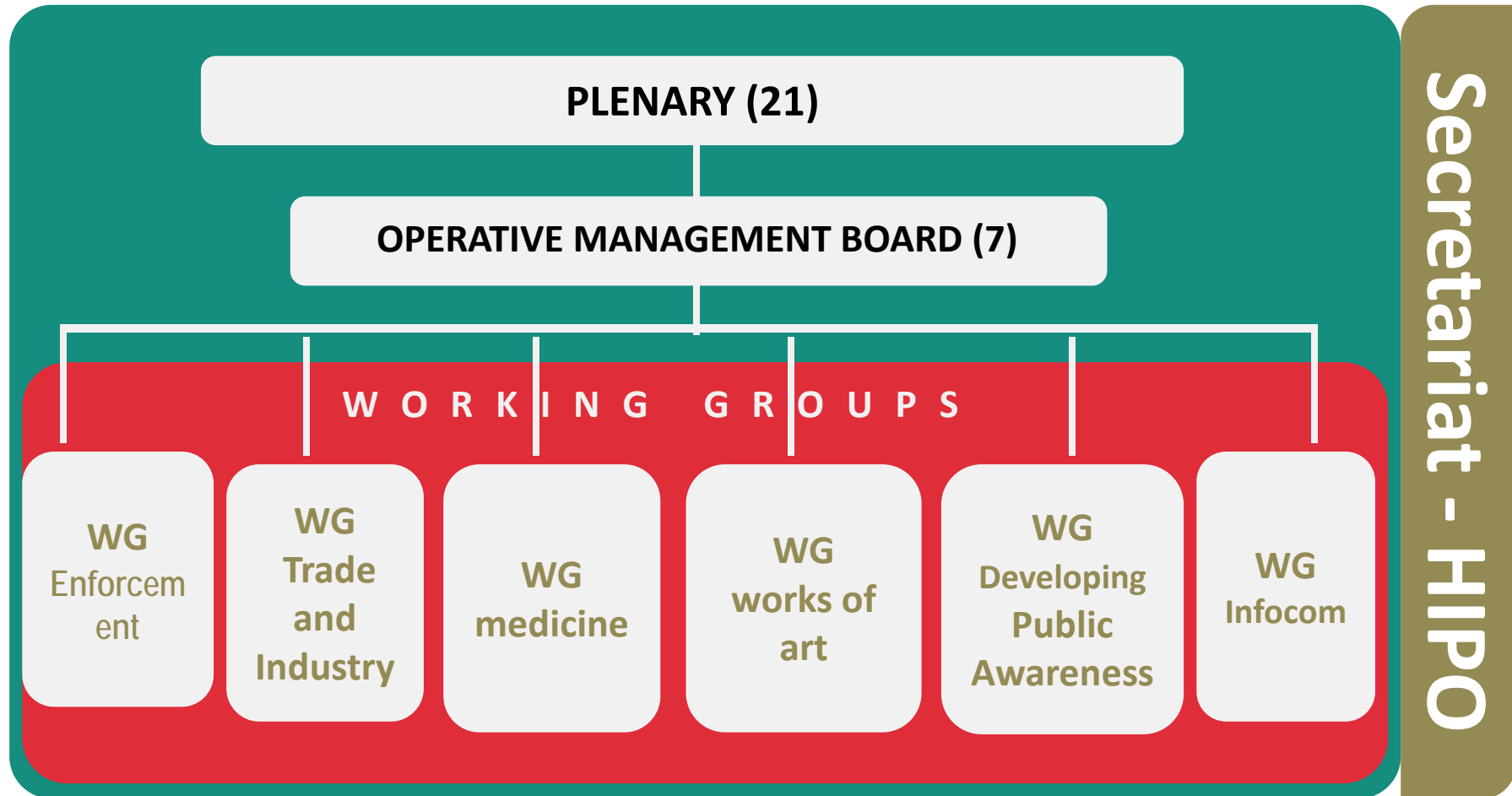
- Hungarian Association of Brands
- Hungarian Association for the Protection of IP& Copyright
- Hungarian Publishers & Booksellers' Association
- Hungarian Pharmaceutical Manufacturers' Association
- Hungarian Trademark Association
- ICT Association of Hungary
- Hungarian Marketing Association
- Hungarian Professional Automotive Association
- ProArt Association for the Protection of Copyright
- National Association of Entrepreneurs and Employers



Responsibilities

- drafting and enforcing the national strategy and **action plans** against counterfeiting;
- **coordination and support** of the government activities relating to **international and European initiatives** and programs against counterfeiting;
- analysis and systemization of **statistical data** regarding counterfeiting;
- launching and coordinating **awareness-raising** and information campaigns, and monitoring the implementation thereof;
- **training** the officials of law enforcement agencies;
- participation in **drafting legislative amendments** regarding IPR enforcement.

Organization of NBAC



“Counterfeiting in Hungary” consumer survey

- Nationwide representative **consumer survey** – yearly since 2009
- Omnibus survey – TÁRKI Social Research Institute
- Sample size of 1000 representative individuals aged 18+
- Personal interviews

Main questions

- Consumer **attitudes** *“Would you consciously buy...?”*
- Consumer **purchases** *“Did you buy ...?”*
- Consumers’ **attitudes and consumption** in relation to contents under copyright protected on the **Internet**
- Consumers’ **awareness** in relation to the consequences of counterfeiting

Attitude 2013 - 2015:

***Would you consciously buy counterfeit products
(illegal, copied, of a non-reliable source, illegally downloaded)?***

The number of Hungarians who are willing to buy counterfeit products decreased



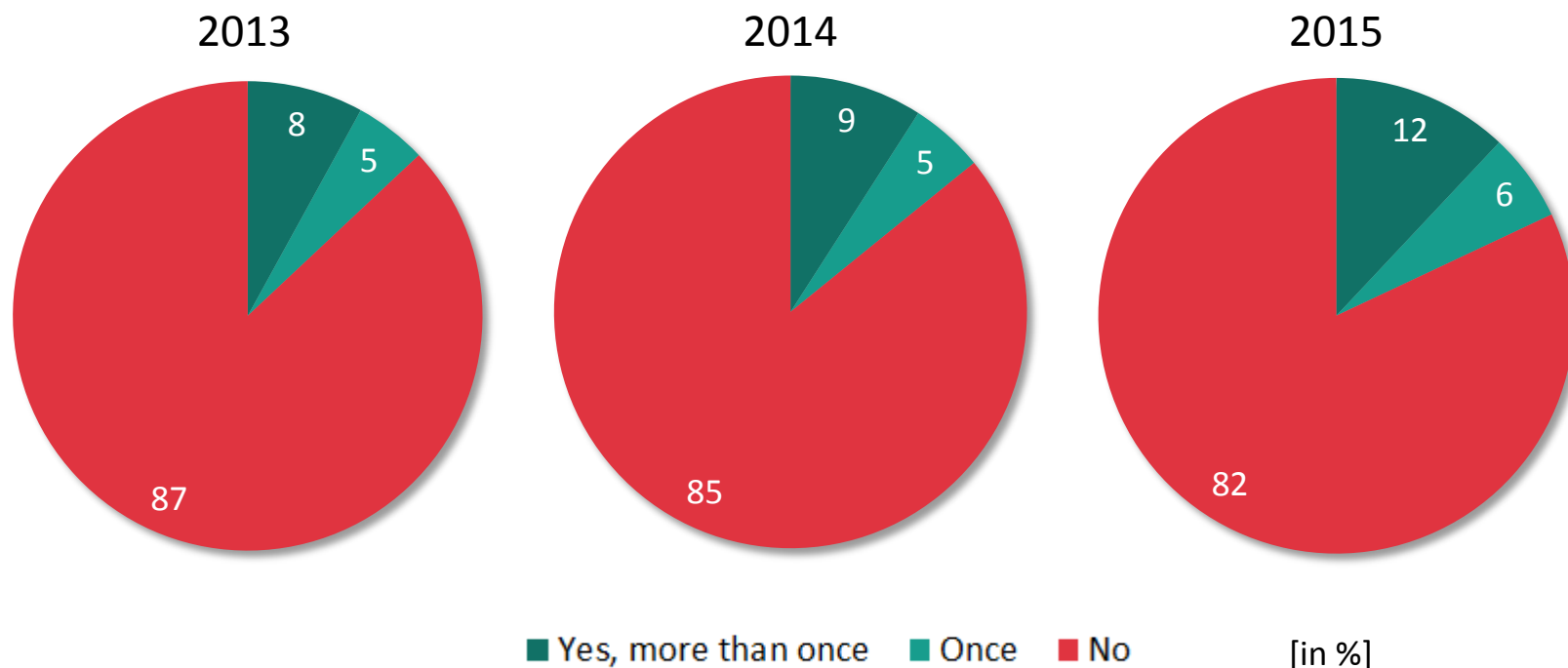
***Yes, any time + maybe
= willing to buy counterfeit products*** [in %]

Purchases:

Did you buy counterfeit (illegal, copied, acquired from uncertain source, illegally downloaded) product in the past year?

18% of Hungarian consumers **bought fakes** last year- **more than before!**

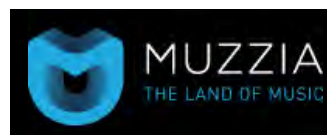
Young people and inhabitants of Budapest bought more fakes.



Attitude and Consumption / Internet 2015: *Knowledge of legal online services*

Legal online services are getting used more often in Hungary amongst those who are aware of them.

- In 2012 **only 45%** of the respondents **knew sources** on the internet where it is possible to **listen to or download music legally** and in 2014 this proportion **went up to 70%**
 - but in 2015, this result dropped to **59% only** again...
- while in **2012 70%** of those, who know such web sites, **used them**, in **2014** this was **82%**
- **only 36%** of the respondents think that it is **recognizable** that music, movies or other content have been posted on the internet **by legal means** (in **2013: 29%**)



Consumers' awareness in relation to the consequences of counterfeiting

“Counterfeit products are as good in **quality** as originals”



“In the long run it is **more beneficial** to choose an **original product**”



■ Agree ■ Partly agree, partly don't ■ Do not agree ■ Do not know

[in %]

Action plan 2011-2015

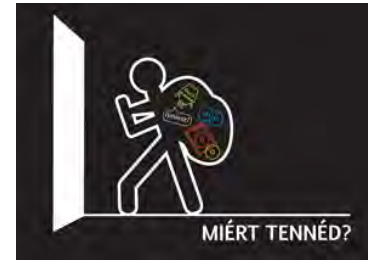
Main objectives

- **More efficient enforcement!**
 - to reduce offline and online **supply** of counterfeit products
- **Better-informed consumers and internet users!**
 - to reduce **demand** for counterfeit products
- Proving the **economic importance** of fighting against counterfeiting and **helping enterprises** in their enforcement activities

More efficient enforcement!

- **Training** of enforcement authorities
 - **Seminar** for customs officers on the application of the **new EU Customs Regulation** effective as of January 1, 2014
 - **Training** of 60 customs officers (IPR search, databases)
 - PLANS: Developing of **smartphone app** for reporting counterfeits and get instant feedback
- **Conferences** for judges, prosecutors, authorities
- Initiating the amendments of the Criminal Code
- **Guidelines** on IP enforcement issues for authorities

Better-informed consumers & internet users!



● Priority target group: Youngsters

- Video spot **competition**, creative competitions
- **Teacher's competition**: outline teaching materials
- **Special lessons** in schools on IP, Enforcement and Counterfeiting & Piracy
- **Online education materials** including online games
- **Summer festivals** <https://www.youtube.com/watch?v=Z5tdlb-grbg&feature=youtu.be>

● Workshops, conferences, leaflets, surveys & press releases

● Seminars for SMEs – IP & Enforcement in chambers of commerce

● Campaigns – thematic. Now running: against counterfeited spare parts



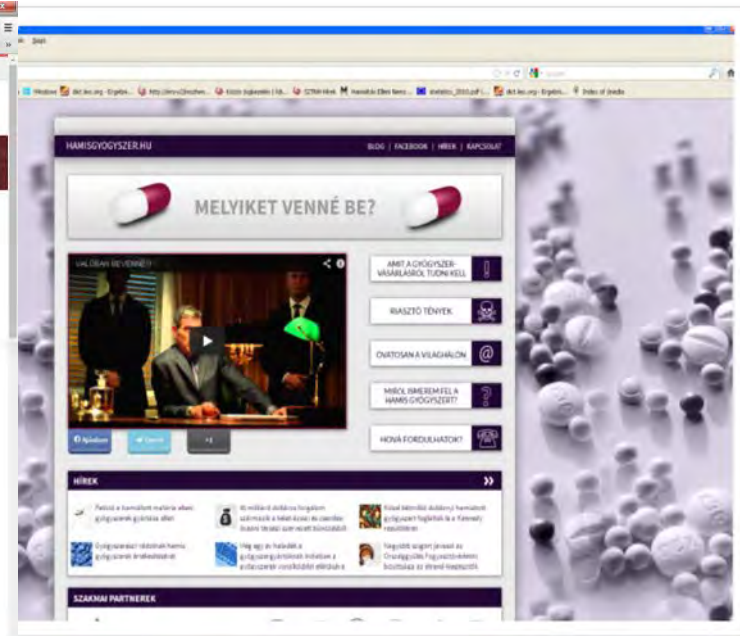
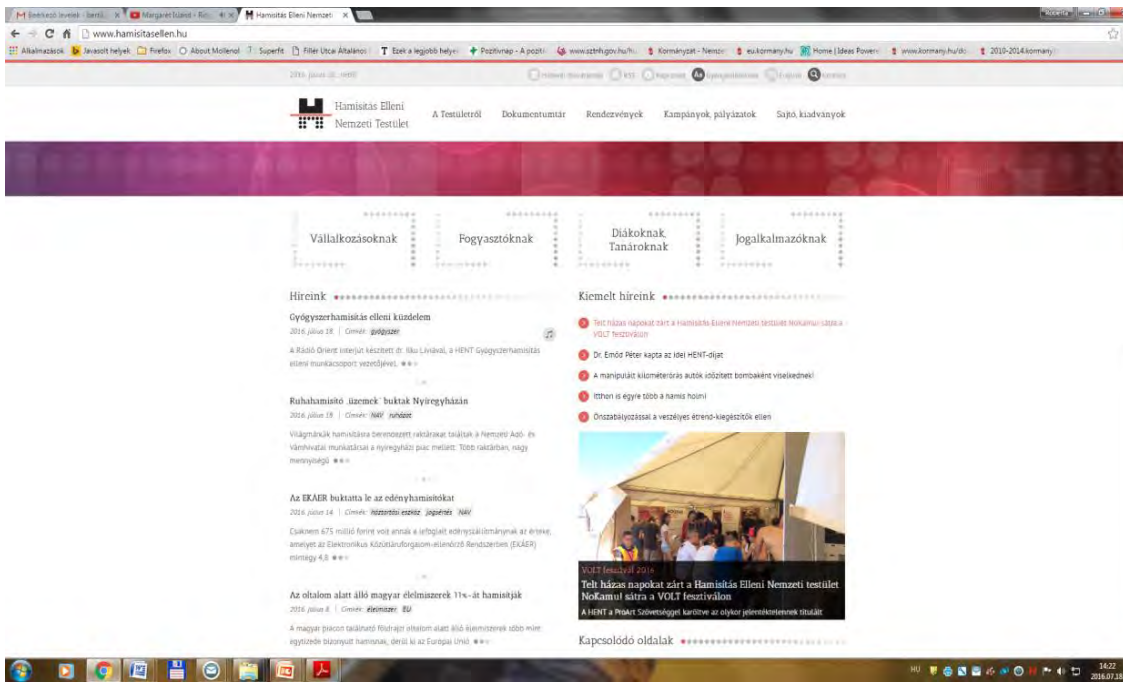
NBAC's website - www.hamisitasellen.hu

Information and news portal

- Programs, exhibitions, conferences
- Reports, surveys
- Law sources
- **FAQ for consumers and for enterprises**
 - **What to do guide**
- News about counterfeiting in Hungary and abroad

For whom?

- NBAC members
- Governmental organisations
- NGOs
- Enterprises
- Consumers
- Students
- Media



Cooperation

- **New Cooperation Agreements** with the **National Food Chain Safety Office**, **Professional Association of Hungarian Car Industry**, with the **Media Service Support and Trustee Fund**, the **Hungarian Marks Association** and **MTVA** (public service media)
- **BSA – NBAC Campaign** against the illegal use of software
- **HIPAvilon Intellectual Property Agency – Design Week Budapest – IP advice** with the NBAC
- **International Operation Pangea** with the assistance of the NBAC in every June (NBAC, Police, Customs, OGYÉI - Pharmaceutical Institution)

Voluntary collaboration

- **MoU against fake medicines**
 - signed in 2015 with 8 parties
- New **MoU**
 - signed on May 6, 2016 on **dietary supplements**
- **Voluntary collaboration practices**
 - Allegro Group HU LLP-online auction sites (General Terms & Condition, online form)
 - Hungexpo C. Co. Ltd. – declaration against counterfeiting, General Terms & Condition

Thank you for your attention

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www.hamisitasellen.hu

www.hipo.gov.hu



Hungarian Intellectual
Property Office



National Board
Against Counterfeiting



Patent Office
Republic of Latvia

BUILDING RESPECT FOR AND INCREASING AWARENESS OF INTELLECTUAL PROPERTY: THE EXPERIENCE OF THE PATENT OFFICE OF THE REPUBLIC OF LATVIA

Arvis Grīnbergs
Advisory Committee on Enforcement
Geneva, 5 September 2016



Patent Office
Republic of Latvia

Structure of presentation

- I. Introduction to the Republic of Latvia and LPO
- II. Building respect for and increasing awareness of IP
 - I. Partners
 - II. Main activities
 - III. Cooperation with Universities
 - IV. Other activities
- III. Awareness raising plan for 2016
- IV. IP strategy
- V. Examples of information materials
- VI. Long term initiatives



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Republic of Latvia – where?





Patent Office
Republic of Latvia

Republic of Latvia – what?

- Democratic Parliamentary Republic
- Country in the Baltic Region (one of the Baltic States)
- Population – **1,958 million** (September 2016)
- GDP – **24,34 billion** EUR (2015)
- Forests cover approximately **50% of Latvia**
- Temperature varies from **-40°** in winter, to **+35°** in summer
- Highest point – **312m** (Gaiziņkalns)
- **4th fastest internet** in the world (according to Bloomberg)
- Member of European Union, NATO, United Nations, OECD, WIPO, EPO and other organizations



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Republic of Latvia – how you (may) know it?

- Minox Riga camera, developed by Walter Zapp (1936)
- Riga Black Balsam (18th century)
- Latvian song and dance festival
- Latvian «Crocodile Dundee» – Arvīds Blūmentāls





Patent Office
Republic of Latvia

Republic of Latvia – when?

- Established in 18th November 1918
- Restored de facto independence on 21st August 1991
- European Union Member State since 1st May 2004
- Introduced euro on 1st January 2014

Field of IP

- LPO established in 9 February 1920 (re-established on 26 November 1991)
- Joined WIPO in 1993
- Member of the PCT, Madrid and Hague systems
- Became 31st EPO Member State in 2005
- Part of the European/Community trade mark and design system after joining EU



Patent Office
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LPO - facts and statistics

- Employees – **57** (as of August 2016)
- Annual budget for 2016 – **2,37** million EUR
- National patent applications from 1992-2015 - **4 183**
- National trade mark applications from 1992-2015 – **57 857**
- National design applications from 1992-2015 – **1 822**



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Premises of LPO





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Change introduced by the new Industrial Property Law (in force since 1st January 2016)





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Building respect for and raising awareness of IP





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Main national partners

- Ministry of Justice
- Latvian Chamber of Commerce
- Association of Patent Attorneys of Latvia
- Latvian Inventors' Association
- Latvian Designers' Society
- Investment and Development Agency of Latvia
- Latvian universities (Riga and regions)
- Technology transfer center's
- Technology center of Latvia
- Business incubators
- Junior Achievement Latvia



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Main activities

- Annual contest «Trade Mark of the Year» (April)
- Participation in various international fairs
- Information seminars and workshops that are organized in cooperation with Universities from Riga and Latvia's regions
- Annual seminar for national judges on IP matters
- Participation in fairs and events in cooperation with Junior Achievement Latvia
- Annual seminar for representatives from Latvia's enforcement institutions (Customs, Police, State Revenue Service)
- Consultations
- Events organized in cooperation with Latvian Designers' Society



Patent Office
Republic of Latvia

Contest «Trade Mark of the Year»

- Annual contest organized by LPO since 2013
- Two nominations:
 - *Trademark of the Year – Latvia*
 - *Trademark of the Year – World*
- Winners determined through public vote and evaluation by a special board
- Award ceremony held on the World IP Day
- Award ceremony is held after an informative seminar on trade marks



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Trade Mark of the Year 2015







Patent Office
Republic of Latvia

Trade Mark of the Year 2015 - winners



MANILLA
DIZAINA PAPĪRLIETAS



M A R I N E
SERVICES GROUP

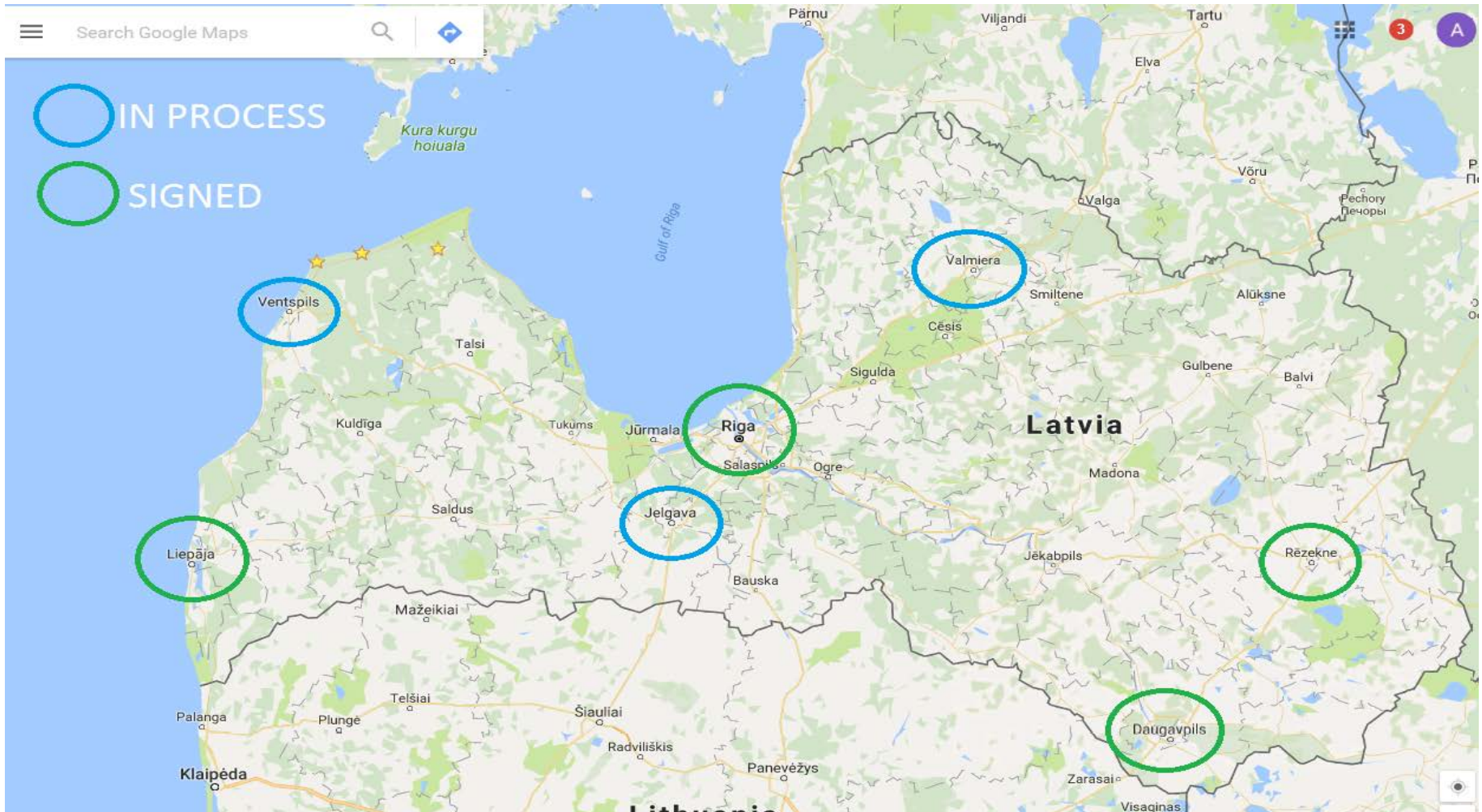
INSURANCE · LEGAL · SHIPSALE · SURVEY



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Cooperation with Universities

- Cooperation agreements currently with six Latvian Universities





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Cooperation with Universities

Actions carried out by LPO:

- Providing information materials about IP
- Providing consultations in IP matters
- Organizing events for faculty, students and combined events together with SME's, entrepreneurs and other interested parties
- Providing training possibilities to faculty



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Other awareness activities

- Organizing seminars in Riga and Latvia's regions
- Participating in regional and international fairs
- Creating and publishing articles and infographs about IP
- Publishing information materials on IP (leaflets, posters etc.)
- Collaborating with State institutions and NGO's and providing information on IP at their events



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Main communication channels

- LPO homepage
- Printed media
- Electronic media
- Radio
- Social media (Twitter)
- Television



Patent Office
Republic of Latvia

LPO homepage

PATENTU VALDE	IZGUDROJUMI	PREČU ZĪMES	DIZAINPARAUGI	INFORMĀCIJAS PAKALPOJUMI
---------------	-------------	-------------	---------------	--------------------------

LDS balva dizainā 2016
Patentu valde piedalās Latvijas Dizaineru savienības (LDS) tradicionālās gada balvas „LDS balva dizainā 2016” rīkošanā.



Latvijas Dizaineru savienības balva dizainā
Darbu iesniegšana no 05.07. līdz 15.08.2016.



LDS balva dizainā 2016
www.design.lv










<p>Datubāzes </p>	<h2>Ziņas no iestādes</h2> <hr/> <p>Starptautiskā pārtikas izstāde „Rīga Food 2016” 30.08.2016 Kopš 2006. gada izstāžu rīkotājsabiedrība BT1 Ķīpsalas izstāžu centrā pulcē pārtikas ražotājus, nozares ekspertus, speciālistus, valsts un nevalstisko organizāciju pārstāvjus, uzņēmējus un gardēžus... Lasīt vairāk</p> <hr/> <p>Veicinot izpratni rūpnieciskā īpašuma aizsardzības jautājumos 23.08.2016 22. augustā, tuvojoties jaunajam mācību gadam, Latvijas Republikas Patentu valde sadarbībā ar Valsts izglītības satura centru sociālo zinību metodisko apvienību vadītājiem organizēja mācību semināru... Lasīt vairāk</p> <hr/> <p>Publicēts Patentu valdes oficiālā izdevuma augusta numurs 20.08.2016 Informējam, ka 2016. gada 20. augustā publicēts Patentu valdes oficiālā izdevuma „Izgodrojumi, Preču Zīmes un Dizainparaugi” jaunākais numurs, kurš pieejams tīmekļa vietnes sadaļā Oficiālais izdevums... Lasīt vairāk</p> <hr/> <p>Nozaru ziņas</p> <hr/> <p>Izsludināta pieteikšanās Eiropas Izgudrotāju balvai 2017 06.08.2016</p>	<p>Izziņas par preču zīmju, patentu, dizainparaugu pieteikumiem: (+371) 67099600 par informācijas pakalpojumiem: (+371) 67226628</p> <p>Aktuālais video</p>  <p>Twitter ziņas</p> <p>Patentu valde Darba iespējas @WIPO: t.co/VjJYRDluz «Minūtes: 40 sekundes ago»</p>
<p>E-pakalpojumi </p>		
<p>Rūpnieciskā īpašuma apelācijas padome </p>		
<p>Oficiālais izdevums </p>		
<p>Patentu tehniskā bibliotēka </p>		
<p>Pārstāvība Patentu valdē </p>		



Patent Office Republic of Latvia

Printed media

Kurš nepaspēja, tas nokavēja

Zināšanas balstītais kapitāls aizvien vairāk kļūst par bagātības radīšanas avotu



Apburtā loka pārraušana

Apburtā loka pārraušana... Zināšanas balstītais kapitāls aizvien vairāk kļūst par bagātības radīšanas avotu... Kādas ir Eiropas Vairāk patenta sistēmas...

Eiropas patents ir īsta vērtība

„Vienotā spēka Eiropas patents Eiropas atvērto ekonomiku padarīs konkurētspējīgāku.”



33.180 Eiropas patenti... Kādas ir Eiropas Vairāk patenta sistēmas...

UZMANĪBAS C

IZMANTOJAMĀS C... DĒMIJUMU BRĪVĒLĪGUMU... VĒLATIES SAŅĀM DARBUJUMU BRĪVĒLĪGUMU... LIEDZ PAT 20... www.bplu

SPILGTS CITĀTS

”Mums ir cilvēki ar brilītiem, kuri runā angliiski, runā arī ārzemniekiem...”

Andis Kampars, partijas Vienotība ģenerālsekretārs, uzskaitē Vairotojas priekšnieks (lēm)



VIEDOKĻI



Tik daudz Latvijas iedzīvotāju izlīdzinā kā transportīdzekļi izvēlas vieglo automašīnu, 38% izvēlas pilsētas sabiedrisko transportu, bet 16% dod priekšroku velosipēdam.

EKSPERTA VIEDOKĻIS

Aizsargāt rūpniecisko īpašumu kļūsm vieglāk un lētāk



Sandris Lagunovskis, Patentu valdes direktors

Plānots, ka 2016. gada beigās atnēsīs labas ziņas inovāciju autoriem un zinātniekiem, jo sāks darboties arī Vienotā spēka Eiropas patents, kas būs vērienīgs un ļoti nozīmīgs solis Eiropas, tostarp Latvijas uzņēmumiem, tostarp arī me personālu, ko amatā apstiprinās Ministru Kabinets. Iepriekšminētais uzlabos izskatīto strīdu kvalitāti un būsiski samazinās strīdu izskatīšanas laiku. Attiecīgi uz personu pārsūtīto PV svarīgi atzīmēt, ka tiks nostiprināts patentpilnvarotāja profesijas statuss un profesionālā darbi-

me personālu, ko amatā apstiprinās Ministru Kabinets. Iepriekšminētais uzlabos izskatīto strīdu kvalitāti un būsiski samazinās strīdu izskatīšanas laiku. Attiecīgi uz personu pārsūtīto PV svarīgi atzīmēt, ka tiks nostiprināts patentpilnvarotāja profesijas statuss un profesionālā darbi-

ku konkurētspējas attīstībai pasauļe mērogā.

Paši jāzied ilgi gaidītās jaunievedums – patenti apstiprināšana vienotā visā Eiropā, ko centralizēti piešķir Eiropas Patents iesniegt un kam nebūs nepieciešama turpmā apstiprināšana katrā dalībvalstī.

Plānots, ka 2016. gada beigās atnēsīs labas ziņas inovāciju autoriem un zinātniekiem, jo sāks darboties arī Vienotā spēka Eiropas patents, kas būs vērienīgs un ļoti nozīmīgs solis Eiropas, tostarp Latvijas uzņēmumiem, tostarp arī me personālu, ko amatā apstiprinās Ministru Kabinets. Iepriekšminētais uzlabos izskatīto strīdu kvalitāti un būsiski samazinās strīdu izskatīšanas laiku. Attiecīgi uz personu pārsūtīto PV svarīgi atzīmēt, ka tiks nostiprināts patentpilnvarotāja profesijas statuss un profesionālā darbi-

LETA mediju konsultācija... Redakcija Kapteļi, 26/7/2016, lpp. 6

Sadarbojoties cer sekmēt izgudrojumu konkurētspējīgu

Magda Riekstiņa

”MUMS ir projekti sadarbībā ar universitātēm, piemēram, ar Rīgas Tehnisko universitāti (RTU) sledzam sadarbības jomu.” intervijā Dienai nesē saņēja Patentu valdes direktors Sandris Lagunovskis.

Vakar Patentu valde un RTU noslēdza līgumu, kas paredz sadarbību intelektuālā īpašuma, izglītības, zinātniskās darbības un inovāciju jomā, kā arī starptautiskajā aspektā. Patentu valdes un RTU sadarbības galvenais mērķis ir paugstināt studentu un pētnieku izpratni par rūpnieciskā īpašuma aiz-

Komerālizācijā svarīgu lomu spēlē intelektuālā īpašuma jautājumi. Laila Eliņa

rišķi praktiskam jaunāšanai pabeidzotam produktam vai tehnoloģijai un ieviešanas komercializācijas svarīgu lomu spēlē ita īpašuma jautājumi, palīdz aizsargāt mūsdienu rojumus un paugus konkurētspēju globālā gū.” Latvijas Universitātes pētnieks Mužnieks pagājušajā Dienai uzsvēra, ka lams, lai -visas universitāšu radītos izgudrojumus, tiek spēcīgi sadarbovis katrā cīņotus pat-

SADARBĪBA AR EIROPAS PATENTU IESTĀDI

aktualitāte

Intelektuālais īpašums – vērtība, kas jāasargā

Nākamais gads uzņēmējiem un inovāciju autoriem leģendēs ar būtiskiem uzlabojumiem rūpnieciskā īpašuma aizsardzības jomā gan nacionālā, gan Eiropas līmenī. Pozitīvas izmaiņas šķers precu ziņu un patenti iesniegšanas un reģistrācijas jomā, kā arī strūdu risināšanas kārtību pateicoties jaunajam Rūpnieciskā īpašuma institūtu un procedūru lūmanam un izmaiņām Eiropas Savienības (ES) normatīvajos aktos

P... ar strādātājiem izstrādāt... Eiropas Savienības (ES) normatīvajos aktos



gu pabeidzot var kļūstēt lēmumi. Ja šobrīd vairāk nekā 30% pieteikumu iesniegšana Eiropas vienotā... Kādi uzlabojumi ir gaidāmi izstrādājumu reģistrācijā Eiropas līmenī?

Kādi uzlabojumi ir gaidāmi izstrādājumu reģistrācijā Eiropas līmenī? Pateicoties šīm izmaiņām ES izstrādājumu reģistrācija būs ātrāka un vienkāršāka, jo būs iespējams vienlaikus iesniegt vienu un to pašu izstrādājumu reģistrācijai visās ES valstīs.

Vairāk nekā puse patentu Latvijā ir piešķirti universitātem

Vairāk nekā puse patentu Latvijā ir piešķirti universitātem... Sandris Lagunovskis, Patentu valdes direktors



Patent Office Republic of Latvia... Paziņojums par akciju sabiedrības "VEI" kārtējas akcionāru sapulces sasaukšanu... Sandris Lagunovskis, Patentu valdes direktors



Patent Office
Republic of Latvia

DELFI > BUSINESS > BIZNESĀ VIDE

Latvijā liels patentēto izgudrojumu skaits – vāja to ieviešana, uzskata Patentu valdes šefs (10)

www.DELFI.lv | 23. marts 2015. 07:59



Foto: LETA

Latvijā ir liels patentēto izgudrojumu skaits – ap 200 katru gadu, bet vāja zinātnieku un uzņēmēju sadarbība izgudrojumu ieviešanā. Intervijā laikrakstam „Diena” pirmsdien uzsveris Patentu valdes direktors Sandris Laganovskis.

Vienkāršos rūpnieciskā īpašuma reģistrāciju un aizsardzību Latvijā un Eiropā

30. Nov., 2015 10:42 Sabiedrība Pilsēta24.lv

Raksts Komentāri (0)



Vienkāršos rūpnieciskā īpašuma reģistrāciju un aizsardzību Latvijā un Eiropā

Dienas Bizness laikraksta arhīvs

Eiropas patents ir īsta vērtība

Sandris Točs, Mārtiņš Točs, speciāli DB, 2015. gada 6. jūlijs 00:00

«Vienotā spēka Eiropas patents Eiropas atvērto ekonomiku padarīs konkurētspējīgāku.»

Tā DB intervijā saka Eiropas patentu biroja (European Patent Office (EPO)) prezidents Benuā Batistie (I)

Kāda ir Eiropas Vienotā patenta nākotne, kad šī sistēma tiks pabeigta, un ko tā mums dos?

Vispirms jāuzsver, ka mums svarīga ir nevis patentu sistēma pati par sevi, bet patentu ietekme uz ekor būtiski svarīgi – tie ir stratēģiski instrumenti kompānijām neatkarīgi no to lieluma. Tie ir svarīgi visām ko start up, gan lielām kompānijām. Neatkarīgi no tehniskās jomas, kurā uzņēmums darbojas, patents ir ce inovācijas, palielina konkurētspēju, attīsta uzņēmuma darbību kopumā un gala rezultātā – rada darbvietas esam ieinteresētī šajā Eiropas patenta ekonomiskajā ietekmē. Pirms 40 gadiem mēs radījām Eiropas pe Tā balstās uz vienas institūcijas Eiropas Patentu biroja izdotu patentu nodrošinājumu. Sākumā, septiņdi mēs bijām tikai septiņas dalībvalstis, tagad esam 38 dalībvalstis. Mūsu organizācija aptver ļoti plašu Ei

Vienkāršos rūpnieciskā īpašuma reģistrāciju un aizsardzību Latvijā un Eiropā

Rīga, 30.nov., LETA. Sākot ar 2016.gadu, tiks būtiski uzlabota rūpnieciskā īpašuma aizsardzība Latvijā un preču zīmju aizsardzības sistēma Ei Savienībā (ES), kas vienkāršos rūpnieciskā īpašuma objekti iesniegšanas reģistrācijas kārtību, aģentūru LETA informēja Patentu valdes pri Galva.

Patentu valdes panākts izmaiņas normatīvajos aktos [aus Latvijas uzņēmājiem un inovāciju autoriem efektīvāk reģistrēt un aizsargāt savas i "gan Latvijas, gan ES līmenī pēdējā gada laikā esam daudz paveikuši, lai uzlabotu rūpnieciskā īpašuma reģistrācijas un aizsardzības sistēmu. Izmaiņas skars visus rūpnieciskā īpašuma objektus - patentes, preču zīmes un dizainparaugus, uzsver Patentu valdes direktors Sandris Lagan 2016.gada 1.janvārī stāties spēkā Rūpnieciskā īpašuma institūciju un procedūru likums, kas pilnveido rūpnieciskā īpašuma iegūšanas naci Likuma izstrādē tika ņemta vērā citu valstu labā prakse un mūsdienu situācija. Ar Likumu tiks nostiprināta pilnveidota Rūpnieciskā īpašum padomes, patentlīnvarnieku un Patentu valdes darbības jomas.

Apelācijas padome ieviegs neatkarīgu un kāps profesionālāka, tostarp samazināsies strīdu izskatīšanas laiks. Attiecībā uz personu pārstāvību P, tiks nostiprināts patentlīnvarnieka profesijas statuss un profesionālā darbība, izveidojot salīdzināmu atkāus kodeksu un ieviešot civiltiesisko ap obligātu prasību. Turpmāk Patentu valdes sanāksmēs pakalpojumu maksas varēs novirzīt izmantošanai rūpnieciskā īpašuma aizsardzības jomā pret, strādāt ar pieteicējiem, uzlabot pakalpojumus, tostarp e-pakalpojumus, atbilstoši mūsdienu prasībām, veicināt sabiedrības izpratni par īpašuma aizsardzību un veikt citus pasākumus.

Tapāt rakstānā gadā pirmajos mēnešos stāties spēkā jauns preču zīmju regulējums ES līmenī, kas kopumā sistēmu padarīs skaidrāku un lētā draudzīgāku. Atbilstoši mūsdienu digitālajām līnmetēm, tiks atcesta prasība, ka preču zīmē jābūt grafiski attēlojamai. Preču zīm varēs veid, ko var atveidot tādā veidā, kas [auj skaidri un precīzi noteikt, kas ir preču zīmes īpašniekam piekšrtās aizsardzības priekšmeti.

Varēs arī reģistrēt jaunus preču zīmju veidus - skana, kustība un hologramma, kā arī tiks ieviests arī jauns ES preču zīmes veids - ES sertifikāts. Tapāt arī tiks mainīts iekšējā tīgus sadarbības biroja (Office for Harmonization in the Internal Market - OHIM) nosaukums uz ES intelektuālo biroju, un kopienas preču zīme turpmāk tiks saukta par ES preču zīmi.

Electronic media



Sadarbojoties cer sekmēt izgudrojumu konkurētspēju

Autors: Maģistra Rokaļeva, 2015. gada 25. novbris 09:09

Lasītājs zinas Traģēdija Liepājā - ieslēgti dzīvokļi, ugunsgrēki let bojā divi bērni (papildināts 15:46) VIDEO: Premjera amatam nominē Māris Kučinskis #139 #Q100 Twitterpētes par Kučinski: Tautas partija tepat vien ir... #139 #Q100 Rīga, Dzīvokļi - 270 000 EUR

«Mums ir projekti sadarbībā ar universitātēm, piemēram, ar Rīgas Tehnisko universitāti (RTU) slēdzām sadarbības līgumu,» intervijā Dienai nesen sacīja Patentu valdes direktors Sandris Laganovskis.

Vakar Patentu valde un RTU noslēdza līgumu, kas paredz sadarbību intelektuālā īpašuma, uzglabāšanas, zinātniskos darbos un inovāciju jomā, kā arī starptautiskajā aspektā. Patentu valdes un RTU sadarbības galvenais mērķis ir paugstināt studentu un pētnieku izpratni par rūpnieciskā īpašuma aizsardzību un tā nozīmi izgudrojumu veiksmīgā komercializācijā.

«Patentu valde un RTU plāno sadarbības nodrošināt materiālu sagatavošanu, rīkot RTU akadēmiskā personāla zinātniskos un metodiskās kvalifikācijas paaugstināšanas apmācības, kā arī ir plānots izveidot RTU Patentu informācijas (PATLIB) centru, lai sniegtu plašu inovāciju atbalsta pakalpojumu klāstu. kas darboties RTU inovāciju un tehnoloģiju pārmaiņu centru sastāvā,» izkārta Patentu valdes pārstāvis Artūrs Ivanovs.

Lasītājs zinas Traģēdija Liepājā - ieslēgti dzīvokļi, ugunsgrēki let bojā divi bērni (papildināts 15:46) VIDEO: Premjera amatam nominē Māris Kučinskis #139 #Q100 Twitterpētes par Kučinski: Tautas partija tepat vien ir... #139 #Q100 Rīga, Dzīvokļi - 270 000 EUR

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Too many patents stay idle



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Sāk strādāt Rūpnieciskā īpašuma apelācijas padome

2015. gada 19. jūlijs 17:00

Stājies spēkā Ministru kabineta rīkojums par Rūpnieciskā īpašuma apelācijas padomes priekšsēdētāja un padomes locekļu iecelšanu amatā, vienlaikus mainās arī atsevišķi noteikumi apelāciju par Patentu valdes lēmumiem un lēmumu pret preču zīmju un dizainparaugu reģistrāciju izskatīšanai, vienkārojetot un saīsinot procedūru, kas uzlabos uzņēmēju strīdu izskatīšanu.

Kā informāciju Patentu valde, Rūpnieciskā īpašuma apelācijas padome (DIAP) sāks darbu ar jaunajiem noteikumiem šīs pastāvīgā strādājošā struktūrvienība, kuras priekšmets ir izskatīt uzņēmēju preču zīmju un dizainparaugu pabeiktu strīdus. Līdz šim ar to nodarbojās Patentu valdes Apelācijas padome (AP) - Tieslietu ministra apstiprināta iemēģināšana, kuras sastāvā bija neatkarīgi eksperti un Patentu valdes darbinieki, kuri darbu Apelācijas padomē darīja papildus savam pamatdarbam.

Stāsta jaunā DIAP priekšsēdētāja Dace Liberte: «Saskaņā ar jaunajiem noteikumiem Rūpnieciskā īpašuma apelācijas padomē darbosies četr cilvēki – priekšsēdētāja un trīs locekļi. Lat - novērtēt iespējamus interešu konfliktus, piemēram, izskatīt uzņēmēju pieteikšanos par Patentu valdes lēmumiem. RIAP locekļi atbilstoši amatam tiks izvērtēti speciālās eksaminācijas komitejā un tie tiks apstiprināti ar Ministru kabineta rīkojumu – līdz ar to faktiski Rūpnieciskā īpašuma apelācijas padomē ir ieguvusi pilnībā neatkarīgas spriešanas statusu» par jauno RIAP darbu formu stāsta RIAP priekšsēdētāja, kura lapaļ kā pārejai RIAP locekļi ir apstiprināti amatā uz septiņiem gadiem. «Visi RIAP locekļi ir profesionāļi, kas ilgstoši darbojušies rūpnieciskā īpašuma aizsardzības, preču zīmju un dizainparaugu reģistrācijas jomā. Idoši mēs varēsim kvantitatīvi un kompetenti iekšēji ieskaitot strīdu gadījumus,» viņa uzsver.

Kā liecina statistika, līdz šim iekšā daja AP izskatīto lietu ir saistīta ar gadījumiem, kad uzņēmējs apšņiro preču zīmes reģistrāciju (doši), ka reģistrāto zīmi aizliedz viņam piederošo preču zīmi. Mazāk ir gadījumu pret dizainparaugu reģistrāciju. Vienlaikus AP izskatī arī uzņēmēju sūdzības (apelācijas) par Patentu valdes lēmumiem, kas parasti saistīti ar atsevišķos reģistrētā preču zīmes, dizainparaugus vai izgudrojumus.

Kā stāsta Dace Liberte, tad vairumā gadījumu lietas ir visai komplicētas un prasas iedrošināšanos kārtā konkrēti gadījumā. «Vairāk AP izskatā varāk nekā 100 iebildumu lietas gadā, parvārva tās saistītas ar pretenzijām pret

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Patentu valde

Patentu valde
@Patbib

Informatīva vide inovatīvās darbības atbalstam

Rīga

lrpv.gov.lv

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WIPO is hiring! Apply to 5 vacancies & 7 consulting opportunities - detailed info at ow.ly/6qxF303lvja & ow.ly/6aSI303lvkA

Patentu valde @Patbib · 21h
Seko līdzi @EU_IPO Akadēmijas pasākumu kalendāram un piesakies mācību semināriem:
euiipo.europa.eu/knowledge/cale...

Patentu valde @Patbib · 23h
Jautājumi un atbildes par preču zīmju reģistrāciju un aizsardzību:
lrpv.gov.lv/lv/jautajumi/p...

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Patent Office
Republic of Latvia

Television

Virsraksts

"900 sekundes": Saruna ar Patentu valdes vadītāju Sandri Laganovski

Avots	Raidījums	Datums	Raidlaiks	Ilgums	Autors	Saglabāt
LNT	900 sekundes	03.03.2015	07:00	00:05:26		

HD FLV Player

00:41 / 05:27

Vatikāns atrodas trauksmes stāvoklī saistībā ar islāmistu uzbruk



Patent Office
Republic of Latvia

Awareness raising plan for 2016

- In 2016, LPO plans to organize and participate in more than 40 events
- Organizing annual training for judges in IP matters
- Developing skills and competencies for technology transfer offices in collaboration with WIPO
- Special training for Latvian Customs representatives in IP matters
- Create a plan for the IP awareness-raising campaign, which will be launched in 2017



Patent Office
Republic of Latvia

IP strategy for the Republic of Latvia

- Developed in cooperation with WIPO
- Sets out current landscape in the field of IP
- Identifies areas for improvement
- Improves collaboration between enforcement institutions
- Introduces common gateway for IP information services
- Ensures coordinated IP and innovation policy



Patent Office
Republic of Latvia

Examples of information materials



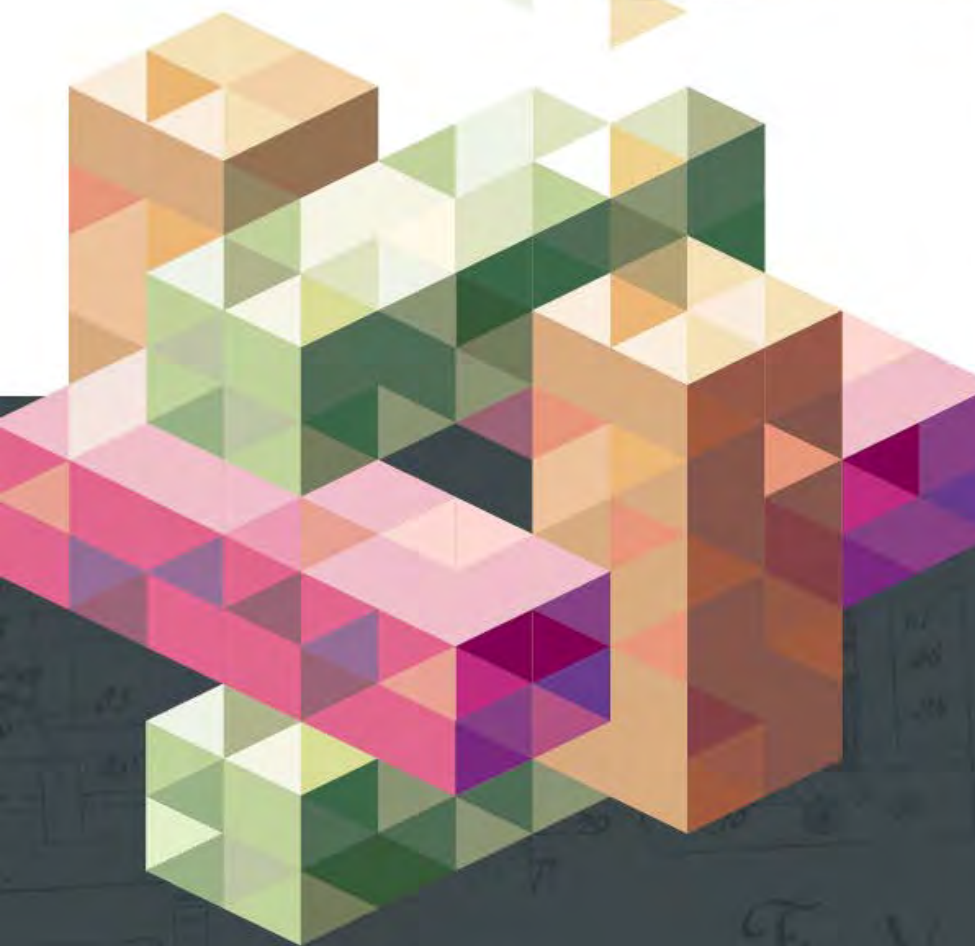
BRĪDINĀM PAR KRĀPNIECISK MAKSĀJUMU PIEPRASĪJUMIEM

Izaudrojumu patentu, preču zīmju un



Latvijas Republikas
Patentu valde

PATENTS



Latvijas Republikas
Patentu valde

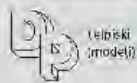
DIZAINPARAUGS



KAS IR DIZAINPARAUGS?

Dizainparaugs ir izstrādājuma vai tā daļas ārējais veidols, kas izriet no izstrādājuma vai tā rotājuma (ornamenta) īpatnībām, ir sevišķi no līniju, apveida, krāsu, formas, virsmas struktūras vai izmantoto materiālu īpatnībām.

DIZAINPARAUGI VAR BŪT



vai kombinēti

DIZAINPARAUGS IR JAUNS, JA



identisks dizainparaugs nav ticis izpausts sabiedrībai, proti, nav publicēts, izstādīts vai laists tirgu.

DIZAINERS VAI VĒJĀNĀ TIESĪBU PĀRŅĒMĒJS,



kas vēlas iegūt dizainparauga tiesiskā aizsardzību Latvijā, iesniedz Patentu valdē dizainparauga pierakstu. Dizainers, kā arī izmantojot pierakstu, jānoskaidro neatkarīgi no tā, kas ir dizainparauga pieraksts. Tīpās patendzaineru pielaujuma aizsardzības grupas nosaukumu atbilstošā pierakstā valsts pieņemtajā praksē vai, ja dizaineris ir iedzimis no ārzemēm, ūki minētām vai pieprasījis, lai viņš neaizliktu minētās, - ar izstrādājuma pielikuma izstrādājumu.

TIESĪBAS UZ DIZAINPARAUGU IR:

- dizainerim
- dizainera tiesību pērnēmejam
- ja veira kas personas dizainparaugu radījušas kopīgi, tiesības uz dizainparaugu pieder visiem kopīgi
- ja dizainparaugs radīts, veicot darbu uzdevumu, tiesības ir tā izstrādātājam, ja vien līgumā nav paredzēts citādi

DIZAINPARAUGU REĢISTRĀCIJA:

- relatīvs ātrs process
- relatīvs lēns process

Dizainparauga pieteikums

DIZAINPARAUGA PIETEIKUMA IESNIEGŠANA

Obilgāti jāietver:

1. Lūgums reģistrēt dizainparaugu Latvijā
 2. Zīmes, kas ļauj identificēt priekšmetu
 3. Attēls vai attēli
 4. Izstrādājuma nosaukums
 5. Zīmes, kas ļauj identificēt sizzineru
- Mēneša laikā no iesniegšanas dienas jānodrošina pieņemama noteikšana.
- Vienā pierakstā var būt vairāki izstrādājumi, kas veido kopīgu pierakstu.

CIK ILGĀ LAIKĀ VAR IEGŪT DIZAINPARAUGA REĢISTRĀCIJU?

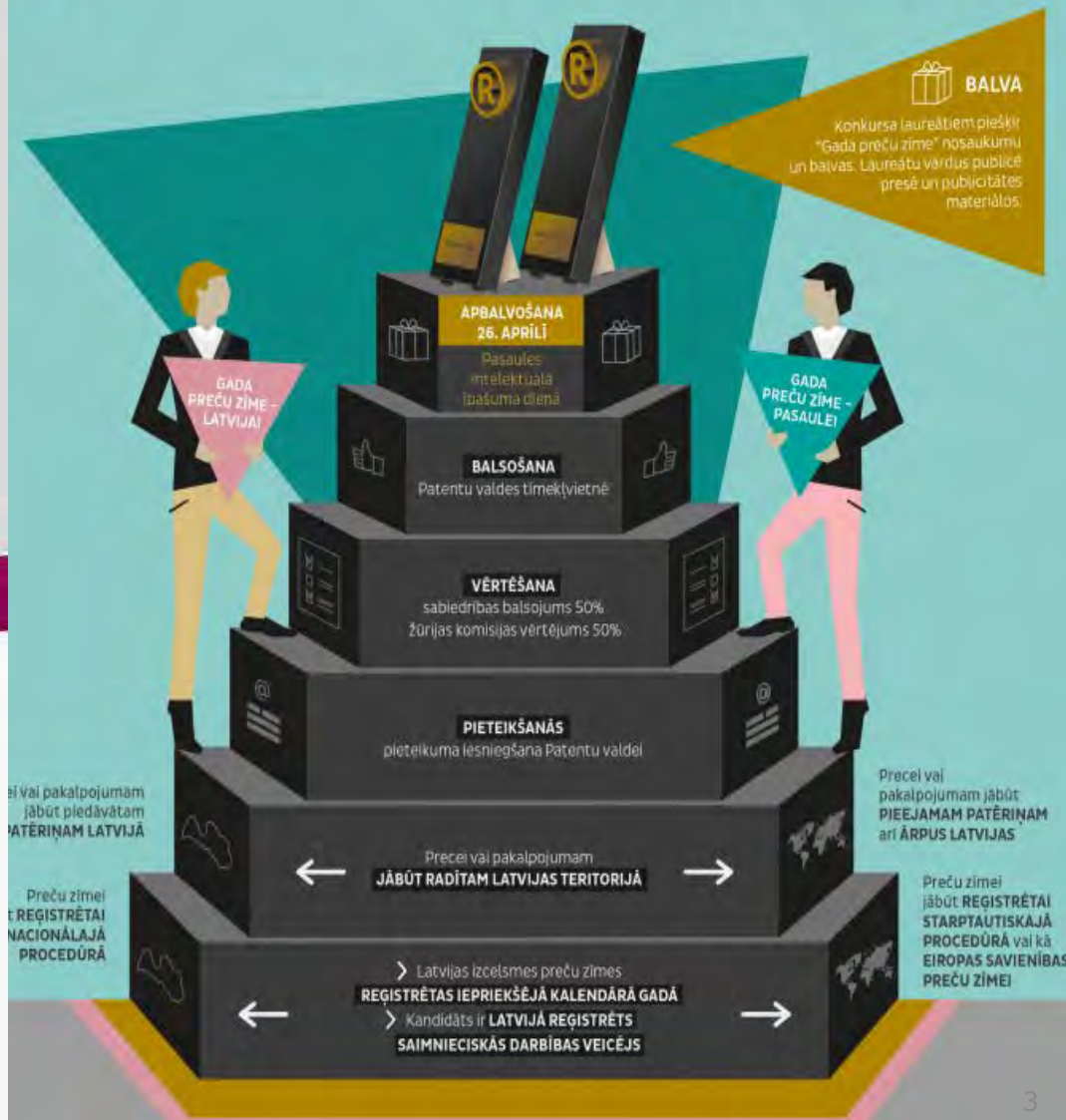
3 Mēneši
No pieteikuma iesniegšanas Patentu valdē līdz dizainparauga reģistrācijas apliecības saņemšanai parasti pāriet ne vairāk kā 3 mēneši. Procedūra var ilgt ilgāk, ja sākotnējā nav lasnīgti visi nepieciešamie dokumenti vai izstrādāšanas gaitā nepieciešams kaut ko precizēt.

CIK ILGI IR SPĒKĀ DIZAINPARAUGA REĢISTRĀCIJA?

5 GADI
Dizainparauga reģistrācija ir spēkā 5 gadus, ska tāt no pieteikuma datuma. Šim termiņam balstoties, reģistrāciju var atjaunot ikreiz uz jaunu piecu gadu periodu līdz dizainparauga atjaunināšanas maksimālajam termiņam - 25 gadiem no pieteikuma datuma.



PATENTU VALDES UN LATVIJAS TIRDZNICĪBAS UN RŪPNIECĪBAS KAMERAS APBALVOJUMS "GADA PREČU ZĪME"



Rūpnieciskais īpašums Latvijā 2015. gadā



Patenti
1263



Piešķirtie patenti

137

Nacionālie patenta pieteikumi

Preču zīmes



3298

Preču zīmju pieteikumi

2693

Reģistrētās preču zīmes

Dizainparaugi

102 71



Reģistrācijai pieteiktie dizainparaugi

Reģistrētie dizainparaugi

PATENTI

Izsniegto patentu sadalījums

1263

72

Attiecinātie Eiropas patenti

1044

Apstiprinātie Eiropas patenti

137

Izsniegtie patenti, pamatojoties uz nacionālajiem pieteikumiem

2015. gada 31. decembrī
Latvijā spēkā ir 6938 patenti

6938

Latvijas pieteicējiem piešķirtie Eiropas patenti

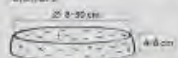
laika posmā no 2009. līdz 2015. gadam



Latvijas Republikas Patentu valde

JĀŅU SIERS – LATVIJAS SIERŪ KARALIS

Jāņu sieram ir apaļa forma, zems cilindrs



Siera krāsa



Jāņu siera forma saistīta ar saules simboliku



Speciāli gatavots tradicionālajiem vasaras saulgrīžiem

Jāņu siera sastāvs



ES nacionālo produktu reģistra dati par Latviju

Jāņu sieru nevar reģistrēt kā preču zīmi, taču ražotājs, kurš reģistrējis savu preču zīmi, piemēram, Valmieras piens var ražot Jāņu sieru.



Pieteikums par Jāņu sieru ES Garantēto tradicionālo īpatnību reģistra tika iesniegts 2015. gada 15. oktobrī

3

Jāņu siers
salināta rudzu rupjmaize
skāndrausis

5

Valmieras piens
Straupe
Dundaga
Rankas siers
Lazdonas piensalmieks

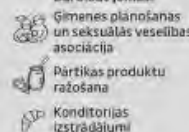
Patlaben tikai viļņi var tirgot sieru ar nosaukumu – Jāņu siers

pagaidām vienīgi Latvijas produkti, kas reģistrēti ES Garantēto tradicionālo īpatnību reģistrā, tādējādi tos pasargājot no pakāpjamajumiem un garantējot saražota produkta kvalitāti.

Atsauces uz Jāņiem un Ligo dienu vār atrast arī citās Latvijā reģistrētās preču zīmēs

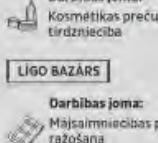
PAPARDES ZIEDS

Darbības joma:



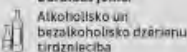
LĪGO

Darbības joma:



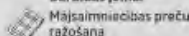
ALUS IR MĒSŪ SIRDSLIETA

Darbības joma:



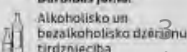
LĪGO BAZĀRS

Darbības joma:



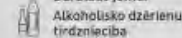
IZBĀUDI LABO LAIKU GARŠU

Darbības joma:



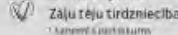
JĀŅA DEGVINS

Darbības joma:



VISA LABA JĀŅU ZĀLE, KAS IR MANĀ APTIEKĀ

Darbības joma:



3

1



Patent Office
Republic of Latvia

Long term initiatives

- Develop common gateway for information about IP
- Implement awareness raising campaign about IP (including piracy and counterfeiting)
- Insert IP in education curriculum and education standard for primary and secondary education institutions
- Develop IP teaching kit for Latvian teachers in primary and secondary education institutions
- Organize IP competitions for children
- Develop a special training program for Latvian SME's
- Implement national aggregator of legal offers in the Republic of Latvia in cooperation with EUIPO
- Insert IP in the study modules and study curriculum of Latvian universities
- Develop a coordination and cooperation mechanism for enforcement institutions
- Introduce policy coordination mechanisms for fields related to IP



Patent Office
Republic of Latvia

Thank you for your attention!

Questions?

Arvis Grīnbergs
Patent Office of the Republic of Latvia





DIRECCIÓN NACIONAL
**DE PROPIEDAD
INTELLECTUAL**

TETÁ REKUÁI
GOBIERNO NACIONAL
Jajapo nande raperá ko'aga guive
Construyendo el futuro hoy



DIRECCIÓN GENERAL
DE OBSERVANCIA

Héctor Balmaceda

Director General de Observancia



D I N A P I 

Dirección General de Observancia 

Dirección de Promoción y Prevención



La sensibilización y la capacitación de la población paraguaya en materia de propiedad intelectual (P.I.) es un factor clave para luchar contra la pobreza.



Estudiantes



Docentes



Funcionarios Públicos



Proyecto “Rescatando la Propiedad Intelectual”



Proyecto “Rescatando la Propiedad Intelectual”



PROYECTO “ACTUALIZACIÓN EN PROPIEDAD INTELECTUAL”



PROYECTO “INOCUIDAD DE ALIMENTOS, BUENAS PRÁCTICAS DE MANUFACTURA Y PROPIEDAD INTELECTUAL”



COLABORACIÓN CON OTRAS INSTITUCIONES PÚBLICAS

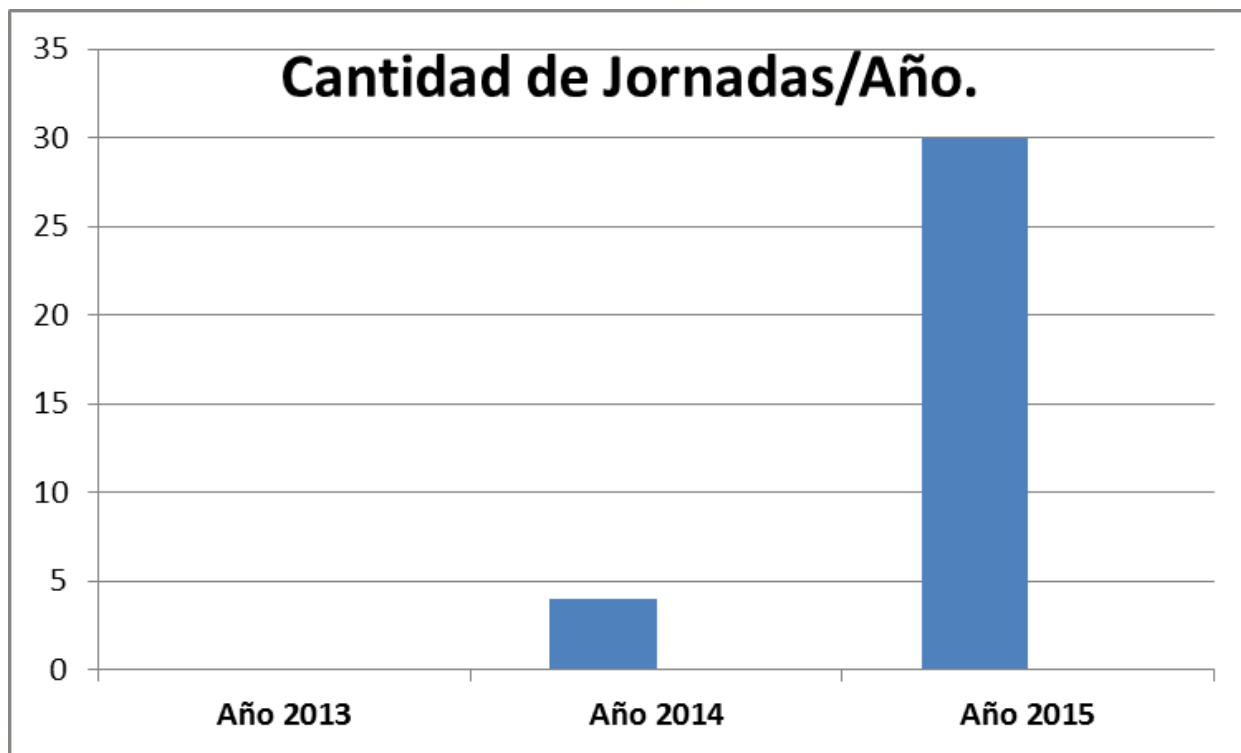


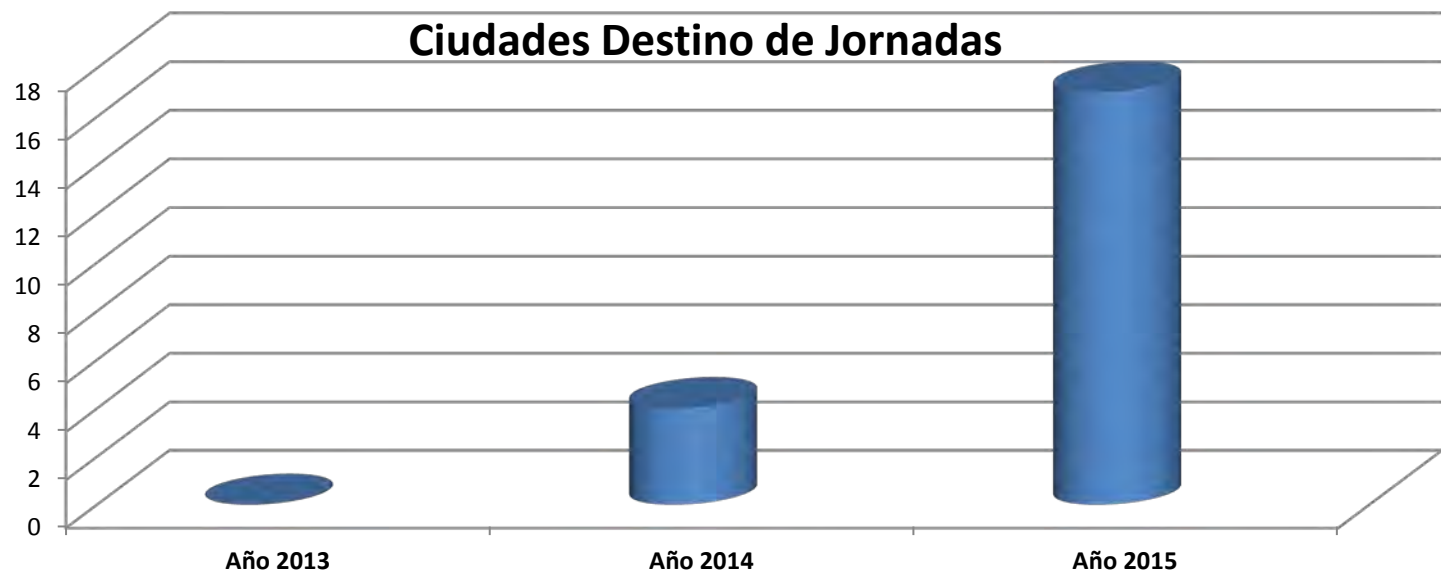
SEMINARIO SOBRE “REDACCIÓN DE PATENTES” (CON APOYO DE LA OMPI)



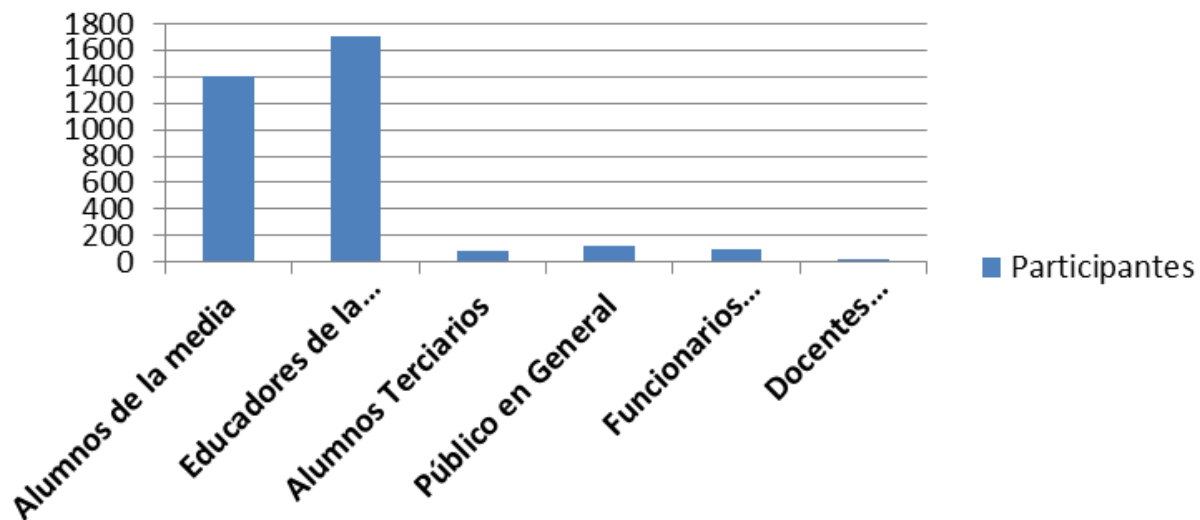


Año	Cantidad de Jornadas.
Año 2013	0
Año 2014	4
Año 2015	30

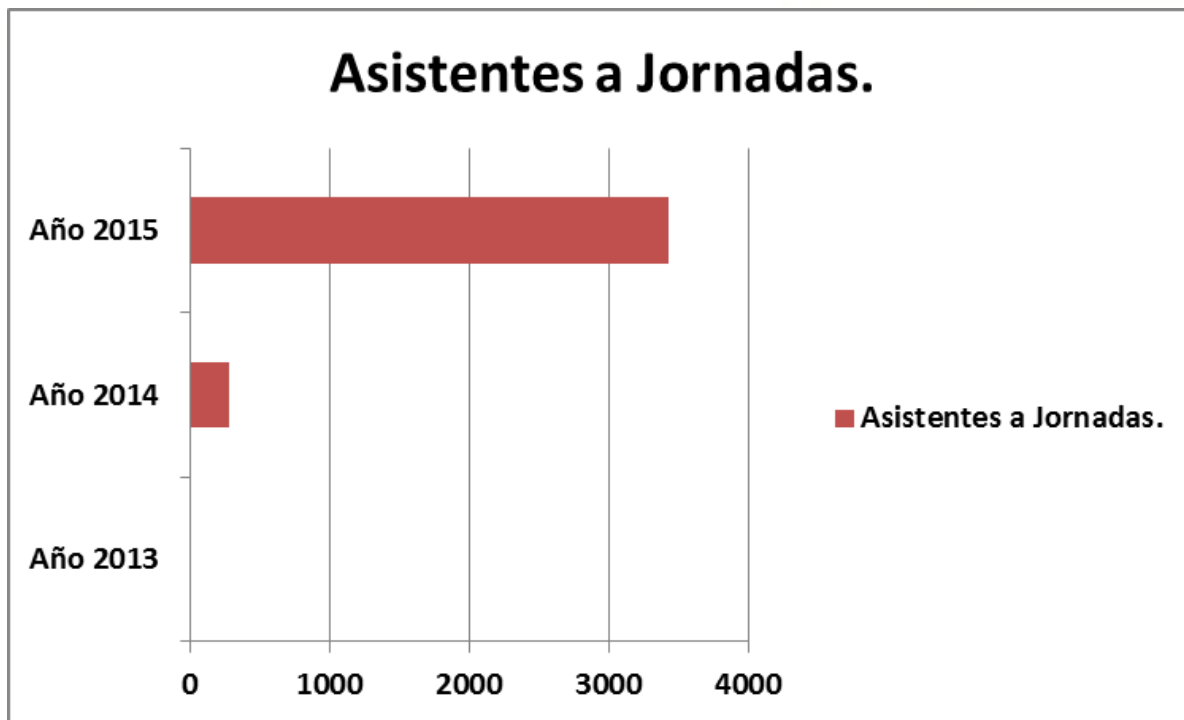




Jornadas de Educación 2015/Participantes.




Asistentes a Jornadas.



- **MUCHAS GRACIAS.**





IP Education and Awareness Campaigns: Philippines

JOSEPHINE R. SANTIAGO, LL.M.

Director General

**IP
PHL**

INTELLECTUAL PROPERTY
OFFICE OF THE

Some cold, hard truths about IP



Low awareness and respect for IP



Low IP system utilization by nationals

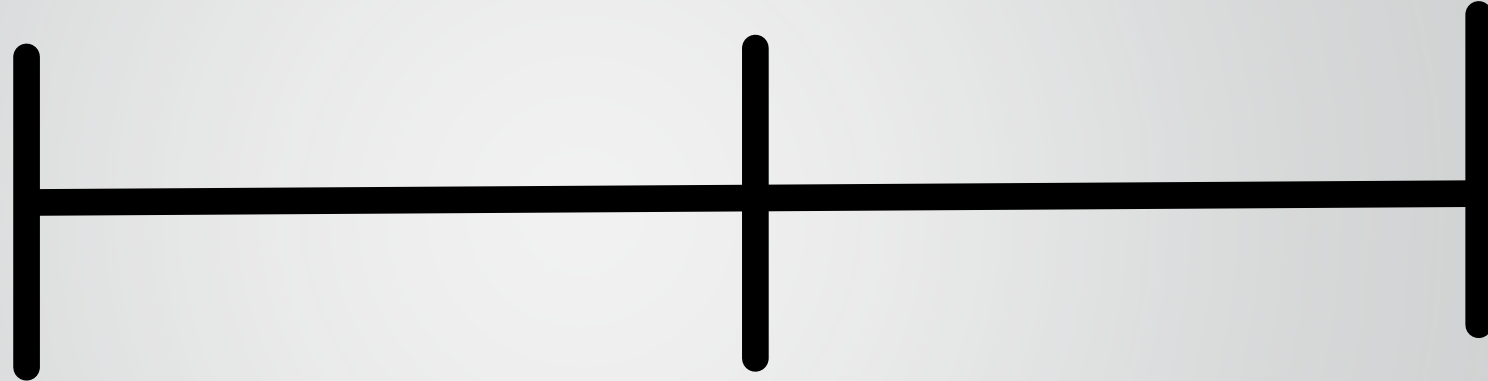


Low appreciation of IP role in economic development

The response



- **Developmental**
- Enforcement
- Adjudicatory
- Regulatory



- Regulatory
- Enforcement
- Adjudicatory
- **Developmental**

IPOPHL's response to the changing IP environment

An essential component of the shift in focus is **public education and awareness** that encompasses all key players in the IP ecosystem in the country. A holistic approach was adopted engaging:

- Creators and generators of IP (individual and institutional)
- Businesses and industries, especially the small and medium scale enterprises
- Students (secondary and tertiary levels)
- Government offices (national and local government units)
- Professionals
- Offices engaged in IP enforcement, including the judiciary

Public education and awareness

Enshrined in the IPOPHL vision:

- An IP-conscious Philippines in a **demystified**, democratized, and development-oriented IP system by 2020.

How do we do it?







Young IP Advocates Program

GOALS:



- Familiarize students in the **secondary level** with IP
- Instill values of creativity and respect for IP rights
- Establish a network of young IP advocates
- Institutionalize an organization of IP youth advocates
- Make IP a career of choice among young people



Methodology



Target schools are invited to a two-day IP camp the expected output of which is an action plan on how to disseminate their IP knowledge to other students. Some outputs are:

- Organization of IP seminars in the campus
- Establishment of IP Clubs
- Promotion of IP through the social media
- Inclusion of IP booth in school fairs
- Organization of contests such as Quiz Bee on IP, Essay-writing, poster-making, audiovisual production, among others
- Installation of Freedom Walls on IP



Students in action during the IP Youth Camp



YIPA oath taking (Cebu, 2015)



**NEXT STEP:
Expanding the YIPA
Program to the
tertiary level**





Bringing IP series



Win IP (Women in IP)

- Pioneer batch: Select **Women** employees in the National Committee on IPR are tapped as partner-advocates in IP awareness and education (2016)
- Subsequent batches: in the pipeline







Bringing IP to the family

OBJECTIVES:

- Emphasize the role of the family as breeding ground for values that include respect and recognition of IP
- Engage members of families to become IP advocates in order to bring IP knowledge and appreciation to other families



FUn IP: Families United for IP (YIPA)

- The 1st FUn IP was held August 27, 2016
- Five (5) Science High Schools from the YIPA Network participated in the event
- A total of 71 participants (students and family members) were present
- **Activities undertaken were learning tools for the introduction of IP's role in the daily life of the family**



Fun ip
2016





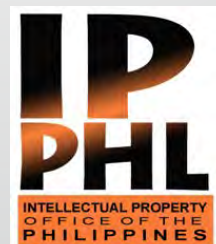
FUn IP: Families United for IP (IPOP HL)

- The 2nd FUn IP to be held in September 2016
- 300+ IPOP HL employees
- Volunteer employees and family members
- **Activities will be undertaken, aimed as learning tools for the introduction of IP's role in the daily life of the family**



IPOPHL celebrates World Copyright and World IP Day

- Partnered with the National Book Development Board and Instituto Cervantes in “***Dia del Libro***” in celebration of the World Book and Copyright Day
- Engaged the YIPA and their Family Members to Participate in the *Dia del Libro* Activities
- Involved 70 IPOPHL Personnel in a Flyering Blitz in 5 major malls, distributing a total of 4,000 flyers to mall visitors during the World IP Day Celebration to increase level of IP awareness





**YIPA shepherding some of the activities
in *Dia del Libro* with teachers and family**



Giving out flyers on IP in select malls

IPOPHL STATEMENT SHIRTS





Regular activities

LEAP IP!

Learn, be **E**mpowered, **A**dopt and **P**rofit from **IP** (L.E.A.P IP!)
(A Basic Orientation Seminar on IP)

Modes of Execution:

- Regular Offering on Various Fields of IP
- Engaging Specific Industry Sectors, e.g., music, animation, publishing, medical practice, performing arts, automotive manufacturing, among others
- Engaging other government offices and local government units



Trademarks and patents 101 for the walk-in public

IPOPHL conducts Basic Orientation on IP for Employees of Taguig City engaged in business permit issuances and monitoring



An animator giving a lecture on how animations are made before members of the “Animahinasyon” (portmanteau of Animation + Imagination)

INNOVATION & TECHNOLOGY SUPPORT OFFICE PROGRAM

(ACADEMIC INSTITUTIONAL ADVOCACY)

A Program in Partnership with WIPO to enhance the level of academic researches by:

- **Attaining certain level of IP sophistication (patent search, drafting, prosecution and commercialization) within the ITSO network**
- **Institutionalizing IP in the Curriculum**
- **Expanding the number of IP information specialists within the educational institutions**

COLLOQUIUM WITH JUDICIARY AND PROSECUTORS



Judges and prosecutors sit down to share best practices in IP adjudication with foreign experts

MEMORANDA OF UNDERSTANDING/AGREEMENT

- With various countries, regional, and institutional partners in the conduct of awareness, enforcement and capacity-building activities

LECTURING ON DEMAND OR REQUESTS

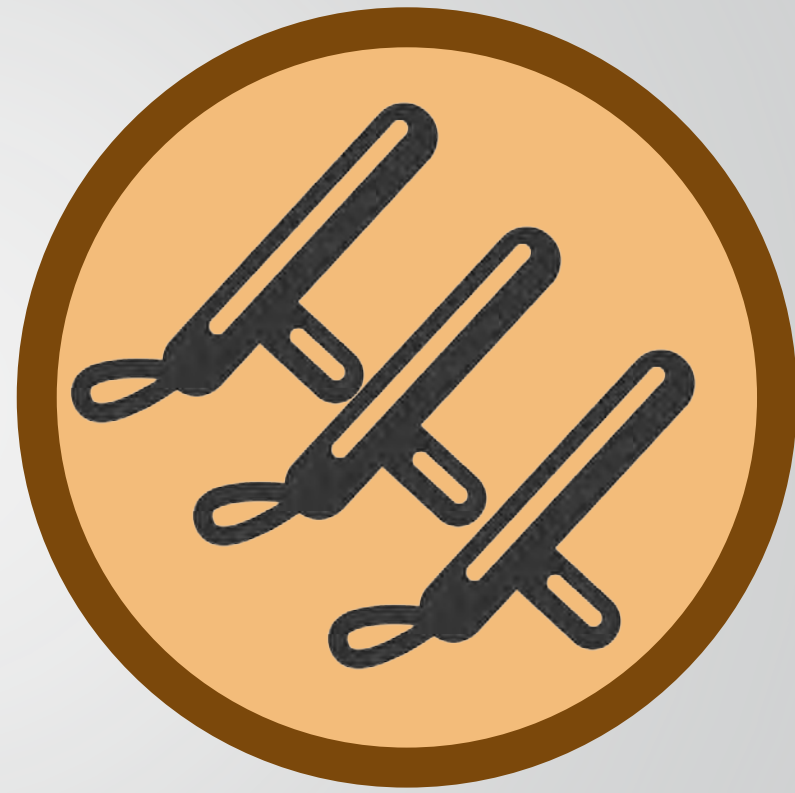
NEXT STEPS

1. IP Academy (Partnership with academic institutions and private partners)
 - Combination of structured and informal teachings
 - Expansive scope; tiered modules and courses
 - Specialization/certificate courses
 - Strategic sectoral approach
 - Masters of Law in IP

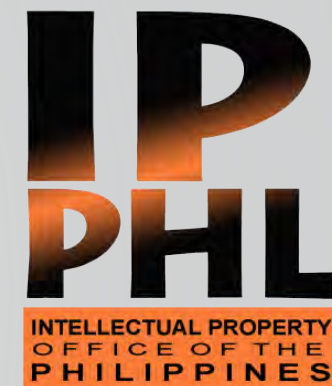
NEXT STEPS



2. Teaching IP values starting in the elementary level
3. Promote Innovation Clubs in the tertiary levels to complement ITSO objectives
4. Partnering for Infomercials



**Thank you for your
kind attention! 😊**



Intellectual Property Office of the Philippines

IP Center, 28 Upper Mckinley Road
Mckinley Hill Town Center, Fort Bonifacio, Taguig City
Tel No. 02 238-6300

Web: www.ipophil.gov.ph

Email: mail@ipophil.gov.ph

Facebook: fb.com/IPOPHL

Twitter: twitter.com/IPPhilippines

Awareness Raising Activities to Build Respect for IP in the Republic of Korea

(WIPO/ACE/11/4)



Yang Dae Gyeong, Assistant director

2016. SEP

Korean Intellectual Property Office



I. Raising Consumer Awareness

II. Enhancing IPR Protection

III. Anti-Counterfeiting Council

I. RAISING CONSUMER AWARENESS

- Educate homemakers and office workers
- Counterfeits OUT, Originals In campaigns
- '50th Invention Day Ceremony'
- Televised advertisement, publishing materials

I. RAISING CONSUMER AWARENESS



I. RAISING CONSUMER AWARENESS



II. Enhancing IPR Protection

- Results of recent anti-counterfeiting enforcement activities

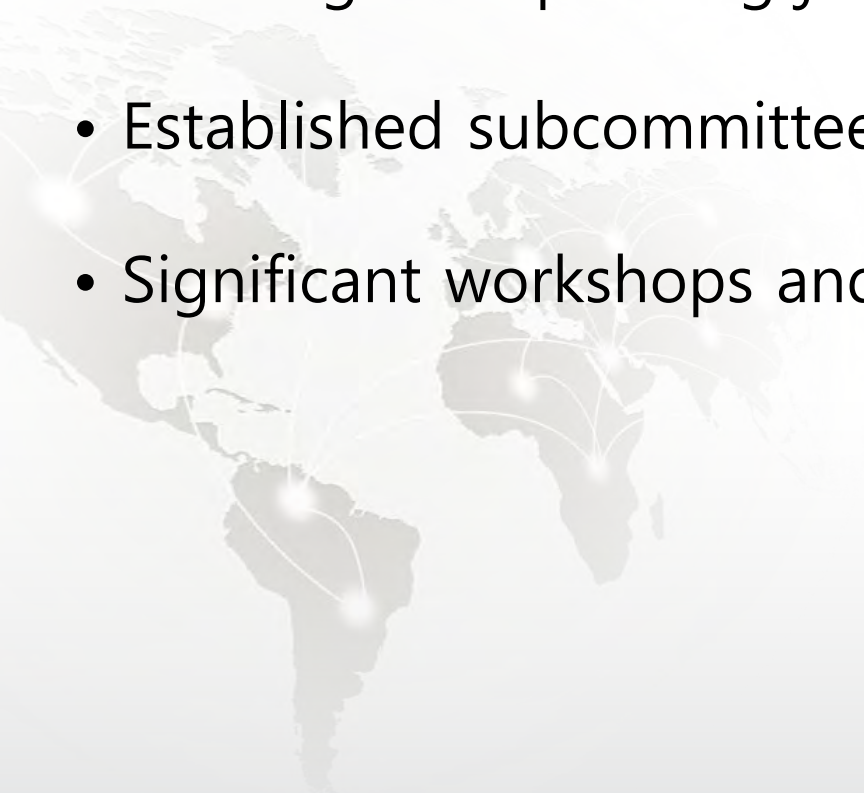
Type	2012	2013	2014	2015	Total
Number of Individuals	302	376	430	230	
Number of seized goods	131,599	822,360	1,114,192	1,192,988	

- Results of recent anti-counterfeiting enforcement activities

Category	Health Goods	Cosmetics	Detergents	Electronic	Automobile parts	Others	Total
Quantity	639,185	373,576	72,854	53,837	3,383	54,827	1,197,662

III. Anti-Counterfeiting Council

- Established Anti-Counterfeiting Council
- In charge of operating joint enforcement activities
- Established subcommittee
- Significant workshops and national event held



A faint, light-colored world map is visible in the background, overlaid with a network of white lines and glowing nodes, suggesting global connectivity or a digital network.

Thank You



**“The Work of Sygnat in Promoting IP through
Education and Awareness Raising in Poland”**

Teresa Wierzbowska, President of the Board

AGENDA

1. General information on Sygnat Association
2. Training program for police officers and prosecutors
3. Building coalition on the broadcasting market
4. Monitoring and educational program for intermediaries based on „follow the money” idea

1. General information on Sygnał Association

About Sygnał Association

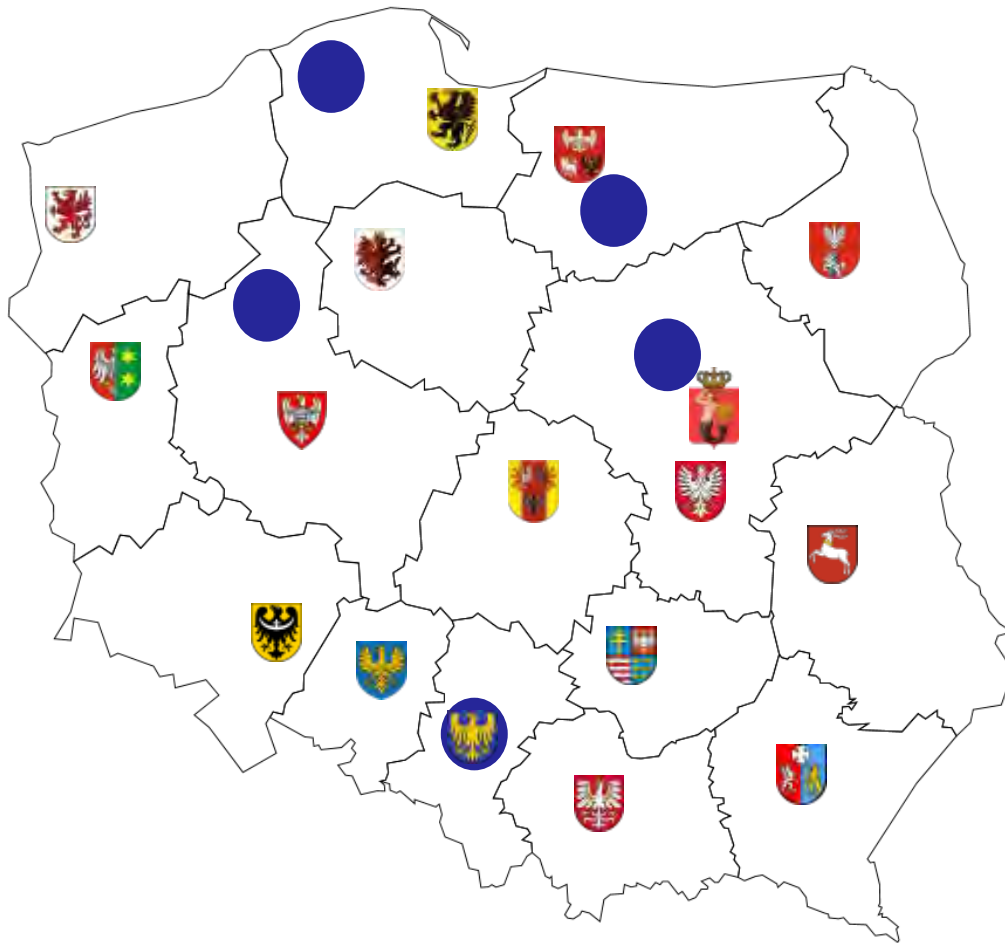
- ✓ Sygnał Association was established in 2002.
 - ✓ Recently we have focused on minimizing the negative impact of online piracy on the audiovisual market.
 - ✓ We act against illegal distribution of audiovisual contents on the Internet. We do not take any action against Internet final users.
 - ✓ We work as a voluntary organization. Members of the board work free of expense, all the budget from the membership fees is spent on statutory objectives.
-

Members of Sygnał Association



2. Training program for police officers and prosecutors

The structure of the Police



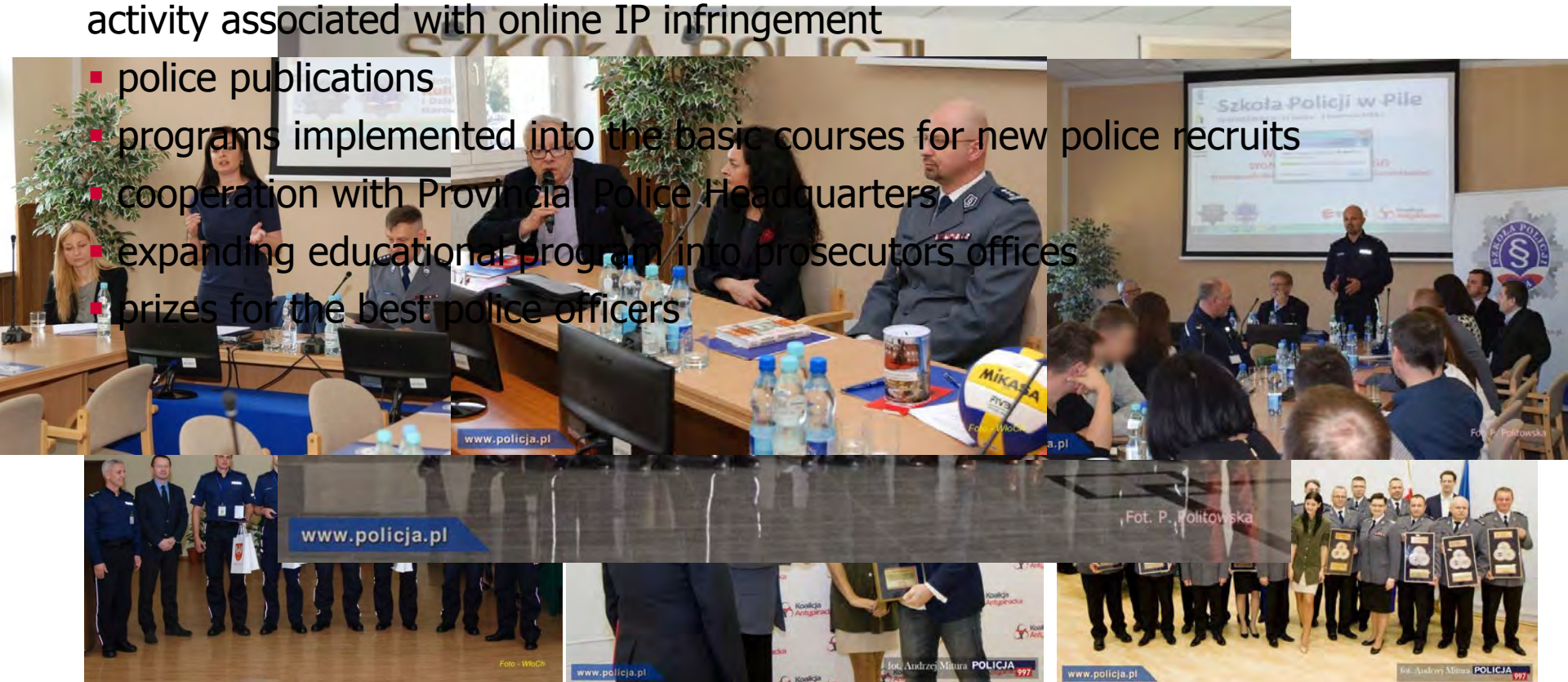
5 Police Academies in Poland
17 Provincial Police Headquarters

Prosecutor's Offices

46 District Prosecutor's Offices in Poland
345 Regional Prosecutor's Offices

How does it work?

- training agreements with all Police Academies in Poland
- 4 annual conferences for officers from all around Poland (department for combating economic crimes or cyber crimes.) We focus on hot issues in criminal activity associated with online IP infringement
- police publications
- programs implemented into the basic courses for new police recruits
- cooperation with Provincial Police Headquarters
- expanding educational program into prosecutors offices
- prizes for the best police officers



Effects

- ✓ 413 partner police and prosecutors units
- ✓ We have trained more than 20 000 police officers and prosecutors in Poland
- ✓ Once a week we conduct training somewhere in Poland



✓ It brings not only knowledge, but also builds strong relations useful in everyday work!

3. Building coalition on the broadcasting market

Building a coalition

- **Stakeholder mapping and looking for new partnerships**
 - expansion list of members from few to over 20
 - cooperation with other author's rights organisations
 - cooperation with ISP, CSP, online advertising players
 - dialogue with the public administration

 - **Creating a platform to share know how among members on the most efficient means of preventing and combating IPR infringements**
 - training and workshops for our members and law enforcement authorities
 - close cooperation of Signal Association members on legal proceedings

 - **Doing research and analysis aimed at better understanding of the IPR infringement phenomenon and its scale**
 - the first research in Poland on the influence of internet piracy on the national economy (PWC)
 - cyclical analysis of the financial flows on piracy websites
-

4. Monitoring and educational program for intermediaries based on „follow the money” idea

Our input into the „follow the money” concept

Goal: to provide tools which help to spend ADV budgets only on legal websites



Step 1: Table of violations - websites which distribute and monetize online video content without permission and do not react to the infringement notification



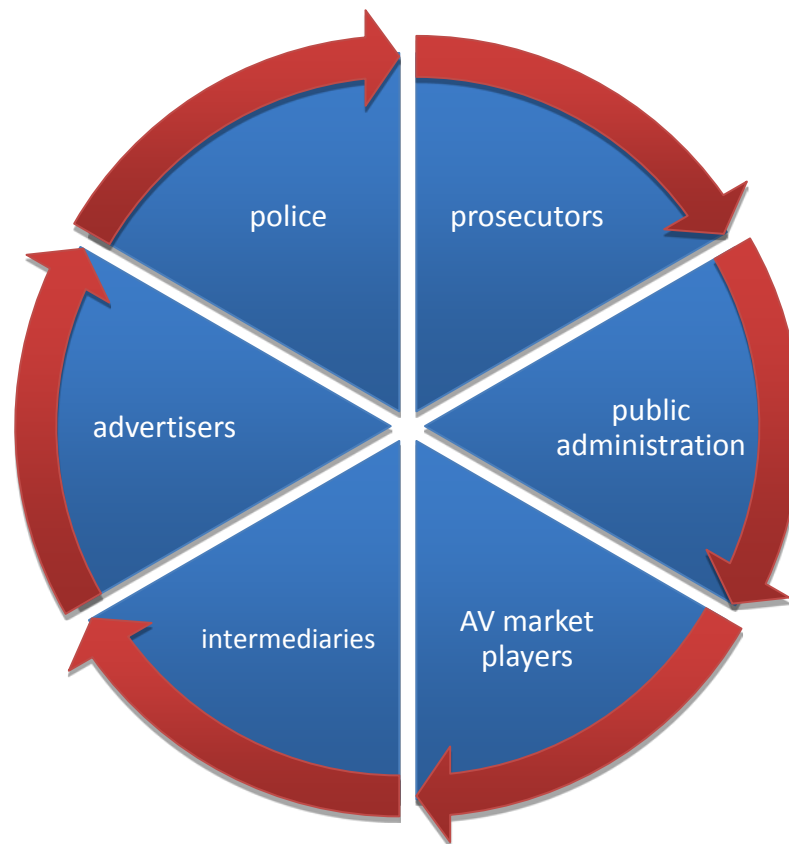
Step 2: Information campaign focus directed on advertisers



Effects: Decrease in presence of big brands on illegal websites from 160 to a few within one year

Summary

There is no one solution to online piracy
so we believe that education and dialogue with key stakeholders...



...are the pivotal factors in improving protection of IPR

Thank you for your attention

Teresa Wierzbowska
President of the Board
Sygnał Association
teresa.wierzbowska@sygnal.org.pl
