

# COMPANIES AND INTELLECTUAL PROPERTY COMMISSION COPYRIGHT AND IP ENFORCEMENT UNIT

Ms Amanda  
Lotheringen  
Senior Manager



Companies and Intellectual  
Property Commission

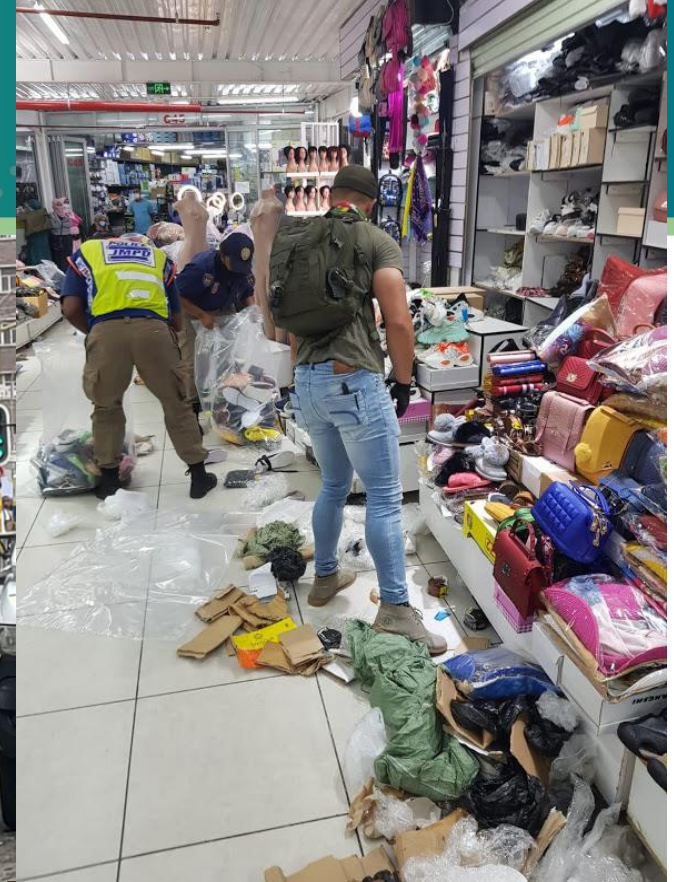
a member of **the dtic** group



# GOODS SEIZED



# GOODS SEIZED



# SWEEPING SEARCH AND SEIZURE OPERATIONS

- Multi Government Agency approach with an industry specific focus (Operation One Stop Shop)
  - CIPC driven by identifying main industries:
    - Food and
    - Liquor
    - Pharmaceuticals
    - Clothing and apparel

# WOMEN IN ENFORCEMENT PHYSICAL ENFORCEMENT VS VIRTUAL



# PHILOSOPHY BEHIND THE PLAN

- The CIPC as, custodians of the Counterfeit Goods Act, No 37 of 1997 and responsible for oversight and compliance monitoring of counterfeit goods depots, is concerned about the current destruction methods for counterfeit goods.
- Over the years these goods were burned, shredded, or buried in landfill sites. Apart from the devastating effect these methods have on the environment they also take value away from the product. Some have tried to recycle the confiscated goods but not many of these projects were successful.

- Given the challenges faced to destroy counterfeit goods in an environmentally friendly way, not only in South Africa but also in the rest of the World, the idea for an innovative project came to life.
- The project is designed to transform the counterfeit goods into useful items. Taking away the trade mark or any reference thereto and adding value through artistic effort. It is foreseen that the project will create opportunities for social entrepreneurs and create new jobs.

# OUTCOMES

- For the pilot project we used shoes, bags and denim jeans, destined for destruction. CIPC facilitated the delivery to various artists that had “carte-blanc” to upcycle the products.
- A workshop to display the final products is envisaged for April. Decisions about the feasibility of the different ideas will then be taken.
- 
- This is seen as an opportunity to turn the devastating effects of counterfeit goods on businesses, into something positive that will save the rights holders money on destruction, protect the environment and create new job opportunities.
-



# RAW PRODUCTS



# UPCYCLING RE-USE

## Denim Upcycling Ideas

- DIY Frayed **Denim** Pouch. Use a portion of a pair of old **jeans** to create this simple frayed edge zipper pouch. ...
- DIY **Denim** Rug. There are **denim upcycling ideas** from floor to ceiling. ...
- Woven **Denim** Basket. ...
- DIY Coasters Made from **Jeans**. ...
- Upcycled Denim** Placemats. ...
- Upcycled Denim** Quilt Mat. ...
- DIY **Denim** Feathers. ...
- DIY **Jeans** Bag.



# UPCYCLING OF CONFISCATED COUNTERFEIT GOODS



Figure 1: Counterfeit Levi Jeans worked into Aprons



Pencils cases made from the cut offs of the Denim material



Counterfeit Louis Vuitton purse reworked



Companies and Intellectual  
Property Commission

a member of **the dtic** group



# I THANK YOU

The dti Campus (Block F - Entfufukweni), 77 Meintjies Street, Sunnyside, Pretoria, P O Box 429, Pretoria, 0001  
Tel: +27 12 394 5423 | Fax: +27 12 394 6423 | Call Centre: 086 100 2472  
Email: [LLesejane@cipc.co.za](mailto:LLesejane@cipc.co.za) | Website: [www.cipc.co.za](http://www.cipc.co.za)



CIPC



@theCIPC



CIPC Companies and Intellectual  
Property Commission