

COMPANIES AND INTELLECTUAL PROPERTY COMMISSION COPYRIGHT AND IP ENFORCEMENT UNIT



Companies and Intellectual
Property Commission

a member of the dtic group

WIPO GREEN

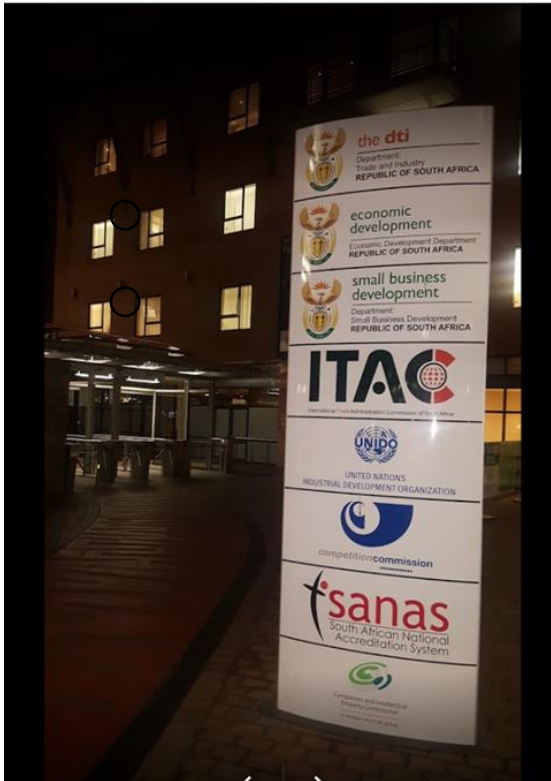
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COMPANIES AND INTELLECTUAL PROPERTY COMMISSION (CIPC)

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<http://www.cipc.co.za/>

THE DEPARTMENT OF TRADE INDUSTRY AND COMPETITION

Legislation and Business Regulation (CCRD)

- the dtic develops and reviews regulatory systems in the areas of:
 - competition,
 - consumer protection,
 - **company and intellectual property**, as well as public interest regulation.
- It also oversees the work of national and provincial regulatory agencies (CIPC) mandated to assist the dtic in providing competitive and socially responsible business and consumer regulations, for easy access to redress and efficient markets.

CIPC REGULATOR OF BUSINESSES AND IPR VISION AND MISSION

CIPC Vision and Mission

A world-class modern regulator making a strategic contribution towards improving South Africa's competitiveness and growth

Innovation and Creativity

To create a balanced and effective intellectual property system which values and protects all creativity and innovation by:

- Fostering an enabling environment for generation, commercialization and utilization of creative, cultural, and inventive assets;
- Promoting competitiveness, fair trade and technology transfer;
- **Strengthening IP education and enforcement;**
- **Safeguarding public interest; and**
- **Promoting access to education and information for all persons**

CIPC VISION

- To stimulate economic growth and participation by regulating business entities, intellectual property and other juristic persons through **registration** of companies, co-operatives and **intellectual property rights**;
- Promoting compliance through education and awareness ,**enforcing the relevant legislation**, rescuing business in distress and promoting sound financial management practices in accordance with government law, policies and international best practices
- CIPC will support South African Inventors, artists and indigenous communities through offering a basket of services which will start with creating awareness around the opportunities that exist for protection of products that are the **outcome of their innovation and creativity**

STRATEGICALLY DIRECTING PHYSICAL ENFORCEMENT ACTIONS



SA Minister of Police Bheki Cele



VARIOUS GOODS SEIZED MOSTLY CLOTHING AND APPAREL



MULTI AGENCY SEIZURE OPERATIONS

Johannesburg
CBD



WEEKLY OPERATIONS TO CONFISCATE ILLICIT GOODS



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**

- 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-blanche” to upcycle the products.
- A workshop to display the final products is envisaged in the last quarter of 2022, March 2023. 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 owners money on destruction, protect the environment and create new job opportunities.

UPCYCLING COUNTERFEIT GOODS THE COMPETITION

- Collaboration between CIPC and Fashion Department of Durban University of Technology
- Incubator and interior design departments bought into the idea
- Prizes include Cash for the Winners and assistance to start a business

RAW PRODUCTS



MATERIAL TO WORK WITH





CONTINUOUS VISIBLE POLICING EFFORTS



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.



QUILT R6000- R10 000



New bags from old Vinyl. Even marketed under a new trade mark.

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

MORE EXAMPLES



MORE EXAMPLES OF WHAT CAN BE DONE



COLLABORATION CLOTHES TO GOOD DTIC AND CIPC ON CREATING SUSTAINABLE JOBS AND PROMOTING THE GREEN ECONOMY



CLOTHES TO GOOD

Recycle. Reward. Empower.



TOMMY HILFORD FASHION FRONTIER CHALLENGE

2



Empowerment through waste

- Micro-business development
- Inclusive employment
- Creating Educational & Disability specific resources

5

Recycling programmes

Clothes to Trees



Clothes to Play



Clothes to Wheels



Clothes to Food



UPCYCLING CLOTHES TO GOOD “MAISHA MAPYA”

- <https://youtu.be/D4ubg9IImew>
- The Enabling Denim project: people with disabilities and their families changing the world through recycled denim. Clothes to Good (CTG) is a textile recycling and disability empowerment organisation that utilise pre-loved clothing to empower people with disabilities (pwd) and their families through micro-business development and job creation.

INDUSTRIALIZATION THE SCALE OF THINGS

- The Department of Trade, Industry and Competition
- dtic came on board as part of their initiatives to promote the clothing sector and industrialization. The Directorate: Leather & Footwear as part of the work they do on
- Industrial Competitiveness and Growth (IC&G): Textile, Clothing, Leather & Footwear

CENTRE OF EXCELLENCE



"C:\Users\ALootheringen\Downloads\IMG_4060 (1).MOV"

<https://photos.app.goo.gl/LgdqnXLS3cDPvp6>

THE PROCESS



HOW CAN WE GET BETTER IN DEALING WITH DESTRUCTION OF COUNTERFEIT GOODS

The CIPC continues to investigate innovations around better ways to take these products out of the system in a way that is not damaging to the environment and in fact may produce net positive results. In conversation with Mashauri around their "waste-athon", it seemed that a similar process might be taken to unleash university students' innovation capacity in an entrepreneurial manner to find better solutions.

We are proposing to design and run an initiative whereby a group of students who have been trained in entrepreneurial thinking are challenged with solving the problem of confiscated contraband goods in a way that results in a sustainable business venture.

There would be three phases to this initiative:

1. A 2 week pre-program giving the students the basic startup and related knowledge to participate in the event
2. A "Mashauri waste-athon" (note: this may be renamed with input from CIPC) which is an intense, short-term event where selected students are exposed to confiscated contraband goods and enter a dynamic, idea-creation process to develop venture ideas to solve this problem.
3. An incubation program where those teams with ideas which are deemed to have spin-off potential are supported in further development of these ventures.

COMPETITION TO STUDENTS “WASTE-ATHON”

- **Proposal to provide a “waste-athon” program**
- ***“Solving the problem of the destruction of confiscated counterfeit goods ”***

Benefits

- Exciting concept with potential for roll-out
- Credibility for CIPC leadership
- Negative value to positive value
- Excellent student experience
- Pilot mindset will identify improvements



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I THANK YOU

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