



Study Visit of Egyptian Judges to EUIPO – Intellectual Property Enforcement

Erling Vestergaard | Alicante | 12 July 2022



Funded by the European Union

AfriPI, project funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



Intellectual Property ENFORCEMENT – Introduction to Observatory

Introduction to Observatory

Intellectual Property ENFORCEMENT – Introduction to Observatory

Observatory Foundation

- Regulation (EU) No 386/2012 of 19 April 2012;
- Observatory goes from Commission to OHIM (new name from 5 June 2016: EUIPO).



Intellectual Property ENFORCEMENT – Introduction to Observatory

Observatory is a Network

- All EU **Member States**;
- 68 European and international **private sector** associations representatives;
- 9 consumers and **civil society** representatives;
- 5 **MEPs**;
- **European Commission**: DG GROW, DG TRADE, DG TAXUD, OLAF, DG CNECT, DG AGRI, JRC, DG EAC, DG SANTE, DG JUST and Eurostat;
- **Council** of the EU: CCWP;
- **EU agencies**: EUROPOL, EUROJUST, CEPOL, CPVO;
- **International organisations**: EPO, EAO, OECD, INTERPOL, UNICRI, WCO, WTO, WIPO, ITU.



Intellectual Property ENFORCEMENT – Introduction to Observatory

Tasks of the Observatory

Strengthening the Network

Provide facts and evidence to support effective policies

Create tools and resources to sharpen the fight against IP infringement

Raise awareness of the importance of IP and of the negative effects of counterfeiting and piracy

International Cooperation

Intellectual Property ENFORCEMENT – Introduction to Observatory

Observatory Publications

- Economic studies;
- Perception studies;
- Business model studies;
- Legal studies;
- Threat assessments and other joint reports with Europol;
- Yearly synthesis report and seizure data analysis;
- Technology documents;
- Discussion papers;
- And much more.

Home > Facts, Figures and Case Law > Observatory publications

Observatory publications



The Observatory has produced a range of publications relating to its work and to specific issues regarding IP and infringements.

Here you will find all previous Observatory publications plus our latest comprehensive studies.

You can find reports of events and seminars that are organised for enforcement authorities and judges, as well as for policy makers, communicators and decision takers on the [Knowledge building page](#).

Find a selection of our reports on the different legal aspects of IPR protection, infringement and enforcement on our [Legal publications page](#).

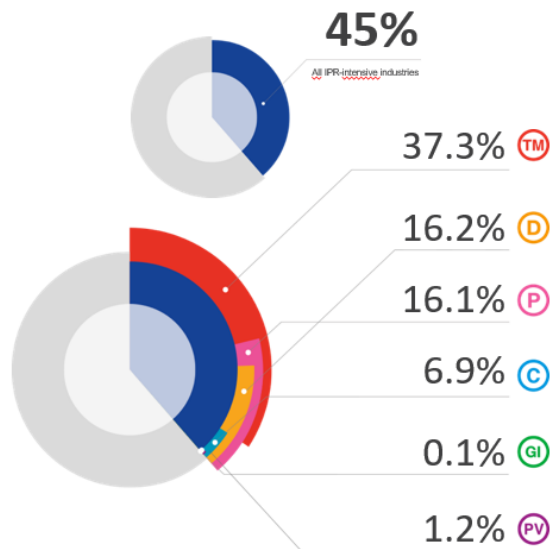
Intellectual Property ENFORCEMENT – Introduction to Observatory

Contribution from IPR Intensive Industries



IPR-intensive industries and economic performance in the European Union
Industry Level Analysis Report, September 2019
Third edition
A joint project between the European Patent Office and the European Union Intellectual Property Office

GDP Contribution

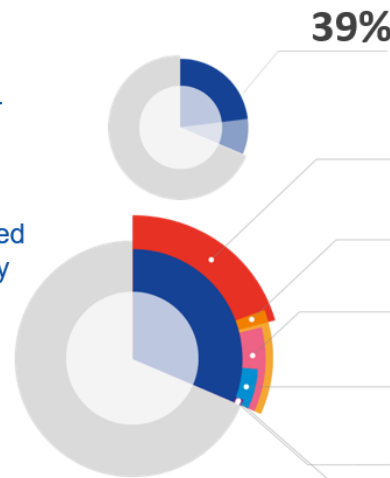


Employment Contribution

29% of all EU jobs were directly generated by IPR-intensive industries during the period 2014-2016: **63 million jobs**

An **additional 10%** were generated indirectly, by industries that supply goods and services to the IPR-intensive industries, for a total of **39% of all EU jobs : 84 million jobs**

-  Trade mark
-  Design
-  Patent
-  Copyright
-  Geographical indication
-  Plant variety rights



2019 Report

Intellectual Property ENFORCEMENT – Introduction to Observatory

Trade in Counterfeits – 2019



“ Illicit trade in counterfeit and pirated goods poses a major challenge to an innovation-driven global economy. It damages economic growth; poses significant threats to individual and collective health and safety; fuels organised crime; undermines sound public governance, the rule of law and citizens’ trust in government. The COVID-19 pandemic has accelerated illicit trade, alarming law enforcement in many parts of the world.”

Christian Archambeau, Executive Director of the EUIPO

”

- Global: EUR 412bn, 2.5%;
- EU: EUR 119bn, 5.8%;
- Provenance: China, Turkey, UAE, Singapore
- Products: Footwear, clothing, leather articles, electronics and perfumery and cosmetics.



Illicit Trade

Global Trade in Fakes

A WORRYING THREAT



2021 Report



Intellectual Property ENFORCEMENT – Introduction to Observatory

Sectorial Studies



1st study - Cosmetics and personal care sector



2nd study - Clothing, footwear and accessories sector



3rd study - Sports goods sector



4th study - Toys and games sector



5th study - Jewellery and watches sector



6th study - Handbags and luggage sector



7th study - Recorded music industry



8th study - Spirits and wine sector



9th study - Pharmaceutical sector



10th study - Pesticides sector



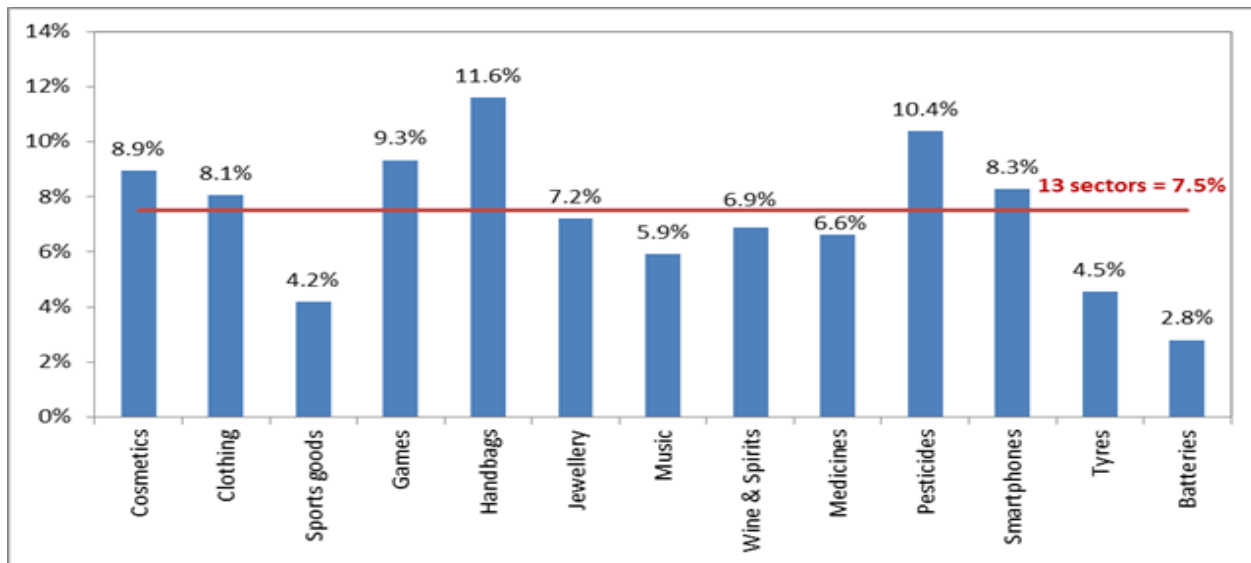
11th study - Smartphone sector



12th study - Tyres and batteries sectors

Intellectual Property ENFORCEMENT – Introduction to Observatory

Sectorial Studies



Direct effects:

Lost sales: €59 billion

Lost jobs: 443 700

Total effects:

Lost sales: €100 billion

Lost jobs: 744 400

Lost taxes: €14.7 billion

Intellectual Property ENFORCEMENT – Introduction to Observatory

Piracy Funded by Advertising

- 5 758 piracy websites and 538 piracy apps monitored;
- Advertising revenue in 2021: EUR 913m for websites (75% increase from 2020), EUR 58m for apps;
- Add impression rose 39% for websites (Jan-Sept) and 6% for apps (June-Sept).



2022
Report



Intellectual Property ENFORCEMENT – Introduction to Observatory

Business Model Studies



2017 Report

Research on Online Business Models
Infringing Intellectual Property Rights

Phase 1
Establishing an overview of online business
models infringing intellectual property rights

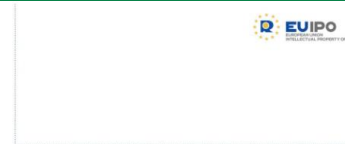
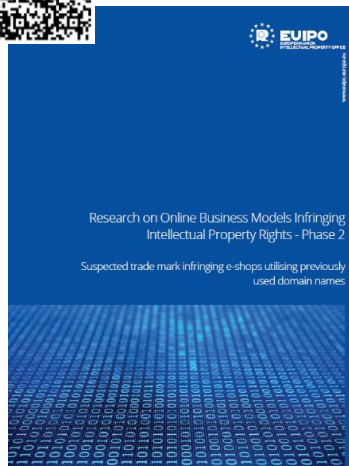


2016 Report
update soon

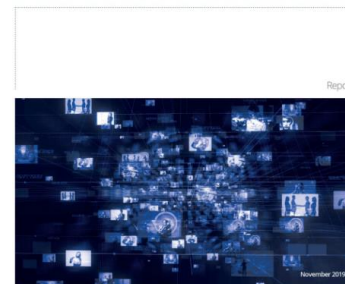


Research on Online Business Models Infringing
Intellectual Property Rights - Phase 2

Suspected trade mark infringing e-shops utilising previously
used domain names



ILLEGAL IPTV IN THE EUROPEAN UNION
RESEARCH ON ONLINE BUSINESS MODELS INFRINGING
INTELLECTUAL PROPERTY RIGHTS — PHASE 3



2019 Report
accompanied by
investigation
document



2021 Report
accompanied by
investigation
document



Research on Online Business Models Infringing
Intellectual Property Rights – Phase 4

Vendor Accounts on Third Party Trading Platforms

Final Report



March 2021

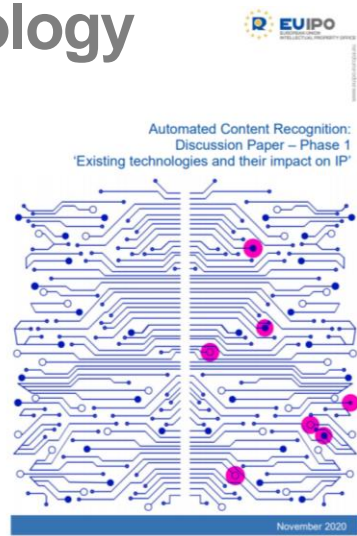
Intellectual Property ENFORCEMENT – Introduction to Observatory

Impact of Technology



ANTI-COUNTERFEITING TECHNOLOGY GUIDE

Prepared by The European Observatory on Infringements of Intellectual Property Rights, EUIPO, with support from the Anti-Counterfeiting Technologies Expert Group and the Impact of Technology Expert Group



EUIPO

Automated Content Recognition:
Discussion Paper – Phase 1
'Existing technologies and their impact on IP'

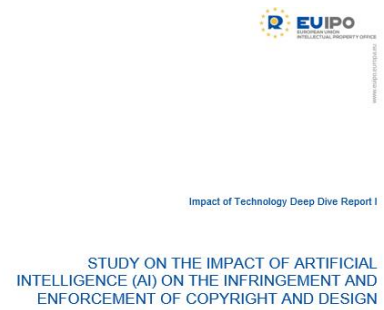
November 2020



2020 Report

EUIPO

OBSERVATORY



EUIPO

STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON THE INFRINGEMENT AND ENFORCEMENT OF COPYRIGHT AND DESIGN

Impact of Technology Deep Dive Report I



2021 Report



2020 Report



EUIPO

Intellectual Property Infringement and Enforcement
Tech Watch Discussion Paper 2020

Prepared by The European Observatory on Infringements of Intellectual Property Rights, EUIPO, with support from the Impact of Technology Expert Group



2022 Report



Intellectual Property ENFORCEMENT – Introduction to Observatory

IP Enforcement Portal (IPEP)

- Almost 1200 companies;
- 37,000 IPRs;
- Number of products 5,500;
- 73 Enforcement authorities;
- 465 enforcer accesses/month;
- EU counterfeit and pirated goods seizure data collections.

The screenshot shows the homepage of the EU IPO Observatory's IP Enforcement Portal. At the top left is the EU IPO logo (European Union Intellectual Property Office Observatory) with the tagline "Promoting and supporting intellectual property value". A search bar is located at the top right. Below the logo is a navigation menu with links for "Home", "About the Observatory", "Intellectual property for...", "Facts, Figures and Case Law", and "News & events". The main heading is "IP ENFORCEMENT portal" with the subtitle "The EU platform to manage customs applications for action (AFA) and deal with IPR enforcement matters". A prominent blue "LOG IN" button is centered, with a "No account yet? Sign up" link below it. A link for "Enforcement authorities: request access here" is also present. Below this, it states "A free, multilingual and secure tool" and features icons for "TM view" and "DESIGN view". At the bottom, it says "eAFA toolkit & resources" with checkmarks and labels for "eAFA toolkit" and "Resources".

Intellectual Property ENFORCEMENT – Introduction to Observatory

IP Enforcement Portal (IPEP)

- Almost 1200 companies;
- 37,000 IPRs;
- Number of products 5,500;
- 73 Enforcement authorities;
- 465 enforcer accesses/month;
- EU counterfeit and pirated goods seizure data collections.

How many goods detained by EU authorities (e.g. customs, market surveillance authorities, police etc.) are registered in IPEP for 2020?

Intellectual Property ENFORCEMENT – Introduction to Observatory

IP Enforcement Portal (IPEP)

- Almost 1200 companies;
- 37,000 IPRs;
- Number of products 5,500;
- 73 Enforcement authorities;
- 465 enforcer accesses/month;
- EU counterfeit and pirated goods seizure data collections.

How many goods detained by EU authorities (e.g. customs, market surveillance authorities, police etc.) are registered in IPEP for 2020?
66m+ items

Intellectual Property ENFORCEMENT – Introduction to Observatory

Networking and Capacity Building

- Judges network and seminars;
- European Intellectual Property Prosecutors Network (EIPPN) workshops;
- Pre-operational, knowledge building and regional seminars for enforcers and judiciary;
- Virtual Training Center (VTC) on CEPOL LEEEd platform;
- Academy webinars on EUIPO website;
- Support and contribution to IPKEY, WIPO, Interpol, bilateral and regional events;
- European Multidisciplinary Platform Against Criminal Threats (EMPACT) activities.

Intellectual Property ENFORCEMENT – Introduction to Observatory

IP in Education

- Aims to promote creativity, innovation, entrepreneurship and responsible digital engagement among young Europeans;
- Teaching materials and website for teachers;
- FAQs on Copyright for Teachers online;
- Training sessions and social media campaigns.



European Union Intellectual Property Office



**IS YOUR
STUDENT THE NEW
MICHELANGELO?**

Find out here if their creativity
can be copyright-protected

euipo.europa.eu/

 **EU IPO**
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



THANK YOU