



 **A balanced approach to the enforcement of IP rights**

**Workshop on Building Respect for IP Rights
October 19, 2016 - Kyiv, Ukraine**

**Thomas Dillon
Legal Counsellor, Building Respect for IP Division, WIPO**

WIPO

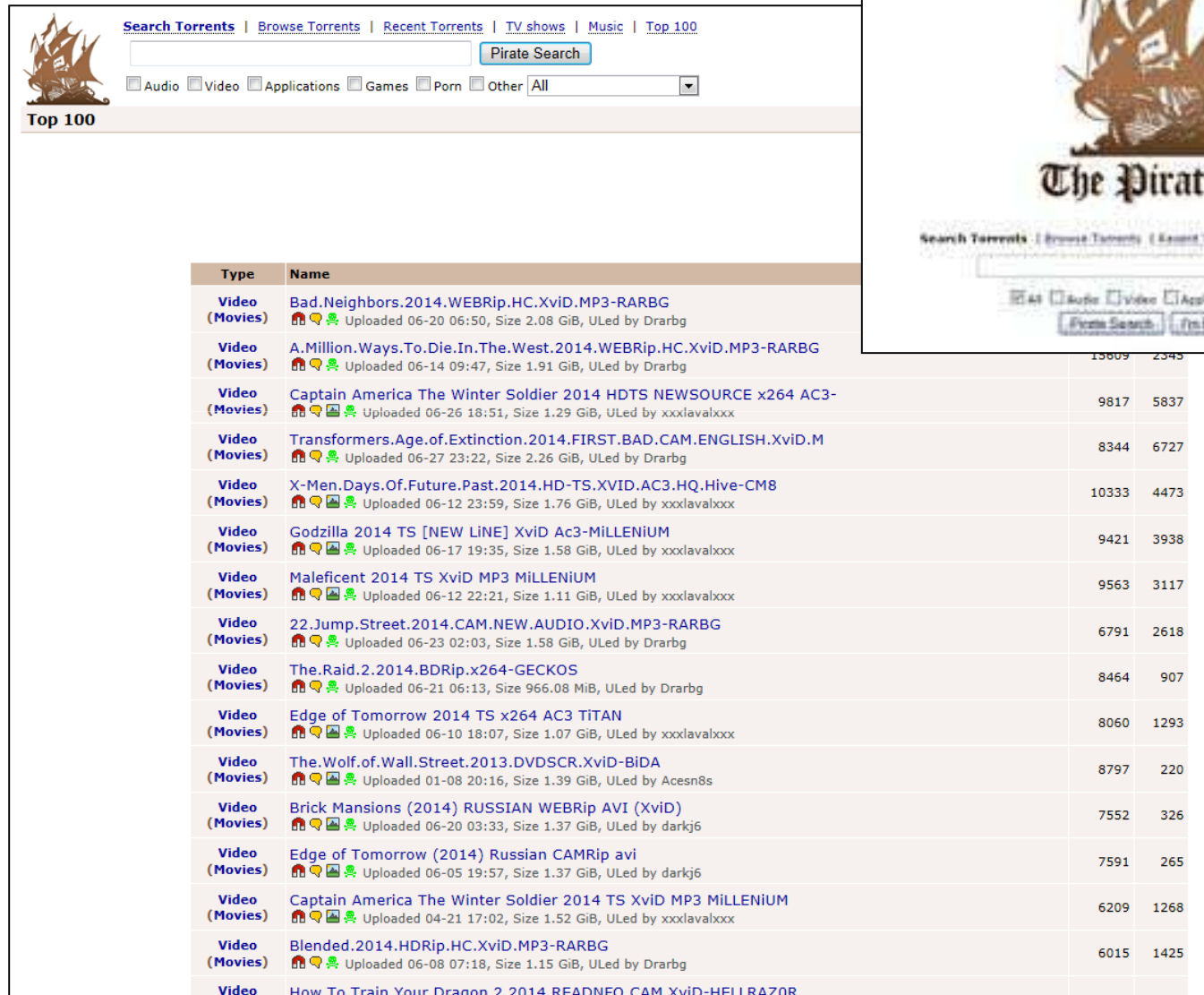


- Self-funding UN agency, founded in 1967
- 188 Member States
- Based in Geneva, with external offices in Beijing, Moscow, Rio de Janeiro, Singapore and Tokyo
- Global forum for IP services, policy, information and cooperation (inc. administration of 25 IP treaties)
- Mission: *The promotion of innovation and creativity for the economic, social and cultural development of all countries, through a balanced and effective international intellectual property system*

Pirate products



Internet piracy



The screenshot shows the 'Top 100' section of The Pirate Bay website. At the top, there is a search bar with a 'Pirate Search' button and a dropdown menu set to 'All'. Below this is a table listing the top 100 torrents. Each row includes a 'Type' (Video/Movies), a 'Name' with a small thumbnail icon, upload details (date, time, size, uploader), and two columns of numbers representing seeders and leechers.

Type	Name	Upload Info	Seeders	Leechers
Video (Movies)	Bad.Neighbors.2014.WEBRip.HC.XviD.MP3-RARBG	Uploaded 06-20 06:50, Size 2.08 GiB, ULed by Drarbg	15609	2343
Video (Movies)	A.Million.Ways.To.Die.In.The.West.2014.WEBRip.HC.XviD.MP3-RARBG	Uploaded 06-14 09:47, Size 1.91 GiB, ULed by Drarbg	9817	5837
Video (Movies)	Captain America The Winter Soldier 2014 HDTS NEWSOURCE x264 AC3-	Uploaded 06-26 18:51, Size 1.29 GiB, ULed by xxxlavalxxx	8344	6727
Video (Movies)	Transformers.Age.of.Extinction.2014.FIRST.BAD.CAM.ENGLISH.XviD.M	Uploaded 06-27 23:22, Size 2.26 GiB, ULed by Drarbg	10333	4473
Video (Movies)	X-Men.Days.Of.Future.Past.2014.HD-TS.XVID.AC3.HQ.Hive-CM8	Uploaded 06-12 23:59, Size 1.76 GiB, ULed by xxxlavalxxx	9421	3938
Video (Movies)	Godzilla 2014 TS [NEW LINE] XviD Ac3-MILLENIUM	Uploaded 06-17 19:35, Size 1.58 GiB, ULed by xxxlavalxxx	9563	3117
Video (Movies)	Maleficent 2014 TS XviD MP3 MILLENIUM	Uploaded 06-12 22:21, Size 1.11 GiB, ULed by xxxlavalxxx	6791	2618
Video (Movies)	22.Jump.Street.2014.CAM.NEW.AUDIO.XviD.MP3-RARBG	Uploaded 06-23 02:03, Size 1.58 GiB, ULed by Drarbg	8464	907
Video (Movies)	The.Raid.2.2014.BDRip.x264-GECKOS	Uploaded 06-21 06:13, Size 966.08 MiB, ULed by Drarbg	8060	1293
Video (Movies)	Edge of Tomorrow 2014 TS x264 AC3 TITAN	Uploaded 06-10 18:07, Size 1.07 GiB, ULed by xxxlavalxxx	8797	220
Video (Movies)	The.Wolf.of.Wall.Street.2013.DVDSCR.XviD-BiDA	Uploaded 01-08 20:16, Size 1.39 GiB, ULed by Acesn8s	7552	326
Video (Movies)	Brick Mansions (2014) RUSSIAN WEBRip AVI (XviD)	Uploaded 06-20 03:33, Size 1.37 GiB, ULed by darkj6	7591	265
Video (Movies)	Edge of Tomorrow (2014) Russian CAMRip avi	Uploaded 06-05 19:57, Size 1.37 GiB, ULed by darkj6	6209	1268
Video (Movies)	Captain America The Winter Soldier 2014 TS XviD MP3 MILLENIUM	Uploaded 04-21 17:02, Size 1.52 GiB, ULed by xxxlavalxxx	6015	1425
Video (Movies)	Blended.2014.HDRip.HC.XviD.MP3-RARBG	Uploaded 06-08 07:18, Size 1.15 GiB, ULed by Drarbg	1666	1664
Video	How To Train Your Dragon 2 2014 READNFO CAM XviD-HELLRAZOR			



Signal theft

The image shows a screenshot of a Facebook page for 'ilemi.eu'. The page header includes the Facebook logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password'. A notification box at the top center says 'ilemi.eu is on Facebook. To connect with ilemi.eu, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons. The page cover features a collage of soccer players and logos, with a 'neolive.eu' logo and 'ilemi.eu TV Network' text. The main content area shows a post from 'ilemi.eu' dated November 20, 2015, titled 'Real Madrid vs FC Barcelona #ElClasico Spain - Primera Division online--> http://goo.gl/Hgd2A7'. The post includes a large image of two players facing each other with the text 'EL CLASICO' and a 'Share' button. The left sidebar shows search, 'PEOPLE' (17,634 likes), 'ABOUT' (http://www.neolive.eu/, TV Network), and 'PHOTOS'.

Fakes at the border



Source: Uganda Revenue Authority

Can you tell the difference?



Importance of IP

- “IP-intensive industries support at least 40 million jobs (27.7% of all jobs) and contribute more than 5 trillion dollars to (34.8% of) U.S. GDP”

US Commerce Department Report: “Intellectual Property and the U.S. Economy: Industries in Focus” (April 2012)

- “IPR-intensive industries are shown to have generated almost 26% of all jobs in the EU during the period 2008-2010... Over the same period, IPR-intensive industries generated almost 39% of total economic activity (GDP) in the EU, worth € 4.7 trillion. They also accounted for most of the EU’s trade with the rest of the world”

European/EPO: “Intellectual property rights intensive industries: contribution to economic performance and employment in the European Union” (September 2013)

[Sport](#) › [Football](#) › [Premier League](#)

Premier League TV rights: Sky Sports and BT Sport win UK broadcasting rights as price tops £5billion

Rights for the 2016-19 seasons sell for higher than expected

Tom Peck | [@tompeck](#) | Tuesday 10 February 2015 | [0](#) comments

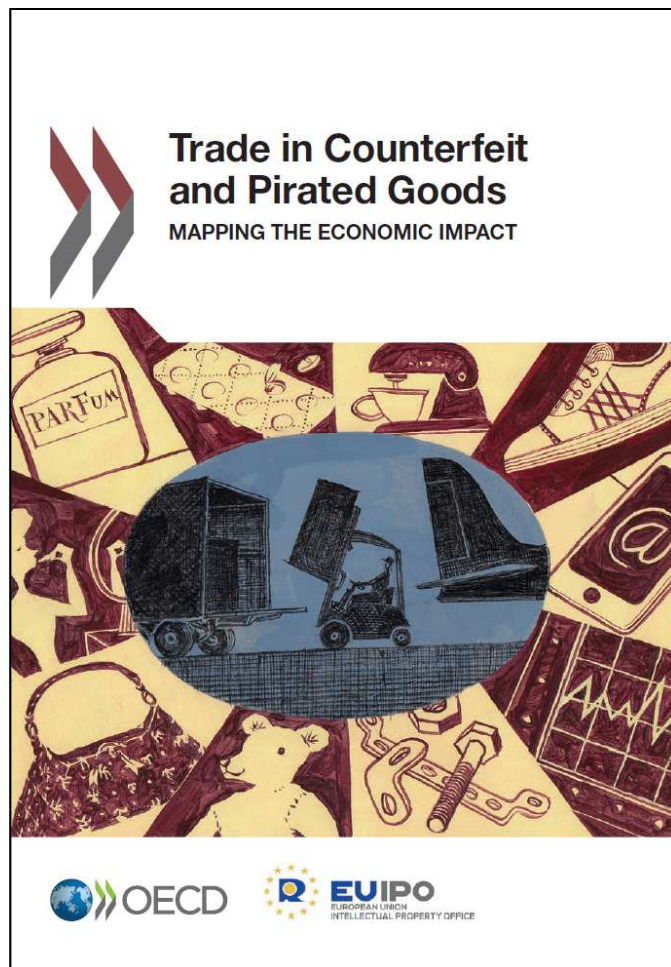


Superbowl Fakes – February 2016



Photo credit: U.S. Customs and Border Protection/Glenn Fawcett

Trade in counterfeit and pirated goods 2013



OECD/EUIPO (2016):

- Worth up to \$461bn at genuine prices
- Up to 2.5% of world trade

Potential effects of infringement

- Risk to consumer health and safety
- Business losses
- Employment reduction
- Investment – domestic and foreign
- Strengthening of Organized Crime
- Undermining of Rule of Law
- Innovation – R&D
- Loss of cultural diversity
- Tax losses

EU Attitudes Survey (Nov. 2013)



- 96% of EU citizens agree that it is important that inventors, creators and performing artists can protect their rights and be paid for their work
- 81% of EU citizens surveyed agree with the statement “buying counterfeit products ruins businesses and jobs”
- 34% of EU citizens surveyed agree with the statement “buying counterfeit products allows making a smart purchase that enables you to have the items that you wanted while preserving your purchasing power”
- 42% of Europeans consider it is acceptable to download or access copyright-protected content illegally when it is for personal use. This number rises by 15 points to 57% amongst citizens from 15 to 24 years old

Strategic Goal VI: “International Cooperation on Building Respect for Intellectual Property”

■ Recommendation 45 of the WIPO Development Agenda:

*45. To approach intellectual property enforcement in the context of broader societal interests and especially development-oriented concerns, with a view that **“the protection and enforcement of intellectual property rights should contribute to the promotion of technological innovation and to the transfer and dissemination of technology, to the mutual advantage of producers and users of technological knowledge and in a manner conducive to social and economic welfare, and to a balance of rights and obligations”**, in accordance with Article 7 of the TRIPS Agreement.*

WIPO - International Cooperation



United Nations
Environment Programme



unieri

United Nations
Interregional Crime and Justice
Research Institute



**World Health
Organization**



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES



INTERPOL

An ICC initiative
BASCAP
Business Action to Stop
Counterfeiting and Piracy

React
The Anti-Counterfeiting Network



International
Trademark
Association



**WORLD TRADE
ORGANIZATION**



[and more...]

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

BRIP Division Activities

Building Respect: Enforcement – Prevention

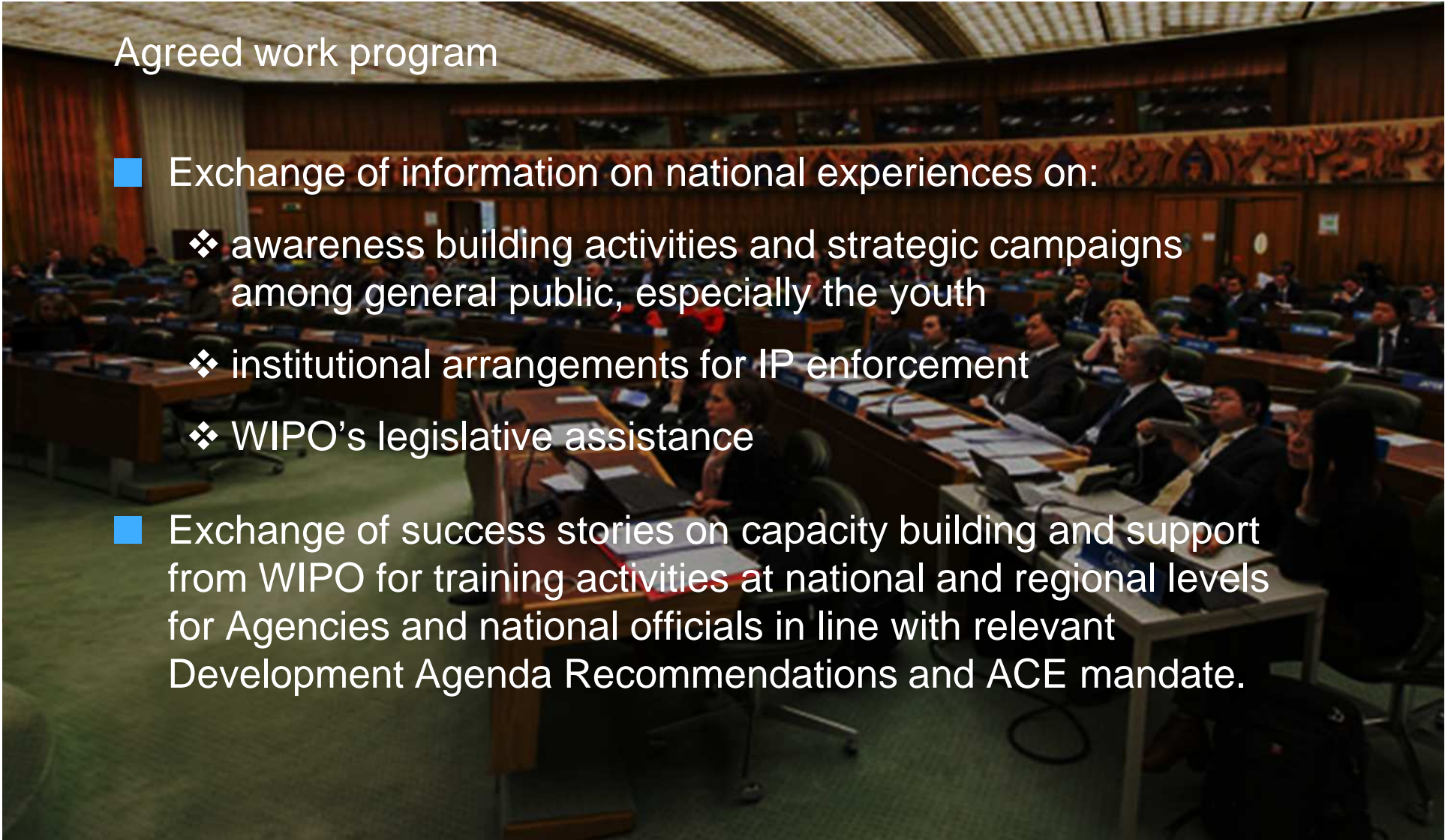
- Capacity building
- Legislative assistance
- Policy dialogue among Member States (ACE)
- Awareness raising

Advisory Committee on Enforcement

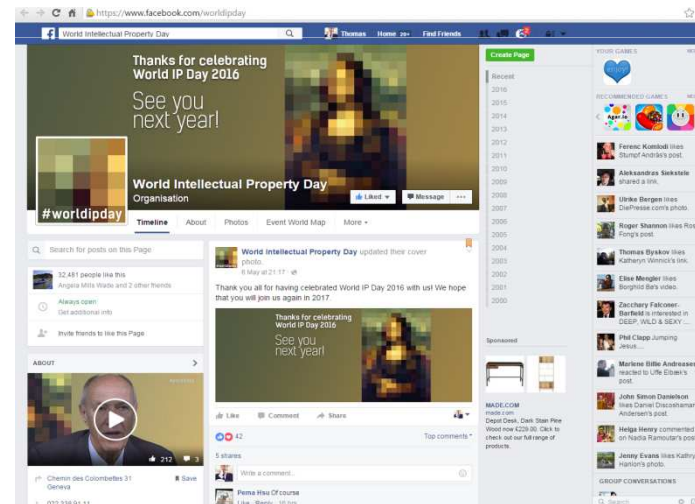
Eleventh Session – September 7-9, 2016

Agreed work program

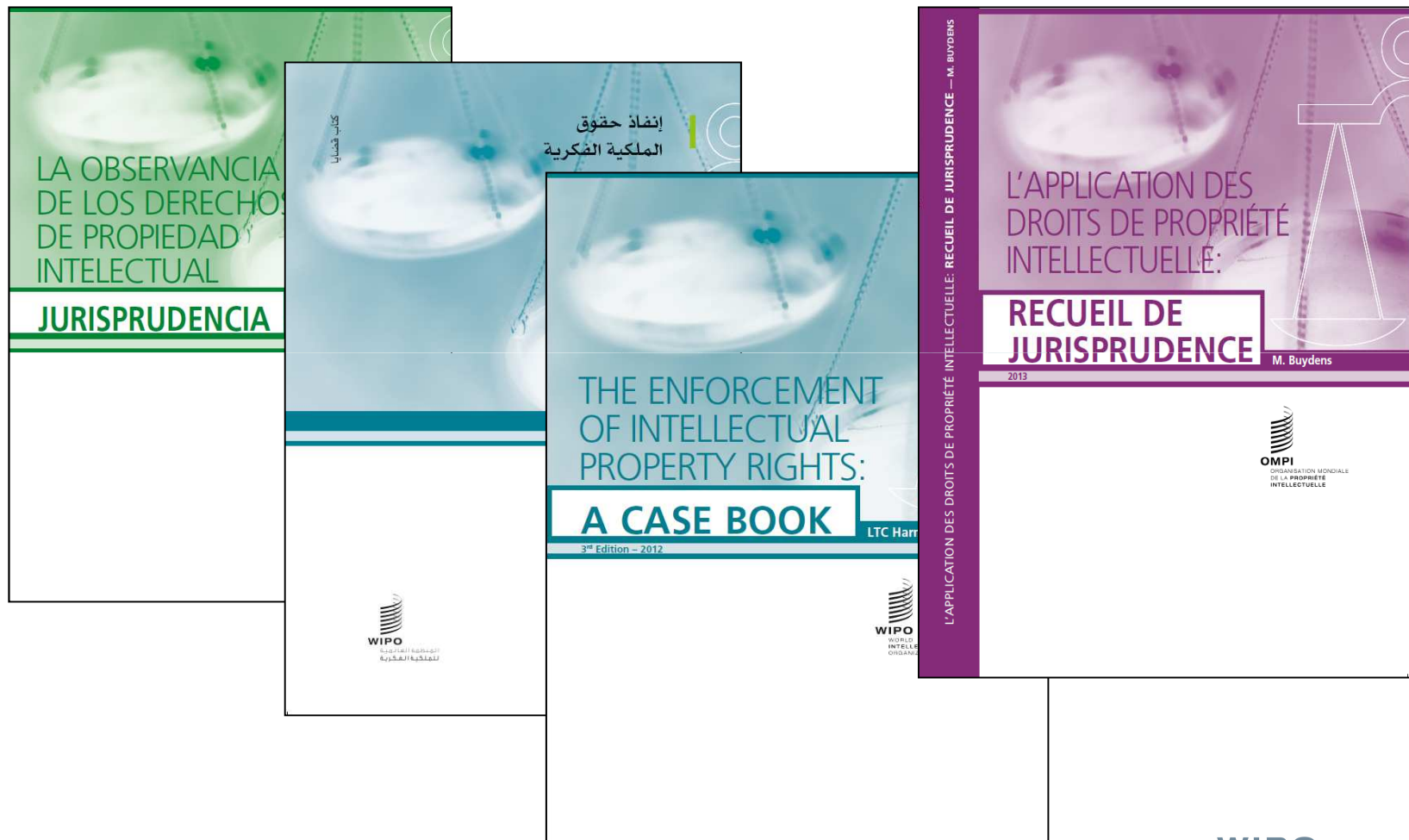
- Exchange of information on national experiences on:
 - ❖ awareness building activities and strategic campaigns among general public, especially the youth
 - ❖ institutional arrangements for IP enforcement
 - ❖ WIPO's legislative assistance
- Exchange of success stories on capacity building and support from WIPO for training activities at national and regional levels for Agencies and national officials in line with relevant Development Agenda Recommendations and ACE mandate.



WIPO: Awareness raising



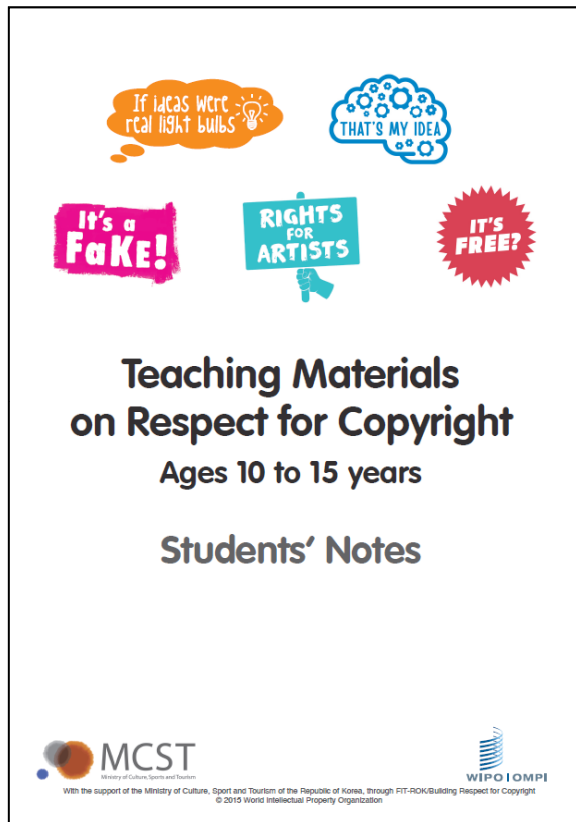
WIPO Enforcement Casebooks



WIPO Training Materials on IP Crime



WIPO Outreach Tools

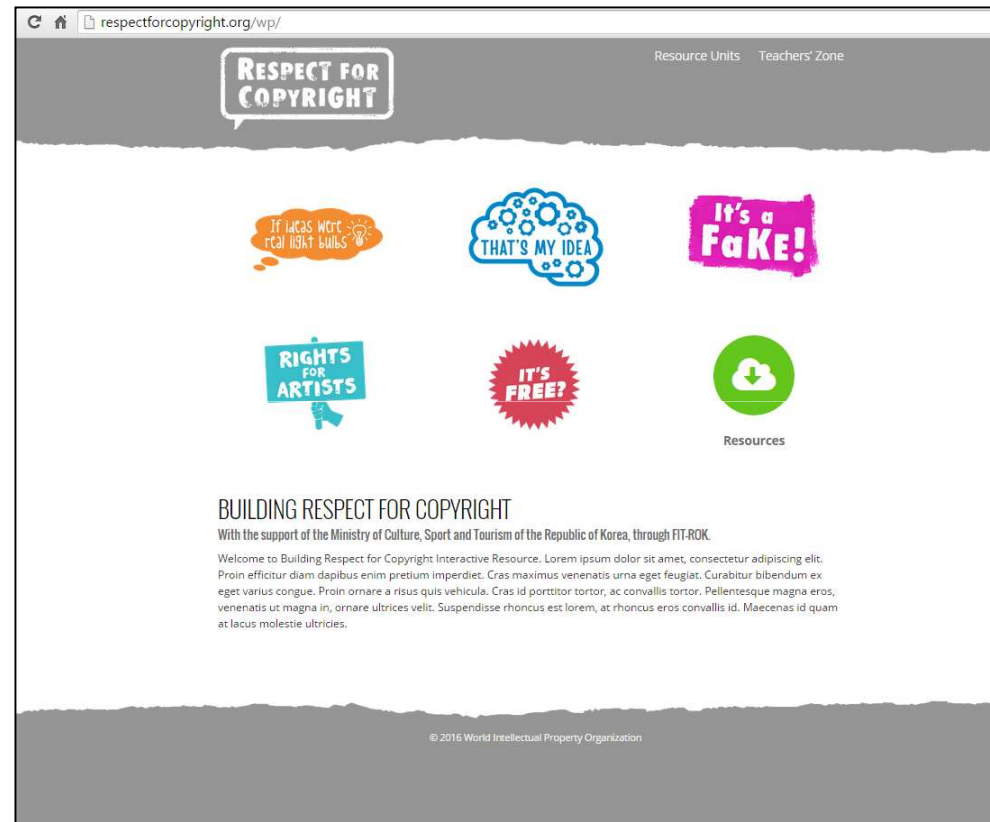


The cover features several colorful icons: an orange thought bubble with a lightbulb, a blue brain with gears, a pink speech bubble saying 'It's a FaKE!', a blue sign with a hand pointing to 'RIGHTS FOR ARTISTS', and a red starburst saying 'IT'S FREE?'. The text is centered and reads: 'Teaching Materials on Respect for Copyright', 'Ages 10 to 15 years', and 'Students' Notes'. At the bottom, it includes the MCST logo (Ministry of Culture, Sports and Tourism) and the WIPO IOMPI logo, along with a small line of text: 'With the support of the Ministry of Culture, Sport and Tourism of the Republic of Korea, through FIT-ROK/Building Respect for Copyright © 2016 World Intellectual Property Organization'.

**Teaching Materials
on Respect for Copyright**
Ages 10 to 15 years
Students' Notes

MCST
Ministry of Culture, Sports and Tourism
With the support of the Ministry of Culture, Sport and Tourism of the Republic of Korea, through FIT-ROK/Building Respect for Copyright
© 2016 World Intellectual Property Organization

WIPO IOMPI



The screenshot shows a web browser at the URL 'respectforcopyright.org/wp/'. The page has a grey header with the text 'RESPECT FOR COPYRIGHT' in a white box, and navigation links for 'Resource Units' and 'Teachers' Zone'. The main content area features the same icons as the cover, plus a green circular icon with a white download symbol labeled 'Resources'. Below the icons, the text reads: 'BUILDING RESPECT FOR COPYRIGHT', 'With the support of the Ministry of Culture, Sport and Tourism of the Republic of Korea, through FIT-ROK.', and a paragraph of placeholder text: 'Welcome to Building Respect for Copyright Interactive Resource. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin efficitur diam dapibus enim pretium imperdiet. Cras maximus venenatis urna eget feugiat. Curabitur bibendum ex eget varius congue. Proin ornare a risus quis vehicula. Cras id porttitor tortor, ac convallis tortor. Pellentesque magna eros, venenatis ut magna in, ornare ultrices velit. Suspendisse rhoncus est lorem, at rhoncus eros convallis id. Maecenas id quam at lacus molestie ultricies.' At the bottom, it says '© 2016 World Intellectual Property Organization'.

respectforcopyright.org/wp/

Resource Units Teachers' Zone

RESPECT FOR COPYRIGHT

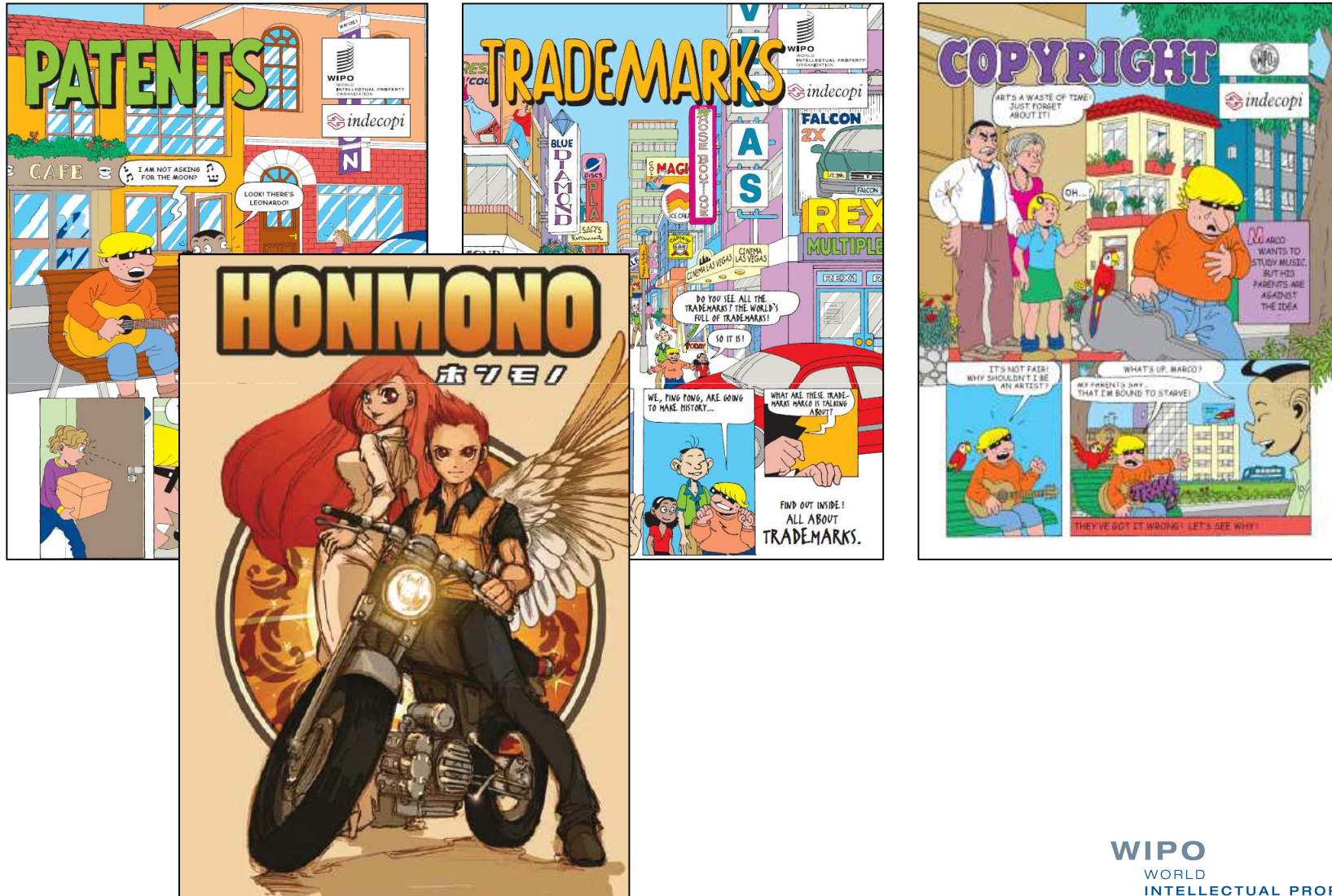
If ideas were real light bulbs
THAT'S MY IDEA
It's a FaKE!
RIGHTS FOR ARTISTS
IT'S FREE?
Resources

BUILDING RESPECT FOR COPYRIGHT
With the support of the Ministry of Culture, Sport and Tourism of the Republic of Korea, through FIT-ROK.

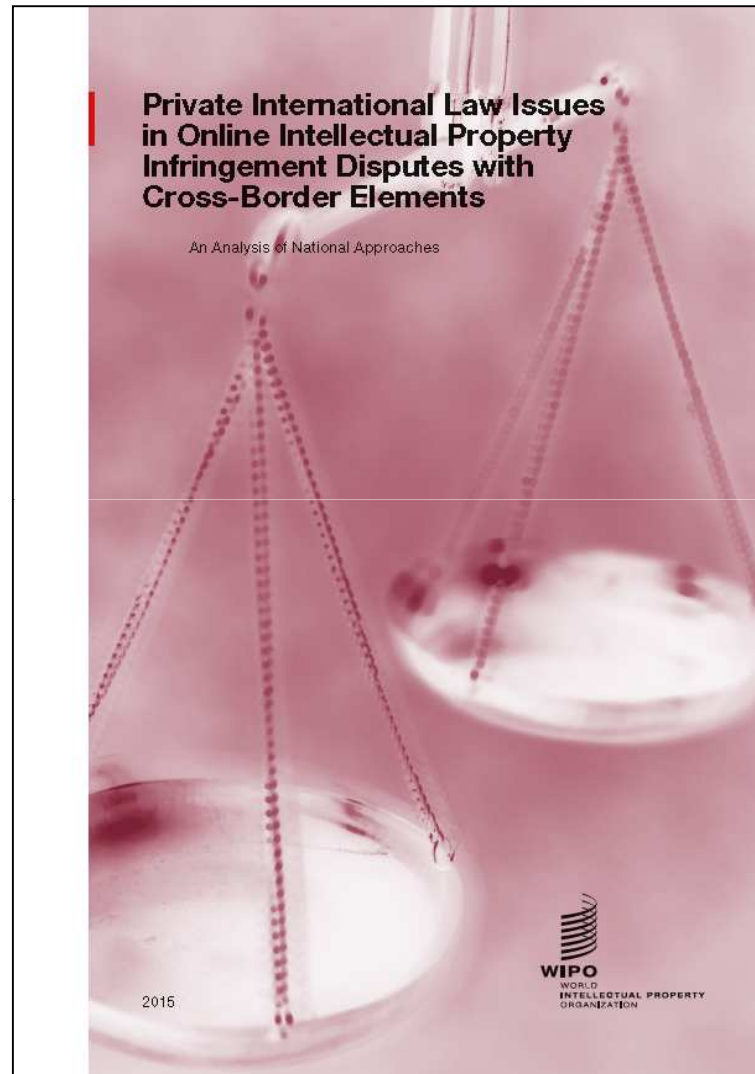
Welcome to Building Respect for Copyright Interactive Resource. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin efficitur diam dapibus enim pretium imperdiet. Cras maximus venenatis urna eget feugiat. Curabitur bibendum ex eget varius congue. Proin ornare a risus quis vehicula. Cras id porttitor tortor, ac convallis tortor. Pellentesque magna eros, venenatis ut magna in, ornare ultrices velit. Suspendisse rhoncus est lorem, at rhoncus eros convallis id. Maecenas id quam at lacus molestie ultricies.

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WIPO Outreach Tools



Research on Private International Law



We are
the global
forum for
intellectual
property

policy

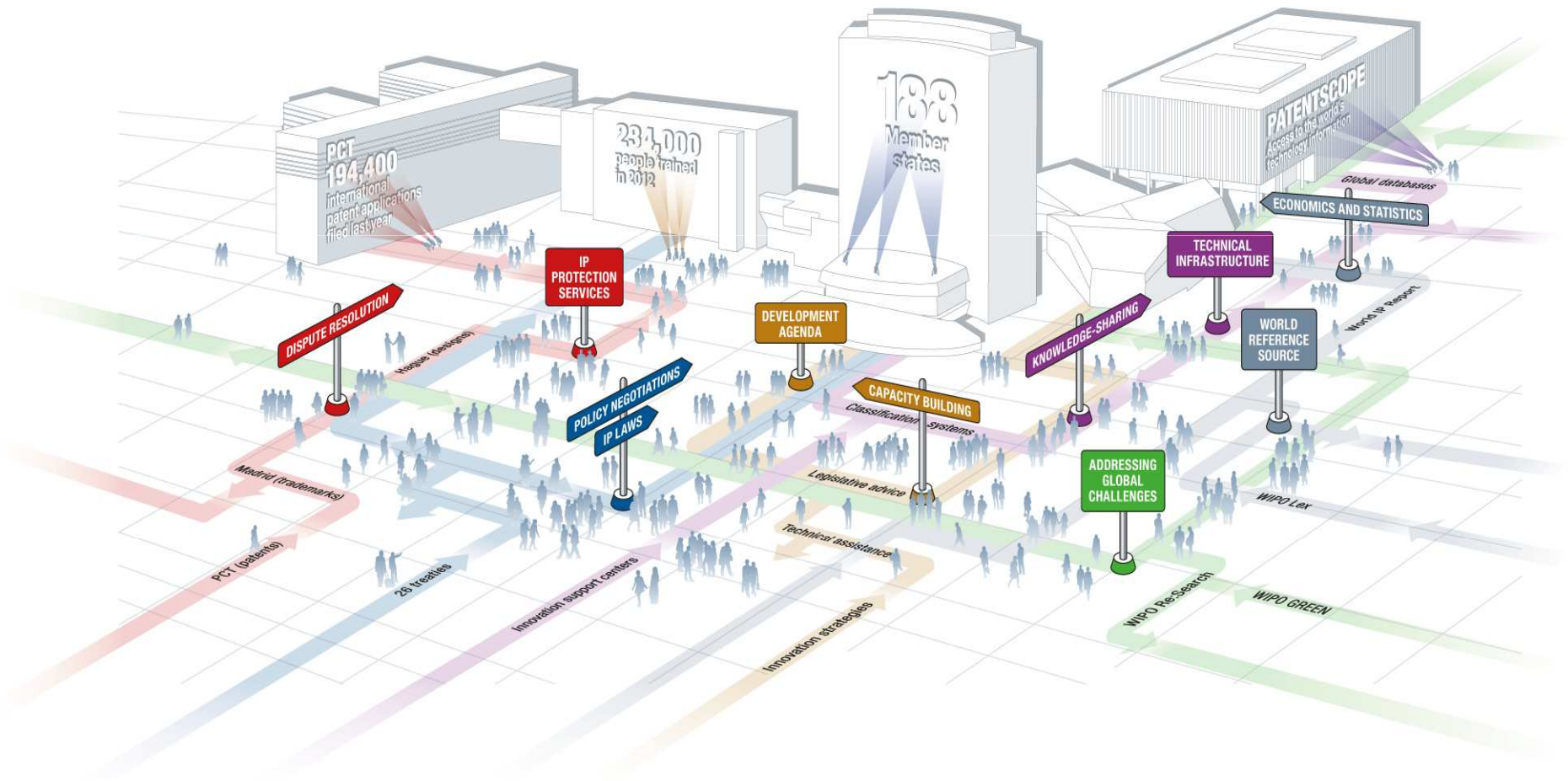
services

infrastructure

development

solutions

and information



We are
the global
forum for
intellectual
property

WIPO's staff, Member
States and stakeholders
share a common goal:

An efficient and accessible
IP system that provides
benefits to all.

