

Awareness Horses for Causes Different strategies CIPC

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Companies and Intellectual
Property Commission

a member of **the dti** group

Fake “fake” site as warning tool

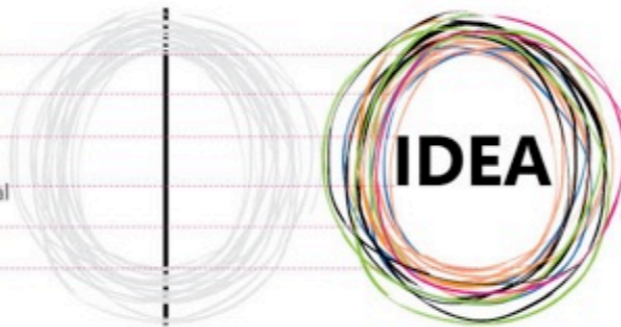
The image shows a screenshot of the website 'FREE2DOWNLOAD'. The navigation menu at the top includes 'HOME', 'MUSIC', 'GAMES', 'SOFTWARE', 'MOVIES', and 'BOOKS'. A green oval highlights the text: 'Looking for the best in free, no hassle downloads without the price tag of original material, you're in the right place! We offer you the very best choice when it comes to games, software, movies, music and books. Use our keyword search below or select a category above then just sit back and enjoy the experience, we trust it'll be a memorable one!'. Below this, there are sections for 'TOP SONGS' and 'TOP ALBUMS'. The 'TOP SONGS' section lists five items: 1. 'Say Something A Great Big World...', 2. 'Timber (feat. Ke\$ha) Pitbull', 3. 'Story of My Life One Direction', 4. 'Roller Coaster Justin Bieber', and 5. 'Royals Lorde'. The 'TOP ALBUMS' section lists five items: 1. 'Story of My Life One Direction', 2. 'The James Bay Catfights Fire', 3. 'LORDE PURE', 4. 'Angels & Demons', and 5. 'glee'. A green text box overlaid on the page states: 'Site visitors can search for something or click on the most popular thumbnails in one of the five categories.' The right side of the image shows a smaller view of the website's main content area, displaying a grid of various thumbnails for different categories.

Anti piracy moved towards Idea Conservation

LOGO WITH PARTNER LOGO



CONSERVATION
Be your own. Buy your own.



CONSERVATION
Be your own. Buy your own.

THE ANATOMY OF IDy



Large **Steam Punk** influenced eye representing a single vision for the protection of all IP

The EYE has the special power of being able to identify IP Poachers

CO-OPERATION

The efficiency with which counterfeit and pirated products are being combated in South Africa depends on:

- the internal working relationship of all government agencies responsible for the enforcement of the Act,
and
- the co-operation and commitment of the IP holders, their agents and representatives

Creating a general awareness with the public **and guiding businesses into compliance.**

Collaboration Partnerships

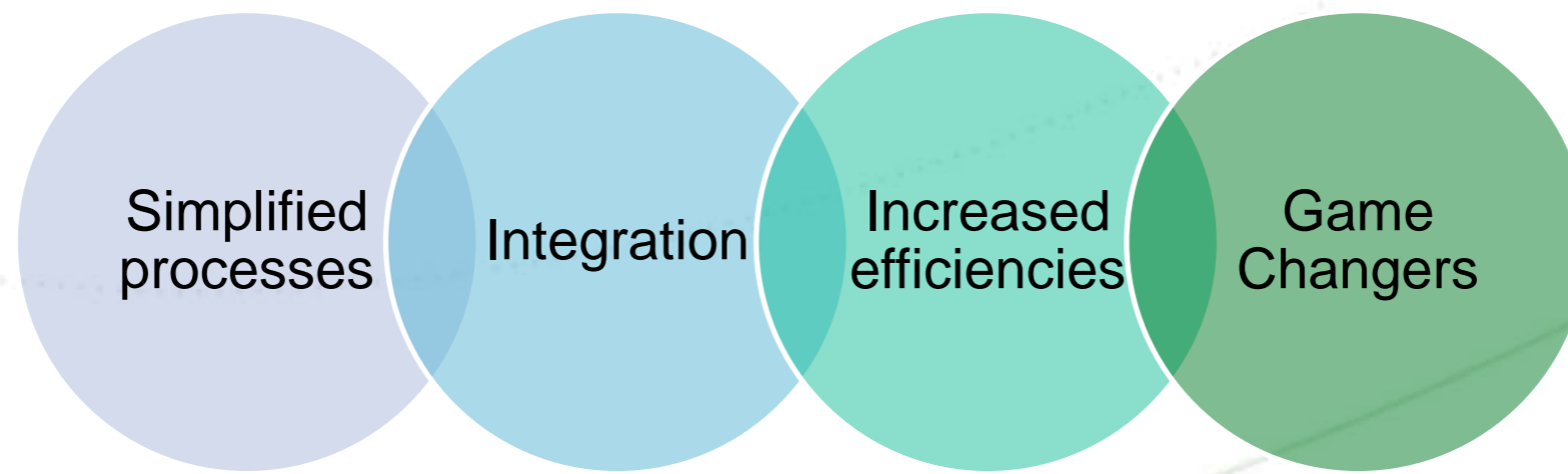
Partnerships deliver:

Simplified processes

Integrating multiple services through innovative collaboration

Increase efficiencies

Introducing different new ways comthat benefit all parties concerned.



CORPORATE GOVERNANCE -THE PATH TO SUSTAINABLE BUSINESSES

This campaign has as its main focus to;

- Drive awareness ('Conservation of Ideas (Anti-Piracy and compliance)
- Build pipeline for enforcement.
- Build Respect for Intellectual Property Rights (IPR) in general
- Increase Levels of Compliance in SMME's in regard to IP laws in specific.

Objective for Vendors: Increase reach and Legalise

Success Criteria

We can tick the following boxes:

- CIPC: - Education and Awareness
- Contributes to implementation of CIPC mandate, through an increase in levels of compliance
- End User Enforcement
- BSA: - Lead Generation
- Effective enforcement
- DALRO - Increase in legal distribution of Copyright protected material

In Conclusion

The first collaboration of its kind in the world involving Government, software and creative content Industry Bodies!

This Pilot study provides insight into the mindset of South African businesses when it comes to IP Compliance!

An increase in compliance has significant ramifications for cyber security and employment in the creative sector.

It reveals the vulnerability of companies to legal actions based on IP infringement