



STATE
INTELLECTUAL
PROPERTY
OFFICE OF
THE REPUBLIC
OF CROATIA

Awareness building activities targeting schoolchildren

Undertaken by SIPO Croatia and the
Croatian Coordination Bodies for the
Enforcement of IP rights

Geneva, September 3, 2018



Activities targeting schoolchildren

Two complementary activities:

- **Competition for schoolchildren in cooperation with WIPO, BRIP Competition 2017**
- **IP day for Kids – in cooperation with EUIPO**



Competition for schoolchildren

Announced on the occasion of World IP Day, open for entries throughout the year

- three categories (primary schoolchildren, classes 1 to 4; primary schoolchildren, classes 5 to 8; secondary schoolchildren)
- nationwide
- literary work, video work, musical competition, fine art work or cartoon
- theme: Innovation for a Better Life

Competition for schoolchildren

Promoted:

- on web pages of SIPO and Coordination Bodies for the Enforcement of IP Rights; Facebook and Twitter accounts „Stop Counterfeiting and Piracy”
- Through contact list of all principals of primary and secondary schools by the Ministry of Science and Education (on two occasions)
- on the occasion of IP Day for Kids



IP Day for Kids



Focused on children and youth in 3 specific target groups:

- Children from 1st – 4th class of primary schools (6-10 years old)
- Children from 5th – 8th class of primary schools (10-14 years old)
- Youth - secondary schools (14-18 years old)

Message conveyed:

- Importance of protection and observance of IPR
- How to use IP (incl. in the development of their own innovations and creative works)



Concept of the event

- Event organized in a movie theater/theatre/museum with adequate space
- Children COMING to the venue**, not bringing the event to schools
- In this way more schools can be involved, local communities can be activated in organization of the event and media coverage is better
- Support by the Ministry of Science and Education of Croatia (Letter of recommendation for the project)



Concept of IP Day

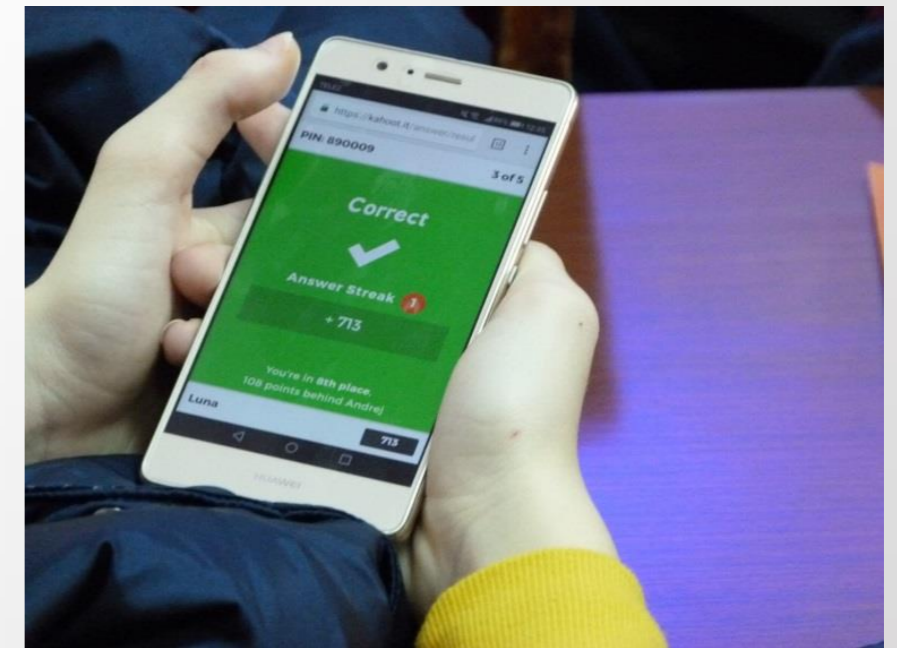
- Program is developed specifically for each of the three age groups
- Programs are held one after the other.



Scenario

Educational-entertaining content developed for each age group

- Central event (duration 50 minutes) c. 150-200 children
- Workshops (3) duration 20 minutes each, up to 90 children in total – rotation of the groups



Results of the activities undertaken - competition

Category	Overall	Literary work	Video work	Composition	Fine art work	Cartoon
primary school class 1 to 4	53	0	1	0	50	2
primary school class 5 to 5	65	15	1	0	35	14
secondary school	32	19	1	1	7	4
overall	150	34	3	1	92	20

Three finalists selected in each category, the winner of each category and the overall national winner:

<https://app.box.com/s/qcpedrwt6efxxv166n2cm18i5pt7luq>

Results of the activities undertaken – competition

SIPO launched an exhibition in its Information Centre of works received during the 2017 competition on April 26, 2018.

On this occasion an award ceremony was held, during which overall national winners were presented with the WIPO Schoolchildren's Trophy and other awards.





Results of the activities undertaken – IP day for Kids

1 adaptation of the theatre play

8 short films and documentaries (7+1)

3 KAHOOT quizzes for workshops and 6 short presentations

12 different games and templates for workshops

Events held and planned

May 30, 2017, Museum of Contemporary Art, Zagreb

350 children from 5 schools participated in the central events

150 children participated in the workshops



November 14, 2017, City Hall & Movie Theatre, Varaždin

550 children from 5 schools participated in the central events

280 children participated in the workshops



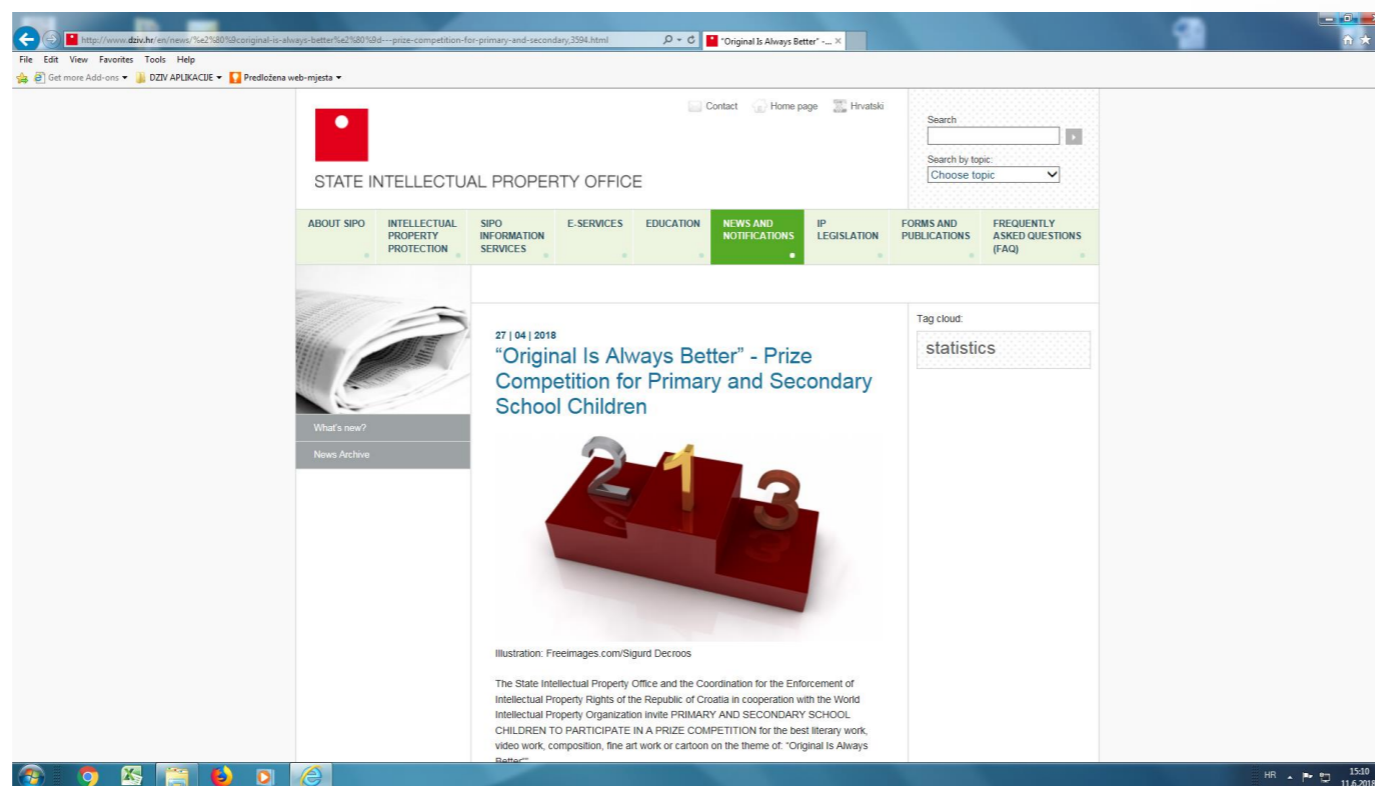
April 11, 2018, Croatian Cultural Centre, Rijeka

600 children from more than 10 schools participated in the central events; 350 children participated in the workshops



Future plans

The competition for schoolchildren for 2018 is entitled “Original Is Always Better” - launched on the occasion of World IP Day on 26 April 2018.



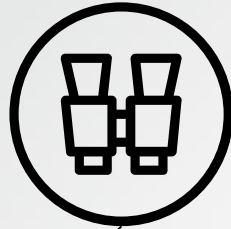
In Autumn 2018, a further IP Day for Kids event will be organized in Karlovac.



Public Outreach Work in the Area of Intellectual Property Rights: Kazakhstan's Experience

National campaign
"Counterfeit"

Ministry of Justice of the Republic of Kazakhstan



Since 2001

1. Carries out the state policy in the area of intellectual property rights protection
2. Coordinates the interaction of authorized bodies and interested organizations in the field of IP protection



Organizes and carries out public outreach in the area of intellectual property rights, including among the IP right holders, as well as among the users – entrepreneurs

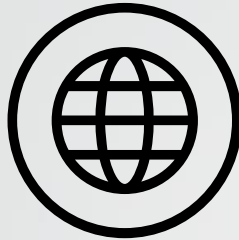
Public outreach is carried out through

01 Local Justice offices

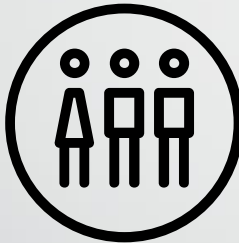
02 Interested government bodies

03 Mass media

Objectives of the national campaign «Counterfeit»



Popularize and promote the fight against the spread of counterfeit products



Participation of the population in the public outreach activities in the area of IP rights



Raising the population's level of awareness about the issue of spread of counterfeit products in the domestic market

The national campaign «Counterfeit»

- Competition
- Round table
- Seminars for beginner entrepreneurs in 16 regions
- Internet conference
- Social networks
- Closing ceremony of the Campaign
- Briefing for mass-media

Public outreach

Round Tables

Discussion of IP rights protection issues and law enforcement practices

Internet conferences

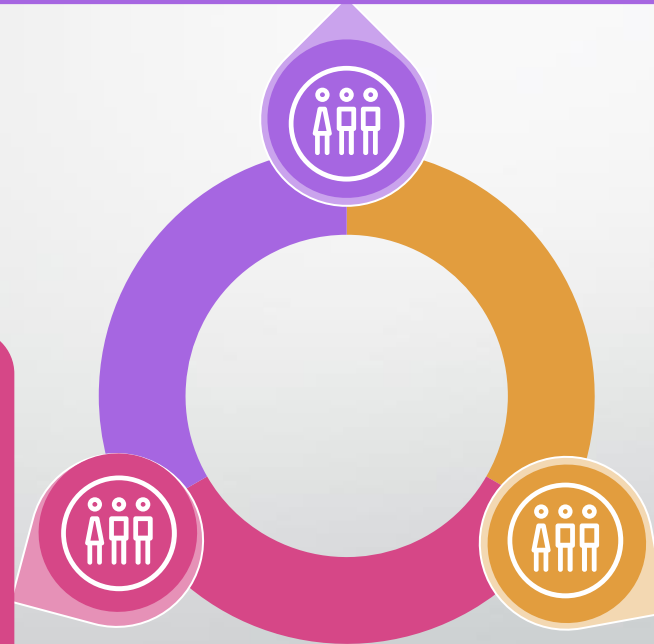
Discussion of current challenges faced by users and right holders

Recommendations with solutions were provided

Seminars

Entrepreneurs were shown ways of using intellectual property objects and ways of lawful settlement of issues related to the use of intellectual property objects

Recommendations on registration of trademarks and other objects of intellectual property were provided



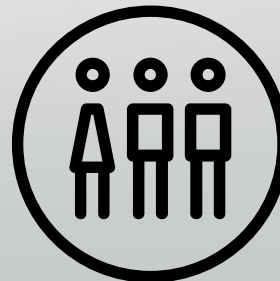
National competitions were organized throughout the Republic of Kazakhstan





Local Justice offices announced the national campaign
and competition

Participants – citizens of the Republic of Kazakhstan above 14
years old



Stages of the competition for best article

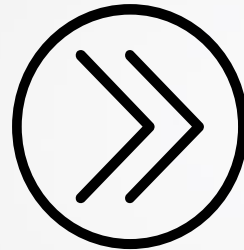
Stage 1 Regional



Regional
Departments of
Justice, cities of
Astana and
Almaty

Competition
Commission

Forward best
entries to the
Ministry of
Justice



Stage 2 National

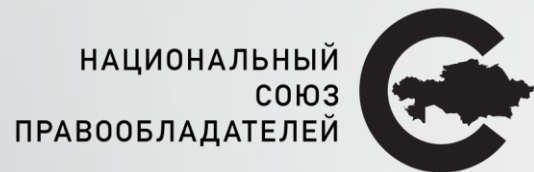


Ministry of
Justice

Competition
Commission

Determination of
the winner

- The competitions were carried out with the support of
1. Organizations that manage property rights on a collective basis
 2. National Chamber of Entrepreneurs "Atameken"
 3. Ministry of Culture and Sports of the Republic of Kazakhstan



Closing ceremony of the national campaign



1. Drawing up the results of the national campaign
2. Awards ceremony
3. A concert dedicated to IP rights protection



Results



National campaign «Counterfeit» covered the whole territory of the Republic of Kazakhstan

The outreach work to combat the spread of counterfeit products attracted the public and the participants of the seminar, who through their creative work expressed a negative attitude and intolerance to the spread of counterfeit products



Further outreach works are planned that will cover the whole Republic, including through means of a national campaign



Financing needs



RAISING IP AWARENESS

VIA SOCIAL MEDIA

IN THAILAND



Mr. Sasiwat Rattanaphan
Public Relation Officer
Department of Intellectual Property,
Ministry of Commerce, Thailand

Introduction



-
- *Technology and people's daily life are mostly inseparable*
 - *In Thailand, online activities have become prevalent and been part of Thai people's daily routines*
 - *Thailand is arguably one of the countries that have high usage of social media.*
 - *The Department of Intellectual Property of Thailand (DIP) has realized the importance of online communications including social media as a tool for raising public awareness on intellectual property and enhancing IP knowledge of the public*

THAILAND SOCIAL MEDIA SUMMARY



49

Million User
Growth

+4%

(74% of Thailand Populations)



13.6

Million User
Growth

+24%



12

Million User
Growth

+33%

5.7

Million Active User

IP AWARENESS

VIA SOCIAL MEDIA

IN THAILAND



Facebook Fan Page

DIP กรมทรัพย์สินทางปัญญา

โทรเลย

เผยแพร่ รูปภาพ/วิดีโอ งานกิจกรรม โปรโมท

อัตราการตอบกลับ 93%, เวลาในการตอบกลับ...
ได้ตอบให้รวดเร็วขึ้นเพื่อให้ได้รับแถบป้ายนี้

โทรเลย
จำนวนคลิก 18 ครั้ง ในช่วง 7 วันที่ผ่านมา

โปรโมทเพจของคุณด้วยงบ ฿169
เข้าถึงผู้คนใน ไทย ให้มากขึ้น

213,243
คนกดถูกใจ

เชิญเพื่อนมากดถูกใจเพจของคุณ

โพสต์ล่าสุดด้วยตัวผม

จำนวนรวมการถูกใจเพจ ณ วันนี้: 213,244



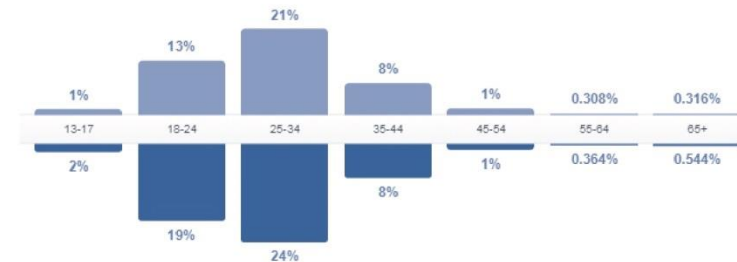
ข้อมูลประชากรโดยรวมเกี่ยวกับคนที่ถูกใจเพจของคุณ ตามข้อมูลอายุและเพศที่ใช้ระบุไว้ในโปรไฟล์

ผู้หญิง

45% แฟนเพจ

ผู้ชาย

55% แฟนเพจ



DIP Facebook Fan Page

- *Started : May 2014*
- *Current Followers : 214,330 Likes*
- *Activities : Update Weekly*
- *The DIP generally creates messages related to significant IP issues, events, and activities and communicates to the public.*



Twitter

หน้าแรก

แจ้งเตือน

ข้อความ



ค้นหาทวีตเตอร์



กรมทรัพย์สินทางปัญญา
DEPARTMENT OF INTELLECTUAL PROPERTY

“อย่าเห็นแก่เกือบ”

ทวีต
633

กำลังติดตาม
593

ผู้ติดตาม
12.3K

ความชอบ
7,206

รายชื่อ
4

ช่วงเวลา
0

กรมทรัพย์สินทางปัญญา

@dip_thailand

ทรัพย์สินทางปัญญา เป็นทรัพย์สินชนิดหนึ่งซึ่ง
เกิดจากความคิดสร้างสรรค์ของมนุษย์ การมี
ทรัพย์สินทางปัญญาสามารถก่อให้เกิด
ประโยชน์ต่อตนเอง สังคม และประเทศชาติได้

📍 Nonthaburi, Thailand

🌐 ipthailand.go.th

📅 เข้าร่วมเมื่อ เมษายน 2558

🖼️ 224 รูปภาพหรือวิดีโอ

ทวีต

ทวีตและการตอบกลับ

สื่อ



กรมทรัพย์สินทางปัญญา @dip_thailand · 19 ก.ค.
10 ข้อ ที่ได้รับการขึ้นทะเบียนสิ่งบ่งชี้ทางภูมิศาสตร์ GI

- ข้าวหอมมะลิสุรินทร์
- ข้าวสังข์หยดเมืองพัทลุง
- ข้าวหอมมะลิทุ่งกุลาร้องไห้
- ข้าวฮางหอมทองสกลทวาปี
- ข้าวหอมมะลิอุบลราชธานี
- ข้าวเหนียวเขาวงกาฬสินธุ์
- ข้าวไร้ลิ้มข้าวเพชรบุรี
- ข้าวกำลังนา
- ข้าวเหลืองปะทิวชุมพร

การท

Your Tw
over the



ดูทวีต

ติดตาม



DIP Twitter Page

- *Started : April 2015*
- *Current Followers : 12,343*
- *Activities : Update Weekly*



Instagram



Instagram

ค้นหา



ipthailand

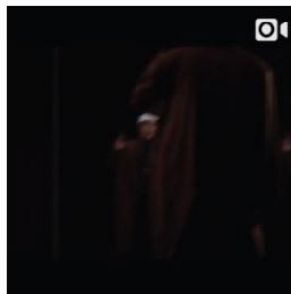
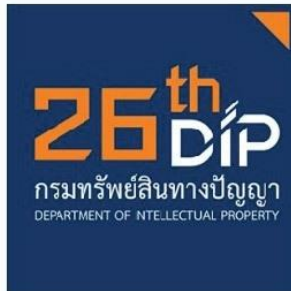
แก้ไขโปรไฟล์

51 โฟสต์ ผู้ติดตาม 1,449 คน กำลังติดตาม 1,182 คน

กรมทรัพย์สินทางปัญญา
www.ipthailand.go.th

โพสต์

บันทึกไว้



DIP Instagram Page

- *Started : April 2016*
- *Current Followers : 1,500*
- *Activities : Update Weekly*

*DIP won the “Thailand Zocial Awards 2017”
as the best social media campaign*



TACTICS

Many tactics have been taken by the DIP to make the DIP's social media successful.

*Selection of topics to
be discussed
on the DIP's Social Media*

“แคสเกมส์” ถือว่าละเมิดลิขสิทธิ์รึเปล่า?



อย่า เห็น แก่ กะบ

OFFICIAL MUSIC VIDEO



Simplification of IP contents

By using Information Infographic to simplify the IP contents

Informational infographic



- *Divided into sections with descriptive headers*
- *Keeps the information brief*
- *Descriptive headers and illustrative icons help communicate each point clearly*

Alliances for Social Outreach

Influencer

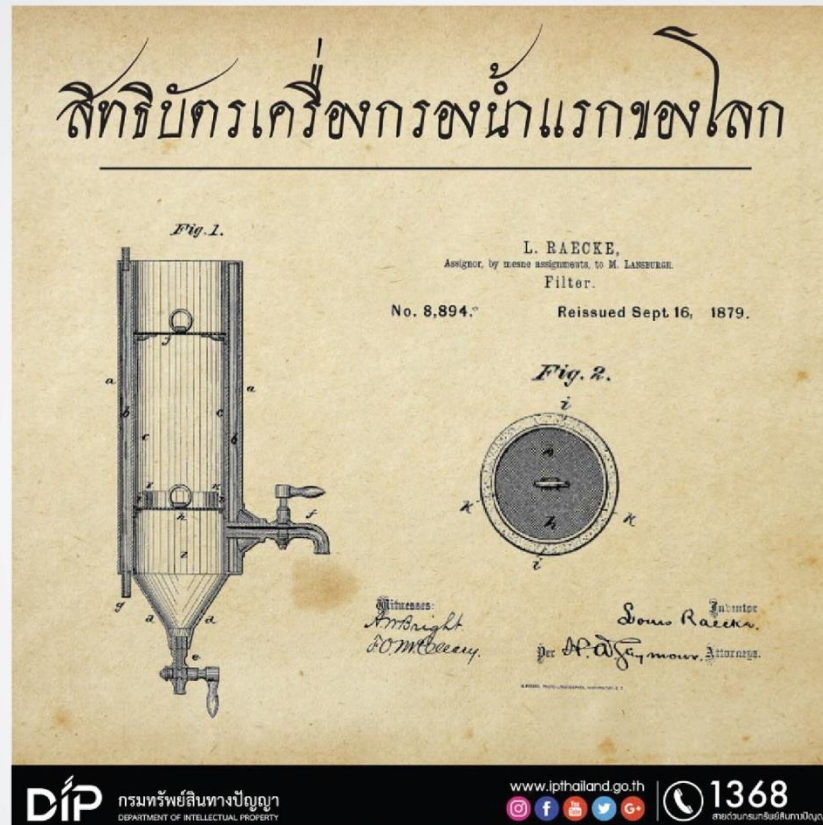
- *Well-known Influencer*



Real Time Marketing

Bring up the IP topics at the most appropriate time

สิทธิบัตรเครื่องกรองน้ำแรกของโลก



- *Reacting in a moment*
- *Solid IP content at real-time strategy*
- *Creating a level of efficiency that can drive the issue forward*

Duck theory



[D U C K]

D = Define your target audience

U = Useful

C = Consistency

K = Keep Feedback

THANK YOU

IP Public Awareness Campaigns in the United States of America

Peter N. Fowler
Senior Counsel, Enforcement
Office of Policy and International Affairs, USPTO

Sept. 3, 2018

UNITED STATES
PATENT AND TRADEMARK OFFICE

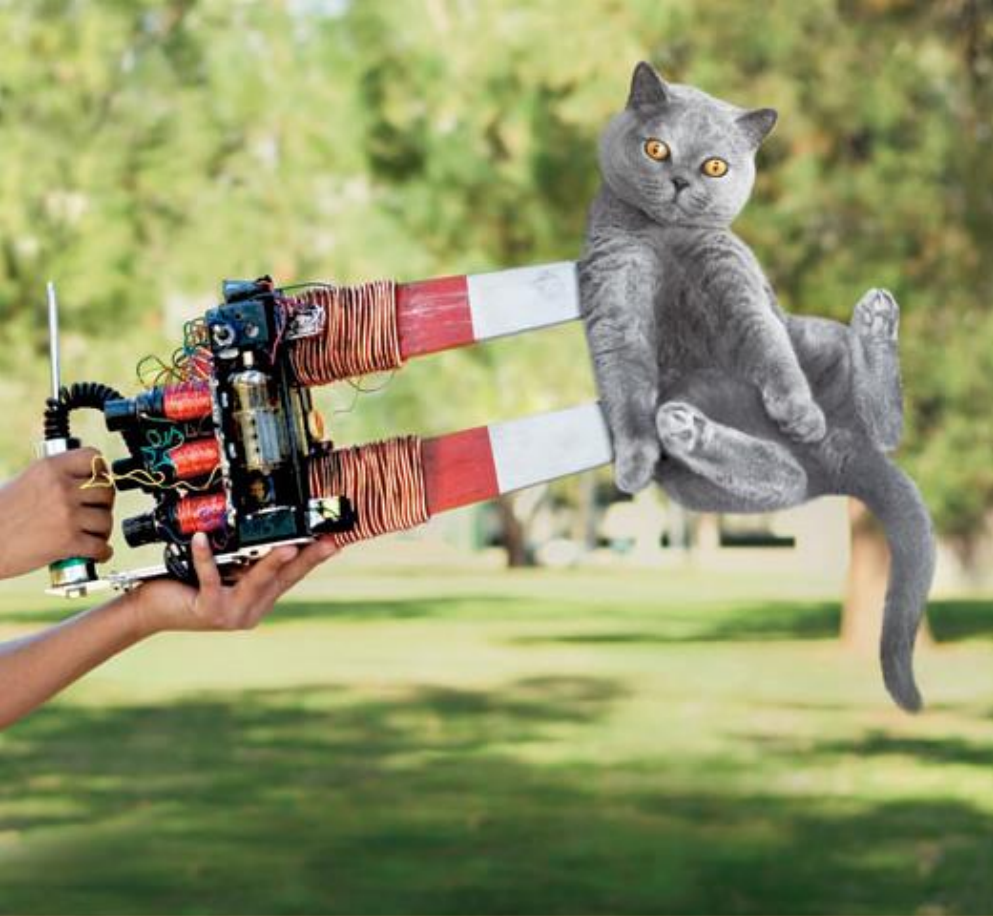


United States Federal Government Agencies involved in Selected IP PSAs and Educational Programs

- **U.S. Patent and Trademark Office (USPTO)**
- **U.S. Customs and Border Protection (CBP)**
- **U.S. Immigrations and Customs Enforcement (ICE)**
- **U.S. Department of Justice, Bureau of Justice Assistance (BJA)**

Recent USPTO IP PSAs and Educational Programs



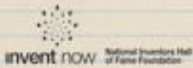


10-year-old Mark invented the

Lost Cat Magnet.

Anything's possible. Keep thinking.

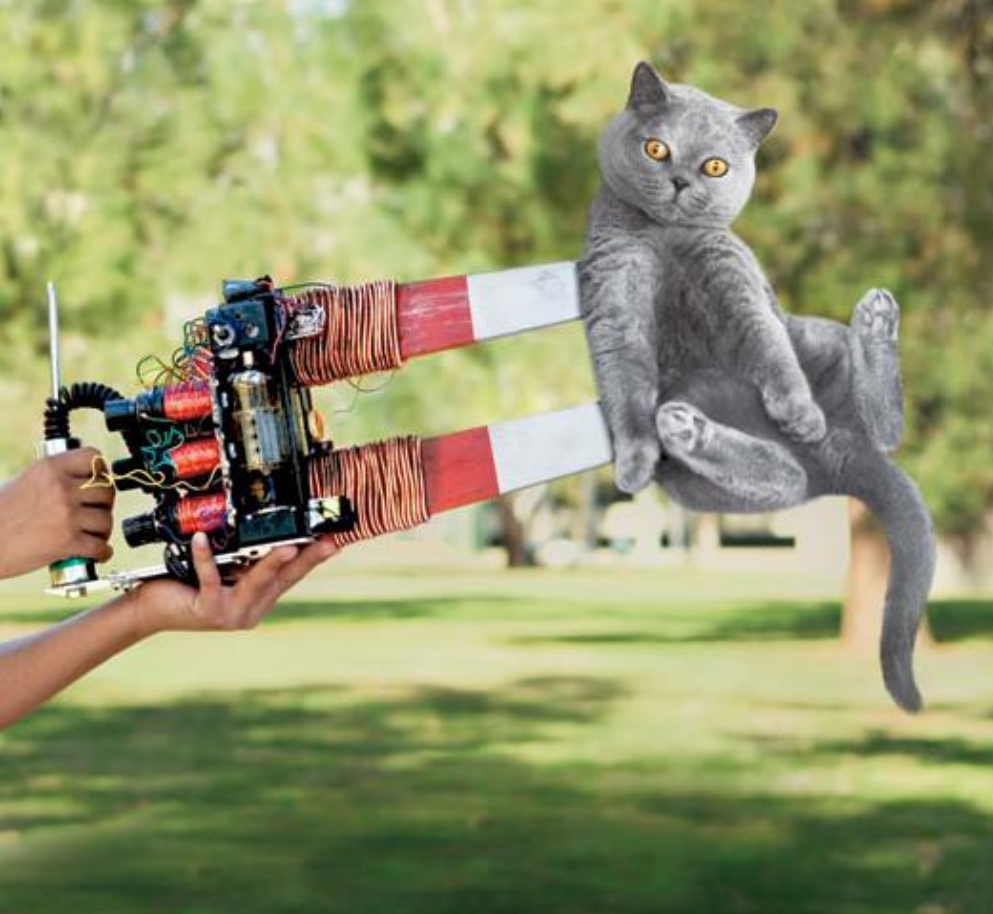
INVENTNOW.ORG



"Inspiring Invention" (2007-08)

USPTO partnered with the National Inventors Hall of Fame Foundation and the Advertising Council to launch a series of national public service advertisements (PSAs) designed to inspire a new generation of children to innovate





10-year-old Mark invented the

Lost Cat Magnet.

Anything's possible. Keep thinking.

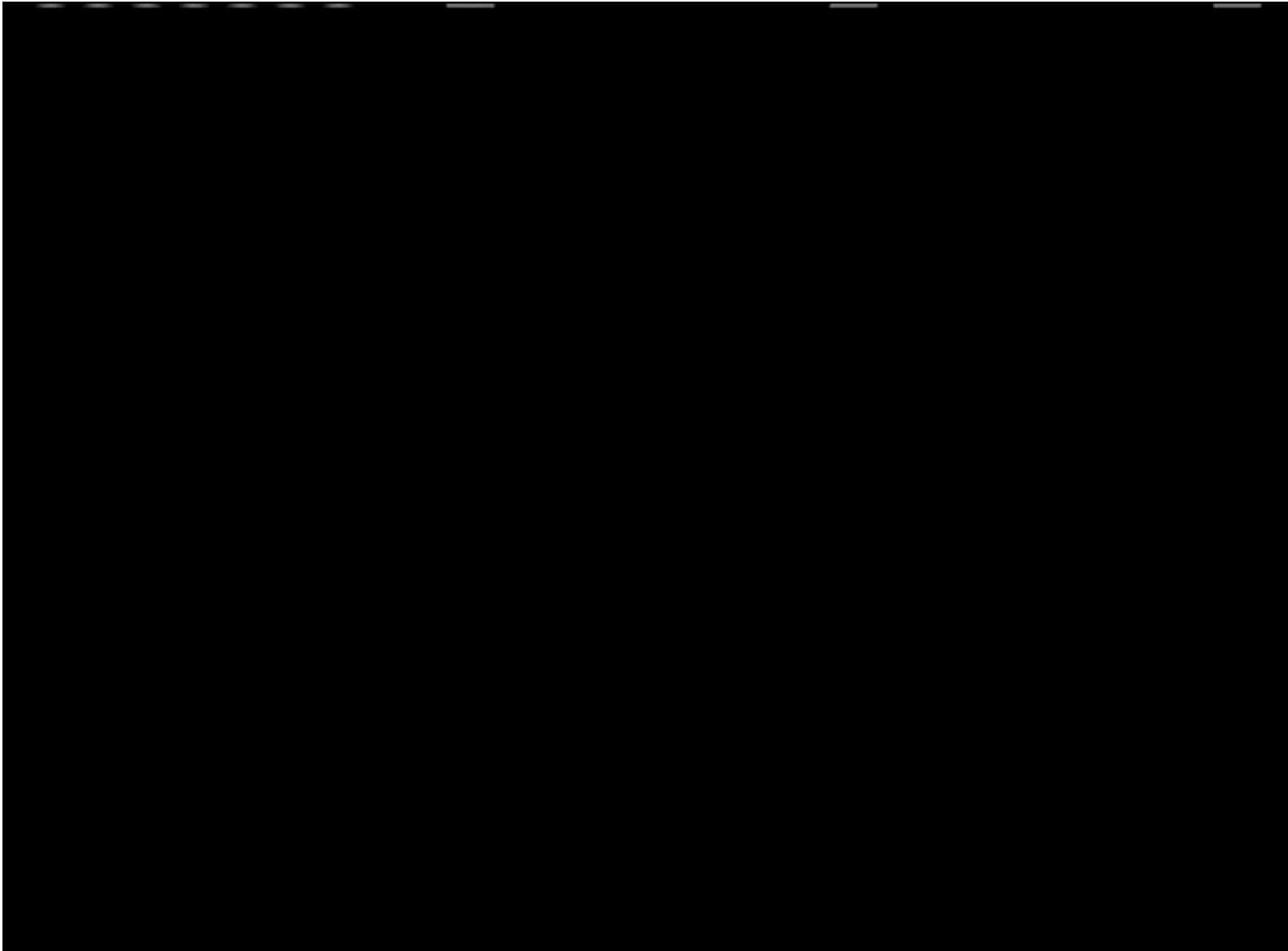
INVENTNOW.ORG



"Inspiring Invention" (2007-08)

- **Focus/Target Audience:**
 - This campaign targeted children ages 8 to 11 to recognize how their imaginations can lead to the technological advances of the future
 - Ultimately, the goal was to motivate children to pursue inventing and innovating as part of their education and, later, in their careers
- PSAs were distributed throughout the U.S. via television, radio, outdoor print, and web ads to publicize the website inventnow.org, which featured content to inspire invention





“Inspiring Invention” – Lost Cat Magnet (2008)



Tourists at Risk from Counterfeit Medicines

Tagline: "Fake Drugs Kill" (2013-15)

- This USPTO campaign in Thailand was launched by the Regional Intellectual Property Attaché for Southeast Asia
- Focus/Target Audience:
 - The goal was to build awareness among tourists that their health is at risk from the purchase of counterfeit medicines from unlicensed vendors

uspto



Fake Drugs Kill

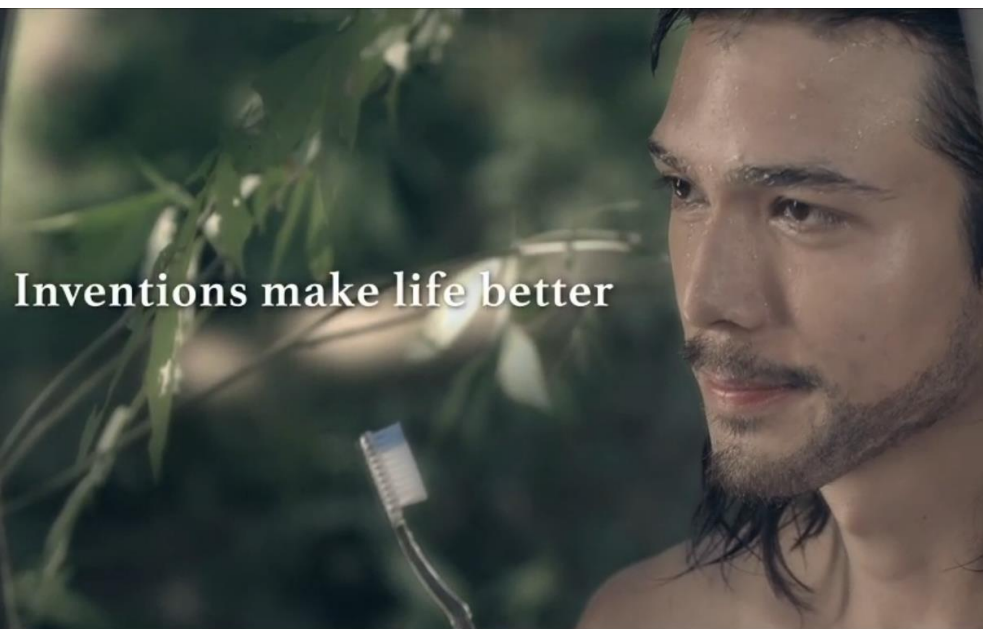
Don't be a victim!
Only buy from a licensed pharmacy



Tourists at Risk from Counterfeit Medicines

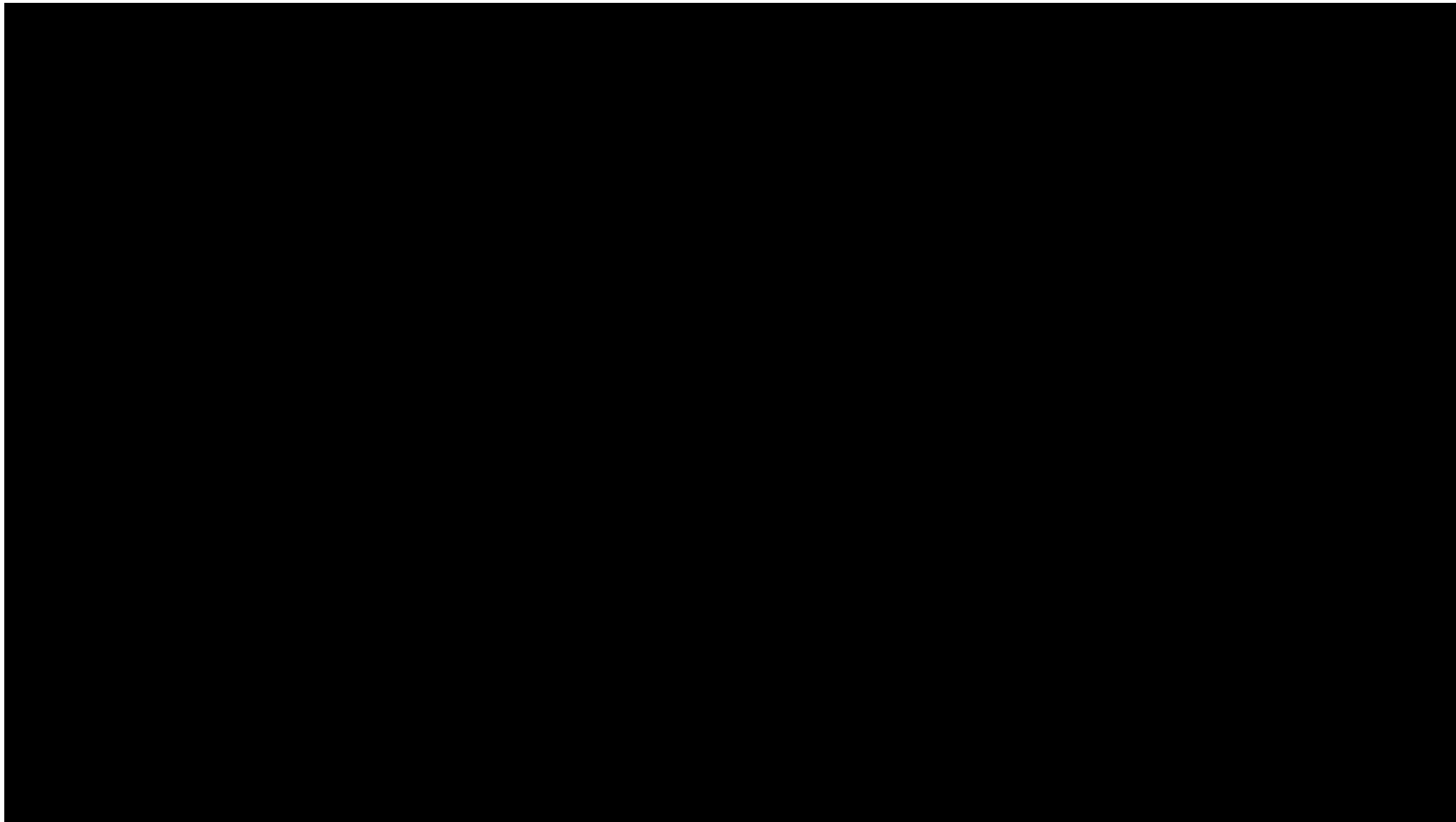
Tagline: "Fake Drugs Kill" (2013-15)

- **Content:**
 - Physical/digital ads in high density tourist locations
 - Website in ads provided more detailed information
- **Duration/Metrics**
 - Originally ran for 2 months (Dec. 1, 2013 – Jan. 31, 2014)
 - e.g. Suvarnabhumi International Airport, where seen by apx. 1.89 million tourists
 - All locations, seen by seen by apx. 40.5 million tourists and local residents
 - » Repeated in Dec. 2014-15 in high-density shopping malls in Bangkok



Inventions make life better (2016)

- This USPTO campaign was also promoted by USPTO's IP Attaché for Southeast Asia, and aimed to promote general awareness of intellectual property throughout the region



“Inventions make life better” (2016)



Extreme close-up; a child's HANDS with a mobile phone, he is not playing, he's assembling.



His nervous grubby HANDS slip, the phone falls, SMASHES to the ground...



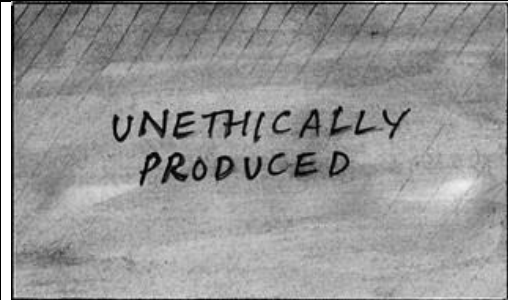
We hear SHOUTS in a foreign tongue. The child cowers nervously at a workbench.



We cut to a close-up of another child's HANDS assembling knock off mobile phones and DVD's.



The camera moves across a stack of discs just as the repulsive foreman enters frame to SHOUT at the child.



- Upon request, USPTO via the Office of Policy and International Affairs has provided advice to third parties, including the United Nations Office on Drugs and Crime

“Counterfeit: Don't buy into organized crime” (2014)

Recent U.S. Customs and Border Protection IP PSAs and Educational Programs



**U.S. Customs and
Border Protection**

U.S. Customs and Border Protection (CBP)

“The Truth Behind Counterfeits” (2017)

○ **Focus/Target Audience:**

- This educational awareness campaign targeted international travelers at 6 U.S. international airports (BWI, ORD, DFW, LAX, JFK, IAD)

○ **Content:**

- Physical ads in airports and digital ads on travel websites
 - More information provided via website on ads: <https://www.cbp.gov/FakeGoodsRealDangers>

○ **Duration**

- 2 months



**U.S. Customs and
Border Protection**



KILLER SOUND.

COUNTERFEIT GOODS SUPPORT
CRIMINAL ACTIVITY.

The dangers of buying counterfeit
products aren't always obvious.
Shop from reputable sources.

**Fake Goods.
Real Dangers.**

“The Truth Behind Counterfeits” (2017)

Recent Public Private Partnership IP PSAs and Educational Programs



BJA
Bureau of Justice Assistance
U.S. Department of Justice



U.S. Immigration
and Customs
Enforcement

**DO YOU KNOW
WHERE YOUR
LAST PILL
CAME FROM?**



McGRUFF SAYS COUNTERFEIT DRUGS CAN PUT YOUR LIFE AT RISK.

Nobody would buy dangerous medicines on purpose. But when you buy prescription or even over-the-counter drugs online from unknown sources, you could be risking your health and well-being. Counterfeit medicines made by criminals often contain dangerous elements such as antifreeze, floor wax and even lighter fluid – instead of the proper active ingredients.

Be sure to buy from legitimate sources and to avoid websites that may pretend to look legitimate but are not. Don't buy fake. Get real. And help me "Take A Bite Out Of Crime®."

**Counterfeits Hurt.
You Have the Power to Stop Them.**

Avoid counterfeit products.
Visit NCPCC.ORG/GETREAL



©2011 National Crime Prevention Council



National Crime Prevention Council (NCPC), funded by Bureau of Justice Assistance, U.S. Department of Justice "Get Real" Campaign (2011)

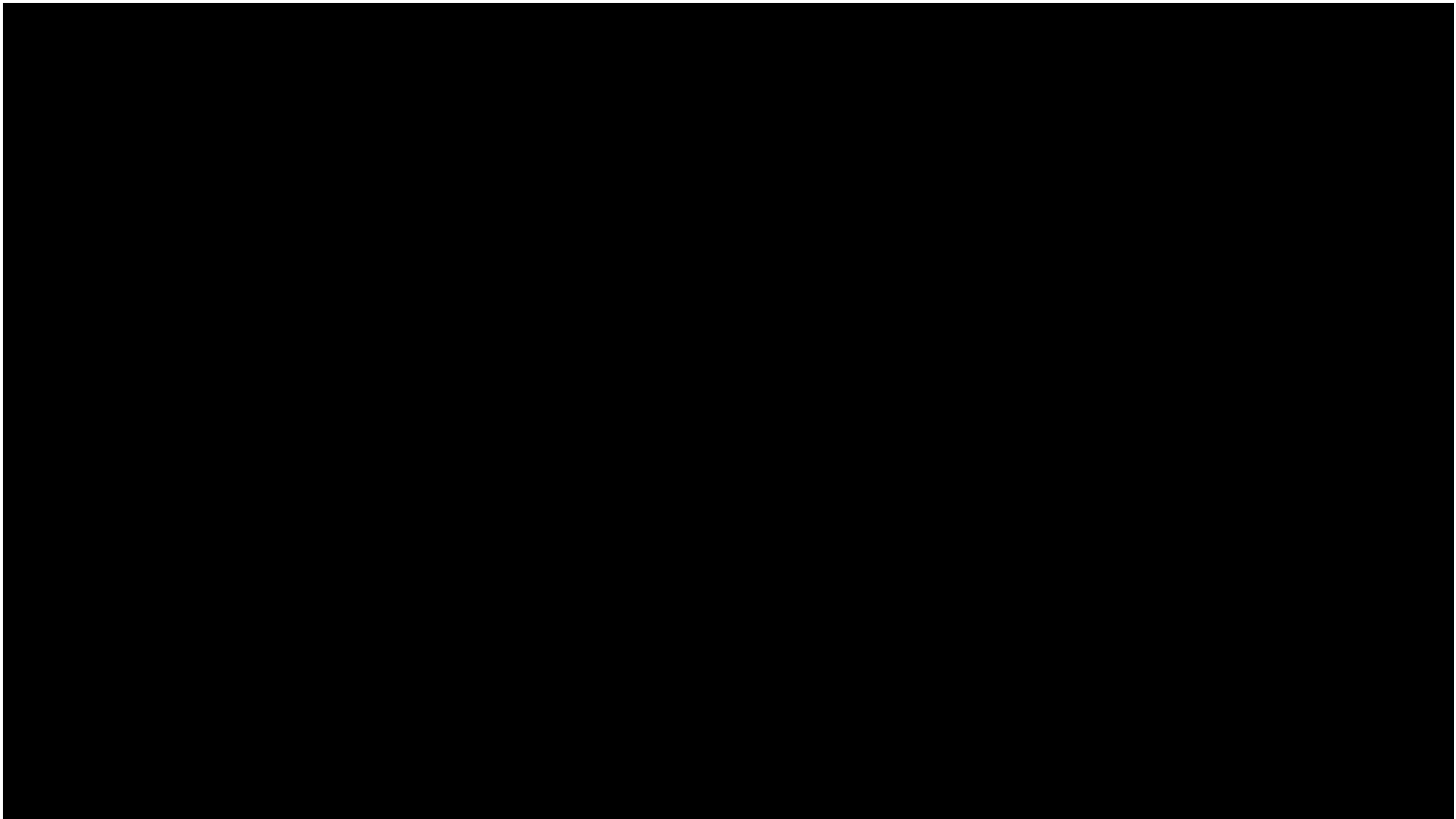
○ **Focus/Target Audience:**

- Visitors to web-domains seized by U.S. Government's "Operation in our Sites;" the general public

○ **Content:**

- Print and online posters and fliers, online videos, radio spots, and other materials focused on counterfeit pharmaceuticals, pirated materials, fake consumer goods, and gangs and organized crime
- Created by NCPC's public education campaign to prevent IP theft



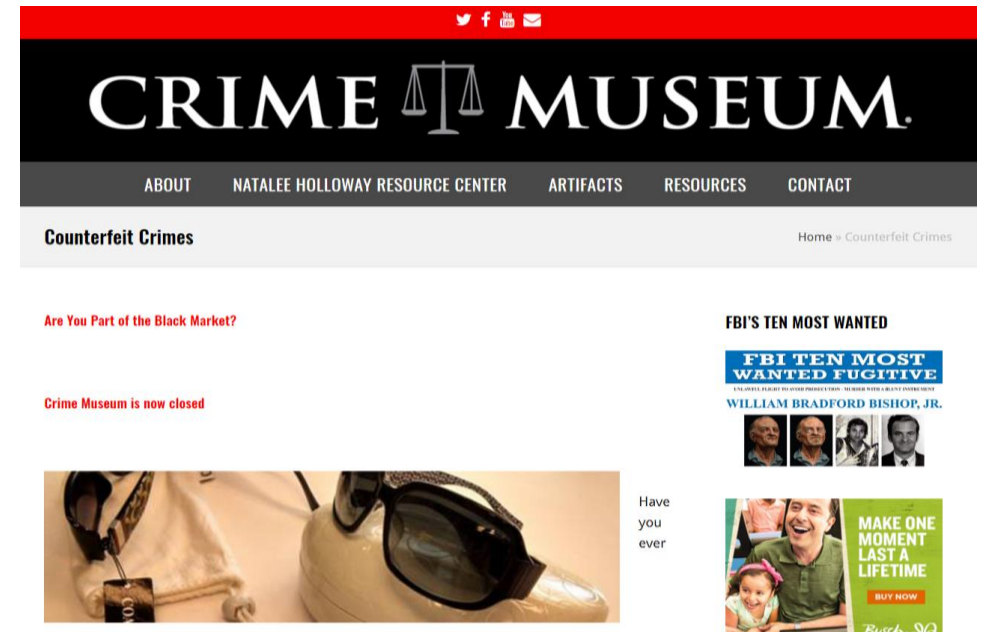


“Get Real” – Premonition (2011)

U.S. Immigration and Customs Enforcement (ICE) in collaboration with the International Anti-Counterfeiting Coalition (IACC)

Counterfeit Crimes Exhibit – National Museum on Crime and Punishment

- **Focus/Target Audience:**
 - General public
- **Content:**
 - Museum Exhibit featured products from brands representing a wide range of industries such as apparel, footwear, toys, electronics and medicines, was intended to be on display until 2019.
- **Duration:**
 - 2014-15, museum now closed



U.S. Immigration
and Customs
Enforcement

Current/Future Work

“Consumers Combat Counterfeits”
(Launched July 2018)



The United States Patent and
Trademark Office

2018 Video Contest



Your video can help combat counterfeit goods

Counterfeit products hurt American businesses and consumers. **Create a video to combat fakes** as part of a national public awareness campaign.

Submit your 30 to 60-second video on the harmful effects of counterfeit products and the need to combat counterfeiting at home and abroad.

For more information visit www.uspto.gov/TMVideoContest or contact TMVideoContest@uspto.gov.

#USPTOVideoContest



2018 Video Contest USPTO

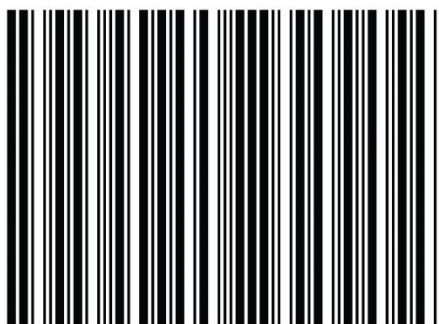
“Consumers Combat Counterfeits”
(2018-19)

- **Timeline: July 27 - Oct. 31, 2018.**
- **The contest is open to U.S. citizens, and invites entrants to submit creative videos of 30-60 seconds that educate the general public and raise awareness about the negative effects of counterfeit products, and the need to combat this growing worldwide threat.**
- **The winning entries will be used as part of a national public awareness campaign in 2019.**

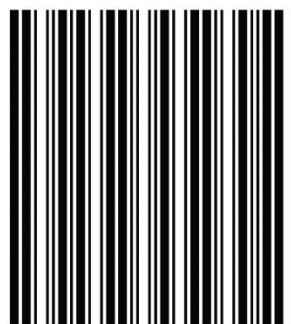


The United States Patent and Trademark Office

2018 Video Contest



CONSUMERS



COMBAT



COUNTERFEITS

- For more information, please visit:

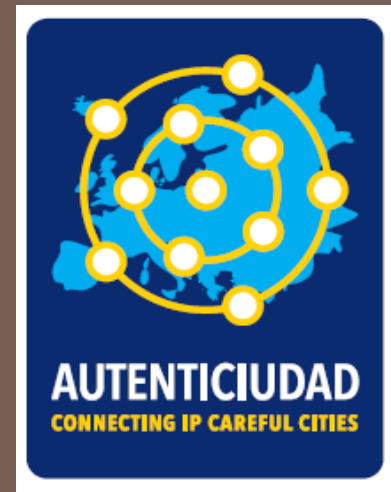
<http://www.uspto.gov/tmvideocontest>



THANK YOU



union des fabricants **unifab**



INDICAM

Istituto di Centromarca
per la lotta alla contraffazione

AUTHENTICITY PROJECT

AUTHENTICITÉ-AUTENTICITÁ-AUTENTICIUDAD

Introduction

- The “Authenticity” Project was born in Paris 2014, as a result of some common ideas shared by Union des Fabricants (UNIFAB, France), Istituto Centromarca per la Lotta alla Contraffazione (INDICAM, Italy) and the Asociación para la Defensa de la Marca (ANDEMA, Spain).
- Simple idea: some municipalities firmly believe in protecting trademarks, companies and local commerce against the unfair competition of the sale of counterfeit goods.
- Our associations should give recognition to those municipalities by the creation of a recognition seal that would certify that a city is authentic, is an “authenticity”.

Assumptions

- ▣ Markets (including street markets) are absolutely vital for cities and for citizens.
- ▣ Citizens are key in making choices related to consumption: they decide to buy authentic products or, to the contrary, fake products.
- ▣ The public administrations closest to citizens are municipalities.
- ▣ Municipalities are usually competent to regulate commerce taking place within their boundaries: opening times, places and compliance with legal requirements, including IP laws.
- ▣ Infringements of Intellectual Property Rights typically take place within the limits of local municipalities.

Assumptions

- ▣ Conclusion: the role of municipalities is vital
 - to enable trademarks to fulfill their functions
 - To protect them from infringements, in particular, the distribution and sale of counterfeit products.

Starting points

- ▣ Our experience show that:
 - Some municipalities do not have the defence against counterfeiting in their list of priorities
 - Some other municipalities consider absolutely fundamental to protect their local commerce against any form on infringement, by putting in practice an active defence against distribution and sale of fakes, that protect not only legitimid commerce, but also:
 - Trademarks
 - Public health and security
 - Common public space free of ilegal vendors
 - Image of their cities
 - Those municipalities deserve a recognition by the legitimate industry by the acknowledging of their efforts in the defence of commerce and trademarks.

First steps of the project

- At the end of 2014, the European Observatory on Infringements of Intellectual Property Rights, which is part of the European Union Intellectual Property Rights Office (based in Alicante) launched a funding program for raising awareness activities on intellectual property rights and against counterfeiting, which gave priority to activities related to municipalities.
- ANDEMA (España), Indicam (Italia) and Union des Fabricants (Francia), applied jointly for one of these grants.
- Out of an overall of 120 projects that applied, only 11 projects were chosen, the “Authenticity Project” being one of them.

Goals of the “Authenticity” Project

- 1) Create the logo "Authenticity", as a distinctive sign of acknowledgment for those municipalities which are well-known for their activity in favour of authentic trade and against the distribution and sale of fake goods. The logo can be used in the institutional webpage, posters, official letters.....and is as follows:



- 2) The signature of a Memorandum of Understanding between ANDEMA, INDICAM and UNIFAB and those cities which are willing to become an “Authenticity”, with a view to implementing awareness campaigns, training of local police, improved procedures for the seizure of fake products,....
- 3) The creation of network of French, Italian and Spanish “Authenticities” which could meet to share good practices and to cooperate in the fight against counterfeiting.

First activities:

- Official Presentation of the “Authenticity” Project took place in September 2015 in Cannes. Since then, the Project has been made public in many cities and institutions.

- **France:**
 - Presented to Municipalities of Paris and Cannes, Le Cannet, Mandeleiu-La Napoule, Mougins, Théoule-Sur-Mer, Antibes, Menton, Nice, Saint Laurent du Var, Saint Tropez, Vallauris, Villeneuve Loubet, Juan les Pins and Marseille

- **Italy:**
 - Shared with the City of Rome, the Prefect of Rome and the Ministry of Economic Development.

- **Spain:**
 - Spanish Federation of Municipalities and Regions
 - Catalan Association of Municipalities
 - Majors and Commerce Councillors of the biggest Spanish cities, through letters.
 - Meetings with Majors, Police Chiefs and Counsellors of the following Spanish cities: Segovia, Madrid, Santa Cruz de Tenerife, Palencia, Palma de Mallorca, Gijón, Oviedo, Valencia, Cáceres, Granada, Sevilla, Cuenca, Coruña, Logroño, Bilbao y Badajoz.

- Official launch in October 2016



French Authenticities

Paris



contrefaçon riposte
PREVENIR - STRATEGISER - REGULER

ACTUALITE CONTACT ABONNEMENTS RECHERCHE

Accueil - Actualité - Acteurs

Cinq communes de la région Cannes et l'Unifab signent une charte pour affirmer leur détermination à lutter contre le faux

Écrit par © Filactu le 7 septembre 2011. Rubrique: Acteurs

CANNES LE CANNET
MAYOTTE
PAYS DE LERINS
PAYS D'HERAULT

L'UNIFAB et la communauté d'agglomération des pays de Lérins* ont signé, ce jour, une charte de bonne conduite pour affirmer leur engagement en faveur de l'authenticité et lutter contre les ventes de contrefaçon pendant les périodes estivales. Une idée qui séduit aussi l'Italie et l'Espagne.

À cette occasion, Philippe Lacoste, vice-président de l'Unifab, a présenté les évolutions du phénomène de la contrefaçon ainsi que le bilan de la dernière opération de sensibilisation estivale, de l'Unifab, menée depuis 12 ans sur les plages et les marchés du sud de la France.

Ensuite, certains « moyens technologiques existants pour lutter contre les faux produits ont été détaillés. »

Enfin, cet événement a été l'occasion pour l'Unifab et ses deux associations sœurs européennes, l'INDICAM pour l'Italie et l'ANDIMA pour l'Espagne, de dévoiler leur nouveau projet de délivrer un label dédié aux villes dites « propres » dont l'objectif est de certifier l'implication de multiples communes dans la promotion de l'authenticité et la lutte contre les faux produits.

LES RÉGIONS direct

Le 11 septembre 2011, l'Unifab a organisé à Paris une conférence de presse pour annoncer la signature de la charte de bonne conduite par cinq communes de la région Cannes et l'Unifab.

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Contrefaçon : la chaîne de parfums Equivalenza mise en examen

Le distributeur est soupçonné de faire le lien entre ses parfums et des produits de marque. Il vend des parfums identiques par des numéros dans des bouteilles noires.

DISTRIBUTION
Le distributeur est soupçonné de faire le lien entre ses parfums et des produits de marque. Il vend des parfums identiques par des numéros dans des bouteilles noires.

LES CHIFFRES CLEFS
6 millions de produits vendus
122 entreprises impliquées

Elus et entreprises de la Côte d'Azur se mobilisent contre la contrefaçon

Le meilleur moyen de lutter contre la contrefaçon... c'est de ne pas s'acheter !

Un large spectre

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POINT DE VUE

L'Unifab a déclaré la guerre à la contrefaçon

Delphine SARFATI-SOBRERA, directrice générale de l'Union des Fabricants (Unifab)

Lutter contre la contrefaçon, défendre les intérêts des consommateurs et la réputation des entreprises et promouvoir les droits de propriété intellectuelle et industrielle... tels sont les objectifs principaux de l'Unifab qui s'implique activement dans cette bataille, tant sur le plan juridique que sur celui de la communication et du lobbying institutionnel.

« L'Unifab est une organisation internationale qui collecte les faux, son caractère unique au monde en fait un lieu mytique et original. Rassembler au-delà des frontières nationales des contrefaçons y sont présentés par un Drapeau jaune d'alerte et sensibilisent près de 15 000 visiteurs par an. Depuis juin dernier, le musée expose l'inventaire des nouveaux instruments d'authentification et de traçabilité des produits développés par les entreprises pour lutter contre les faux, à l'occasion d'une opération internationale, «SDREX LE WOA A LA TRAC...», mise en place jusqu'en juillet 2011.

Si l'Unifab est impliquée dans la prise de conscience du phénomène auprès des entreprises et des particuliers, sa collaboration avec les pouvoirs publics est essentielle. Il s'agit notamment des agents opérationnels, échanges, prises de position communes avec l'INRA, implication au sein du DMG-1.

Enfin, l'Unifab exerce une action de lobbying auprès d'instances internationales et européennes, telles que la Commission européenne, l'OMC, l'OMC, ou encore Interpol, afin de protéger la propriété intellectuelle. C'est pourquoi elle a soutenu la rapatriation de la Chambre de commerce internationale (CCI), l'Organisation mondiale des entreprises, très fortement engagée au niveau mondial pour défendre les droits de la propriété intellectuelle et lutter contre la contrefaçon. C'est ainsi que l'ICC, constitué depuis de nombreuses années en projet spécial, dénommé (BACC), ledit de l'Union des entreprises au niveau mondial dans la lutte contre le piratage et la contrefaçon. Ce rapprochement vient de se traduire par la signature récente d'un accord de coopération entre l'Unifab et l'ICC France.

Authenticité : la campagne de sensibilisation des grandes villes européennes contre la contrefaçon

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Italian Authenticities

Roma



Cervia



Ravenna



Spanish Authenticities



www.informacion.es

INFORMACIÓN

Alicante Actualidad Deportes Economía Opinión Cultura Ocio Vida y estilo Partidos

Alicante Elche Vega Baja Benidorm/Marina Baña Alcoy/Comtat/Pola Elda/Vinalopó L'Alacantí Baix Vinalopó

CHAT ¿Dudas con los regalos tecnológicos? Pregunta a nuestro experto David Arráe

Información es » Alicante

0 f t g+ in

Alicante es la primera «autenticidad» de España

El Ayuntamiento podrá utilizar la marca «Autenticidad», que avala su defensa del tejido industrial

F. J. B. | 03.12.2015 | 01:09

El alcalde de Alicante, Gabriel Echávarri, y la presidenta de la Asociación para la Defensa de la Marca (Andema), Rosa Liadró, firmaron ayer un convenio de colaboración por el que Alicante se ha convertido en la primera ciudad española en comprometerse a luchar contra la venta de productos falsificados, en tiendas y, sobre todo, las calles. Se trata de un proyecto liderado por las organizaciones de defensa de la marca en España (Andema), Francia (Univaf) e Italia (Indicam), que persigue el reconocimiento de la labor de aquellos ayuntamientos que defienden a su tejido comercial y que persiguen activamente la venta de falsificaciones en sus calles.

El convenio permite a Alicante utilizar el distintivo de reconocimiento «Autenticidad» en su publicidad institucional y en su página web, lo que servirá para incrementar la reputación de la ciudad, así como para respaldar los esfuerzos de creación de una imagen de Alicante como un destino turístico de compras, según los firmantes.

El Ayuntamiento se compromete a perseguir de manera activa la venta de falsificaciones en las calles para evitar que este comercio ilícito suponga una competencia desleal para el comercio local. Asimismo, Alicante se compromete también a realizar campañas de sensibilización a favor del comercio lícito y en contra de las falsificaciones, así como facilitar formación especializada para los agentes de la Policía Local.



LAVANGUARDIA | Andalucía

Al Mímino Internacional Política Opinión Vida Deportes Economía Local Gente Cultura Sucesos Temas

Local Andalucía

AND-COMERCIO FALSIFICACIONES

Málaga, segunda "Autenticidad" contra las falsificaciones en las calles

Comparte en Facebook | Comparte en Twitter

24/05/2016 18:27

Málaga, 24 may (EFE).- El Ayuntamiento de Málaga ha firmado hoy un convenio con la Asociación para la Defensa de la Marca (ANDEMA) por el que reconoce a la ciudad como la segunda "Autenticidad" española que defiende su tejido comercial y que persigue activamente la venta de falsificaciones en sus calles.

Este proyecto está liderado por las organizaciones de defensa de la marca España, Francia e Italia y quiere reconocer la labor de aquellos ayuntamientos que defiendan los productos originales, según ha

Lo + Visto

Meritxell de '21 Días' cuenta su increíble historia de amor

El Whatsapp que Rita Barberá le envió a Carlos Herrera tras ser expulsada del Partido Popular

Three yellow stars and a small cartoon character.

Materials: Webpage

- The “Authenticity” Project has a webpage as its tool of Communication and dissemination, that contains an explanation of the Project, the cities and the activities that can be conducted within the Project.
- <http://authenti-city.eu>



Materials: Webpage

AUTHENTICITÉ

L'élaboration du projet Authenticité a pour objectif la création d'un réseau de villes européennes qui s'engagent dans la promotion des droits de propriété intellectuelle et la sensibilisation à la lutte anti-contrefaçon.

Comment atteindre cet objectif ?

AUTHENTICITÉ se base sur un double objectif. D'un côté, parer aux problèmes de la multiplication des faux produits qui s'infiltrent dans la communauté européenne, notamment grâce au soutien de l'EUIPO (Office Européen de la Propriété Intellectuelle), et d'un autre contribuer à faire connaître la valeur essentielle des droits de propriété intellectuelle par des campagnes de promotion et de sensibilisation dans le centre des villes porteuses du label. AUTHENTICITÉ est également un projet qui inclut et touche les populations, les pouvoirs publics ainsi que les acteurs majeurs du monde de la propriété intellectuelle pour les appeler à agir.



Authenticité

La jeune génération

Professionnels

Population

<http://authenti-city.eu>



A PROPOS PROJET PARTENAIRES VILLES ETUDES CONTACT

FR ▼

Les villes sont prêtes
à être authentiques :
L'êtes-vous également ?

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l'aide des villes européennes qui souhaitent promouvoir cette initiative. Comme on le dit souvent, « l'union fait la force », le fait que chaque ville à travers l'Europe soit connectée à un réseau vertueux est une solution pour contrer le marché illégal de la contrefaçon qui ruine l'économie, les industries, la santé et la sécurité des consommateurs ainsi que l'environnement.

Materials: Campaign “What it is authentic is eternal. Together, against fake products” in France

The campaign “What is authentic is eternal. Together, against fake products” was officially launched in October 2016



Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Italy



AUTENTICITÀ
CONNECTING SP-CAREFUL CITIES

Ciò che è autentico
È ETERNO.
Insieme, lottiamo contro la contraffazione
www.authenti-city.eu

Supporto:
       

Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Spain



Campaign “What it is authentic is eternal. Together, against fake products.”

The campaign “What it is authentic is eternal. Together, against fake products” was launched in France, Italy and Spain at the end of October 2016 and took place during November, with a view to raise awareness among French, Italian and Spanish consumers about the need to follow patterns of responsible consumption of authentic products.

- As for France, the campaign was displayed in Paris Underground stations from November 9th-13th 2016.
- As for Italy, the campaign was taken to the streets of Rome, where 1500 billboards were displayed.
- As for Spain, the campaign took place from November 22nd to December 20th 2016, in the railway stations of Madrid, Barcelona, Sevilla, Málaga y Valencia, where posters were shown.

Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Paris

Paris Metro

7 days between the November 9th-13th, 2016

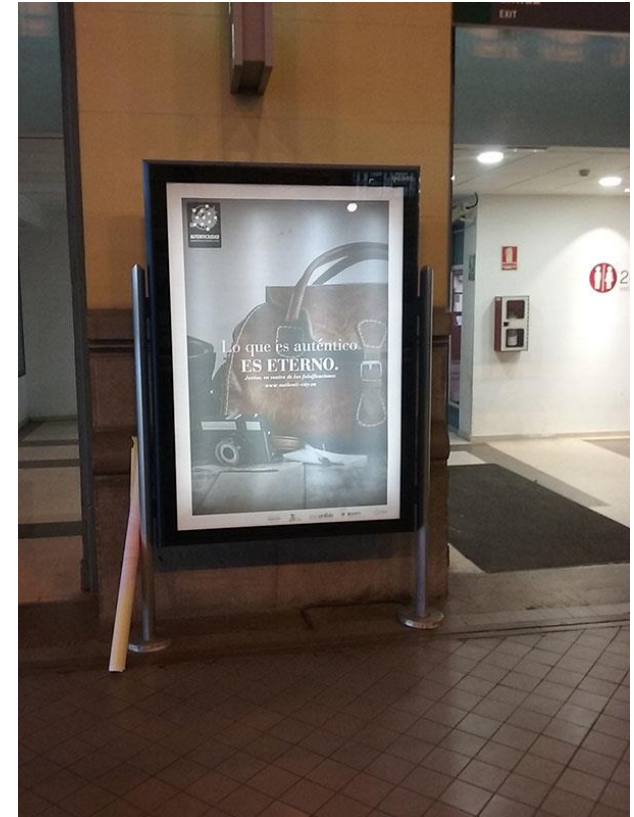


Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Rome



more than 1500 billboards in the streets

Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Spain



Materials: the campaign in Facebook

In the digital world, the campaign was publicized on the “Authenticity” webpage, on our members’ webpages and through social networks, mainly Facebook, reaching more than 4.2 million people in France, Italy and Spain.



Authenti-City
Sponsorisé · €

J'aime la Page

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l'aide des villes européennes qui souhaitent promouvoir cette initiative. À travers toute l'Europe, Authenti-city rassemble les villes pour contrer le marché illégal de la contrefaçon.



Ce qui est authentique est éternel !

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l'aide des villes européennes qui souhaitent promouvoir cette initiative. À travers toute l'Europe, Authenti-city rassemble les villes pour contrer le marché illégal de la...

AUTHENTI-CITY.EU

En savoir plus

J'aime Commenter Partager

The outcome of the Campaign in Facebook

RESULTS ANDEMA

Reach (Number of unique people reached)

- 1 407 266

Total Impressions

- 5 454 706

Clics towards the website

- 56 799

Cost per clic

- 0,088 €

Number of unique visitors on the website

- 22 114

Cost per visitor on the website

- 0,22 €

Amount spent

- 5 000 €



Authentix-City
Sponsorisé ·  · 

[J'aime la Page](#)

La propiedad intelectual es un derecho que debe ser protegido con la ayuda de las ciudades europeas que desean promover esta iniciativa.
Así como a menudo se lo dice "la unión hace la fuerza", que cada ciudad a través de Europa sea conectada a una red virtuosa es una solución para oponerse al mercado ilegal de la falsificación que arruina la economía, las industrias, la salud y la seguridad de los consumidores cada día.

[Voir la traduction](#)



Lo que es auténtico es eterno

La propiedad intelectual es un derecho que debe ser protegido con la ayuda de las ciudades europeas que desean promover esta iniciativa. Así como a menudo se lo dice "la unión hace la fuerza", que cada ciudad a través de Europa sea conectada...

AUTHENTIX-CITY [En savoir plus](#)

[J'aime](#) [Commenter](#) [Partager](#)

The outcome of the Campaign in Facebook

RESULTS INDICAM

Reach (Number of unique people reached)

- 1 594 706

Total Impressions

- 5 396 688

Clics towards the website

- 52 478

Cost per clic

- 0,095 €

Number of unique visitors on the website

- 18 818

Cost per visitor on the website

- 0,26 €

Amount spent

- 5 000 €



Authenti-City
Sponsorisé - €

J'aime la Page

La Propriété Intellectuelle è un diritto e come tale va difeso grazie anche alla collaborazione di tutte le città europee che vogliono farsi promotrici di questa iniziativa.

Se "l'unione fa la forza", connettersi in un'unica rete "virtuosa" è una buona soluzione per contrastare il mercato illegale che ogni giorno danneggia l'economia, le industrie e i consumatori.

Voir la traduction

Ciò che è autentico È ETERNO.
Insieme, battiamo contro la contraffazione.

Ciò che è autentico è eterno

La Propriété Intellectuelle è un diritto e come tale va difeso grazie anche alla collaborazione di tutte le città europee che vogliono farsi promotrici di questa iniziativa. Se "l'unione fa la forza", connettersi in un'unica rete "virtuosa" è una...

AUTHENTI-CITY.EU

En savoir plus

J'aime Commenter Partager

The outcome of the Campaign in Facebook

RESULTS UNIFAB

Reach (Number of unique people reached)

- 1 233 755

Total Impressions

- 3 852 740

Clics towards the website

- 29 395

Cost per clic

- 0,17 €

Number of unique visitors on the website

- 12 765

Cost per visitor on the website

- 0,39 €

Amount spent

- 5 000 €

Authentix-City Sponsorisé · €

J'aime la Page

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l'aide des villes européennes qui souhaitent promouvoir cette initiative. À travers toute l'Europe, Authentix-city rassemble les villes pour contrer le marché illégal de la contrefaçon.

Ce qui est authentique EST ÉTERNEL.
L'authenticité, toujours contre la contrefaçon.

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l'aide des villes européennes qui souhaitent promouvoir cette initiative. À travers toute l'Europe, Authentix-city rassemble les villes pour contrer le marché illégal de la...

AUTHENTIX-CITY.EU En savoir plus

J'aime Commenter Partager

The future of the “Authenticity” Project

- The “Authenticity” Project has enjoyed remarkable success. The implementation of the Project took place in 2015-2016, but the consequences are still continuing:
 - EUIPO has recently offered support for this Project to national IP Offices in their respective Member States: Germany, Malta and Poland showed their interests.
 - The International Trademarks Association (INTA) celebrated its 2017 World Congress in Barcelona, where a roundtable about “Authentic Cities” as key element for combating fakes took place. The IP Attachée of the United States of America Government in Brussels showed her interest in bringing the Project into the USA.
 - INTA showed also its interest in exporting the Project outside the boundaries of the European Union.

The future of the “Authenticity” Project

- In conclusion, the Project seems to have a prosperous future, providing the opportunity for an ever-increasing network of “Authenticities” to cooperate in the difficult and unequal combat against counterfeiting.

José Antonio Moreno Campos
Director General
ANDEMA

Calle Ribera del Loira, 12
28042 Madrid

Phone: 0034 91 5906939

Mail: joseantonio.moreno @cscamaras.es

union des
fabricants **unifab**

INDICAM

Istituto di Centromarca
per la lotta alla contraffazione

**An
de
ma** Asociación
para la defensa
de la **Marca**

The image features a solid pink background. A central pink circle contains the word "respect" in a white, lowercase, sans-serif font, tilted at an angle. Below it, the text "©opyright!" is written in a smaller, white, lowercase, sans-serif font, also tilted. The bottom of the image has a yellow border with a black, wavy line separating it from the pink area.

respect
©opyright!

SENSIBILISER LES ÉLÈVES AU DROIT D'AUTEUR



- Projet scolaire des cinq sociétés de gestion suisses ProLitteris, SUISA, SUISSIMAGE, SSA et SWISSPERFORM
- But: sensibiliser les jeunes à l'importance du respect des droits d'auteur et à la valeur du travail créatif
- Groupe cible: les jeunes âgés de 12 à 16 ans

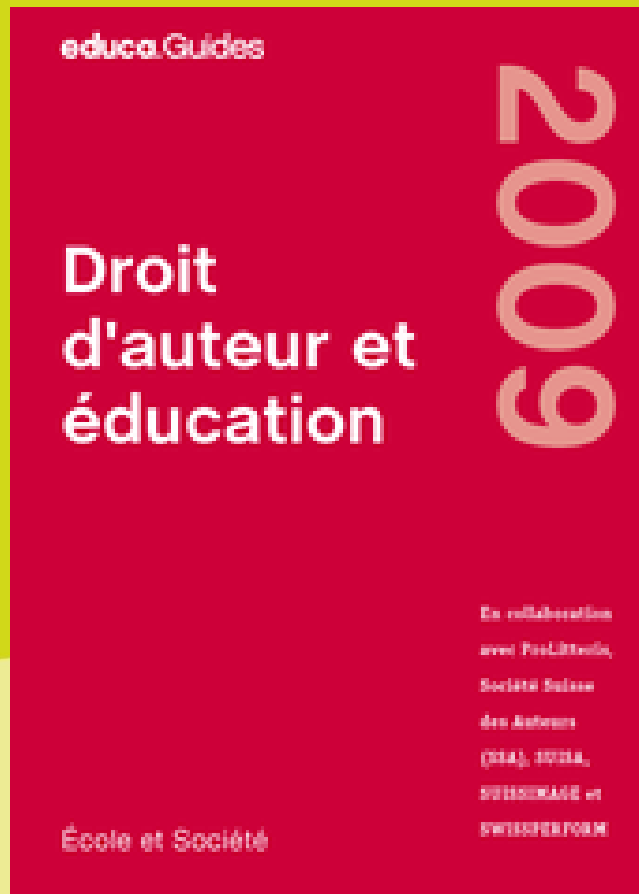
PLAN D'ACTION À 3 NIVEAUX



En collaboration avec la Conférence suisse des directeurs cantonaux de l'instruction publique (CDIP)

- Brochure pour enseignants
- Support didactique
- Leçon interactive

BROCHURE POUR ENSEIGNANTS



- Brochure de 16 pages
 - Publication en collaboration avec la CDIP
 - Distribution à 70'000 enseignants
-
- Informations disponibles en ligne sur www.educa.ch

SUPPORT DIDACTIQUE



respect ©copyright!

Die Zeitung zum Thema Urheberrecht

«Kreativität ist nun mal kein «Nine-To-Five»-Job»



EDITORIAL: Urheberwasbittesehr?

Am Anfang steht eine Idee. Die Idee entsteht im Kopf eines Menschen, vielleicht in einem Traum. Da kommt sie und produziert daraus etwas Einzigartiges, Kreatives, Kunstvolles, kurz: Du schaffst ein Werk. Und weil dieses Werk, dieser Text, diese Zeichnung so einmalig ist, gehört das Werk dir. Du stehst bestimmt, was mit dem geschieht. Du kannst es publizieren, vertragen, in die Schublade einschieben oder zerstören. Dieses gesetzlich geregelte Privileg heisst Urheberrecht.

Im Werk steckt menschliche Arbeit, das wird es von anderen Menschen geliebt, geliebt, geliebt, berührt. Sie dürfen für ihrem privaten Gebrauch Kopien herstellen, das Werk fotografieren oder zu Hause nachspielen. Auch die Schule darf – im Rahmen grundlegender Gesetze – urheberrechtlich geschützte Werke nutzen.

Als Urheber bestimmst du über dein Werk. Niemand darf es ohne deine Zustimmung verändern, aufführen, vervielfältigen oder ausstellen. Wenn es jemand nutzt, kannst du eine Entschädigung verlangen. Oder du kannst dem einen Depressionsbriefchen, der viele Künstler verspricht, einen Urheberrechtsvertrag. Sie sagen dir, dass du als Urheber das Werk besitzt.

Geistiges Eigentum, und das kann alles sein, braucht wie Sachgegenstände einen angemessenen Schutz. Mit den Informationen in dieser Zeitung kannst du dir ein eigenes Bild machen. Damit du über deine Rechte und jene deiner Kinder Bescheid weisst.

Die Herausgeberinnen

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Wie können Kunstschaffende zu ihrem Leben rechnen? Support©Copyright vermittelt auf besondere Art Informationen zum Thema Urheberrecht. Bekannte Künstler wie Gino erzählen aus ihrem Alltag. Auch in weiter...

Der Schweizer Rapper und Schauspieler Stress kann von seiner Musik leben. Er erzählt, wie seine Songs entstehen und was ihm das Urheberrecht bedeutet.

«Das Erste und Wichtigste ist immer die Idee», antwortet Stress auf die Frage, ob zuerst der Text oder die Musik zu seinen Songs entsteht. Er findet das Urheberrecht für die Künstlerinnen sehr wichtig, darüber werde viel zu wenig diskutiert. Der Lesezeitpunkt ist der SUTSA, schon ganz zu Beginn seiner Karriere...

legieren. Dabei ging es ihm nicht um Geld, sondern um den Schutz seiner kreativen Arbeit. Die vielen kostenlosen Downloads aus dem Internet hätten das Business zerstört. Als Musiker in der Schweiz von der Musik zu leben, sei unmöglich, sagt Stress. Er hat es trotzdem geschafft. Seite 6/7

Anna Luif
Die Zürcher Filmerin weiss aus eigener Erfahrung...

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- Que puis-je publier légalement dans les médias sociaux?
- Qui décide de ce que nous allons entendre ou regarder à l'avenir (musique, livre, image ou film)?



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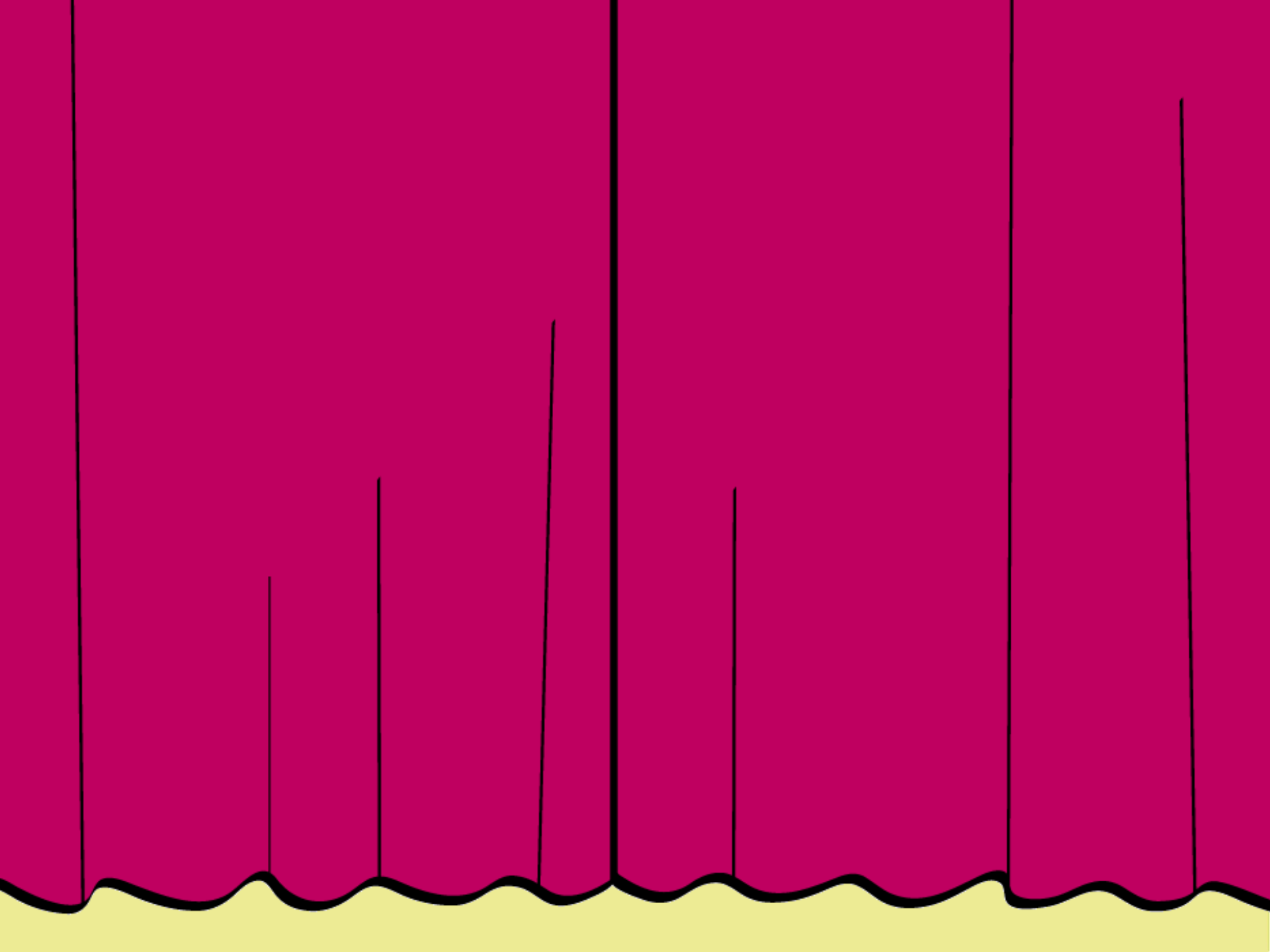
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