



Promoting Intellectual
Property Rights in the
ASEAN Region

Session 4: IPR Protection and Enforcement in the Digital Age: Trends, Issues, and Challenges

Erling Vestergaard, Manila, 24-25 April 2019



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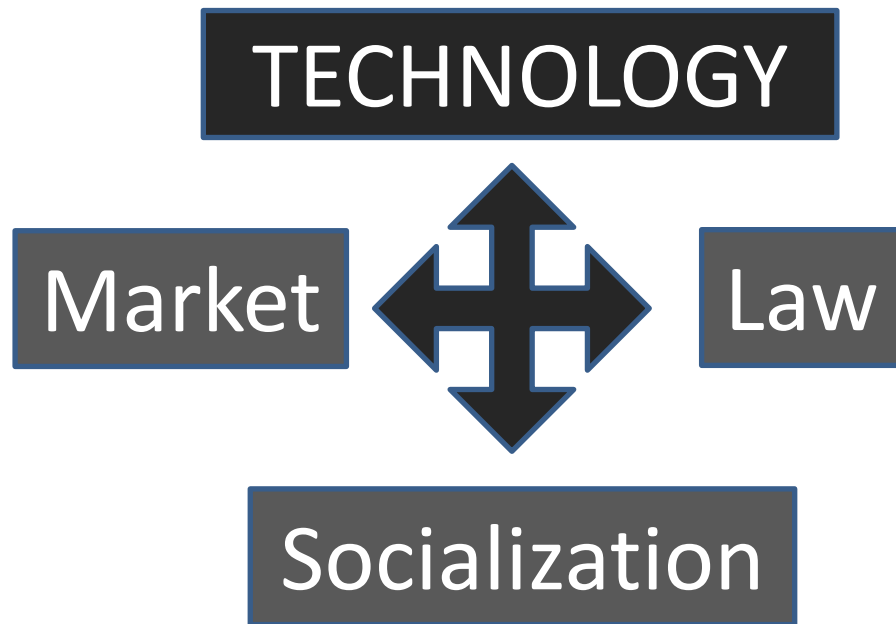
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Intellectual Property Protection and Enforcement in the Digital Age

Intellectual Property Protection and Enforcement in the Digital Age



Intellectual Property Protection and Enforcement in the Digital Age

IP Infringement



IP Protection

Intellectual Property Protection and Enforcement in the Digital Age



New Trends, Issues and Challenges

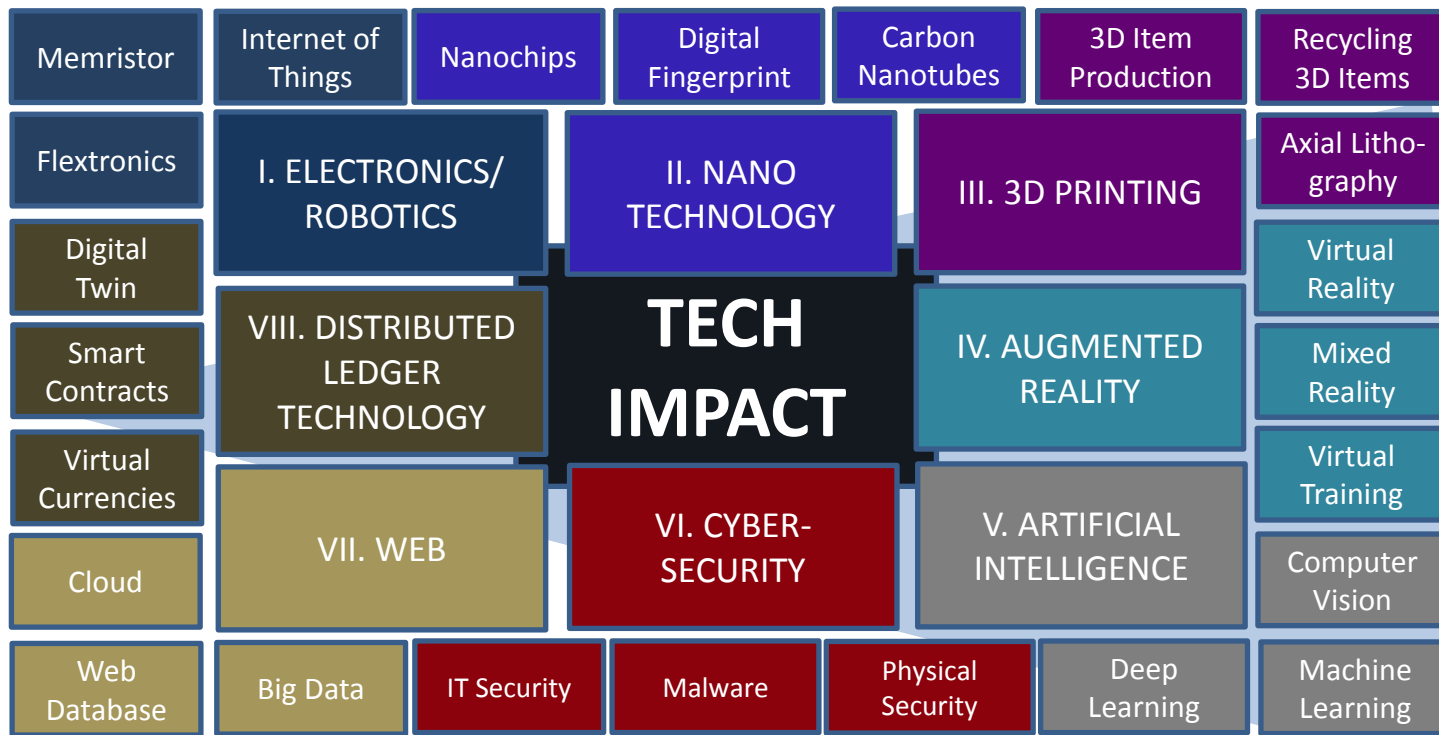
New Trends, Issues and Challenges

TECHNOLOGY



New Trends, Issues and Challenges





New Trends, Issues and Challenges

Illicit Trade

Rogue Decentralised Marketplaces

Enhanced
Anonymity in
Cryptocurrencies
And Wallets

Robotic Fake E-
Shops

Alternative
Delivery Services

Self-executing Smart Contracts/
Decentralised Autonomous Organisations

TECHNOLOGY



Countering Illicit Trade

Compliant
Decentralised
Marketplaces

Big Data
Analytics

Sharing Economy

Automated
Risk Analysis
and Control

Consumer
Engagement/
Customised
Products

Machine
Learning



New Trends, Issues and Challenges

Cybersquatting

Decentralised Search Engines

Non-ICANN
Controlled DNS

Truly
Anonymous
VPN's

No Alternative Dispute Resolution

Anti-Cybersquatting

Automated
Interaction DNS-
TM Registries

Reliable
WHOIS

Decentralised
Alternative Dispute Resolution

TECHNOLOGY



New Trends, Issues and Challenges

Piracy

BitTorrent
Variations with
Enhanced
Anonymity

Higher Speeds
and Variety

No Need for Malware or Advertising

Anti-Piracy

Data
Fingerprinting

User
Incentivised
Legal
Solutions

Decentralised /Automated
Collective Management

TECHNOLOGY



EUIPO Blockathon Initiative

EU IPO Blockathon Initiative



EUIPO Blockathon Initiative

The EUIPO conducted in June 2018 the first ever EU Blockathon to develop the Anti-counterfeiting solution of the future

[Intro Video](#)

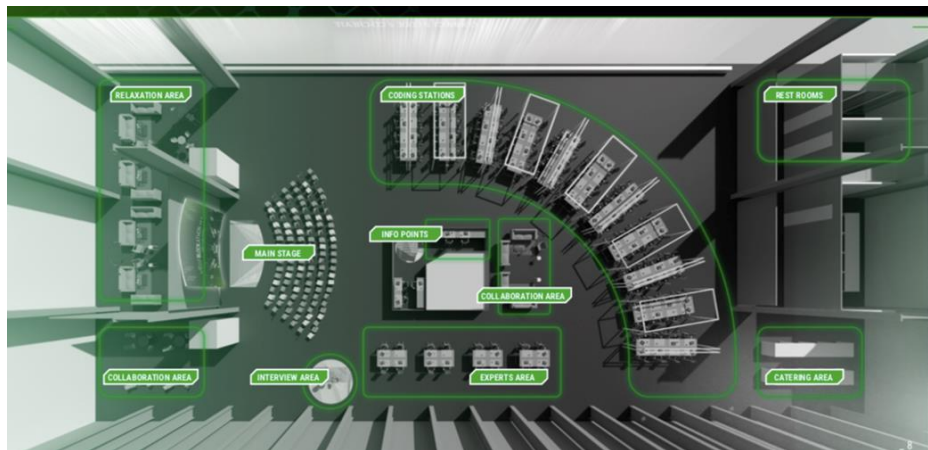
[After Video](#)

Based on that, the EUIPO launched the Blockathon Forum in February 2019

EUIPO Blockathon Initiative



EUIPO Blockathon Initiative



**Create the
Anti- Counterfeiting
Solution of the Future**



EUIPO Blockathon Initiative



ANTI-COUNTERFEITING
BLOCKATHON
FORUM



Promoting Intellectual
Property Rights in the
ASEAN Region

THANK YOU

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