



SOUTH-EAST ASIA



THE IP KEY SEA AND ARISE+ IPR PROGRAMMES IN SOUTHEAST ASIA

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Funded by the European Union

www.ipkey.eu



Directed by the European Commission, IP KEY is implemented by the European Union Intellectual Property Office (EUIPO)

2 EU COMPLEMENTARY ACTIONS ON IPR CURRENTLY ACTIVE IN THE SEA REGION:

Objectives

To support FTA negotiations and further cooperation among EU & SEA stakeholders

Geographical Focus

Engaged primarily at the national/ bilateral level

IPRs Covered

Includes other IPRs, such as patents, plant variety protection, copyrights and trade secrets



To support ASEAN development objectives and regional integration

Regional focus, in line with ASEAN objectives

Oriented predominantly towards trademarks, GIs, and designs





EU TOOLS AND DATABASES ON IPR ENFORCEMENT



The European Observatory on Infringements of Intellectual Property Rights

- Core element of Observatory Mandate - The development of tools and systems to gather, analyse, report and exchange key information on the scope, scale of, and trends in counterfeiting and piracy in the European Union.
- The tools are intended to help law enforcers and rights holders to step up the fight against counterfeiting and piracy.
- **The Enforcement tools are free, multilingual and secure.**



Enforcement Tools

EDB

Enforcement
Database

Information on products that have been granted an IP right. Police and customs officials can access this tool to view information and product details, making it easier for them to identify counterfeits and take action.

ACIST

Anti-Counterfeiting
Intelligence Support Tool

Gathers statistics on detentions of articles that are suspected of infringing IP at borders and in the internal markets; converts the collected data into a harmonised format.

ACRIS

Anti-Counterfeiting Rapid
Intelligence System

Testimonies from EU companies affected by IP infringements in countries outside the EU and information on the respective follow-up of these cases by local authorities.



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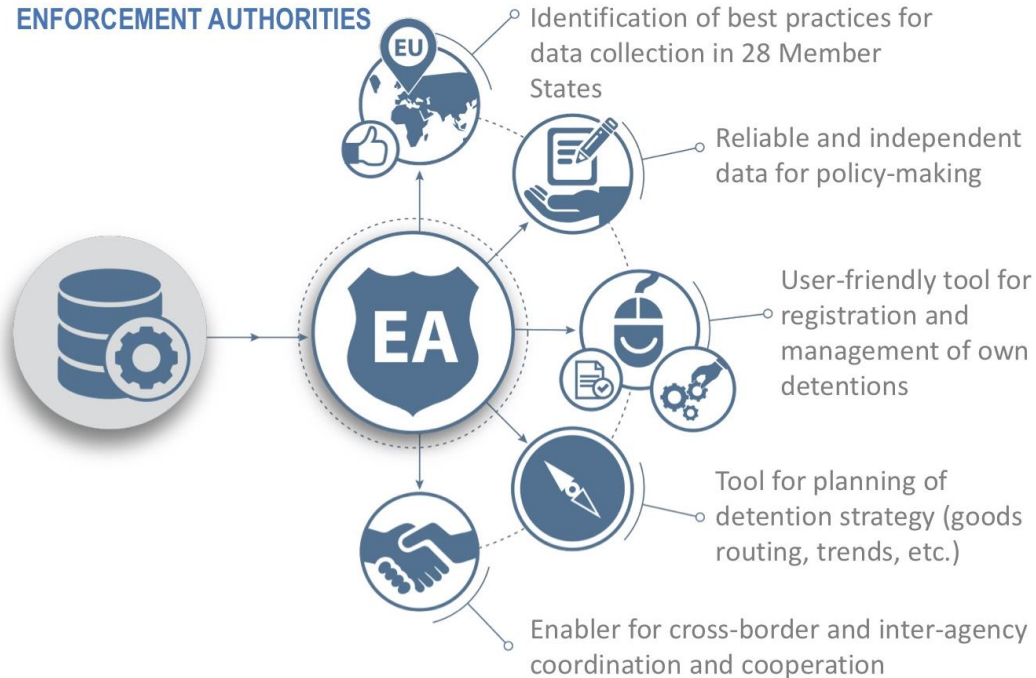
The Enforcement Database (EDB)

A free of charge, secure, web based platform developed to help enforcement authorities to distinguish genuine goods from counterfeits.

BUILT UPON TMview AND DesignView



Anti-Counterfeiting Intelligence Support Tool (ACIST)



The **Anti-Counterfeiting Intelligence Support Tool (ACIST)** is the European Union database that gathers statistics on customs detentions, at borders and in the internal markets, of articles that are suspected of infringing intellectual property rights.

More information at:

ACRIS: COLLECTING TESTIMONIES OF IPR INFRINGEMENTS



ACRIS is available to EU companies and provides them a broader vision of the IPR landscape in third countries.

Based on the intelligence stored in ACRIS, policy makers can shape IPR dialogs in order to better protect the EU companies in third countries.

What are the benefits of the tool?

- With ACRIS rights holders can report directly to the European Commission (DG Trade) on infringement issues in third countries.
- Infringement cases can be monitored throughout the enforcement cycle until the case is closed.
- Updates are also provided on upcoming European Commission IPR Dialogues with third countries.



Generates internal status reports
and facilitates communication with
lawyers



Generates customised IPR
landscape reports



User friendly case upload



ACRIS is a secure system



Available in all EU languages



Available free of charge for all EU
companies

More information at: <https://www.tmdn.org/acris/>



EU IP Enforcement Tools: Can They Be Adapted To ASEAN?



EU IP Enforcement Tools: Can They Be Adapted To ASEAN?

Under the ASEAN IPR Enforcement Action Plan, cite a need to introduce institutional mechanisms and information exchange among ASEAN public authorities.

- Dialogue needs to continue on a regional level on the steps that need to be taken to implement appropriate ASEAN enforcement tools.
- Dialogue needs to take place between different participants (IP Office, Customs, Enforcement Agencies) with regulations streamlined between all agencies.





THANK YOU



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