



ევროკავშირი
საქართველოსთვის

Project funded by the European Union



საქართველოს ინტელექტუალური
საკუთრების ცენტრი
საკპატი
SAKPATENTI
NATIONAL INTELLECTUAL PROPERTY
CENTER OF GEORGIA
www.sakpatenti.gov.ge



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



ENFORCEMENT PRACTICES AND LEGAL AMENDMENTS

Kenneth Wright | Ambassadors Kachreti Golf
Resort | 5th April 2022

EU Georgia project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

www.eugipp.eu

AGENDA – ONLINE ENFORCEMENT

1. Objective.
2. Disruption.
3. Investigation.
4. Conclusion.

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OBJECTIVE

To review online enforcement of
intellectual property rights in the European Union.

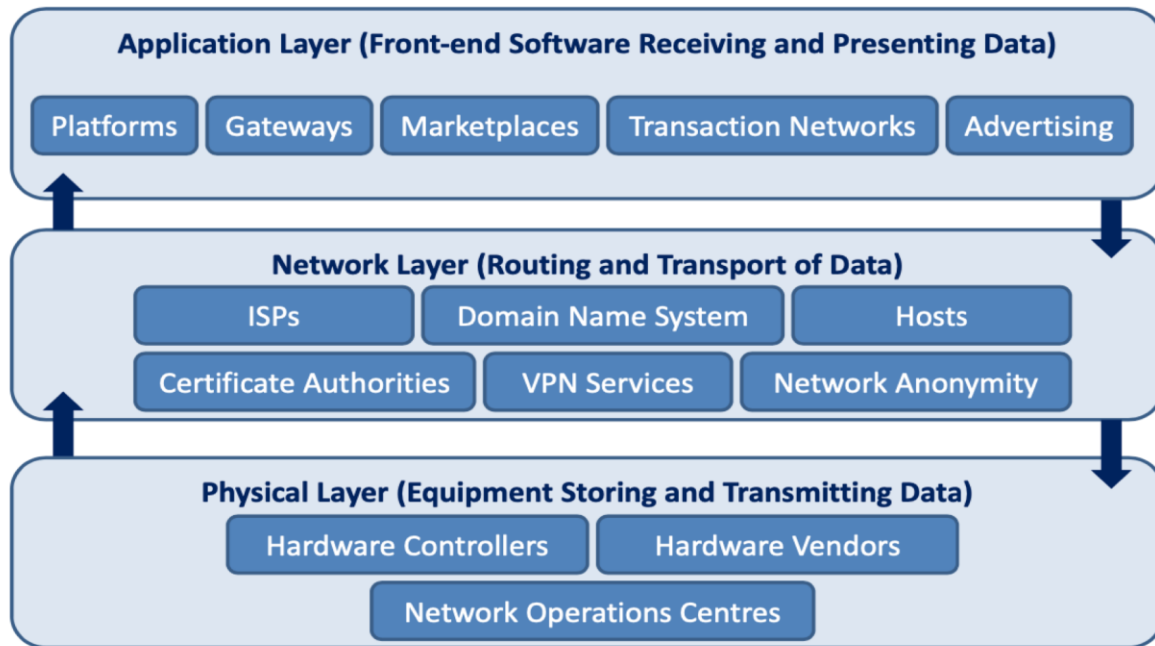
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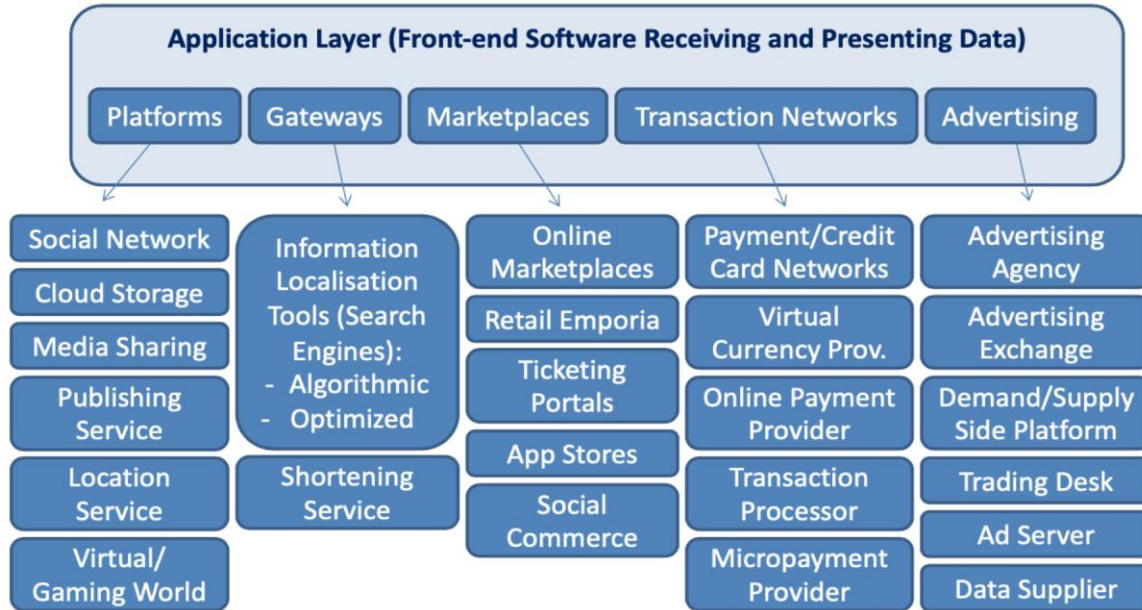
Disruption



Disruption



Disruption



Disruption

- Notice and Takedown.
- Domain Name Seizure.
- Payment Processors.
- Advertising.

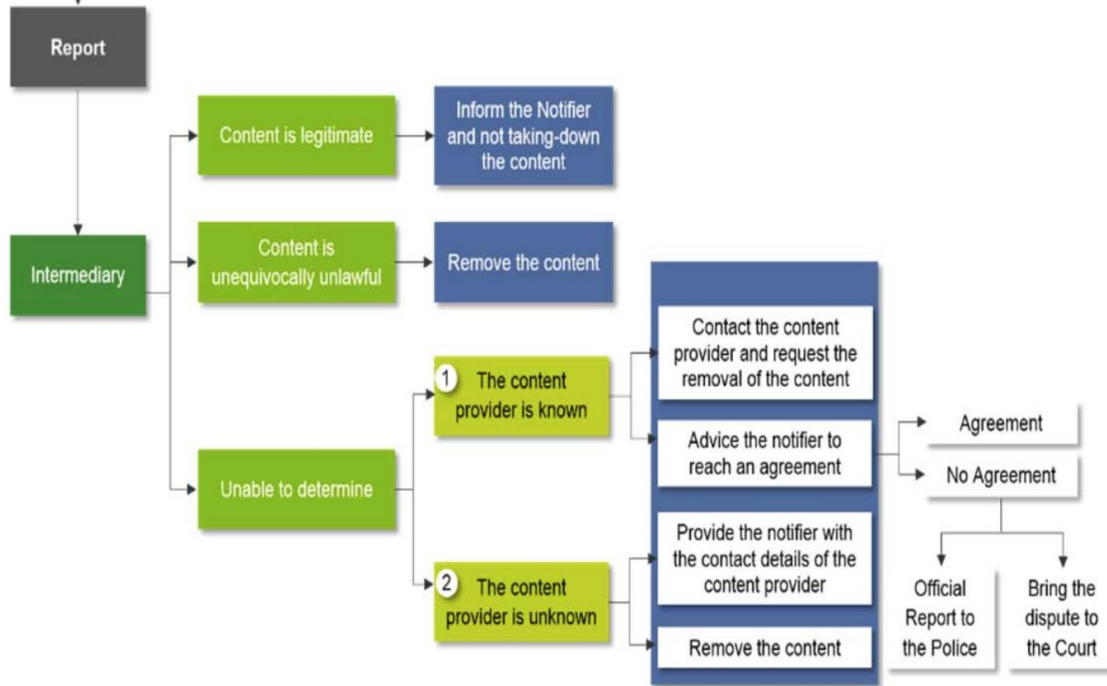


Disruption

- Ranking.
- Removal of sales.
- Blocking.
- Awareness.



Disruption



Disruption

ates

United States

United Kingdom

Belgium

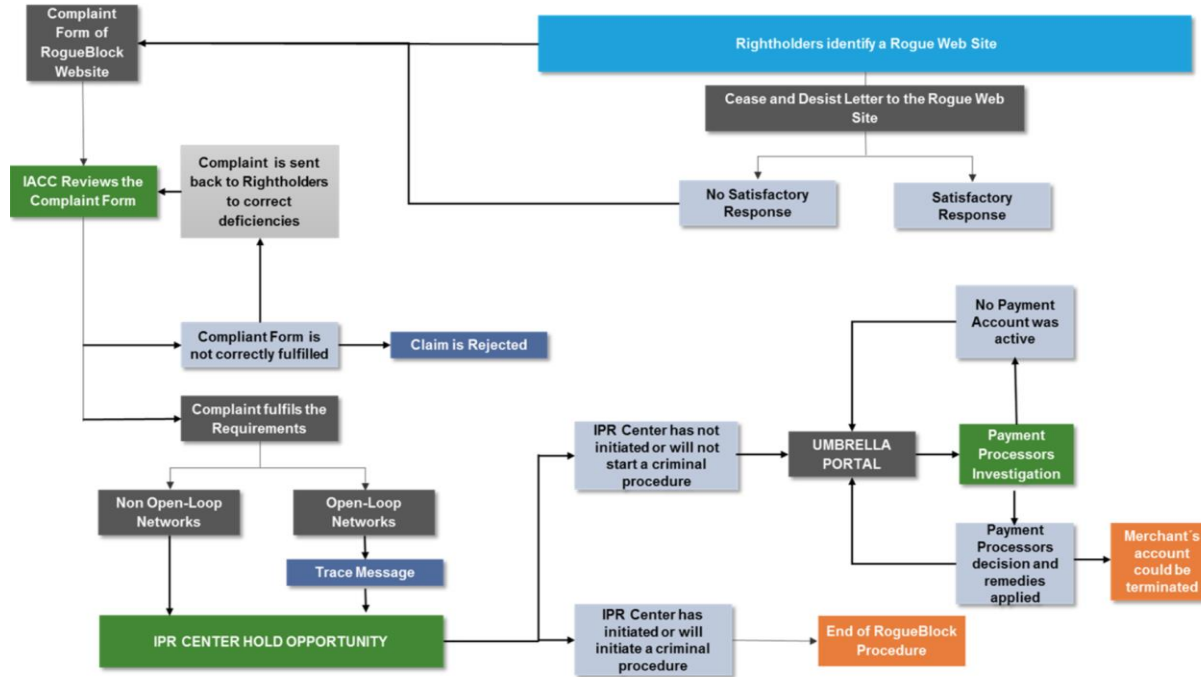
Belgium



This domain name has been seized

Operation In Our Sites-Project TransAtlantic III is a coordinated effort by U.S., European, and Hong Kong law enforcement agencies targeting websites and their operators that sell counterfeit goods.

Disruption



Disruption

The image shows a screenshot of the IACC website. At the top left is the IACC logo: "IACC" in large white letters, with "INTERNATIONAL ANTI-COUNTERFEITING COALITION" in smaller white letters below it. To the right of the logo is the tagline "Protecting Rights Holders Since 1979". Further right is a search bar with "Search..." and a magnifying glass icon. To the right of the search bar are links for "Calendar", "Media", and "Member Access". Below these are navigation links: "About", "Membership", "Online Initiatives", "Webinars", "Conferences", "Training", "Advocacy", "Find an Expert", "Resources", and "News and Views". The main banner features a dark background with a grid of hexagons containing various icons (person, gear, envelope, target, handshake, speech bubble). The text "EUROPOL IP Crime Virtual Conference 2021" is prominently displayed in white. Below this, a paragraph reads: "Join us for the 2021 Europol Intellectual Property Crime Virtual Conference gathering representatives from law enforcement agencies and the private sector to discuss the fight against IP crime." At the bottom of the banner, it says "HOSTED BY" followed by the "EUROPOL" logo. A "Find out more here" button with a right-pointing arrow is located at the bottom left of the banner area.

IACC
INTERNATIONAL ANTI-COUNTERFEITING COALITION

Protecting Rights Holders Since 1979

Search...

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[About](#) [Membership](#) [Online Initiatives](#) [Webinars](#) [Conferences](#) [Training](#) [Advocacy](#) [Find an Expert](#) [Resources](#) [News and Views](#)

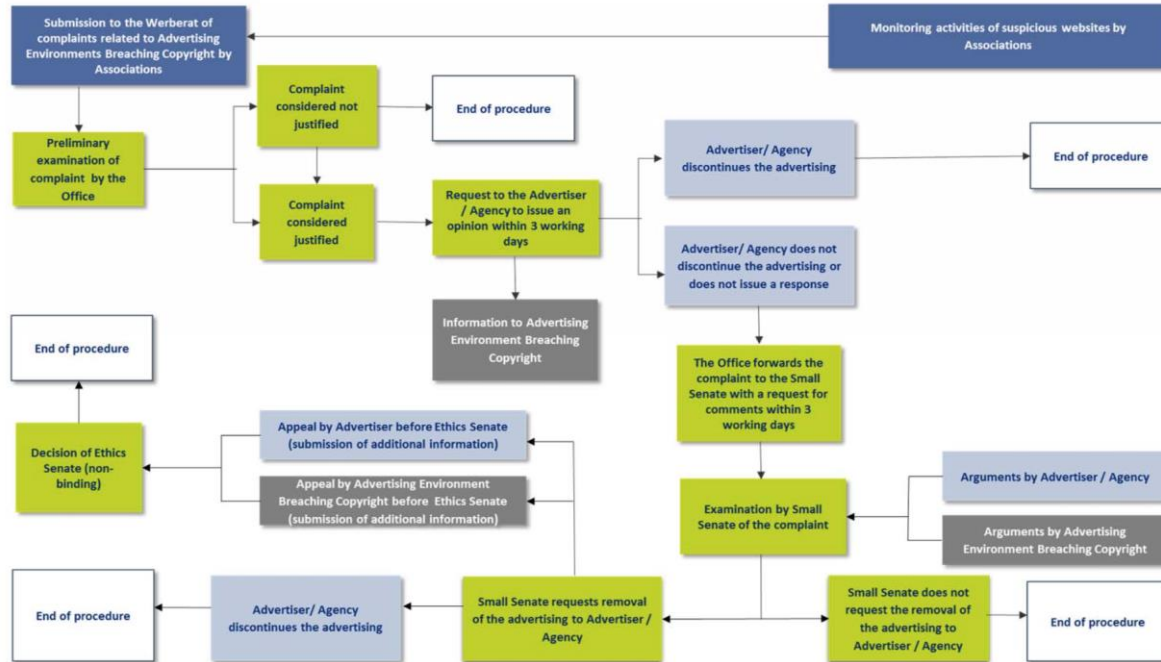
EUROPOL IP Crime Virtual Conference 2021

Join us for the 2021 Europol Intellectual Property Crime Virtual Conference gathering representatives from law enforcement agencies and the private sector to discuss the fight against IP crime.

[Find out more here](#) >

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EUROPOL

Disruption



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Home > [Building Respect for IP](#) > **WIPO ALERT**

WIPO ALERT


WIPO ALERT is a secure, online platform to which authorized bodies in WIPO [member states](#) can upload details of websites or apps which have been determined to infringe [copyright](#) according to national rules.

▶ [Who can use WIPO ALERT?](#)

Interested in becoming an authorized user of WIPO ALERT? [Contact us.](#)

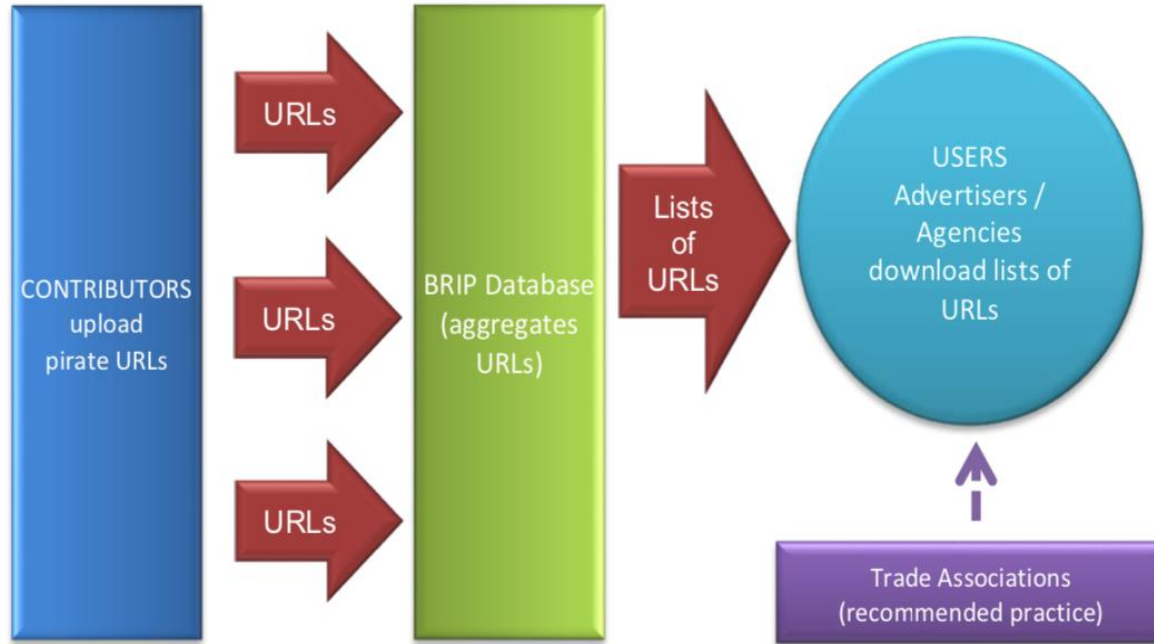
Read the full list of [WIPO ALERT FAQs.](#)

FEATURED



Video: Watch this short video to learn why advertisers are using WIPO ALERT to improve brand safety.

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£599.00



£38.99
(£38.99/Unit)



£44.99

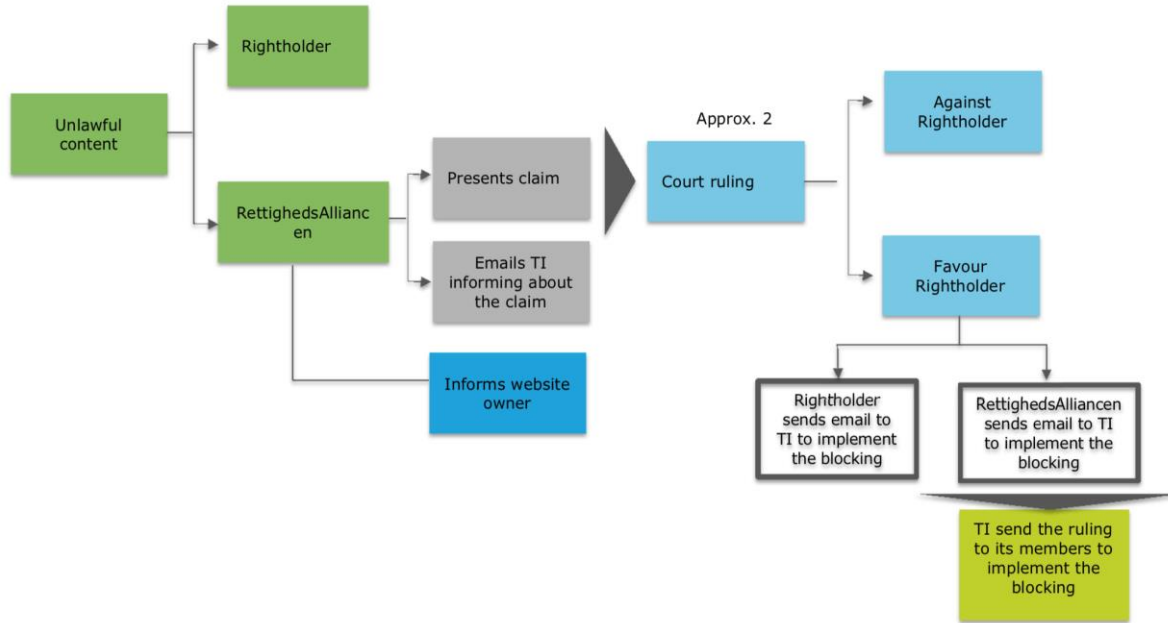


£73.99
£147.99 - 50% OFF



£16.99

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FAKES CRASH COMPUTERS!

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AGORATEKA
THE EUROPEAN ONLINE CONTENT PORTAL

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A way to identify legal content online

Music/TV & Films/e-books/Video Games/Sports events

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Investigation



Investigation



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Conclusion

- Intermediaries can be effective allies.
- Voluntary measures - Quicker impact.
- Voluntary measures - Cheaper.
- Voluntary measures - May be only option.
- Investigation – last resort (?) – follow the money.



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EU Georgia project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

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