

# IPR Business Partnership

- Non profit association
- 150 members
- Objective:
  - - improve ipr enforcement
- Customs, Criminal, Civil
- Activities:
  - Technical assistance, Lobbying, Information exchange

# Membership

- Majority well known brands
- Wide variety of sectors
  - - Sports
  - - Fashion
  - - Watches
  - - Automotiv
  - - Football
  - - Mobil phone
  - - Fragrances
  - ....

# IPR BPS -- SNB-REACT

- IPR Business Partnership
- Capacity Building part of association
- Operational part: SNB-REACT
  
- SNB-REACT:
- branche offices and partners Europe wide
  
- Legal, paralegal, investigation, monitoring

# SNB-REACT- operational

- Efficiency: to enable consistent anti counterfeiting strategy:
  - low fees, joint actions, straight forward
- Pan European:
  - one stop service
  - Europe wide investigation/legal follow up

# Activities IPR partnership

- Technical Assistance
  - - provide training in Europe and Asia Pacific
  - - product identification
  - - diagnostic analysis
  - - for all enforcement: police, customs, market inspection
- Lobbying:
  - concentrate on very practical issues in line with SNB-REACT work

# Lobby issues

- Smooth operation anti counterfeiting procedures
  - Identification of goods use digital cameras
  - storage and destruction: accountability of intermediaries
  - simplified procedures to follow up notifications: art 11 EU Regulation / 11 WCO Model legislation
- Disposal of counterfeit goods
  - Ultimately set up Europe wide system of recycling

# Technical Assistance

- Programme of about 20 training events annually
- To be decided in strategic group meetings
- Often in cooperation with international bodies: WIPO, UNECE ...
  
- Asia Pacific region
- Europe

# Information exchange

- During training sessions
- Electronical site available
- Password protected
- Accessible by
  - - enforcement officers
  - - rights owners to update their data
- Future:
  - - electronic applications on line

