

National Markets Group for IP Protection

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IPO Government leadership

- IP Crime Group – established in 2005 – restructured 2021/22
 - Strategic Board
 - Advisory Board
 - Enforcement Board
 - Partnership Board
- IP Counter Infringement Strategy 2022-27
 - <https://www.gov.uk/government/publications/ip-counter-infringement-strategy-2022-to-2027/intellectual-property-counter-infringement-strategy-2022-to-2027>
- Annual IP Crime Report
- Annual Trading Standards Successes Report

National Markets Group

- The National Markets Group was established in 2008 to provide a forum for a national, co-ordinated, cross-sector approach to tackle the trade in counterfeit goods at markets and car boot fairs.
- This co-ordinated approach brings the following key benefits:
 - stakeholders can share ideas;
 - best-practice models can be developed;
- consumer awareness campaigns and resources can be pooled;
- intelligence on rogue traders and counterfeit products can be exchanged through secure channels.

Sponsors



Campaign Partners



An initiative of the

NATIONAL MARKETS GROUP
for IP Protection

NMG - Broad areas of work

1. Co-ordinated enforcement activity, coordinating intelligence and targeting markets that are identified as having serious problems with trading in counterfeit goods;
2. Real Deal initiative, which is a preventative campaign focused on a national markets charter, code of practice, information and promotional support to market operators and trading standards to ensure that participating markets stay fake-free.
3. Real Deal Online, a Preventative, Partnership Approach to IP Protection for Social Media Buy-Sell Groups
4. Operation Flash, Tick Box Campaign – Self Storage industry



“Mobilise the intermediaries”

- Intermediaries & third-party liability
- Online
- L’Oréal SA and Others v eBay International AG and Others,
- Case number C-324/09
- Physical world
- Tommy Hilfiger Licensing LLC and Others v DELTA CENTER a.s.
- Case number C- 494/15 - 7 July 2016
- Prague Market Halls case

<http://www.realdealmarkets.co.uk/>



Local markets are at
the heart of our communities
– don't let illicit traders spoil yours!

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The Real Deal
Campaign for
Fake Free
Markets

Real Deal
Across
the UK

Is your local
market part of
the Real Deal?
Find out here

NATIONAL MARKETS GROUP
for IP Protection

A national, co-
ordinated,
cross-sector
approach

Operation Flash - Self Storage industry



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ABOUT THE CAMPAIGN



**keep it
real**

How does it work?

The Tick Box scheme can be implemented easily with no red tape barriers. At the heart of the scheme is the code of practice which sets out simple procedures aimed at preventing the storage of counterfeit and other illicit goods and enables self storage facility owners to be sure of who is storing what at their premises. It also clarifies the information and support they can receive from Trading Standards.

All businesses committed to fair trading and consumer protection are invited to join the Tick Box scheme with their local Trading Standards service. Once the Tick Box code of practice has been confirmed between the self storage company and Trading Standards, the company can display the code of practice within its premises, along with the Tick Box posters and logo.

Tick Box
Keep it **real**. Keep it **legal**.

<https://tick-box.org.uk/>

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In conclusion

In the context of 'Recommendation M' the NMG

- creates a mechanism for cooperation and coordination of MS activities
- allows right holders to inform MS & state authorities about counterfeit goods
- enables MS to identify counterfeit goods distributed in the domestic market place
- enables MS & other relevant authorities to engage with IP right holders
- attracts funding & economies of scale to reduce financial burdens on MS authorities
- co-operation and intel sharing enhance existing IPRs enforcement tools.
- measures that benefit consumers and rights owners
- and are conducive to establishing "rule of the law" principles in society and to fair competition and business development