



Transatlantic IPR Collaboration

**Pilot Project Conference:
Transatlantic Methods for Handling Global
Challenges in the EU and U.S.A.**

Some of the most cited figures



- OECD (2008)
 - Intl. Trade in counterfeits may amount to US\$ 200 Bio.
 - WHO (2006)
 - sales of counterfeit drugs are expected to amount to US\$ 75 billion globally in 2010
 - BSA
 - monetary value of unlicensed software ('losses' to software vendors, according to the BSA) was estimated at US\$ 53 Bio
 - Economic and Business Research (CEBR)
 - estimated that EU GDP is reduced by € 8 Bio. per year due to counterfeiting activities
- While we may not know the exact figures, most evidence indicates that we have a large and increasing problem, often with risks to health and safety, and at least in some cases with links to organised crime or even terrorism

From disparity to unity: paving the way towards a coherent IPR policy



- Main Objective: To analyse transatlantic positions on IPR policies and increase public awareness among policymakers and SMEs

- Implemented by five partners:
 - Austria Wirtschaftsservice GesmbH
 - KMU Forschung, Subcontractor Technopolis
 - Eurochambres
 - U.S. Chamber of Commerce
 - AT Consult

- Financed by the European Commission, DG Relex

Determining the status quo



- Analysis of current IPR policies and current SME programs for IPR protection in the EU and the US
- Definition of concrete areas of enhanced mutual cooperation and cooperation with SMEs in the fight against counterfeiting and piracy
- Sharing of ideas on ways to improve the enforcement against infringements

... **aaaand action!**

- Increasing public awareness of dangers and the need to address infringements
- Initiation of efforts to cooperate with SMEs on intellectual property protection and enforcement in third countries
- Conduction of a comprehensive study, organisation of round table in Brussels & conference in Washington

SMEs and the big, wide IP world



- Roundtable in Brussels on 16th June 2008
- Main Topics:
 - Most IPR tools are in place
 - IPR registration and management is essential
 - Costs of domestic and/or International IPR Protection
 - Time spent to register and enforce IPR vs. speed of counterfeiters
 - Priority: to protect home market
 - Internationally enforceable IPR
 - Customer relation maintenance and supply chain control

IP has the same value on both sides of the Atlantic



- Conference in Washington on 27th – 28th June 2009

- Main topics:
 - IPR promotes innovation and creativity – the major drivers of the EU and U.S. economies
 - Diverse IPR competency: scattered in EU – centralised in U.S.
 - Continue and promote the establishment of an IP coordinator on both sides
 - Enhance cooperation of the U.S.-EU IP Working Group

Message to EU: communication and data management



- Need for cooperation due to fragmented knowledge on counterfeiting and piracy
- Tailor-made communication policy approach to educate the public
- Policy actions must be trustworthy
- Improve data on registration and infringement of IPR

Message U.S.: continue and cooperate



- Preserve a strong international IP legal framework
- Improve border enforcement against counterfeiting and piracy
- Continue negotiations for Anti-Counterfeiting Trade Agreement (ACTA)
- Establish a digital piracy task force

Spreading the word: IP is valuable!



- Sustained delivery of IP messages
- Value of IP and its enforcement as part of education campaign
- Target messages according to local culture
- Maximize existing skills through partnerships
- Use news media to create awareness

Paving the way towards a joint EU – U.S. IPR strategy



1. Focus political will and give IP enforcement priority.
2. Improve reliability of data on the scope of the problem of counterfeiting and piracy as well as on the effectiveness of policy actions taken in this field.
3. Tackle the challenge of the internet as a distribution channel for counterfeits and pirated goods.
4. Preserve an effective international IP legal framework that fosters and protects innovation.
5. Continue and expand collaboration between the EU and the U.S.



Thank you for your attention!

Dr. Georg Buchtela
Austria Wirtschaftsservice GesmbH

G.Buchtela@awsg.at

Project Website:
www.ipr-policy.eu