



# Piracy and Counterfeiting on the Ocean of Intellectual Property

– Enforcement in Hungary and China –

Budapest, 11/20/2008

Joint conference of the Hungarian Patent Office, ITD Hungary, Enterprise Europe Network, and the China IPR Helpdesk organised in the framework of the IPBase FP7 programme.



## Abstracts of the Presentations

### **National Cooperation Against Infringement of IP Rights The National Board and Strategy Against Counterfeiting**

**Gábor Németh**, Legal Advisor to the President, Hungarian Patent Office

Industry world-wide loses large amounts to counterfeiters, which losses not only affect the producers of genuine items, but they also involve social costs. Companies, as well as enforcement agencies, are becoming increasingly aware of the problems of counterfeiting. The lack of information sharing is often perceived to be one of the main obstacles in the fight against counterfeiters. In several countries anti-counterfeiting entities have been established with the participation of public bodies, NGOs and industry. Such national entities are for example the Comité National Anti-contrefaçon (CNAC) in France and the Intellectual Property Crime Group in the UK.

In line with the aforementioned the Hungarian government has set up a National Board Against Counterfeiting (NBAC) in February 2008. In the NBAC the full spectrum of enforcement and commercial interests are represented including the public administration bodies, public prosecutors, police and customs authorities, trademark and copyright associations, interest groups of commerce and industry, and, not least, the enterprises concerned by counterfeiting. The NBAC has coordinated the elaboration of the National Anti-counterfeiting Strategy and the related action plan for the years 2008–2010, which have been approved by the Government on 1 October 2008.

Dr. Gábor Németh, Legal Advisor to the President of the Hungarian Patent Office is a Secretary of the National Board Against Counterfeiting as well. He took part actively in the preparation of the Strategy and the related Action Plan.

## Venue:

**ITD Hungary**

1061 Budapest, Andrásy út 12.

## **Afraid of Fakes? Try eMage!**

**Ágnes Vadász**, Hungarian Patent Office

Companies who want to avoid becoming counterfeiters, industrial property offices who have to perform prior art searches and customs and policy authorities who want to intensify the fight against counterfeiting can all take advantage of eMage service. The service allows the users to perform an image based search and navigate to associated multilingual natural language search engine in English, French, German and Portuguese languages. The eMage database includes national, European and international registered trademarks and industrial designs. The eMAGE service was developed during the fifth framework program by the financial support of the EC. For the time being the service is under market validation and initial deployment in the framework of the eMARKS project. More information on the project available in the following website: <http://emarks.iisa-innov.com/>.

Ms. Ágnes Vadász is the Deputy Director of the Industrial Property Information and Education Centre of the Hungarian Patent Office. Among others she is the manager of eMAGE and eMARKS EC projects.

## **IPR and China challenges – how companies can be ahead of the game**

The China IPR SME Helpdesk is an initiative funded by DG Enterprise and Industry of the European Commission, which aims to support European small and medium sized enterprises (SMEs) in both the protection and enforcement of Intellectual Property Rights (IPR) in and relating to China, through the provision of free information, training and first-line advice targeting needs and supporting SMEs in their decision making with regard to China IPR matters.

This workshop aims to alert SMEs to current threats to their business interests and deals with practical IPR protection issues in China. It will identify critical steps to safeguard products, brands and know-how and will encourage pro-activity to protect innovation and competitiveness and thereby lay a solid foundation to be used for more efficient enforcement. The workshop will be preceded by an introduction to the China IPR SME Helpdesk. The workshop will be conducted by Team Leader of the China IPR SME Helpdesk, Simon Cheetham and Henrik G. Jacobsen, a China IPR expert from The IPR Company APS. Both are experts of the China IPR SME Helpdesk.

**Mr. Henrik G. Jacobsen** is a seasoned corporate IPR-lawyer with extensive IPR experience from Multi-National Corporations such as the LEGO Group, where he was formerly Corporate Counsel and head of global enforcement excl. the Americas, and Bang & Olufsen A/S, where he acted as Legal Counsel with, among other, responsibility for IPR. His experience provides a business-oriented way of dealing with IPR measures on an international level. Mr. Jacobsen is today Partner and Director in The IPR Company Aps; an international IPR consultancy based in Denmark.

**Mr. Simon Cheetham** is a China IPR Enforcement expert with over 25 years of experience in commercial investigations, due diligence and IPR enforcement in China and internationally, formerly with the Hong Kong police force, then with a global security firm and currently running his own international firm. Mr. Cheetham is also the Team Leader of the China IPR SME Helpdesk.