

Advisory Committee on Enforcement

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AWARENESS-BUILDING ACTIVITIES AND STRATEGIC CAMPAIGNS AS A MEANS FOR BUILDING RESPECT FOR IP

Contributions prepared by Croatia, Kazakhstan, Thailand and the United States of America; by the Asociación Española para la Defensa de la Marca, the Istituto Centromarca per la Lotta alla Contraffazione and the Union des Fabricants; and by the Cooperative Society of Music Authors and Publishers in Switzerland

1. At the twelfth session of the ACE, held on September 4 to 6, 2017, the Committee agreed to maintain as one of the items on its work plan the “exchange of information on national experiences on awareness building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States’ educational or any other priorities”. This document introduces the contributions prepared by Member States and national associations on this topic.
2. The importance attached to awareness activities targeting young people is illustrated in a number of papers. Contributions from Croatia and the Cooperative Society of Music Authors and Publishers in Switzerland (SUISA) describe rolling programs for young people, taking place on a single day according to a carefully conceived agenda, which can be repeated in successive locations for different groups. In addition, Croatia describes a competition for young people, organized to coincide with the theme of World IP Day. The contribution from Kazakhstan describes, among other activities, a national anti-piracy campaign, including competitions for posters and video blogs targeting young people, taking place at regional and national levels and culminating in an awards ceremony and high-profile concert, with substantial media involvement.
3. Member States have taken advantage of new means of communication in order to reach the public with messages of respect for IP. In Thailand, the Department of Intellectual Property (DIP) has sought to raise public awareness by taking full advantage of online social media. The DIP monitors online debates about IP and disseminates relevant information through its social media accounts and other online channels. More traditional methods, however, such as poster

campaigns and audiovisual public service announcements (PSAs), are still considered to be effective. The United States of America has conducted campaigns using these tools both domestically and abroad to emphasize the importance of IP to innovation and the risks to consumer welfare from counterfeit goods. A competition for video PSAs is being launched in the present year, as a prelude to a large-scale public information campaign in late 2018 / early 2019.

4. The role of municipal authorities is highlighted in the contribution from the French, Italian and Spanish trademarks associations describing *Authenticity*, a collaborative project launched with the support of the European Observatory on Infringements of Intellectual Property Rights of the European Union Intellectual Property Office, to raise awareness of the need to protect local commerce against the impact of counterfeiting and to enhance the effectiveness of local enforcement authorities.

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AWARENESS-RAISING ACTIVITIES TARGETING SCHOOLCHILDREN UNDERTAKEN IN CROATIA

*Contribution prepared by Ms. Ana Rački Marinković, Deputy Director General, State Intellectual Property Office of the Republic of Croatia (SIPO), Zagreb, Croatia**

ABSTRACT

The State Intellectual Property Office of the Republic of Croatia (SIPO) led an initiative within the national Coordination Bodies for the Enforcement of Intellectual Property Rights to undertake awareness-raising activities targeting children and young people. Two activities complementing each other were envisaged: a competition for schoolchildren in the framework of the WIPO Building Respect for IP (BRIP) Competitions for Schools and a project entitled *IP Day for Kids* intended to raise awareness among children and young people.

The competition was launched on the occasion of World IP Day and was carried out nationwide. It was also promoted during the complementary activity “IP Day for Kids”, as well as during media coverage of this activity, which was held on May 30, 2017, in Zagreb, and on November 14, 2017, in Varaždin. In 2018, SIPO has launched another cycle of the competition, and held an event for children in Rijeka on April 11, 2018.

I. INTRODUCTION

1. In order to improve the efficiency of the system of enforcement of intellectual property (IP) rights, a permanent mechanism for coordinating the enforcement of IP rights was established in Croatia in the course of 2010. Among other responsibilities, the Coordination Bodies for the Enforcement of IP undertake activities to raise public awareness of the importance of the protection of IP rights. Under its Action Plan for 2017, awareness-raising activities targeting children and youth were envisaged.
2. At the end of 2016 and early in 2017, SIPO led an initiative within the national Coordination Bodies for the Enforcement of IP to design awareness-raising activities targeting children and young people that would be performed as a pilot project throughout the year.
3. Two complementary activities were envisaged:
 - A competition for primary and secondary schoolchildren, in cooperation with the World Intellectual Property Organization (WIPO) Building Respect for IP (BRIP) Competitions for Schools 2017.
 - A project entitled *IP Day for Kids*, financed by the European Union Intellectual Property Office (EUIPO) under the Bilateral Cooperation Agreement between SIPO and EUIPO. Its objective was to build awareness among children and young people, aiming at educating them, through games and other content targeted for their age, on the importance of protecting and respecting IP rights.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

II. **INNOVATION FOR A BETTER LIFE COMPETITION FOR PRIMARY AND SECONDARY SCHOOL CHILDREN**

4. Following an exchange of technical information between SIPO and WIPO, SIPO and its partners from the national Coordination Bodies for the Enforcement of IP Rights determined the scope of the competition (targeted groups, requirements, duration, etc.).

5. It was decided to announce the competition on the occasion of World IP Day and leave it open until November 30, 2017. The competition was to be carried out in three categories: primary school children in classes 1 to 4, primary school children in classes 5 to 8 and secondary school children nationwide. The competition could be entered with pieces of literary work, video work, musical composition, fine art work or cartoons on the theme *Innovation for a Better Life*. Participants could enter the competition individually or in groups of no more than three members. The works were to be evaluated according to the following criteria: adequate treatment of the given theme and creativity.

6. The competition was launched on April 26 on the occasion of World IP Day. It was publicised on SIPO's website¹ and on that of the national Coordination Bodies for the Enforcement of Intellectual Property Rights², and was promoted through the Facebook and Twitter accounts *Stop Counterfeiting and Piracy*. In addition, in cooperation with the Ministry of Science and Education, the launch of the competition was announced by e-mail on behalf of the Ministry through its contact list to all principals of primary and secondary schools in Croatia.

7. The competition was further promoted during the complementary activity "IP Day for Kids", as well as during media coverage of this activity. For the purpose of promoting the competition, a leaflet was designed combining the logo of IP Day for Kids with some basic information on the competition and links to the rules of participation. The leaflet was handed out to all schoolchildren participating in the events held during 2017 as well as to the teachers accompanying them.



¹ <http://www.dziv.hr/en/news/%e2%80%9cinnovation-for-a-better-life%e2%80%9d---prize-competition-for-primary-and-secondary,489.html>.

² <http://www.stop-krivotvorinama-i-piratstvu.hr/en/news-and-information/%e2%80%9cinnovation-for-a-better-life%e2%80%9d---prize-competition-for-primary-and-secondary,129.html>.



8. In September 2017, at the start of the new school year, a reminder of the on-going competition was disseminated by e-mail on behalf of the Ministry to all principals of primary and secondary schools in Croatia.

III. AWARENESS-RAISING ACTIVITY *IP DAY FOR KIDS*

9. The awareness-raising activity *IP Day for Kids* is intended to educate children and young people on the importance of protecting and respecting IP rights through content adapted to their age group and, more broadly, on how to use IP in the development of innovations and creative works, including their own, by motivating them to imagine themselves in the role of an author or an inventor. It is conducted under the motto *Be Creative, Be Innovative, Be a Giant* (*DIV* in Croatian, which is also the acronym from *Dan Intelektualnog Vlasništva*, meaning IP Day).

10. The activity is focused on children and young people from lower primary to secondary schools. The content is developed for each of the three specific target groups: children between six and 10 years of age (lower primary school classes (1st to 4th)), children between 10 and 14 years of age (upper primary school classes (5th to 8th)) and young people between 14 and 18 years of age (secondary school classes).

11. Programs developed specifically for each of the three age groups are held one after the other in a suitable cinema/theatre/museum with adequate space. The program typically brings children from different schools into one venue, instead of relevant content being delivered in a particular school. This allows more schools to participate and more local communities to get involved in the organisation of the event and also results in better media coverage.

12. For each age group, the event comprises a central one-hour session for a larger number of children (approximately 150 to 200) organized in the hall followed by three different workshops, held in parallel with rotation of participants.



13. For the age group six to 10, a play entitled *Who invented it?* is performed, presenting Croatian inventors and their famous inventions in an entertaining way. In a workshop on patents, children make their own parachute models based on the invention by Faust Vrančić (which they learn about in the play) out of a piece of plastic foil and strings and then draw their own invention on a mock patent application form. In the second workshop, dedicated to copyright, children solve labyrinth puzzles to connect authors with their work and are then encouraged to draw and sign their own work so as to perceive themselves as authors. In the workshop on trademarks, children identify connections between certain trademarks and products and then draw their own trademark on a mock trademark application form.



14. Senior primary school pupils are guided by a moderator through a series of short movies, sketches and animations as part of an immersive, interactive program *I Have an Idea!* In the workshop on counterfeits, children are shown examples of counterfeit products seized by the Croatian Customs Administration (such as toys, sportswear and the like), whereas in the workshop on copyright they are taught some basic facts on permitted use of copyright via tailor-made *Kahoot!* quizzes, in which they actively participate using their mobile phones. In the third workshop, the function of robots is presented by employees from the Faculty of Electrical Engineering and Computing to explain the role of software licenses in robotics.



15. High school children watch a documentary about young Croatian innovators and artists, which is followed by a panel discussion with guest(s), such as young authors, designers or innovators, who share their experiences in starting their own businesses. In addition to workshops on copyright and on how to recognize a counterfeit, high school children participate in tailor-made *Kahoot!* quizzes using their mobile phones, to teach them how to distinguish between various IP rights (trademarks, designs, copyright, patents).



16. Participants are given T-shirts and badges with the logo of the event, as well as information on the on-going schools competition, while teachers accompanying them are given leaflets and other promotional material by SIPO with detailed information on IP rights. All audio-visual material (short films, animations, documentary) produced and shown in the project is made available on SIPO's YouTube channel to be used by the teachers afterwards in class.

17. The Ministry of Science and Education of the Republic of Croatia evaluated the project, recommended it to schools and actively participated in its organization.

18. The event is promoted and advertised through media to reach a broader public.

IV. RESULTS OF THE ACTIVITIES UNDERTAKEN

19. The competition *Innovation for a Better Life*, initially open until November 30, 2017, was prolonged, so that entries could be sent until December 15. Altogether, 150 entries were received. The types of work and the age groups from which they were received are presented in the table below:

	Overall	Literary work	Video work	Composition	Fine art work	Cartoon
Primary school (classes 1 to 4)	53	0	1	0	50	2
Primary school (classes 5 to 8)	65	15	1	0	35	14
Secondary school	32	19	1	1	7	4
Overall	150	34	3	1	92	20

20. An Assessment Committee was formed to evaluate the works submitted for the competition. Three finalists were selected in each category. The overall national winner among all the winning entries in each category was the video work entitled *Innovation for a Better Life by Vučetić* by Nura Bičanić, Karlo Domančić and Una Vekić from Hvar Primary School³.

21. The first event in the project *IP Day for Kids* was held on May 30, 2017, at the Museum of Modern Art in Zagreb⁴. More than 350 children and young people attended. Eleven news reports and notifications about the event were broadcast on national radio and TV stations and Internet portals. The second IP Day for Kids was held on November 14, 2017, at the Gaj Cinema and the premises of the City Hall in Varaždin⁵ and was attended by 550 participants from primary and secondary schools in Varaždin and Varaždin County. The event received the same scope of media coverage as the previous one, with a greater interest among local media.

22. The organization of *IP Day for Kids* also continued in 2018, with an event on April 11 at the Croatian Cultural Centre in Rijeka⁶. Over 600 children and youngsters from primary and secondary schools attended the event, accompanied by teachers and professors.

³ It can be accessed, with English subtitles, at: <https://app.box.com/s/qcpedrwt6efxxv166n2cm18i5pt7luq>.

⁴ <http://www.dziv.hr/en/news/intellectual-property-day-for-children-and-youth-held,499.html>.

⁵ <http://www.dziv.hr/en/news/intellectual-property-day-for-children-and-youth-held-in-varazdin-on-14,2542.html>.

⁶ <http://www.dziv.hr/en/news/intellectual-property-day-for-children-and-youth-held-in-rijeka-on-11,3591.html>.

V. FUTURE PLANS

23. SIPO and the national Coordination Bodies for the Enforcement of Intellectual Property Rights will continue to organize awareness-raising activities for children and young people (both the competition and the *IP Day for Kids* events, which have proven to be complementary) with a view to covering more regions and towns throughout Croatia in the coming years. The content will be improved and adapted according to the evaluation received by the participating teachers.

24. The 2018 competition for schoolchildren is entitled *Original Is Always Better* and was launched on the occasion of World IP Day on April 26, 2018. On the same occasion, SIPO launched an exhibition in its Information Centre of works received during the 2017 competition and organized an award ceremony to present WIPO schoolchildren's trophies and other awards to the overall national winners. In Autumn 2018, a further IP Day for Kids event will be organized in Karlovac.



PUBLIC OUTREACH WORK IN THE AREA OF INTELLECTUAL PROPERTY RIGHTS: KAZAKHSTAN'S EXPERIENCE – THE NATIONAL ANTI-PIRACY CAMPAIGN

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ABSTRACT

This document describes the experience of the Ministry of Justice of Kazakhstan in the dissemination of knowledge about intellectual property (IP) and promoting respect for IP through public awareness campaigns and competitions aimed at young people, the private sector, employees of law enforcement authorities and other interested agencies.

I. INTRODUCTION

1. The Ministry of Justice of Kazakhstan is responsible for implementing government policy in the enforcement and protection of intellectual property (IP) rights and for coordinating cooperation among authorized agencies and interested organizations in the enforcement and protection of IP. Functions related to IP were transferred to the Ministry of Justice in 2001.
2. One of the functions of the Ministry of Justice is the organization and performance of public outreach work in the area of IP rights, among both holders of IP rights and entrepreneurs who make use of such rights.
3. A challenge faced in the performance of public outreach work in the area of IP rights is the coverage of various segments of the population, and in particular potential users, with a view to preventing violations of IP rights and instilling respect for IP and zero tolerance for violations of these rights.
4. The Ministry of Justice has channeled this work through regional judicial authorities in order to cover the entire country. It has involved interested government agencies in the work as well, making use of television, radio, and the websites of the Ministry of Justice, government agencies, regional judicial authorities, and collective management organizations (CMOs).
5. The objectives of the National Anti-Piracy Campaign are to:
 - publicize and promote efforts to combat pirated goods;
 - involve the public in outreach work involving the enforcement of IP rights; and
 - increase public awareness and knowledge of the problem of the distribution of pirated goods in the domestic market.

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II. THE NATIONAL ANTI-PIRACY CAMPAIGN

6. The Ministry of Justice has used various creative tools to promote efforts to combat the distribution of pirated goods and build respect for IP, including the use of social networks for holding competitions, award ceremonies for winners of national competitions, and a concert with star performers.

7. A number of different strategies were used in the campaign to increase public awareness, including the organization of competitions, web conferences, a roundtable, workshops for new entrepreneurs in 16 regions of the country, and a press briefing to provide an overview of the measures carried out by law enforcement and judicial authorities to protect IP rights as part of the campaign.

A. NATIONAL COMPETITIONS

8. In January 2018, the Ministry of Justice announced national competitions for the best article and the best video blog on the topic of protection of IP rights, and for the best design of a “No to Piracy” billboard. The competitions were open to individual citizens of Kazakhstan. Competition participants were required to be 14 years of age or older.

9. The competitions were organized with the support of CMOs, the National Chamber of Entrepreneurs, and the Ministry of Culture and Sports. Regional judicial authorities and CMOs publicized the campaign and competitions on their websites and in the mass media.

10. One of the competitions was organized by the Ministry of Justice and the Justice Departments of the provinces and the cities of Astana and Almaty and took place in two stages:

- the first stage was held by the Justice Departments of the provinces and the cities of Astana and Almaty. Within two days of the closing date for the acceptance of documents, the Justice Departments arranged for the review of the submissions by a panel, and based on the results of this review, the best work was sent on to the Ministry of Justice; and
- the second stage, at national level, was held by the Ministry of Justice and provided the basis for the selection of winners.

11. The competition for the best video blog comprised a single stage and was organized through a social network. The judging panel was made up of representatives of government agencies, local executive government authorities, and members of the public.

12. The competition participants were selected to perform outreach work. As shown in the following two examples, they expressed their views about pirated goods in their entries.



This entry promotes the slogan “No to Piracy!”, and presents messages such as “Counterfeit goods wear out quickly”, “Copyright violations hurt the country’s economy”, “Counterfeit technology is dangerous” and “Counterfeit medicines upset your stomach”



This poster declares: “Pirated goods – No Way!!!”

13. The competition rules included terms allowing for the use of the submissions by the competition organizers through reproduction, distribution, broadcasting on air or via cable, and general publication. These terms also allowed for the use of the submissions in the future for the purpose of outreach work.

14. As part of the campaign, regional judicial authorities made use of outdoor advertising, including billboards and signs, to promote the protection of IP rights. These were installed in cities and on the country’s highways.

B. CLOSING CEREMONY OF THE ANTI-PIRACY CAMPAIGN AND CONCERT TO PROMOTE PROTECTION OF IP RIGHTS

15. The Ministry of Justice organized a closing ceremony in the capital, Astana, to mark the conclusion of the National Anti-Piracy Campaign. The ceremony ended with a concert promoting the protection of IP rights and a press briefing.



16. In addition to the competition winners, representatives of the Ministry of Culture and Sports, the Ministry of Internal Affairs, the Ministry of Finance, the Ministry Information and Communications, regional authorities, higher education institutions, and community organizations were invited to the ceremony.

17. An overview of the campaign and competition results were provided, and prizes and certificates were presented. The winners received notebook computers provided by CMOs and right holders.



18. A short film called *Diary of the Anti-Piracy Campaign* was produced to document the campaign's activities.

19. The winning entries were presented at the ceremony. The screening of the video blog was of particular interest.

20. The campaign closed with a concert promoting the protection of IP rights. From the stage of the concert hall the performers called for the protection of IP rights. Right holders themselves were called on to participate in the outreach work. The event was covered by social networks, newspapers, radio and television, and websites.



C. WORKSHOPS FOR NEW ENTREPRENEURS

21. Workshops with entrepreneurs who are potential users of IP are an important focus of outreach activities. Regional chambers of entrepreneurs served as the main venues for this work in 2018.

22. During the workshops, entrepreneurs were given demonstrations of ways of using IP and methods for resolving issues concerning the lawful use of such rights. Recommendations were made with regard to the registration of trademarks and other IP rights.

23. Right holders, patent attorneys and CMOs were selected to participate in the workshops. Representatives of law enforcement authorities were also invited to attend. They discussed methods for the protection of IP rights with the participants.

D. ROUNDTABLES

24. The Ministry of Justice holds roundtables with representatives of right holders and law enforcement authorities to discuss the protection of IP rights and law enforcement practices.

25. Videoconferencing is used to enable people from all parts of the country to participate in discussion. This makes it possible to bring together representatives of all of the regions at the same time to discuss the issues which arise in combating the distribution of pirated goods. These events have been reported on in the mass media.



26. Web-conferencing allows for the identification of pressing issues facing users and right holders, and enables recommendations to be made to address problems that have arisen. The online platform enables participants to find ways to address problems without the constraints of time and space.



III. CONCLUSION

27. The Ministry of Justice, as the entity responsible for coordinating the activities of authorized agencies related to the protection and enforcement of IP rights, brings together the efforts of government authorities in the performance of outreach work. It involves the public and right holders in this work.

28. The National Anti-Piracy Campaign covered the entire territory of the Republic of Kazakhstan. The campaign involved the Ministry of Internal Affairs, the Ministry of Culture and Sports, the Atameken National Chamber of Entrepreneurs and its regional chambers, the local governments of the provinces and the cities of Astana and Almaty, CMOs, regional judicial authorities, and the mass media.

29. The Ministry of Justice will continue its work to raise public awareness of issues affecting the protection of IP rights. With funding issues addressed through the involvement of CMOs, right holders, and community organizations, it is expected that this campaign will be held on an annual basis.

RAISING IP AWARENESS VIA SOCIAL MEDIA IN THAILAND

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ABSTRACT

At present, people increasingly have access to the Internet. Information and content can easily be shared over the computer network. To keep pace with technological and digital progress, it is believed that the raising of intellectual property (IP) awareness should not be limited to traditional methods. Nowadays, online and social media play a significant role in enabling public and private sectors, entrepreneurs, small and medium-sized enterprises (SMEs), institutions, universities, schools, and Internet users, particularly the young generation, to understand IP better and to become involved in IP-related activities. Recognizing the dynamic behaviors of Internet users and global IP trends, particularly in the digital environment, the Department of Intellectual Property of Thailand (DIP) has strategically taken new measures on raising IP awareness and enhancing IP knowledge of the public by means of online social media, including campaigns on Facebook, information posted on Instagram, etc.

I. INTRODUCTION

1. Currently, technology and people's daily lives are largely inseparable. Uses of technological devices such as computers, smartphones, and tablets, are increasingly common, allowing people in different corners of the world to easily communicate and connect with each other, unobstructed by geographical boundaries, in the so-called digital environment. With such technologies at hand, people can also, through online networks, access all forms of digital content and information on the Internet by just clicking links on websites or using applications.
2. Advanced technologies and digital tools significantly reshape people's lives and create massive impacts on businesses' marketing strategies. In Thailand, online activities have become prevalent and are part of Thai people's daily routines. Online access to creative contents such as movies, music, games, TV series, books and other publications is becoming more popular than physical access. Thailand is arguably a country with a high level of usage of social media. Active users of social media are not only individuals, but also government organizations, banks, academic institutions and industries. Based on the number of Facebook users, for example, Thailand is ranked eighth globally. In particular, Bangkok alone has approximately 24 million Facebook users. The number of Instagram users in Thailand is approximately 11 million, and the number of Twitter users approximately nine million out of a national population of approximately 69 million.
3. The Department of Intellectual Property of Thailand (DIP) has realized the importance of online communications, including social media, as a tool for raising public awareness on intellectual property (IP) and enhancing the knowledge of the public on the subject. In 2014, the

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DIP initiated a plan for building respect for IP and disseminating IP information and knowledge via several online channels. Based on this plan, the DIP has specifically utilized various social media such as Facebook, Instagram, Twitter, YouTube and the DIP's websites to disseminate IP-related information, news, activities and campaigns to online users. The DIP has also developed new online facilities enabling businesses, small and medium-sized enterprises (SMEs), investors, creators, researchers and the public at large to access information useful for IP commercialization.

II. IP AWARENESS VIA SOCIAL MEDIA IN THAILAND

A. FACEBOOK FAN PAGE

4. The DIP's Facebook fan page is one of the DIP's significant online communication channels. The DIP launched its Facebook fan page in 2015. Currently, the DIP's Facebook fan page has received more than 200 000 "likes" and followers. In 2017, the DIP Facebook fan page was listed amongst Thailand's top 100 Facebook fan pages and also received an award in the *Thailand Social Awards*.

5. Items of IP information, news, activities and campaigns are frequently posted and shared by the DIP, users and followers of the DIP's Facebook fan page. It can be said that the DIP's Facebook fan page is an active and efficient forum to share and exchange IP information as well as communicate IP-related activities, events, and seminars to the public.

6. The DIP often utilizes infographics and video clips on its Facebook fan page and website to convey IP information as they are attractive and help to simplify complex IP issues which are normally difficult for the public to understand.

7. Some examples are as follows:

- infographic on *Five Activities that are Considered as Online Piracy* was created by the DIP and published on the DIP's Facebook fan page; and
- infographics on *High Risk of Malware Arising from Use of Pirate Software* and *Advantages of Using Copyrighted Software*, created by the Business Software Alliance (BSA), were published on the DIP's Facebook fan page.

B. TWITTER (@DIP_THAILAND)

8. DIP's Twitter account is another social medium that has been used to communicate IP information to the public since 2015. The DIP currently has more than 12 000 followers on its Twitter account. The DIP generally creates messages related to significant IP issues, events, and activities and communicates to the public by means of tweets. The messages are regularly consulted and further disseminated by several media outlets in Thailand.

C. INSTAGRAM

9. The DIP has started to use Instagram to disseminate IP news and information and to publicize activities since 2016 and currently has approximately 1,500 followers. The DIP generally posts to Instagram the same infographics and video clips as are used on its Facebook fan page.

D. DIP WEBSITE (WWW.IPTHAILAND.GO.TH)

10. The DIP Website is an effective communication tool for providing people with easy access to information regarding types of IP, statistics, news and events, updated laws and related regulations.

11. The DIP website also provides access to DIP's e-services, which enable individuals and businesses to access services at any time and any place with an Internet connection, in line with the national policy for the digital economy *Thailand 4.0*.

12. The DIP e-services include the e-filing system for registering trademarks, patents, industrial designs and copyrights, which obviates the need for an applicant to submit hard copies of documents with the DIP. Other online services available through the DIP website are:

- IP MART, a marketplace that offers the services of buying and selling IP products on a free basis;
- DIP distance learning, which is open to anyone who is interested in enhancing their understanding of IP;
- DIP real-time chat, which provides people with instant access to support staff to give quick answers to questions on IP-related issues; and
- DIP e-library, providing plentiful sources of knowledge on IP via e-books and e-magazines.

III. COMMUNICATION TACTICS

13. Many tactics have been employed by the DIP to make its social media successful. These include the following.

A. SELECTION OF TOPICS TO BE DISCUSSED ON SOCIAL MEDIA

14. Several topics hotly debated in Thai society are related to IP. However, people often get confused about types of IP and their protection. They sometimes discuss IP-related issues incorrectly, especially on the Internet, where incorrect views can be posted and disseminated quickly.

15. The DIP monitors any hotly debated topics related to IP and raises them for discussion on its powerful social media, such as Facebook and Twitter, using these media as a forum in which to provide correct IP information to the public. By these means, people are encouraged to visit the DIP's social media for accurate IP information.

B. SIMPLIFICATION OF IP ISSUES

16. IP issues are relatively complex, particularly in some areas. The DIP presents these issues in a simple, easily understood form using infographics and video clips. In addition, the DIP carefully selects the timing of the launch of such tools so as to secure the largest number of social media hits.

C. ALLIANCES FOR SOCIAL OUTREACH

17. The DIP not only creates online IP content, but also builds relationships with other well-known online influencers and players on social media. This is to enable it to share IP news, information, and contents to the public more widely. Such key influencers include:

- Sudlokomteen (Facebook page) with 2.87 million followers;
- Drama-addict (Facebook page) with 1.97 million followers;
- Nut.ped (Facebook page) with 1.10 million followers;
- Dramalawyer (Facebook page) with 220 000 followers;
- Gluta Story (Facebook page) with 717 000 followers;
- @yoware (Twitter) with 216 000 followers;
- @khaosonOnline (Twitter) with 163 000 followers;
- @mybraceteeth (Twitter) with 35 000 followers; and
- @9tana (Twitter) with 20 000 followers.

IV. CONCLUSION

18. Prior to the use of social media, the DIP gave great attention to offline activities to raise IP awareness, for example conducting seminars, providing information through technology licensing offices and using the traditional media, such as TV news and newspapers, to provide information to the public.

19. As soon as online social media achieved their massive impact in Thailand, the DIP realized their importance and immediately used them as an active strategy to connect with new target groups, such as teenagers, students and online users. The results, such as the number of Facebook fan page followers and other public interactions, have demonstrated that the DIP's online tactics have been powerful and effective. Accordingly, it is all the more important for the DIP to manage these social networking tools wisely, continuing to provide good information and contents in order to communicate its message to target groups directly and effectively.

IP PUBLIC AWARENESS CAMPAIGNS IN THE UNITED STATES OF AMERICA

*Contribution prepared by Mr. Peter N. Fowler, Senior Counsel, Enforcement, Office of Policy and International Affairs, United States Patent and Trademark Office (USPTO), Alexandria, Virginia, United States of America**

ABSTRACT

This document summarizes recent, current, and planned intellectual property (IP) awareness-building activities and strategic campaigns in the United States of America (U.S.), particularly those organized by U.S. Government agencies or conducted in partnership with Government agencies. The United States Patent and Trademark Office (USPTO) was inspired, in part, by recent submissions to the WIPO Advisory Committee on Enforcement (ACE) and is currently planning an awareness campaign concerning counterfeit goods. The USPTO will be launching a video contest open to youth, high school students, college students, and the general public on this topic. The USPTO anticipates launching this contest in the summer of 2018, and it is expected to be ongoing during the thirteenth ACE session. The winning entries will be utilized as part of a broader awareness campaign by the USPTO over the next year.

I. RECENT CAMPAIGNS

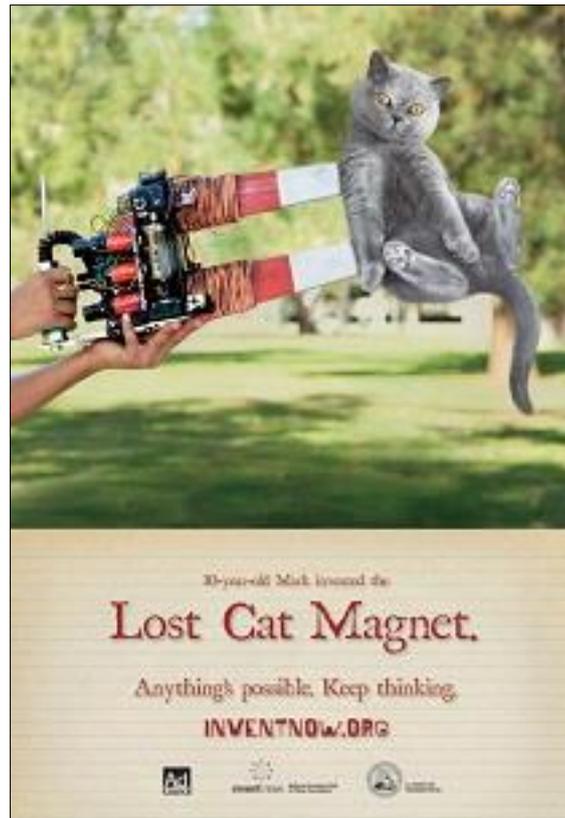
A. USPTO CAMPAIGNS

1. Inspired, in part, by the creative campaigns presented before the ACE, the USPTO prioritized analyzing and assessing recent IP awareness-building activities and strategic campaigns in the U.S., particularly those organized by U.S. Government agencies, in order to determine which campaigns have been most effective and why, and to determine methods to better leverage agency resources for conducting future campaigns.

2. The last time the USPTO conducted a large domestic IP public awareness campaign was in 2007-2009. For that campaign, the USPTO partnered with the National Inventors Hall of Fame Foundation (NIHFF) and the Ad Council on a public awareness Public Service Announcement (PSA) and print campaign entitled *Inspiring Invention* to engage a new generation of children in invention and innovation. The campaign utilized a contest format that was open to school groups at the elementary, middle, and high school levels nationwide. In addition to prize awards, including video and audio production software and hardware, the winning entries were made available to media outlets throughout the country. The campaign sought to make inventing and developing new ideas part of American children's lives, while also introducing children to how inventions are protected by patents, trademarks, and other forms of IP. The campaign's primary focus was on reaching children aged eight to 11, with a goal of motivating them to pursue inventing and innovating as part of their education, and, later, in their careers. More than 85,000 children had registered on the campaign website by the time the campaign concluded on March 15, 2009.

3. The winning entry was entitled *Lost Cat Magnet* and appeared as print, radio, and video advertisements distributed across the U.S. in print and visual media.

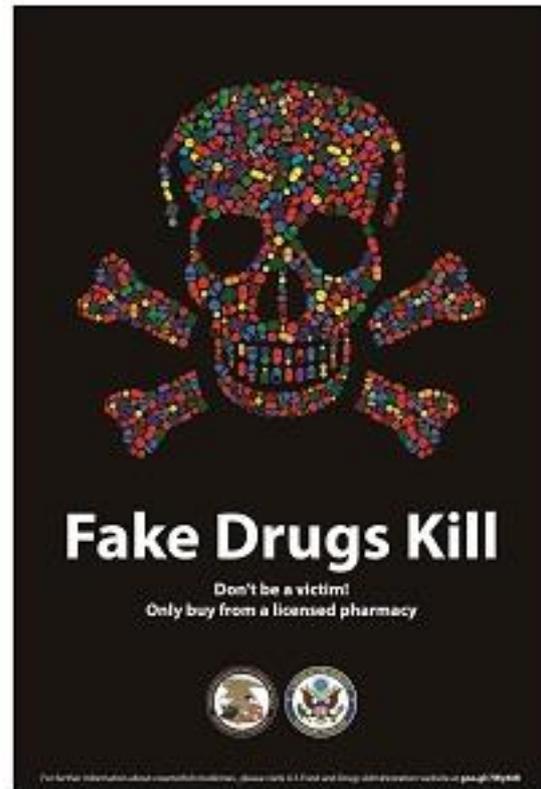
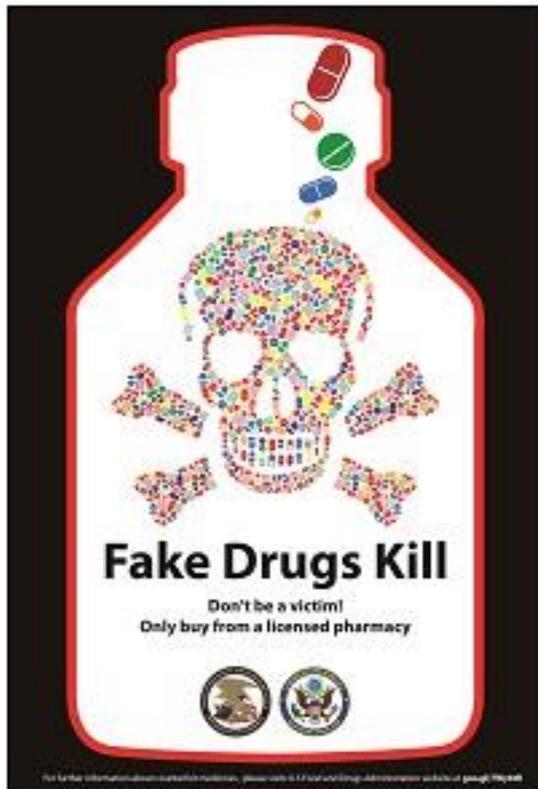
* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.



Lost Cat Magnet Still Image Advertisement

4. More recently, the USPTO has focused on running more localized campaigns in international markets through its Regional IP Attaché program. An example was a campaign entitled *Fake Drugs Kill* launched in Thailand by the USPTO Regional IP Attaché for Southeast Asia in late 2013 and early 2014, and again in late 2015, which ran for two months in high-density tourist locations and venues, as well as the major international airport in Bangkok, Thailand. The campaign was launched at a public seminar, co-organized with the Thailand Community Pharmacists Association, the Bangkok Private Hospital Association, and the Partnership for Safe Medicines. Using the tagline *Fake Drugs Kill* on posters and advertisements, this targeted campaign was designed to build greater awareness among foreign tourists visiting Thailand that their health is at risk from the purchase of counterfeit or fake medicines from unlicensed pharmacies and street vendors. The campaign was publicized through a combination of signage and digital screens in high-density tourist venues and locations, including Suvarnabhumi International Airport in the immigration entry, customs, and baggage claim areas, and at shopping areas in Bangkok, Pattaya City in the Chonburi province, and Chiang Mai.

5. The targeted locations were designed to maximize exposure of the message to foreign tourists, as well as local residents. Campaign posters were displayed a total of 412,703 times in all of the various locations, and were viewed an estimated 40.5 million times, not taking into account any social media distribution of the message which was done on YouTube and via the U.S. Embassy website, Facebook and Twitter accounts.

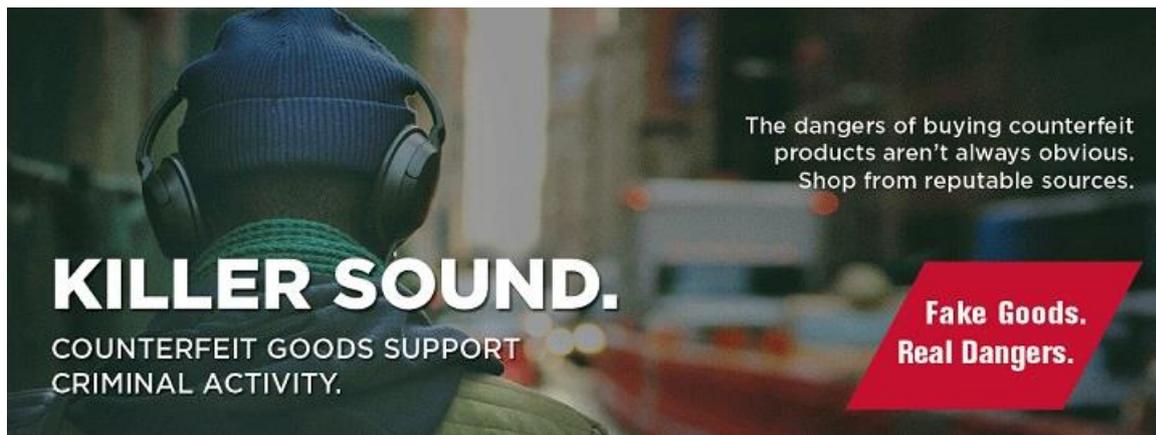


Fake Drugs Kill Poster Advertisements

6. The USPTO has conducted other international campaigns through its Regional IP Attachés program and has been consulted by other government agencies and organizations, such as the UN Office on Drugs and Crime, on other public awareness campaigns.

B. OTHER U.S. GOVERNMENT CAMPAIGNS

7. Other U.S. Government agencies have undertaken recent campaigns, including the U.S. Customs and Border Patrol (CBP), which ran a recent campaign during the holiday shopping season in 2017. CBP's educational awareness campaign targeted international travelers at six U.S. international airports in Baltimore, Chicago, Dallas/Fort Worth, Los Angeles, New York, and Washington, DC, with the tagline *Fake Goods, Real Dangers*. The campaign was designed to call attention to the growing impacts of purchasing counterfeit goods, including the loss of American jobs and the support of criminal activity. This campaign primarily consisted of print and digital ads, as well as a companion webpage: <http://www.cbp.gov/FakeGoodsRealDangers>.



Sample *Fake Goods. Real Dangers.* Poster Advertisement

8. Other notable campaigns by state and local governments include campaigns by The City of New York Mayor's Office, as well as public-private partnerships between municipal and state governments and the U.S. Department of Justice's Bureau of Justice Assistance; U.S. Immigrations and Customs Enforcement; the National Intellectual Property Rights Coordination Center (NIPRCC); and the U.S. Agency for International Development (USAID). Private sector partners for these programs included: the National Crime Prevention Council; the International Anti-Counterfeiting Coalition and the Motion Picture Association of America. One obvious advantage in partnering with industry associations and stakeholder groups is the potential expanded reach attained through publicity, particularly through social media, as these organizations often have far more followers than U.S. Government agencies.

II. CURRENT / PLANNED CAMPAIGNS

9. Following a review of past U.S. Government efforts, the USPTO has determined the need for renewed efforts against IP theft and counterfeits, particularly targeting the domestic market and domestic online consumers. This will be implemented through a campaign based on public submissions that will allow for better public education to a broader audience, while leveraging limited internal financial resources devoted to such initiatives.

10. Accordingly, the USPTO will launch a contest in late July 2018, to solicit and award short PSAs on the topic of counterfeiting, with other U.S. Government agencies, local and state agencies and the private sector invited to amplify this contest and the resulting public campaign. The contest will be open to the youth, high school students, college students and the public. The USPTO plans to select one or more video submissions for integration into a larger anti-counterfeiting public service campaign in late 2018 / early 2019. More information about the USPTO's ongoing efforts will be presented at the thirteenth ACE session.

THE *AUTHENTICITY* PROJECT

Contribution prepared by Mr. José Antonio Moreno Campos, Director General, Asociación Española para la Defensa de la Marca (ANDEMA), Madrid, Spain, Mr. Claudio Bergonzi, Director General, Istituto Centromarca per la Lotta alla Contraffazione (INDICAM), Milano, Italy, and Ms. Delphine Sarphati, Director General, Union des Fabricants (UNIFAB), Paris, France

ABSTRACT

Authenticity is an awareness project carried out by the French, Italian and Spanish trademarks associations to raise awareness of the need to protect authentic products and local commerce against the distribution and sale of counterfeit goods, by creating a sign of recognition that could be used by those cities that are actively supporting trademarks and local commerce by protecting them from counterfeiting. Through the signing of a Memorandum of Understanding (MOU), interested cities can become “authenticities”, cities willing to cooperate with the three associations with a view to undertaking awareness campaigns, training of local police and cooperating with other “Authenticities” in sharing best practices on the seizure of counterfeit products. Originally funded by the European Observatory on Infringement of Intellectual Property Rights, the project also aims at creating a network of cities respectful of IP in France, Spain and Italy, currently linking Rome, Paris, Cervia, Málaga and Alicante.

I. INTRODUCTION

1. The *Authenticity* project was born in Paris in February 2014, during the European Intellectual Property Forum, at a meeting of the representatives of three national associations that deal with the defense of trademarks against infringements and, in particular, against the distribution and sale of counterfeit products: *Union des Fabricants* (UNIFAB) in France; *Istituto Centromarca per la Lotta alla Contraffazione* (INDICAM) in Italy and *Asociación para la Defensa de la Marca* (ANDEMA) in Spain.

2. The idea was very simple: there are municipalities that firmly believe in protecting trademarks, companies and local commerce against unfair competition through the sale of counterfeit goods. Right holders and their associations should in some way give recognition to this policy through the creation of a seal that would certify that a city is authentic, is an “Authenticity”.

II. ASSUMPTIONS

3. Markets, including of course street markets, are vital for cities and for citizens. If we trace back the origins of most European cities, we could conclude that the original reason for their establishment was the celebration of fairs and markets at those crossroads that eventually became stable, small cities.

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4. Today, citizens are key in making choices related to consumption. They decide where, when and what they buy for their daily needs or for leisure. It is their choice whether to buy in a legitimate physical shop or on an e-commerce platform, whether to purchase branded products or not, and, last but not least, whether to buy authentic products or counterfeits.

5. The public administrations closest to citizens are municipalities. Municipal authorities are usually competent to regulate commerce taking place within their boundaries: physical establishments, weekly street markets, ecological food markets and so forth. Regulations enforced by local authorities may govern opening times, places where merchandise can be sold and the compliance of goods with legal requirements, including IP laws. Infringements of such requirements typically take place within the limits of local municipalities.

6. All above considerations lead to the same conclusion: the role of municipalities is vital to enable trademarks to fulfill their functions and to protect them from infringements, in particular the distribution and sale of counterfeit products.

III. THE PROJECT

7. Through our longstanding experience, ANDEMA, INDICAM and UNIFAB can say that there are some municipalities for which that defense against counterfeiting is not in their list of priorities and, on the other hand, there are others that consider it absolutely fundamental to protect their local commerce against any form of infringement. The latter consider that by such a policy they are protecting not only trademarks and legitimate commerce, but also public health and security, the need for a common public space free from illegal vendors and the image of their cities.

8. These latter municipalities carry out their defense of trademarks and commerce because they consider it to be the right policy to pursue. However, the three associations thought that they should demonstrate the gratitude of the genuine industry by acknowledging such efforts in an appropriate way.

9. At the end of 2014, the European Observatory on Infringements of Intellectual Property Rights of the European Union Office for Intellectual Property Rights (EUIPO) launched a funding program for awareness-raising activities on IP rights and against counterfeiting, which gave priority to activities related to municipalities. ANDEMA, INDICAM and UNIFAB applied jointly for one of these grants. Out of the 120 projects that applied, only 11 projects were chosen, the *Authenticity* project being one of them.

IV. GOALS OF THE *AUTHENTICITY* PROJECT

10. By putting in practice the *Authenticity* project, the three associations are pursuing three main goals:

- The creation of a logo that will work as a distinctive sign of acknowledgement for those municipalities that are well known for their activity in favor of authentic trade and against the distribution and sale of counterfeit goods. This logo can be used in their institutional webpage, official letters and documents. The logo is as follows:



- The signing of an MOU between ANDEMA, INDICAM and UNIFAB and those cities which are willing to become “Authenticities”, with a view to implementing awareness campaigns, training of local police, improved procedures for the seizure of counterfeit products, etc.
- The creation of a network of French, Italian and Spanish “Authenticities” which could meet to share good practices and cooperate in the fight against counterfeiting.

V. FIRST ACTIVITIES

11. The official presentation of the *Authenticity* project took place in September 2015 in Cannes, France. Since then, the project has been made public in many cities and institutions.

12. In Spain, the *Authenticity* project was first shared with the Coalition of Spanish Cities and Provinces and with the Catalan Association of Municipalities. Afterwards, following the sending of letter to the mayors of the most populous cities, meetings were held with many municipalities, including Sevilla, Oviedo, Gijón, La Coruña, Albacete, Cáceres, Málaga, Alicante, Valencia, Santa Cruz de Tenerife, Santander, Bilbao, Palma de Mallorca, Palencia, Badajoz, Segovia, Logroño and Cuenca. In France, the project was presented to the Municipalities of Paris and Cannes, Le Cannet, Mandelieu-La Napoule, Mougins, Théoule-Sur-Mer, Antibes, Menton, Nice, Saint Laurent du Var, Saint Tropez, Vallauris, Villeneuve Loubet, Juan les Pins, and Marseille. Finally, in Italy, the project was shared with the City of Rome, the Prefect of Rome and the Ministry of Economic Development (UIBM).

13. Alicante, Spain, became the first “Authenticity”, and since then other cities have shown their interest in being part of the project, such as Málaga, Paris, Rome and Cervia.

VI. MATERIALS

14. Apart from the MOU and the *Authenticity* logo, the three Associations have developed two important elements for the dissemination of the project: a webpage and the campaign *What Is Authentic, Is Eternal. Together, Against Fakes* in the three languages French, Italian, and Spanish.

15. The webpage <http://authenti-city.eu> contains an explanation of the project, the cities, and the activities that can be conducted within the project.



16. The campaign *What Is Authentic, Is Eternal. Together, Against Fakes* was officially launched in October 2016. In Spain, posters for the campaign were displayed in the pre-Christmas 2016 period in the high-speed railway stations of Valencia, Málaga, Sevilla, Barcelona and Madrid. In Italy, the campaign was taken to the streets of Rome, where 1,500 billboards were displayed. In France, the campaign was publicized in the Paris Metro during November 9 to 13, 2016.



17. In the digital world, the campaign was publicized on the *Authenticity* webpage, on our members' web pages and through social networks, mainly Facebook, reaching more than 4.2 million people in France, Italy, and Spain.

VII. THE FUTURE OF THE PROJECT

18. The *Authenticity* project has enjoyed remarkable success. Even though the project was initially funded by the European Observatory and its implementation took place in 2015-2016, the consequences of the project are still continuing.

19. EUIPO has recently offered support for this project to national IP Offices. National offices such as those of Germany, Malta, and Poland have expressed interest in developing the project in their countries.

20. The International Trademarks Organization (INTA) celebrated its 2017 World Congress in Barcelona. During the congress, there was a roundtable that dealt with "Authenticities" as a key element for combating counterfeits. During the roundtable, the IP Attaché of the Government of the United States of America showed interest in bringing the project to the USA. INTA itself also showed interest in exporting the project beyond the boundaries of the USA.

21. In conclusion, the project seems to have a prosperous future, providing the opportunity for an ever-increasing network of "Authenticities" to cooperate in the difficult and unequal combat against counterfeiting.

RESPECT ©OPYRIGHT! – BUILDING COPYRIGHT AWARENESS AMONG PUPILS

Contribution prepared by Ms. Claudia Kempf, Head, Members Department, Cooperative Society of Music Authors and Publishers in Switzerland (SUISA), Zurich, Switzerland

ABSTRACT

respect ©opyright! is an educational project designed by five Swiss collective management organizations to make young people aware of copyright and the value of creative work. *respect ©opyright!* gives 12- to 16-year-olds an interactive introduction to copyright and is conducted during normal classroom hours. Pupils make up a song together with an artist, with whom they discuss the song. They are thus initiated in a fun way to the production conditions that artists face and to the artistic and cultural landscape in Switzerland. The goal of *respect ©opyright!* is not to frighten young people by wagging a threatening finger, but to make them understand the work of creative artists. *respect ©opyright!* will be on offer for the twelfth year running, a real success story. In all, more than 239 school visits have been made so far, reaching some 39,440 pupils.

I. INTRODUCTION

1. *respect ©opyright!* was launched in 2006 by the Swiss Copyright Society for Literature and Visual Arts (ProLitteris), the Cooperative Society of Music Authors and Publishers (SUISA), the Swiss Authors' Rights Cooperative for Audiovisual Works (SUISSIMAGE), the Swiss Author's Society (SSA) and SWISSPERFORM, five Swiss collective management organizations, in order to make young people aware of the importance of respecting copyright and of the value of creative work.



II. BACKGROUND

2. The project was launched at a time when file-sharing sites were spreading on the Internet and young people were obtaining their music and, increasingly, their films mainly from those sources. In Switzerland, the downloading of copyright-protected content is legal, even if the source is illegal. Uploading, however, is forbidden. As many young people were making music and films available in file-sharing networks (often unwittingly), action had to be taken urgently.

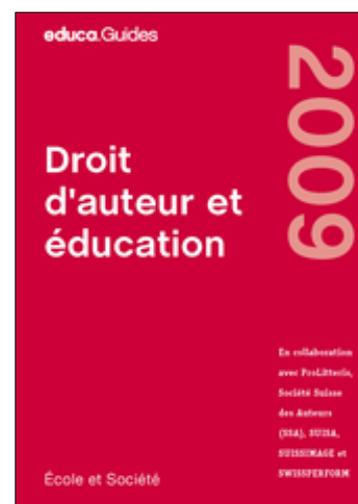
3. Young people are a highly prized target group. International firms earmark huge budgets to attract them as a group. That was not the case for management companies, for which large-scale campaigns and presentation tours were therefore out of the question. Other, less costly means of reaching that target group had to be found. Cooperation with schools made sense because copyright topics and, all the more so, media education are linked to school curricula.

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III. THREE-STAGE ACTION PLAN

A. TEACHER'S BOOKLET

4. In Switzerland, primary responsibility for education and culture lies with the cantons. They coordinate their work nationally. The 26 cantonal directors therefore constitute a policy-making authority – the Swiss Conference of Cantonal Directors of Education (CDIP). Initially, a 16-page booklet *A bon droit* was published for teachers in collaboration with CDIP, providing information on the bases, development and actual application of copyright in the field of education. The booklet was distributed exclusively through CDIP, the only institution that has direct access to all schools; it was published in two successive print runs and was ordered by more than 70,000 teachers. It is no longer being printed in hard copy, and the information is available to teachers online at www.educa.ch.



B. TEACHING AID

5. Subsequently, educational support in the form of a tabloid newspaper was printed for pupils in collaboration with a publisher specialized in this type of educational medium. The newspaper featured famous artistes speaking about the creative process, an artiste's daily life and various aspects of copyright. Owing to this educational support and the related worksheets, teachers can teach copyright independently in schools, even in depth. This content is no longer available in print, but online at www.respectcopyright.ch.



C. INTERACTIVE LESSON

6. At the third stage, the *respect ©opyright!* project was further developed by a specialist and a well-known artist who took a fun approach to conducting the one-hour copyright lessons. *respect ©opyright!* gives 12- to 16-year-olds an interactive introduction to copyright. The event can be booked by schools free of charge and it is undertaken as part of lessons, often during theme weeks.



7. The pupils create a song together with the artist and can discuss the song directly with the artist. They thus learn in a fun way about the production conditions that artists face and about the artistic and cultural landscape in Switzerland. During the event answers are provided to the following questions: May I download and transmit text, images and music from the Internet? What may I publish legally on social media? How and off what do artists make a living? What must be taken into account when producing a CD, a video, a text or an image? Young people thus become aware of themselves as authors of creative work, for example when they write a composition in school, and that, as creative persons, they have the same rights as stars.



8. *respect ©opyright!* provides teachers and pupils with a professionally crafted, fascinating and creative lesson. Amusing props – music, games and humor – are used to convey information on copyright. The basic message is simple: respect artistic creation and intellectual property, and respect creative artists. The involvement of famous artists makes the presentation all the more attractive, sustains a positive atmosphere and thus makes it more acceptable and easier to identify with them. Pupils are taught a lesson that is engraved in their memories as a positive event and can thus be more long lasting.

9. Reactions in schools have been positive on each occasion and interest in *respect ©opyright!* remains undented. In all, more than 239 school visits have been made so far, including 49 last year alone. To strike a better budgetary balance for the various participants, events are not organized for schools classes in isolation, but rather for several parallel classes at once. Experience shows that the optimal number of pupils is between 70 and 200. In the last 11 years, some 39,440 young people have been exposed to copyright issues.

IV. **RESPECT ©OPYRIGHT! TODAY**

A. INCREASED EMPHASIS ON THE VALUE OF CREATIVE WORK

10. Owing to the numerous offers currently available legally on the Internet, the situation is slightly different from what it was 10 years ago. The importance of building young people's copyright awareness has not diminished because copyrighted works are increasingly readily available on the Internet and secondary uses are becoming increasingly simple. Against this backdrop, the five Swiss collective management organizations have continued the *respect ©opyright!* project and now place even greater emphasis on the value of creative work in the lessons.

11. The goal of *respect ©opyright!*, from the outset, has not been to frighten young people by wagging a threatening finger, but to create and enable them to understand the work of creative artists. Discussions in *respect ©opyright!* now focus on the ever-growing freeloading culture

and the key issue of the value of culture, namely: What is it worth to me personally? By pointing to interrelations in the cultural industry, each person's responsibility is brought into play. The artists convey the following basic message in schools: "You are the future producer of your favourite artist's work ; you are partly responsible for ensuring that he/she can continue to publish new music, a new book or a new film!"



B. WORKING WITH ARTISTS

12. As *respect ©copyright!* has a positive approach, it is relatively simple to persuade famous artists to participate in the project. Young people certainly do appreciate direct contact with an artistic person, but the opposite is also true, for artists gain meaningful experience from personal exchanges with their young fans. This form of cooperation therefore has positive features for all participants.

V. LOOKING TO THE FUTURE

13. *respect ©copyright!* adapts continuously to current conditions and takes new features on board. A national competition entitled *Who Writes the Best Piece of Rap?* will be held this year. The winning class will be able to perform with a known artist and receive a recording of the performance. Moreover, a new interactive online copyright platform will be launched in cooperation with several associations.

Further information is available at www.respectcopyright.ch.

