Blockchain – Opportunities and Challenges for IP Ecosystem

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Content

- Illicit Trade
  The examples are based on existing services or concepts, but I will not identify any concrete threat or solution by name

- Cybersquatting

- Copyright Piracy

- Anti-Counterfeiting Blockathon Forum
Illicit Trade
Illicit Trade

**Illicit Trade**

- Rogue Decentralised Marketplaces
- Enhanced Anonymity in Cryptocurrencies And Wallets
- Alternative Delivery Services
- Non-seizable Assets
- Self-executing Smart Contracts/ Decentralised Autonomous Organisations

**Countering Illicit Trade**

- Compliant Decentralised Marketplaces
- Big Data Analytics
- Sharing Economy
- Automated Control
- Consumer Engagement
- Machine Learning
Cybersquatting
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Cybersquatting

- Decentralised Search Engines
- Non-ICANN Controlled DNS
- No Alternative Dispute Resolution
- Truly Anonymous VPN’s

Anti-Cybersquatting

- Automated Interaction DNS-TM Registries
- Reliable WHOIS Compliant with GDPR
- Decentralised Alternative Dispute Resolution
- Artificial Intelligence and Blockchain

The New Technology and Its Relevance in the IP World

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Cybersquatting

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Piracy
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Copyright Piracy

**Piracy**

- BitTorrent Variations with Enhanced Anonymity
- Higher Speeds and Variety
- No Need for Malware or Advertising

**Anti-Piracy**

- Data Fingerprinting
- User Incentivised Legal Solutions
- Blockchain Based Collective Management
Anti-Counterfeiting Blockathon Forum
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Blockathon – Opportunities and Challenges for IP Ecosystem

EU Blockathon 2018

The EUIPO conducted in June 2018 the first ever EU Blockathon to develop the Anti-counterfeiting solution of the future

More information in these videos:
- Intro Video
- After Video

Based on that, the EUIPO launched the Anti-Counterfeiting Blockathon Forum in February 2019
Blockchain – Opportunities and Challenges for IP Ecosystem
Create the Anti-Counterfeiting Solution of the Future
Transport
Tracking movements of goods. Packaging and containment.

Authenticity
Blockchain proof of authenticity of the goods.

Provenance
Validating the origin of goods. Transparency in the supply chain.

Enforcement
Alerts in case of unforeseen events. Proving the integrity of transported goods.
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Individual good having an unique identification feature

Rights Holder or Manufacturer

Token: Digital Representation.

Digital handshake

Digital handshake

Wallet x: Token added to wallet controlled by producer

Wallet x+1 Token added to wallet controlled by any operator who receives the good

Wallet x+2 Etc.

Operators in the supply chain.

Transfer of token between wallets everytime the goods move from one operator who holds the good to another
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www.blockathon.eu
Thank you

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