

Advisory Committee on Enforcement

Seventeenth Session

Geneva, February 4 to February 6, 2025

SUGGESTED TIME SCHEDULE

prepared by the Secretariat

Tuesday, February 4, 2025

- 10.00 – 13.00 Agenda item 1: Opening of the session
- Agenda item 2: Adoption of the agenda
- Agenda item 3: Election of a Chair and two Vice-Chairs for the eighteenth session
- Agenda item 4: Admission of *ad-hoc* observers
- Agenda item 5: Discussion of the work program agreed at the sixteenth session of the ACE

Work program item A: 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

The Psychology of Counterfeiters

WIPO/ACE/17/4: Neuropsychology and Cognition of Counterfeiters (Fraudsters): A Legal and Forensic Psychology Perspective
Mr. Javier Morales, Ph.D., President & Senior Consultant of CCG - PSYCHE LEGALIS in San Juan, Puerto Rico

Consumer Research to Support Anti-Counterfeiting Measures

WIPO/ACE/17/5: Report on online piracy and counterfeit goods tracker surveys by the UK Intellectual Property Office

Ms. Tamsyn Wedlake-James, Head of Enforcement and Counter-Infringement Research and Analysis, United Kingdom Intellectual Property Office, London, United Kingdom

WIPO/ACE/17/6: National Experiences in Awareness Raising

- The Current Status of Domestic Awareness-Raising Initiatives Regarding Counterfeit Goods in Japan
Mr. Shinichiro Hara, Director, Overseas Business Support Office, International Cooperation Division, Japan Patent Office, Tokyo
- Awareness-Raising Activities to Combat Counterfeiting and Piracy: A Strategic Approach to Foster Awareness of IP in the Philippines and Encourage Respect for IP Rights
Ms. Christine Pangilinan-Carlapan, Supervising Director and Ms. Marlita Dagsa, Division Chief, IP Rights Enforcement Office, Intellectual Property Office of the Philippines (IPOPHL)
- Intellectual Property Awareness-Raising Initiatives by the Ministry of Micro, Small and Medium Enterprises, India
Mr. Vinamra Mishra, Director, Ministry of MSME, Government of India
Mr. Satish Kumar, Assistant Director, Ministry of MSME, Government of India

13:00-15:00 Lunch

15:00-18:00 Work program item A: 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

Discussion

WIPO/ACE/17/7: The Role of IP Education in Building Respect for IP and Effective IP Enforcement

- Moderator: Ms. Mercy K. Kainobwisho, Registrar General, Uganda Registration Bureau
- Dr. Unnat P. Pandit, Controller General of Patents, Designs and Trademarks (CGPDTM), Office of CGPDTM, India
- Ms. Jessica Griggs-Toyer, Senior Policy Advisor, Intellectual Property Office United Kingdom
- Ms. Claire Castel, Head of the Outreach and Knowledge of IP Service, European Observatory on Infringements of IP Rights, European Union Intellectual Property Office (EUIPO), Spain

WIPO/ACE/17/8: Awareness Raising Strategies and Campaigns

- INTA's Unreal Campaign: A Multidimensional Approach to Young Consumer Counterfeit Awareness, by INTA
Mr. Alastair Gray, Director of Anticounterfeiting, International Trademark Association
Ms. Rachna Bakhru, Partner, RNA, Technology and IP Attorneys
- A Social Media Awareness Campaign Using Influencers: Only Genuine X Copy by CIPC, South Africa
Ms. Amanda Lotharingen, Senior Manager, Copyright and IP Enforcement, Companies and Intellectual Property Commission (CIPC), Pretoria
- Respect the Game, Respect Copyright: Video Campaign
WIPO Secretariat

Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/9: IP Enforcement: Safeguarding SMEs, Innovation, and Economic Growth

- Local Administrative Intellectual Property Enforcement Practices to Support Innovative Enterprise Development
Mr. Xiaoyun Xie, Director General, Zhejiang Provincial Intellectual Property Office, China
- The OECD-EUIPO Evidence on Risks of Illicit Trade in Counterfeits to Small and Medium-Sized Firms
Mr. Jaroslaw Mrowiec, Trade Policy Analyst, Organization for Economic Co-operation and Development (OECD), Paris

Wednesday, February 5, 2025

10:00-13:00 **Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner**

Secretariat Presentations

WIPO/ACE/17/10: Presentation on Pilot phase of the Customs Recordation and Information System (CRIS) (user and expert groups)

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ACE Catalogue: Demonstration by WIPO Secretariat

WIPO Secretariat

IP-Yes! WIPO's Youth Engagement Strategy by WIPO Secretariat
WIPO Secretariat

WIPO/ACE/17/11: New Domestic Legislation

- The Role of AGCOM in Protecting Copyright Online: Tackling Live Event Piracy
Ms. Bianca Terracciano, Digital Services Directorate, Italian Communications Authority (AGCOM), Italy and FAPAV
- Enforcement of copyright in the digital environment – a new copyright law Albania
Ms. Borana Ajazi, Director, Copyright Directorate, Ministry of Economy, Culture and Innovation, Tirana, Albania (confirmed)

WIPO/ACE/17/12: Presentation on APPS & APP STORES: Challenges and good practices to prevent the use of apps and app stores for IP infringement activities by EUIPO

Mr. Antoine Aubert, IP Digital Specialist, European Observatory on Infringement of Intellectual Property Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain

13:00-15:00 Lunch

15:00-18:00 Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/13: Secretariat Study on Site Blocking

Mr. Juan Rotger, Senior Legal Counsel at the Danish Rights Alliance (RettighedsAlliancen)

Presentations followed by discussion

WIPO ACE17/14: Sharing Experiences and Best Practices on Site Blocking/No-Fault Injunctions

Moderator: Mr. Juan Rotger

- Site Blocking Best Practices
Ms. Karyn A. Temple, Senior Executive Vice President and Global General Counsel, Motion Picture Association (MPA)
- Tackling Music Piracy: The Role of Intermediaries
Dr Elena Blobel, Director of Global Litigation, IFPI
- The Role and the Work of The Greek Administrative Committee for Combatting Online Piracy of Live Events
Dr. Maria Daphne Papadopoulou, Acting Director, Hellenic Copyright Organization (HCO), Athens
- China's Cyber Sword Action Continuously Strengthens the Online Copyright Protection System for the past 20 years
Ms. Tingting Ye, Deputy Director, Enforcement and Supervision Division, Copyright Department, National Copyright Administration of China (NCAC)

WIPO/ACE/17/15: Mediation and Alternative Dispute Resolution

- Compounding as a Mechanism of Alternative Dispute Resolution in Intellectual Property Disputes: The Kenyan Experience under the Anti-Counterfeit Act
Dr. Robi Mbugua Njoroge King'a, Executive Director and CEO of the Anti-Counterfeit Authority (ACA), Nairobi, Kenya
- Mediation as an Alternative Means of Resolving Enforcement-Related disputes in Paraguay and Collaboration between DINAPI and the WIPO Arbitration and Mediation Center
Mr. Diego Pérez Bernal, Director-General of Enforcement at the National Intellectual Property Directorate (DINAPI)

Thursday, February 6, 2025

10:00-13:00 Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/16: Enforcement Regimes: National Frameworks and International Collaborations

- Simplified Procedure for the Destruction of IP Infringing Goods in Small Consignments
Mr. Tim Werner, Legal Adviser, and Ms. Bianca Guimarães, International Intern, Swiss Federal Institute of Intellectual Property, Bern, Switzerland
- Follow the Money and Organized Crime
Detective Sergeant Robert Madden, National Intellectual Property Crime Unit (NIPCU), Garda National Bureau of Criminal Investigation, Dublin, Ireland
- The Necessity of International Enforcement Cooperation to Combat Cross-border Copyright Infringement
Ms. Keiko MOMII, Director, Japan Copyright Office, Agency for Cultural Affairs, Japan
- The Republic of Korea's Approach to Enhancing IP Enforcement Through International Cooperation
Ms. Jia Kim Investigative Consultant (Public Prosecutor), Dispatched to the Intellectual Property Protection & Cooperation Bureau, Korean Intellectual Property Office (KIPO)
- China Continues to Strengthen Intellectual Property Protection through Administrative Enforcement
Mr. Yang Weitao, Deputy Director of the Department of Law Enforcement and Inspection, State Administration for Market Regulation (SAMR)
- Lessons Learned from the COVID-19 Pandemic: Increase in Counterfeiting and Piracy and the Effect of Economic Pressure on Consumers' Attitudes towards Counterfeits
Mr. Roger A. Hildebrandt, Head of "Promotion of the use of IP", German Patent and Trademark Office

- Public-Private Anti-Piracy Alliances and Cooperation: Progress and Perspectives, The Experience of Peru
Mr. Fausto Vienrich Enríquez, Director of Copyright, National Institute for the Defense of Competition and Protection of Intellectual Property, Lima, Peru

13:00-15:00 **Lunch**

15:00-18:00 **Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner**

WIPO/ACE/17/17: Technological Tools in Combatting Digital Piracy and Counterfeiting

- Why Advanced Technology is Essential to Combat Intellectual Property Infringements in real-time
Mr. Pedro Bravo, Head of Content Protection, NOS Technology, Lisbon, Portugal
- EUIPO Observatory: EBSI ELSA Blockchain Based Solution for the Authentication of Products
- *Ms. Claire Castel, Head of the Outreach and Knowledge of IP Service, European Observatory on Infringements of IP Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain*

Work program item C: Exchange of information on national experiences in respect of WIPO's legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States' priorities

Work program item D: Exchange of success stories on capacity building and support from WIPO for training activities at national and regional levels for agencies and national officials in line with relevant Development Agenda Recommendations and the ACE mandate

WIPO/ACE/17/18: Presentation on Capacity Building Activities
WIPO Secretariat

Agenda item 6: Recent activities of WIPO in the field of building respect for IP

WIPO/ACE/17/2: Recent Activities of WIPO in the Field of Building Respect for Intellectual Property

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Agenda item 7: Work of the ACE

Agenda item 8: Adoption of the Summary by the Chair

Agenda item 9: Closing of the session

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