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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

PROVISIONAL PROGRAM

WIPO/WEBINAR/BRIP/2025/1/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: NOVEMBER 25, 2025

Coordination Meeting with Private Sector Associations on IP Enforcement

organized by

The World Intellectual Property Organization (WIPO)

Geneva, December 3, 2025 (Online)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, December 3, 2025

13.50 – 14.00 Connection to Zoom

14.00 – 14.10 Introductions and Welcome Remarks

Mr. Edward Kwakwa, Assistant Director General, Global Challenges and Partnerships Sector (GCPS), WIPO

14.10 – 14.25 Updates from the BRIP Division: recent work and initiatives

Mr. J. Todd REVES, Director, Building Respect for IP Division, GCPS, WIPO

14.25 – 16.55 *Tour de table*: Private Sector Associations

- Emerging challenges, solutions, and ongoing initiatives in the area of IP enforcement; with particular focus on:
  - Counterfeit trade on e-commerce platforms: challenges, solutions and possible collaborations
  - Tech vs Tech: Tools enabled by emerging technologies to tackle counterfeiting and piracy made easier by evolving technology
- Case studies on successful public-private partnerships for effective IP enforcement
- How WIPO can further support PSAs in their work
- AOB

Participants:

- ACT The App Association
- Alianza Latinoamericana Anticontrabando (ALAC)
- American Apparel and Footwear Association (AAFA)
- American Intellectual Property Law Association (AIPLA)
- AIM – European Brands Association
- Association of American Publishers (AAP)
- Association of Writers and Writing Programs
- Audiovisual Anti-Piracy Alliance Limited (AAPA)
- Business Software Alliance (BSA)

- Center for Anti-Counterfeiting and Product Protection (A-CAPP)
- Entertainment Software Association (ESA)
- Federation of Indian Chambers of Commerce & Industry (FICCI)
- Global Innovation Policy Center (GIPC)Tatjana Sachse of Sidley - GVGC
- Intellectual Property Owners (IPO) Association
- International AntiCounterfeiting Coalition (IACC)
- International Chamber of Commerce (ICC)
- International Federation of the Phonographic Industry (IFPI)
- International Intellectual Property Alliance (IIPA)
- International Society for the Development of Intellectual Property (ADALPI)
- International Trademark Association (INTA)
- International Video Federation (IVF)
- Motion Picture Association (MPA)
- National Association of Voice Actors
- REACT – The Anti-Counterfeiting Network
- Sports Rights Owners' Coalition (SROC)
- World Federation of the Sporting Goods Industry (WFSGI)

16.55 – 17.00 Summing-up and Closing

Mr. J. Todd REVES, Director, Building Respect for IP Division, GCPS, WIPO

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