

## **Advisory Committee on Enforcement**

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### **ANTI-COUNTERFEITING AWARENESS-RAISING ADVERTISING CAMPAIGNS IN SPAIN**

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#### **ABSTRACT**

This contribution sets out the role of the Spanish Patent and Trademark Office (SPTO) in raising consumer awareness as a key component of efforts to combat counterfeiting. In line with its statutory mandate and strategic plan, SPTO has run annual nationwide awareness-raising campaigns since 2019, targeting peak consumption periods. Drawing on evidence from the European Union Intellectual Property Office (EUIPO), national enforcement authorities and Europol, the contribution highlights the social, economic, health and environmental harms associated with counterfeit goods. It describes the objectives, scope and communication approach of the SPTO campaigns, including the dedicated *stopfalsificaciones* web portal and the 2025 campaign, which featured a positive narrative focused on the public. Sustained efforts to raise awareness are key to influencing consumer behavior and strengthening respect for intellectual property rights.

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\* 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.

## **I. RAISING AWARENESS OF AND RESPECT FOR INDUSTRIAL PROPERTY RIGHTS**

1. Under the Royal Decree governing the Spanish Patent and Trademark Office (SPTO), the Office, in addition to registering industrial property rights (IPRs) protected in Spanish territory, is mandated to promote initiatives and carry out activities aimed at raising awareness and ensuring adequate protection of industrial property.
2. Studies and reports published by the European Union Intellectual Property Office (EUIPO) indicate that 20 per cent of young people in Spain have knowingly purchased at least one counterfeit product in the previous 12 months;<sup>1</sup> and that in sectors such as textiles, cosmetics, and toys, the consumption of counterfeit goods results in the loss of more than 15,000 direct jobs and more than 1.5 billion euros (US dollars 1.75 million) in sales in Spain.<sup>2</sup>
3. As part of its role in carrying out activities to promote a better understanding of IPRs, the SPTO provides specialized training on the subject to students of all educational levels and to law enforcement officers responsible for enforcing IPRs.
4. The latest data published by Spanish enforcement authorities on seizures of counterfeit goods in Spain – resulting from operations carried out by national, regional and local police forces – show that more than 6 million counterfeit products were seized in 2024. More than 80 per cent of them were toys.
5. Europol reports indicate that the infringement of IPRs is often linked to other serious crimes, such as labor exploitation, money laundering, corruption or drug-trafficking.<sup>3</sup>
6. Moreover, the use of counterfeit products poses a risk to consumer health, especially for children in the case of toys, and contributes to environmental degradation, as such products do not comply with ingredient controls or pass manufacturing inspections.
7. The foregoing highlights how important it is to build the awareness and understanding of consumers in terms of respect for, and knowledge and protection of IPRs. Industrial property is crucial because it drives innovation and economic development, creating jobs, improving competitiveness and attracting investment. It also facilitates technology transfer, promotes fair competition and enables companies to protect their intangible assets so that they can capitalize on them and grow.
8. The SPTO has included in its strategic plan for the period 2025 to 2027<sup>4</sup> a project for action campaigns to combat counterfeiting and strengthen the enforcement of IPRs.

## **II. ANTI-COUNTERFEITING CAMPAIGNS**

9. Since 2019, the SPTO has run annual institutional advertising campaigns during peak shopping periods, such as Black Friday and Christmas, across major national media outlets: TV, radio, press, online and outdoor media. The week the campaign begins, it is presented to the press by the Minister of Industry and Tourism. Each year produces a brand new campaign.

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<sup>1</sup> EUIPO, 2023. [European Citizens and Intellectual Property: Perception, Awareness, and Behaviour – 2023](#).

<sup>2</sup> EUIPO, 2024. [Economic impact of counterfeiting in the clothing, cosmetics, and toy sectors in the EU](#).

<sup>3</sup> EUIPO and Europol, March 2022. [Intellectual Property Crime: Threat Assessment 2022](#).

<sup>4</sup> SPTO, [Plan estratégico 2025-2027](#) (Spanish only).

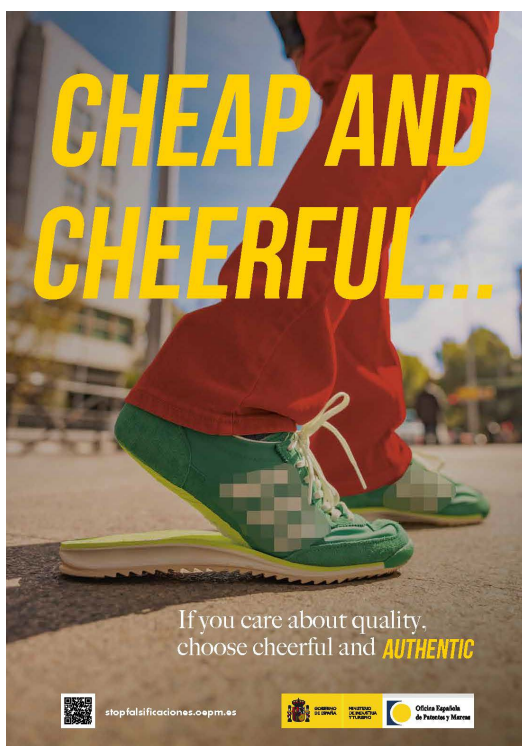
10. The aim is to raise consumer awareness of the importance of not purchasing counterfeit products and the serious social and economic consequences of doing so, with special emphasis on the health and environmental risks involved.

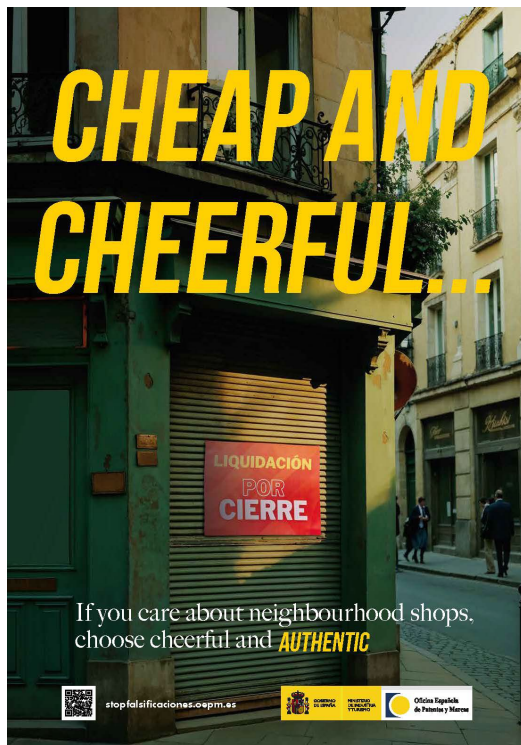
11. The campaigns are hosted in a repository on the dedicated SPTO web portal called *stopfalsificaciones* ("stop counterfeiting"). The portal contains all the information relevant to counterfeiting and enforcement, such as published studies and reports, legislation, guidelines for rights holders on how to protect their IPRs, and instructions on how to act on and report cases of infringement. It also receives and responds to emails from individuals, companies and authorities on issues related to the counterfeiting of industrial property rights. Emails are handled by the SPTO Enforcement Service. Most request instructions on how to report a suspected counterfeit; in some cases, a response from other SPTO departments or processing by third parties, such as e-commerce platforms, may be required.

12. In its 2025 campaign, the SPTO adopted a tone that sought to move away from the guilt-based and dramatic messaging traditionally associated with the purchase and consumption of counterfeit products to a more friendly, visually appealing approach drawing on everyday experiences to better connect with the public.

13. The aim of the campaign, with its slogan "Cheap, cheerful and... Authentic", is to raise consumer awareness about the risks and consequences of buying counterfeit products and promote a conscious, informed, and sustainable alternative. In a mass-consumption environment where purchasing decisions are made in seconds, counterfeit goods have become established as a seemingly harmless alternative: accessible, attractive and functional at first glance. However, behind the appearances lies a real negative impact on everyone: consumers, small businesses, public health and the environment all suffer.

14. The 2025 campaign seeks to spark reflection, inviting people to think before they consume and reminding them that every consumption choice has an effect that is often invisible, but always real.





15. Campaign materials, including the video, posters and radio spot (in English as well as Spanish) are available on the *stopfalsificaciones* portal. The SPTO appreciates further dissemination through the appropriate channels to maximize impact, and stands ready to provide any additional materials or information.

### III. CONCLUSION

16. As outlined in the SPTO strategic plan, campaigns like this to change consumer attitudes and behavior and promote respect for IPRs will continue to feature in the Spanish media: the infringement of IPRs is a multifaceted crime and efforts to combat it require the joint involvement of all stakeholders. Building consumer awareness and a better understanding of industrial property is key to fostering greater respect for IPRs.

17. We also invite you to watch the campaign video, which is being showcased as part of the ACE cinema.

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