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**WIPO/ACE/18/INF/2**  
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## **Advisory Committee on Enforcement**

**Eighteenth Session**  
**Geneva, June 2 to 4, 2026**

### **LIST OF PREPARATORY DOCUMENTS**

*prepared by the Secretariat*

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WIPO/ACE/18/INF/3/REV.	SUGGESTED TIME SCHEDULE
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<i>Document prepared by the Secretariat</i>	

WIPO/ACE/18/3

## ADMISSION OF NON-GOVERNMENTAL ORGANIZATIONS (NGOS) AS AD-HOC OBSERVERS

WIPO/ACE/18/4

## STRENGTHENING THE IP ECOSYSTEM THROUGH RAISING PUBLIC AND PROFESSIONAL AWARENESS AND OTHER INITIATIVES

*Contribution prepared by Ms. Ani Harutyunyan, Chief Specialist, Intellectual Property Office of the Republic of Armenia, Yerevan, Armenia*

**Abstract:** The contribution outlines the key initiatives undertaken by the Intellectual Property Office of the Republic of Armenia (AIPO) to strengthen the intellectual property (IP) ecosystem in the country. It highlights efforts to raise public awareness of IP, build professional capacity among enforcement and educational institutions and foster international cooperation with organizations such as the World Intellectual Property Organization (WIPO), the Eurasian Patent Organization (EAPO) and others. The document details major programs, including training courses, workshops, IP Moot Court competitions and sector-specific projects. It also provides information on the establishment of the National Intellectual Property Training Center, as well as progress on geographical indications and branding initiatives, which aim to protect traditional Armenian products and enhance their competitiveness. Together, these activities demonstrate the strategic approach taken by Armenia in promoting innovation, creativity and sustainable economic growth through a robust IP system.

WIPO/ACE/18/5

## INFORMING YOUNG PEOPLE: AN ONLINE AWARENESS CAMPAIGN FOR TEENAGE CONSUMERS ON THE DANGERS AND IMPACT OF COUNTERFEIT PRODUCTS

*Contribution prepared by Ms. Stéphanie Leguay, Coordinator, National Anti-Counterfeiting Committee, National Industrial Property Institute, Courbevoie, France*

**Abstract:** The aim of the France Anti-Counterfeiting (France Anti-Contrefaçon) mechanism, established in 2022 by the French National Industrial Property Institute (INPI), is to gain a deeper understanding of the scope of counterfeiting in France and its impact. In 2023, it facilitated a national survey of consumers in relation to counterfeiting, which led to a joint project between INPI and the Center for International Intellectual Property Studies (CEIPI). As part of that project, an e-magazine for teenagers on counterfeiting issues was launched in 2025. The results of the survey and the joint INPI–CEIPI project are presented in this contribution.

WIPO/ACE/18/6

## RAISING AWARENESS ON INTELLECTUAL PROPERTY IN GEORGIA THROUGH EDUCATIONAL AND INFORMATION ACTIVITIES

*Contribution prepared by Ms. Anuki Oboladze, Head of the Legal Department, and Ms. Darejani Mtchedlidze, Head of the Trademarks, Geographical Indications and Design Department, National Intellectual Property Center of Georgia (Sakpatenti), Mtskheta, Georgia*

**Abstract:** This contribution provides an overview of educational and information activities carried out by the National Intellectual Property Center of Georgia (Sakpatenti) during the period 2024–2025 to raise public awareness of intellectual property (IP). It highlights key initiatives aimed at promoting IP knowledge among youth, students, educators and the general

public, including through training programs, cooperation with international organizations, academic partnerships and outreach activities. The contribution also provides details of the results of these activities and their impact, demonstrating how sustained awareness-raising efforts contribute towards innovation, creativity and the development of a competitive society in Georgia that is well informed on legal matters.

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#### ILLEGAL CONTENT Consumption SURVEY AND COPYRIGHT AWARENESS IN THE REPUBLIC OF KOREA

WIPO/ACE/18/7

Contribution prepared by Ms. Seonwoo Park, Policy Specialist, Copyright Policy Bureau, Ministry of Culture, Sports and Tourism (MCST), Sejong, Republic of Korea

**Abstract:** This contribution presents the findings of an annual survey in the Republic of Korea on illegal content usage and copyright awareness, conducted by the Korea Copyright Protection Agency (KCOPA). Some 24,000 individuals aged 13 to 69 were surveyed with regard to six content categories. The study indicated that overall illegal content usage had declined slightly to 19.1 per cent in 2024, with films and games showing the highest infringement rates. It highlights evolving piracy methods, including increased use of streaming and clone-posting sites and a decline in traditional P2P/torrent usage. The multifaceted response by the Ministry of Culture, Sports and Tourism includes AI-based detection, inclusive monitoring teams, international cooperation (such as with INTERPOL on Project I-SOP) and public awareness-raising campaigns like “Copyright Protection, Right Now”. Those efforts have boosted public copyright awareness and thus reinforced the country’s commitment to strengthening copyright enforcement. The contribution also highlights amendments to the Copyright Act, designed to make enforcement more robust. They include emergency measures to block access and provision for quintuple damages in cases of intentional infringement.

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#### ENGAGING THE NEXT GENERATION: RAISING IP AWARENESS AMONG YOUNG PEOPLE

WIPO/ACE/18/8

*Contribution prepared by Ms. Ilze Grava, Director, Development and International Cooperation Department, Patent Office, Riga, Latvia*

**Abstract:** This contribution explores strategic initiatives pursued by the Latvian Patent Office to raise awareness of intellectual property (IP) among young people. It highlights the importance of fostering creativity, innovation and entrepreneurial skills through IP education from an early age and outlines key activities and partnerships in this field, including collaboration with Junior Achievement Latvia, the development of methodological material for teachers, the Creative Intellectual competition and the first Baltic IP youth camp. These efforts aim to integrate IP awareness into educational curricula, promote practical IP application and inspire the next generation to value and protect intellectual assets, thereby contributing to innovation and economic growth.

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#### RAISING AWARENESS THROUGH PASSION: “SUPPORT FOOTBALL, DISCOURAGE PIRACY”

WIPO/ACE/18/9

*Contribution prepared by Mr. Diego Pérez Bernal, Director General of Enforcement of the National Intellectual Property Directorate of Paraguay (DINAPI), Asunción*

**Abstract:** This contribution highlights the “Support football, discourage piracy” (*Alentá el fútbol, desalentá la piratería*) awareness-raising campaign recently conducted in Paraguay. Designed by the National Intellectual Property Directorate (DINAPI) and the Paraguayan Football Association (APF), the campaign was conducted in collaboration with strategic partners from the public and private sectors. Its aim was to bring visibility to the issue of piracy and the damage it causes football in Paraguay, jeopardizing club finances and the development of emerging talent. The campaign consisted of various phases, including awareness-raising, training for key stakeholder groups and enforcement actions, and was a resounding success.

#### INDECOPI EDUCA: PROGRAM TO STRENGTHEN REGULAR BASIC EDUCATION ON CONSUMER RIGHTS AND INTELLECTUAL PROPERTY IN PERU

WIPO/ACE/18/10

*Contribution prepared by Mr. Fausto Vienrich Enríquez, Director of Copyright at the National Institute for the Defense of Free Competition and the Protection of Intellectual Property (Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual (INDECOPI)), Lima, Peru*

**Abstract:** This contribution describes activities conducted under the INDECOPI Educa program to strengthen regular basic education in the areas of consumer protection and intellectual property (IP). The aim of the program is to develop educational activities on those subjects for teachers and pupils that will foster a culture of respect for IP rights, the exercise of consumer rights in daily life and awareness of the harms of counterfeiting and piracy.

#### OVERVIEW OF THE COMMUNICATIONS AND CAMPAIGNS DEVISED FOR YOUNGER AUDIENCES BY THE UNITED KINGDOM INTELLECTUAL PROPERTY OFFICE

WIPO/ACE/18/11

*Contribution prepared by Mr. Mike Bastin, Head of Campaigns, United Kingdom Intellectual Property Office (UKIPO), Newport, United Kingdom*

**Abstract:** In this contribution, the United Kingdom Intellectual Property Office (UKIPO) provides an outline of its approach to engaging younger audiences on intellectual property (IP). The Office has devised a comprehensive school engagement program to align with key stages of national curricula. It includes IP-focused teaching materials that were created in partnership with educators. The Office's evidence-led approach has been refined for consumer audiences, with specific activities focused on educating younger consumer groups about the harm caused by counterfeit goods. The impact of the Office's work has grown thanks to collaboration between researchers, policymakers and the Office, as well as local authorities, platforms and industry bodies in the United Kingdom. The Office will provide more detail during its presentation at the eighteenth session of the Advisory Committee on Enforcement in June 2026.

#### DANGERS OF THE DIGITAL DEVALUE CHAIN OF COUNTERFEITS

WIPO/ACE/18/12

*Contribution prepared by Ms. Jennifer Hanks, Senior Director of Brand Protection for the American Apparel and Footwear Association (AAFA), Washington, D.C., United States of America*

**Abstract:** This contribution introduces the Digital Devalue Chain of Counterfeits® advocacy campaign by the American Apparel and Footwear Association (AAFA) and explains how counterfeits harm consumers and brands. The campaign includes a video explainer and other creative elements to help educate policymakers and consumers, and to seek help in identifying short- and long-term solutions to counter the digital devalue chain. The video underlines that counterfeits are widespread across various online platforms and shows how counterfeiters lure consumers by deception, exploit workers, fund criminal activity and skirt compliance standards. It ends with a call for action from the United States Congress and to hold online platforms more accountable. The contribution outlines comments filed by the Association with the Office of the United States Trade Representative in October 2025 for the annual Notorious Markets List (NML) process and recent information from AAFA members. Reference is also made to a study on counterfeiting released in February 2026, with evidence that counterfeit apparel, footwear and accessories present serious chemical and product safety hazards to consumers.

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#### THE DIVERSE WORLD OF EVIDENCE SUBMISSION FOR PATENT LITIGATION

WIPO/ACE/18/13

*Contribution prepared by Mr. Thomas Moga Esq., Member,  
International Society for the Development of Intellectual  
Property Association, Genève, Switzerland*

**Abstract:** Enforcing a global patent portfolio is increasingly complex. Of the many factors contributing to these challenges, one of the most significant is the variety of widely divergent and sometimes inconsistent rules and procedures on gathering and submitting evidence applicable in patent litigation. Some countries, such as the United States of America, have extensive discovery procedures involving a variety of tools, including document requests, interrogatories and depositions. In the United Kingdom, the system relies on one party making material available to the other. Countries like Germany, however, front-load the process, leaving limited opportunity for gathering evidence before trial and virtually no fact-finding activity. Others, such as China, do not provide a mechanism for pre-trial evidence gathering and instead require the patentee to collect evidence. Such systems rely heavily on notarization and evidence preservation. In Japan, the focus is on limited independent evidence collection by the parties. This contribution provides an overview of approaches to evidence gathering and submission for patent litigation in key jurisdictions, and strategies for minimizing the challenges arising from the various systems.

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#### LAW ENFORCEMENT PRACTICES IN CHINA AGAINST INFRINGEMENT AND COUNTERFEITING

WIPO/ACE/18/14

*Contribution prepared by Mr. Qi Wang, Director, Enforcement  
and Inspection Bureau, State Administration for Market  
Regulation, Beijing, China*

**Abstract:** This contribution provides an overview of the intellectual property (IP) protection system in China and IP enforcement activities undertaken there by market regulation authorities. It highlights how those authorities have achieved positive results in developing institutions, conducting specialized enforcement campaigns, organizing nationwide unified operations to destroy infringing and counterfeit goods, deepening international exchanges and cooperation, and continuously strengthening protection for geographical indications (GIs).

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#### CHINA'S MECHANISM FOR PROMOTING THE USE OF LEGITIMATE SOFTWARE AND ITS ACHIEVEMENTS

WIPO/ACE/18/15

*Contribution prepared by Mr. Hui Zhang, Deputy Director, Enforcement and Supervision Division, Copyright Department, National Copyright Administration of China (NCAC), Beijing*

Abstract: To comprehensively protect software copyright, encourage software technology development and application, and promote the growth of the software industry, China has implemented initiatives to advance the use of legitimate software (software legalization). By integrating economic, legal and administrative measures, China has strengthened software copyright protection, enhanced public awareness of legitimate software use and achieved remarkable results.

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## SOFT MECHANISMS AS A MEANS TO ENHANCE IP ENFORCEMENT POLICIES: SHARING PRACTICES FROM THE EUROPEAN UNION

WIPO/ACE/18/16

*Contribution prepared by Ms. Virginie Fossoul, Team Leader, Ms. Mette Korsholm, Legal Policy Officer, and Mr. Laszlo Vass, Legal and Policy Officer, European Commission, Brussels, Belgium*

Abstract: In the European Union (EU), intellectual property (IP) enforcement policies are characterized by a mix of legislative and non-legislative actions. The core principles are enshrined in legislation, the main piece of legislation on IP enforcement being Directive 2004/48/EC on the enforcement of IP rights. To maintain a flexible and effective IP enforcement policy, the EU also relies on non-legislative actions. This approach allows for more dynamic and sometimes targeted actions that can quickly and efficiently address new trends in IP infringement. This contribution outlines the latest efforts of the EU in this field.

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## ROLE AND FUNCTIONS OF *THE GUARDIA DI FINANZA* IN EFFORTS TO COMBAT COUNTERFEITING

WIPO/ACE/18/17

*Contribution prepared by Mr. Antonio De Cristofaro, Lieutenant Colonel, Head of 1<sup>st</sup> Section of Anti-Counterfeiting and Safety Products Group of the Special Goods and Services Unit, Rome, Italy*

Abstract: *The Guardia di Finanza* is an Italian police force specialized in combating economic and financial crime. This contribution outlines the role, functions and strategic objectives of the *Guardia di Finanza*, with a focus on preventing and combating crimes related to intellectual property (IP) and counterfeiting. *The Guardia di Finanza* takes a cross-cutting approach in its efforts to combat counterfeiting, combining enforcement, technology, monitoring and stakeholder engagement. Two key instruments in those efforts are (i) the Anti-Counterfeiting Information System (*Sistema Informativo Anti-Contraffazione*, SIAC), which enables IP rights holders and officers to work together in gathering evidence of counterfeiting, and (ii) the European Union (EU) Safety Gate system, which helps European law enforcement agencies to cooperate in order to remove unsafe products, usually counterfeits, from the market.

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## EFFORTS BY JAPAN TO COMBAT CROSS-BORDER COPYRIGHT INFRINGEMENT AND THE NEED FOR INTERNATIONAL COOPERATION

WIPO/ACE/18/18

*Contribution prepared by Ms. Yuka Igarashi, Unit Chief,  
Japan Copyright Office (JCO), Agency for Cultural Affairs,  
Government of Japan, Tokyo*

Abstract: Japanese content, which is popular worldwide, is suffering considerable harm from piracy, with 100 billion hits a month on major piracy sites alone. The Japanese Government is therefore making concerted efforts among ministries to address the situation, including by formulating a comprehensive anti-piracy plan. This contribution contains an overview of losses faced by the content industry in Japan due to piracy, which is spreading around the world, and the measures being taken by the Japanese Copyright Office (JCO) to combat online piracy. Challenges in tackling cross-border copyright infringement are highlighted, as well as the need to strengthen international cooperation in this area.

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#### EFFORTS AND CHALLENGES IN ENFORCING DESIGN RIGHTS AGAINST INFRINGEMENT

WIPO/ACE/18/19

*Contribution prepared by Ms. Chikako Konno, Director,  
Overseas Business Support Office, International Cooperation  
Division, Japan Patent Office (JPO), Tokyo, Japan*

Abstract: With the expansion of cross-border e-commerce, the influx of infringing goods from overseas has increased, making it difficult to implement effective border measures while relying solely on trademarks. In order to counteract the effects of infringing goods, design rights must also be leveraged. This paper draws attention to the significance of border measures based on design rights, examines institutional and practical challenges, and presents various initiatives in Japan, including legal reforms, improvements to the import suspension application system and enhanced cooperation between the Japan Patent Office (JPO) and Japanese customs (including personnel exchanges, support for design infringement determinations and awareness-raising activities).

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#### EFFECTIVENESS OF THE PATENT AND DESIGN ENFORCEMENT ADMINISTRATIVE SYSTEM: THE PERUVIAN EXPERIENCE

WIPO/ACE/18/20

*Contribution prepared by Mr. Diego F. Ortega Sanabria,  
Technical Secretary of the Directorate of Inventions and New  
Technologies, National Institute for the Defense of  
Competition and the Protection of Intellectual Property  
(INDECOP), Lima, Peru*

Abstract: This contribution describes the administrative system in Peru for enforcing patent and industrial design rights. Substantive patent and design legislation is harmonized within the Andean Community, but countries have flexibility to adopt their own procedural rules regarding enforcement, which Peru has done. Enforcement is centralized in the Directorate of Inventions and New Technologies, part of the National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOP), and supported by a specialized Commission that investigates alleged infringements, conducts inspections, gathers information, orders precautionary measures and the cessation of infringing conduct, and issues final decisions that are immediately enforceable. The Commission's performance is evaluated according to two key indicators: the timeliness of decision-making and soundness of its decisions, which is reflected in the ratio of decisions upheld to those overturned in the second administrative instance: between 2020 and 2024, 86 per cent of the Commission's decisions were upheld.

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THE UNODC PASSENGER AND CARGO CONTROL  
PROGRAMME'S WORK ON INTELLECTUAL PROPERTY  
RIGHTS

WIPO/ACE/18/21

*Contribution prepared by Mr. Bob Van den Berghe, Deputy  
Head, Passenger and Cargo Control Programme, Border  
Management Branch, Division for Operations, United Nations  
Office on Drugs and Crime (UNODC), Vienna, Austria*

Abstract: The Passenger and Cargo Control Programme (PCCP) is implemented by the United Nations Office on Drugs and Crime (UNODC) in cooperation with the International Civil Aviation Organization (ICAO), INTERPOL and the World Customs Organization (WCO) to strengthen border management at key seaports, airports and land borders, delivering intelligence-led interventions to disrupt illicit trafficking and safeguard trade through enhanced law enforcement cooperation. This contribution highlights the work of PCCP focused on intellectual property (IP) rights, including efforts to address violations of those rights through capacity-building, inter-agency collaboration, and support for policy dialogue on IP enforcement.

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ANTI-COUNTERFEITING AWARENESS-RAISING  
ADVERTISING CAMPAIGNS IN SPAIN

WIPO/ACE/18/22

*Contribution prepared by Ms. Sara Boy, Head of Service,  
Spanish Patent and Trademark Office (SPTO), Madrid, Spain*

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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DYNAMIC BLOCKING INJUNCTIONS IN BELGIUM

WIPO/ACE/18/23

*Contribution prepared by Ms. Evi Werkers, Legal Officer at  
the Service for Combating Online Piracy and Illegal Online  
Gambling, Federal Public Service Economy, Brussels,  
Belgium*

Abstract: On June 1, 2024, Belgium adopted a hybrid (judicial/administrative) system to block pirate sites. Under that system, a court issues a warrant to the administrative authority to implement the blocking order. The first set of decisions resulted in the dynamic blocking of many sites, the list of which is being published. They include content delivery networks (CDN), domain name systems (DNS) and host blocking, as well as de-indexing implemented by Internet service providers (ISPs), alternative DNS providers, Internet search engines and advertisers. Belgium has also joined WIPO ALERT as an authorized contributor.

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WIPO/ACE/18/24

YOUTH OUTREACH THROUGH ADVANCED TEACHER  
TRAINING ORGANIZATIONS



*Contribution prepared by Mr. Roger A. Hildebrandt, Head of the Promotion of IP Use Unit, German Patent and Trade Mark Office, Berlin, Germany*

Abstract: The purpose of this contribution is to provide an overview of the activities of the German Patent and Trade Mark Office (DPMA) in the area of educational cooperation, under Section 26a of the German Patent Act. The goal of those activities is to highlight the relevance of intellectual property (IP) in the German education system and to promote future collaboration with educational institutions with a view to enhancing awareness and understanding of IP among students and pupils.

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#### COMBATING DIGITAL PIRACY: STRATEGIC ENFORCEMENT THROUGH DNS/IP BLOCKING AND OSINT TOOLS

WIPO/ACE/18/25

*Contribution prepared by Mr. Andrius Katinas, Head of the Supervision Division, Radio and Television Commission of Lithuania, Vilnius, Lithuania*

Abstract: This contribution describes the enforcement model adopted by the Radio and Television Commission of Lithuania for combating online copyright infringement, combining DNS (Domain Name System) and IP (Internet Protocol) blocking with open-source intelligence (OSINT) investigations. The Commission has implemented a range of measures such as DNS blocking, blocking of mirror sites and associated IP addresses, fines for copyright infringement and freezing of bank accounts connected with pirate activity. The contribution further highlights successful examples of enforcement in 2025 and suggests that the unique approach taken by Lithuania to protecting copyright and neighboring rights online could be replicated in other jurisdictions.

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#### INVOLVEMENT OF INTERMEDIARY SERVICES IN SITE BLOCKING: HOW LAWMAKERS, COURTS, AND INSTITUTIONS ARE SHAPING THE ROLE OF INTERMEDIARIES IN ADDRESSING ONLINE COPYRIGHT PIRACY

WIPO/ACE/18/26

*Contribution prepared by Mr. Okke Delfos Visser, Senior Vice President, Associate General Counsel, International, Motion Picture Association, Brussels, Belgium*

Abstract: This contribution explores the critical role played by intermediary services, beyond simply Internet service providers (ISPs), to block illegal piracy sites in no-fault injunction regimes. Current best practices, regulations (particularly the Digital Services Act (DSA) of the European Union (EU)), case law, and institutional rules all support the involvement of a broad range of intermediaries in site blocking. Examples include domain name registrars, virtual private networks (VPNs), search engines and content delivery networks. In fact, research indicates that involving a broad range of intermediaries in blocking procedures significantly enhances the effectiveness of the measures and reduces circumvention. Also, automated solutions between rights holders and relevant intermediaries, including ISPs, should be leveraged to address the myriad circumvention tactics deployed by infringing sites.

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#### SEEING THE UNSEEN: TRIANGULATING FIRM-LEVEL DATA, CONSUMER BEHAVIOR AND LIVED PERCEPTIONS TO MAP COUNTERFEITING IN KENYA

WIPO/ACE/18/27

*Contribution prepared by Dr. Robi M. Njoroge King'a, PhD,  
Executive Director and CEO, Anti-Counterfeit Authority,  
Nairobi, Kenya*

**Abstract:** This contribution synthesizes three complementary studies led by the Anti-Counterfeit Authority (ACA) and academic partners: (i) a qualitative perception survey undertaken by Michigan State University, USIU-Africa and the ACA; (ii) a broad consumer survey of 2,185 respondents across eight Kenyan counties assessing awareness, purchase patterns and reporting behavior; and (iii) a survey of 190 manufacturing firms in four subsectors estimating the prevalence of counterfeiting and its impact on industry. This contribution presents analysis of the results of those studies, moving beyond the binary concept of lawful or unlawful activity to examine how counterfeiting becomes embedded in everyday life, how firms experience the burden and how consumers respond. It concludes with evidence-based recommendations for digital authentication, behavioral campaigns, support for small and medium-sized enterprises (SME), and regional cooperation. The overall goal is to present insights and policy pathways, emphasizing tangible lessons learned in Kenya.

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WIPO/ACE/18/28

DRAWING INNOVATION FROM THE HERITAGE OF THE  
QIN AND HAN DYNASTIES, AND PROTECTING  
INTELLECTUAL PROPERTY THROUGH THE RULE OF  
LAW FOR THE BENEFIT OF THE WORLD: THE  
PRACTICE AND COMMITMENT OF SHAANXI PROVINCE,  
CHINA

*Contribution prepared by Ms. Liping Shen, Director General,  
Shaanxi Provincial IP Office, Xi'an, Shaanxi Province, China*

**Abstract:** Shaanxi Province, China, drawing on its strengths as both a cradle of Chinese civilization and an educational and scientific hub, has put strict enforcement and full-chain protection at the core of its intellectual property (IP) policy efforts. Shaanxi has deepened cooperation between enforcement authorities and the criminal justice system, advanced standardized administrative adjudication, and promoted more diversified and convenient dispute resolution mechanisms. With its focus on such areas as geographical indications, copyright, and patents in emerging industries, Shaanxi has adopted professional, law-based and internationally oriented practices to provide Chinese and foreign innovators alike with a fair, stable and predictable environment for IP protection, while contributing to the improvement of global IP governance.

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WIPO/ACE/18/29

REPORT ON CRIMINAL ENFORCEMENT OF  
INTELLECTUAL PROPERTY RIGHTS IN CHILE (2024)

*Contribution prepared by Ms. Eileen Frodden K., Head of the  
Public Policy and Legislative Affairs Department, National  
Industrial Property Institute (INAPI), Santiago, Chile*

**Abstract:** This contribution summarizes the 2024 report, *Criminal Enforcement of Intellectual Property Rights in Chile*, prepared by the National Industrial Property Institute (INAPI) on the basis of data provided by the Office of the Public Prosecutor. The report analyzes criminal cases related to intellectual property rights (IPRs) filed between 2017 and 2022, distinguishing between crimes against industrial property and crimes against copyright. It reveals a sustained decrease in the number of recorded cases, the bulk of them concerning trademarks. The report highlights the concentration of enforcement activity in regions with major ports, airports and border crossings, and structural characteristics of the criminal justice system, including low rates of formal charges and convictions and frequent use of alternative procedures. It provides an evidence-based assessment of criminal enforcement trends and serves as a tool to inform public policy discussions, institutional coordination and capacity-building for IPR enforcement.

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#### DRIVING IP ENFORCEMENT THROUGH NEW TECHNOLOGIES AND AI

WIPO/ACE/18/30

*Contribution prepared by Ms. Liselotte Honig, Tech Lead,  
React HQ, Amsterdam, the Kingdom of the Netherlands*

**Abstract:** This contribution presents Ocean, an anti-counterfeiting tool powered by artificial intelligence (AI) and developed by React, the Anti-Counterfeiting Network. The software-based tool supports online enforcement of intellectual property rights (IPRs) through technology and automation, assisting rights holders in the detection, analysis and management of potentially infringing listings across e-commerce websites and social media platforms. It supports image recognition, data parsing, classification and clustering, enabling the identification and prioritization of listings, sellers and websites that may warrant further review. Ocean is a decision-support tool; legal assessment and enforcement remain the responsibility of human experts. Ocean integrates trademark registration data through the European Union Intellectual Property Office (EUIPO) application programming interface (API) and reflects the designation of React as a trusted flagger under the European Union Digital Services Act. The contribution concludes with an assessment of the limitations of AI-driven technologies for IP enforcement and the opportunities they present.

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#### GUIDELINES FOR CRIMINAL INVESTIGATIONS INTO INDUSTRIAL PROPERTY RIGHTS INFRINGEMENTS: AN ITALIAN EXAMPLE

WIPO/ACE/18/31

*Contribution prepared by Mr. Marco Musumeci, Programme  
Management Officer, United Nations Interregional Crime and  
Justice Research Institute (UNICRI)*

**Abstract:** This contribution describes the results of a project led by the Italian Patent and Trademark Office and implemented by the United Nations Interregional Crime and Justice Research Institute. The main aim of the project was to provide practical tools for law enforcement officials investigating intellectual property crimes in Italy, including information on investigative techniques, strategies and tools that can be used to investigate criminal violations of industrial property rights. These tools have subsequently been translated into investigative guidelines that cover sales of IP infringing products offered online and offline. In relation to investigative phases, the guidelines cover several topics, such as investigating financial transactions - including those through cryptocurrency - delivery methods, sales through social media, websites and e-commerce platforms. The guidelines are fully customized for the Italian legal and procedural framework and include guidance on procedures and requirements that investigators need to follow when using certain investigative techniques or establishing cooperation with private sector actors for investigative purposes. The contribution goes on to outline how the project could be replicated in other countries.

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TRENDS IN ANTI-COUNTERFEITING TECHNOLOGIES IN  
THE REPUBLIC OF KOREA

WIPO/ACE/18/32

*Contribution prepared by Mr. Jun-Young Lim, Deputy  
Director, Intellectual Property Dispute Resolution Bureau,  
Ministry of Intellectual Property, Daejeon, Republic of Korea*

Abstract: In the face of increased circulation of counterfeit goods worldwide and improved counterfeiting techniques, the Republic of Korea is promoting the adoption of anti-counterfeiting technologies. This contribution analyzes their practical applications in the marketplace and demonstrates how such technologies function not only as security measures but also as mechanisms for market monitoring and consumer protection, thereby enhancing the effectiveness of anti-counterfeiting strategies in the online environment.

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CHALLENGES AND STRATEGIC PRIORITIES IN IP  
ENFORCEMENT FOR 2026

WIPO/ACE/18/33

*Contribution prepared by Mr. Gytis Brazauskas, Global  
Account Manager Tech and Automotive, React Headquarters,  
Amsterdam, Kingdom of the Netherlands*

Abstract: The challenges of evolving online trade models and fragmented supply chains are continuing to have an impact on traditional approaches to intellectual property (IP) enforcement. Despite progress in terms of institutional capacity and cross-border cooperation, persistent weaknesses remain in relation to cost allocation, trader transparency and oversight of e-commerce and small-parcel flows, particularly within the European Union (EU), where customs seizure volumes are declining. Future enforcement efforts could be strengthened by involving supply chain actors that have real operational control, including transport and logistics providers, online platforms and payment services. There are also practical limitations to current customs practices, in particular the fact that storage and destruction costs are largely borne by rights holders. This contribution explores how existing legal tools could be used more effectively to manage large volumes of small consignments. It also highlights persistent gaps in the verification of online sellers under the EU Digital Services Act, together with the value of stronger business and customer verification, particularly through payment systems. Examples from China and Brazil show how advance shipment data, clearer allocation of responsibilities and public-private partnerships can support more effective enforcement. A practical and cooperative approach to improving enforcement, increasing accountability across supply chains and better protecting consumers is necessary, especially in high-risk areas such as pharmaceuticals, consumer health and automotive products.

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THE NEXUS BETWEEN MALWARE AND PIRACY –  
ENFORCEMENT TOOLS AND OPPORTUNITIES FOR  
GOVERNMENT TO TAKE ACTION

WIPO/ACE/18/34

*Contribution prepared by Dr. Elena Blobel, Director of Global  
Litigation, International Federation of the Phonographic  
Industry, London, United Kingdom*

**Abstract:** This contribution outlines how online piracy services routinely use the promise of free access to copyright-protected content to attract consumers to websites, apps and devices that expose them to significant risks. It highlights the type of malware used in relation to online piracy and the range of enforcement tools available to disrupt malware distribution. The contribution advocates that more attention be given at the policymaking level to the nexus between malware and piracy and the multiple associated forms of criminality. It concludes by identifying priority areas for further study, with a view to facilitating informed decision-making by policymakers.

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WIPO/ACE/18/35

STUDY ON AI TOOLS FOR COMBATING COPYRIGHT  
PIRACY: TECHNOLOGICAL, LEGAL AND POLICY  
DIMENSIONS

*Contribution prepared by Mr. Scott Martin, Aspen IP  
Consulting (former Deputy General Counsel and Executive  
Vice-President Intellectual Property at Paramount Pictures)*

**Abstract:** This study provides an overview of the technical, legal and policy dimensions of artificial intelligence (AI) tools for combating copyright piracy, and examines their value in the context of traditional tactics for detecting and responding to copyright piracy. It highlights changes in the content piracy landscape that are fueling demand for AI-enabled tools and examines challenges associated with them, including technological, legal and policy considerations. It concludes with a discussion of practical recommendations and good practices.

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WIPO/ACE/18/36

DIGITAL SERVICES ACT (DSA): NEW INSTRUMENTS IN  
THE EUROPEAN UNION FOR COMBATING ONLINE IP  
INFRINGEMENTS

*Contribution prepared by Mr. Harrie Temmink, Deputy  
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**Abstract:** The digital transformation has revolutionized how goods and content are distributed, creating unprecedented convenience for consumers and opportunities for innovation. However, it has also enabled a surge in online counterfeiting and piracy. For decades, the growing frequency of intellectual property rights (IPRs) infringements has exposed rights holders, consumers and the general public to severe economic, health and safety risks. Online platforms can play a key role in protecting IP and consumers. In the European Union (EU), the Digital Services Act (DSA) of 2022 aims to regulate digital intermediary services and tackle illegal content. It aims to create a safer, more transparent and accountable online environment. For rights holders across the EU, the DSA is a powerful, game-changing new tool. Its potential to act as a "game changer" in the fight against online IP abuses is, however, still largely unknown in the IP world. This contribution sets out the main changes introduced under the DSA in terms of IP protection and reports on the first actions taken to combat online counterfeiting and piracy under the new legal regime.

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WIPO/ACE/18/37

ORGANISATION FOR ECONOMIC CO-OPERATION AND  
DEVELOPMENT FREE TRADE ZONE CERTIFICATION: A  
VOLUNTARY TOOL TO STRENGTHEN RESPECT FOR  
INTELLECTUAL PROPERTY, ATTRACT INNOVATION AND  
COMBAT INFRINGEMENT

*Contribution prepared by Mr. Piotr Stryszowski, Senior Economist and Ms. Camila Moreno, Policy Analyst, Organisation for Economic Co-operation and Development, Paris, France*

Abstract: Free trade zones (FTZs) are vital engines of trade, investment and innovation, increasingly hosting intellectual property (IP)-intensive industries such as pharmaceuticals, electronics and advanced manufacturing. However, some FTZs remain vulnerable to IP infringement. This contribution examines how the Organisation for Economic Co-operation and Development (OECD) FTZ Certification, as a voluntary tool, can complement traditional enforcement efforts by promoting transparency, stronger governance and practical measures that support legitimate trade and respect for IP. The OECD FTZ Certification complements the approach of the World Intellectual Property Organization (WIPO) to building respect for IP, serving as a powerful tool to advance its core objectives by strengthening respect for IP in operational trade environments.

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UPDATE ON THE DISTANCE LEARNING COURSE ON IP ENFORCEMENT

*Prepared by Mr. Nishant Anurag, Associate IP eLearning Officer, IP eLearning Section, WIPO Academy*

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WIPO/ACE/18/39

UPDATE ON THE IMPACT CAPACITY BUILDING PROJECT

*Prepared by the Secretariat*

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UPDATE ON WIPO ALERT PAY

*Prepared by the Secretariat*

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PIRACY UNCOVERED: UNDERSTANDING CONSUMER PERCEPTION AND CONSUMPTION OF PIRATED CONTENT IN MALAYSIA AND VIET NAM

*Contribution prepared by IPSOS, London, United Kingdom*

Abstract: This report presents key findings from a consumer research survey examining attitudes and behaviors toward online content piracy in Malaysia and Viet Nam. The survey was conducted in January and February 2026, with 2,000 nationally representative respondents per country aged 18 to 65. The study found that access to pirated content is widespread in both Malaysia and Viet Nam across each of the surveyed content categories. Behaviors are entrenched, especially in Viet Nam, where the incidence of piracy is higher per category. Results also indicate that highlighting the potential negative impacts of piracy on an individual and obtaining better understanding of what consumers expect of official channels could lead to deterrents to encourage respondents to switch from pirate sources to official sources.

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