

AGENDA

Observatory Public Sector Representatives Meeting

21-22 February 2018

Location

Hotel Balkan
5, Sveta Nedelya Square
Sofia, 1000
Bulgaria

Wednesday 21 February 2018

09:30 – 09:50 INTRODUCTION AND WELCOME SPEECHES

- Paul Maier, Director of the Observatory, EUIPO
- Petko Nikolov, President of Bulgarian Patent Office

09:50 – 10:20 REVIEW OF OBSERVATORY ACTIVITIES AND ANNUAL REPORT 2017 (ENDORSEMENT)

The Observatory will provide an overview of the ongoing activities, and stakeholders will be invited to provide feedback on and endorse the draft 2017 Observatory Annual Report in view of its submission to the Management Board of EUIPO for adoption.

10:20 – 11:20 RAISING AWARENESS

- **Results of the 2017 grant**

The evaluation of the 2017 grant scheme has been finalised and a list of projects to be awarded by lots established end of December 2017. All applicants have been notified of the results on 12 January 2018.

The Observatory will share data regarding submissions to the call as well as an overview of the selected projects per lot. It will also share the approach to be used for monitoring grant implementation over 2018 as well as measure impact and performance.

- **Collaboration with National Offices (Authentic city and Ideas Powered)**

Support to national awareness activities have been made available through cooperation agreements with national offices. EUIPO will share an update of the scope and level of support provided in the last years and notably in 2017. It will also provide information on the new opportunities offered for 2018 to national offices to benefit from the successful experience of Authenticity piloted in 3 countries (Italy, France and Spain).

An update on awareness activities targeted at youth as part of Ideas Powered will be shared and a preliminary overview of the Youth event scheduled for June 2018 discussed.

11:20 – 11:40 Coffee break

11:40 – 12:10 COUNTRY REPORTS

Following a discussion in the public sector meeting of 2017 on the proposed approach to collecting data from Member States, it was agreed that the Observatory will provide Member States with specific country reports that contain details on the

data and information currently provided to the Observatory, as well as the source and the national contact person of such data/information.

Before this upcoming meeting the Observatory will circulate among the stakeholders the country reports that have been elaborated to improve the collection of data and information from Member States. Representatives will be asked their opinion on the validation process to be carried out on a yearly basis of the reports.

12:10 – 13:30 NEW TECHNOLOGIES

- **Technology watch**

New technological developments in a fast-moving digital environment can have a potential impact both on the enforcement of IPR and on the business models used for IPR infringement. Such technologies can come from unexpected sectors (for example, blockchain technology comes from the sector of financial technology). EUIPO intends to foster relationships with other organisations that monitor emerging technologies to ensure exchange of information. In this context, the EUIPO will consider the usefulness of creating a think tank with external technology experts participating.

There will be a *tour de table* for participants to inform whether anything is being done in their country as far as a technological watch. A debate will then ensue to discuss what could be done at Observatory level.

- **Blockathon**

In 2018, EUIPO will organise a three day competition of teams composed of high level programmers (Blockathon) asking them to develop prototypes of applications on blockchain that could act as interface to different supply chain track and trace systems. The aim is to better understand how the use of blockchain could potentially make it easier for customs and police, but also for consumers, to distinguish fake from genuine products.

13:30 – 15:00 Lunch

15:00 – 15:30 UPDATE FROM EUROPEAN COMMISSION

The European Commission will provide an update on the latest topics, in particular on the evaluation of the Observatory which is being carried out by the European Commission pursuant to Article 8 of Regulation 386/2012. In a presentation of the results made during the Observatory Plenary meeting of September, the company carrying out the evaluation, Technopolis, concluded that the work of the Observatory is relevant and has a positive impact, and that discontinuing its activities would have a negative impact leading to the deterioration of knowledge, difficulties for national authorities, lack of coordination, loss of multi-disciplinary and multi-stakeholder approach and the discontinuation of valuable networking groups.

15:30 – 16:45 UPDATE ON SELECTED INFRINGEMENT STUDIES AND SUBJECTS FOR THE FUTURE

- **OECD-EUIPO new studies**
- **Other upcoming studies**
- **Synthesis report**

The study on trade in counterfeit goods published jointly by EUIPO and OECD in April 2016 showed that international trade in counterfeit and pirated products represents up to 2.5% of global trade and up to 5% of EU's imports from the rest of the world. In the framework of their existing cooperation agreement, the two organisations are now working on additional studies designed to analyse the very rich data set more deeply. A study that examines the issue of transit vs. production countries for counterfeits was published in 2017. Additional studies, on Free Trade Zones, and on the characteristics that make certain countries particularly prone to be sources of counterfeits, are currently under preparation.

OECD and EUIPO are planning to continue their cooperation in the coming years to conduct further studies in this area. The broad outlines of the studies planned for 2017-2018 will be presented. The participants will be asked for their ideas for work in this programme for 2019-2020.

In addition, participants will be given an overview on other main studies that are in the pipeline, in particular the new studies included in the 2018 Work Programme. They will also be provided with an outline of the synthesis report in order to enable them to make suggestions. The synthesis report is an initiative included in the Work Programme 2017 and is meant to combine the results of the main studies carried out so far by the Observatory to form a coherent and holistic view of the counterfeiting and piracy phenomenon.

20.00 SOCIAL DINNER

Thursday 22 February 2018

09:30 – 10:30 INCREASED COOPERATION BETWEEN ENFORCEMENT AUTHORITIES

- **Europol**

Intensive cooperation and coordination between enforcement authorities at EU level has led to the seizure of millions of fake and possibly harmful products and has helped to take down several transnational criminal networks.

At the forefront of this cooperation is the Intellectual Property Crime Coordinated Coalition (IPC3), set up within the current structure of Europol, the European Union Agency for Law Enforcement Cooperation, and which has been co-funded by the European Union Intellectual Property Office (EUIPO) since July 2016.

As a result of the IPC3's success to date, the EUIPO has doubled the funding available to the unit, to enable it to intensify its work and build on the results it has achieved since its foundation. Its enhanced tasks will include: scanning of the internet; data analysis and processing; and increased training of enforcement authorities. A presentation will be given on the future multi-annual plan developed by IPC3.

- **Technical Group on IP Enforcement and Data Analysis**

In March 2016, there was a high level meeting between the EC, DG TAXUD, DG GROW, DG TRADE, OLAF, EUROPOL and EUIPO. The meeting concluded that ways to improve the exchange more of information should be found with a view to better support risk assessment. As a result, a technical group with two people from each of the participating institutions was created, aiming to become more effective in targeting the operations through the exchange of intelligence. EUIPO will provide an update on the first meeting of the above expert group.

10:30 – 11:00 Coffee break

11:00 – 12:00 OBSERVATORY MULTIANNUAL PLAN AND WORKING METHODS – WORKSHOP

The 2014-2018 Multiannual Plan of the Observatory is coming to an end and in order to align the multiannual planning of the Observatory with the EUIPO strategic planning, there will be a two-year extension of the current plan, i.e. until 2020, followed by a five-year plan embedded in the next EUIPO 2020-2025 Strategic Plan. This approach will enable to accommodate the need to (a) align with the Office strategic planning cycles, (b) complete and/or reinforce work ongoing in some of the lines of actions thus realising all expected benefits of it; and (c) implement the recommendations coming from the European Commission's evaluation.

There will be a discussion on the following topics:

- Activities to be considered for the extension of the Observatory Multiannual Plan for a further two years
- Adaptation of working methods
- New structure of working groups: number, fields of activity, participation of private sector, creation of sub-groups, etc.

The group will be split up into four to give all participants chance for brainstorming and open discussion in small groups. After the workshop there will be a plenary session with all participants during which a previously-designated rapporteur for each group will list the most relevant findings and action points.

12:00 – 12:30 Plenary session

Following the workshop participants will gather again in the main meeting room for the rapporteurs of each group to list the most relevant findings and action points.

12:30 – 12:45 AOB and closing remarks

12.45 – 14.00 LUNCH

SOCIAL AFTERNOON

At 14:30 a bus will leave from the hotel to take participants for a cultural visit to Sofia and will take them back to the hotel at 18:00.