

ECTA 28th Annual Conference

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Alvydas Stančikas
Head of Enforcement of Industrial and
Intellectual Property Rights Unit

European Commission 
Internal Market & Services DG

- Tackling IPR infringements effectively means not solely focusing on producing new legislation, but also on the strong implementation of existing laws and developing new non legislative measures.

Strategy for Europe

- Council adopted a **Resolution on a Comprehensive European Anti-counterfeiting and Anti-piracy Plan** on 25th September 2008.
- The resolution is strong political sign of the importance that Member States now attach to the enforcement of intellectual property rights

European Counterfeiting and Piracy Observatory

Four major pillars

- 1. Improving the collection and use of reliable information and data
- 2. Promoting and spreading best practice amongst public authorities

European Counterfeiting and Piracy Observatory

Four major pillars

- 3. Spreading successful private sector strategies
- 4. Raising public awareness

European Counterfeiting and Piracy Observatory Organisation

- 27 full members from MS + industry representatives
- Bi annual meetings
- Annual Observatory report

European Commission 
Internal Market & Services DG

- The Observatory itself will not be a complete solution to all the problems, we are facing, but it will certainly be a concrete step towards finding more practical solutions.
- It will rely on the very active participation of all stakeholders which is crucial for its success.

*“Unless commitment is made, there are
only promises and hopes; no plans.”*

Professor Peter F Drucker

**THANK YOU VERY MUCH FOR
YOUR ATTENTION!**

**Enforcement of Industrial and Intellectual
Property Rights Unit**

**[http://ec.europa.eu./internal_market/ipenforcement/ind
ex_fr.htm](http://ec.europa.eu./internal_market/ipenforcement/ind
ex_fr.htm)**

E-mail: Markt-D3@ec.europa.eu

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