

Engaging Audiences to Build Respect – Awareness-raising Activities

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Respect for intellectual property is critically important, but building respect need not be dry or overly serious.

On the contrary, if you want to win support from people, often the best way is to entertain as well as inform them.

That is particularly true when dealing with the young. Children and young people are a key audience for IP awareness-raising campaigns. Creativity, innovation and awareness of IP, developed at an early age, can form the basis of a well-informed IP culture later on. So it is crucial to find effective ways of connecting with young people.

This exhibition features awareness-raising projects from various WIPO member states. The range of activities is broad – from comic books, puzzles and video games to TV shows, competitions, story-telling and more – but they are united by a common approach: to gain support for their message by engaging their audience.

Municipal administrations are close to citizens and are responsible for regulating local commerce. It falls to these administrations to prosecute the local sale of counterfeit products, which infringe trademark rights and registered designs.

The “Authenticity” Project sprang from the initiative of three organizations, UNIFAB (France), INDICAM (Italy) and ANDEMA (Spain), to recognize the efforts of local councils in these three countries to protect the rights of owners of brands and commercial establishments that have to contend with the distribution and sale of counterfeit goods in the streets and in markets.

The Authenticity Project, financed by the European Observatory on Infringements of Industrial Property Rights, seeks to facilitate the making of agreements between municipalities and the three organizations for the implementation of awareness-raising activities, training for local police officers in the prosecution of intellectual property crimes and improvement of communication between brands and the authorities to make police investigations and operations more effective.

Another objective of the Authenticity Project is the creation of a network of “Authenti-cities” in Europe that cooperate and share best practices for combating the sale of counterfeits and defending local trade and brands.

So far, the following European municipalities have become Authenti-cities: Alicante, Malaga, Rome, Cervia, Paris, Cannes, Cannes, Le Cannet, Mandelieu-La Napoule, Mougins, Théoule-Sur-Mer, Antibes, Menton, Nice, Saint Laurent du Var, Saint Tropez, Vallauris, Villeneuve Loubet, Juan les Pins and Marseille.

The project will soon be extended to other European Union countries (Germany, Malta, Poland and Portugal) through their national patent and trademark offices.



One of the priorities of the European Observatory on Infringements of Intellectual Property Rights which is hosted by the European Union Intellectual Property (EUIPO) is raising awareness on the value of intellectual property rights (IPR) and the harm infringements of IPR causes to the economy and the society.

In order to be effective in this ambitious aim, a widespread, multi-angled approach directed at specific target groups is needed. Therefore, among other priorities, the Observatory is engaged in three streams of awareness raising activities. These are:

- IP in education,
- IP and youth
- IP and technology.

The IP in education project focuses on working with schools and school communities on enhancing creativity, entrepreneurship and innovation in children ages 4-18. This is carried out through specific programs and resources, which are tested and deployed with pupils and teachers, in a form of tailored trainings. This project was endorsed by the 28 EU Ministries of Education in their 22 May Council Conclusions and by the inclusion

of IP in the 2018 recommendations of key competencies for lifelong learning.

Ideas Powered is a program aimed at raising awareness of IP with young people (16-35). It is a community of young people that focuses on issues linked to creativity, entrepreneurship and innovation and empowers them to share IP knowledge with their peers.

The IP and Technology project primarily focuses on the use of blockchain technology, and is a mix between communication activities and the implementation of the technology in the fight against IP infringements. It started with the EUBlockathon2018 competition which was held in June 2018 and brought together 11 teams of the most innovative programmers to create new prototypes that can build the next level of anti-counterfeiting infrastructure. It raised IP awareness in technological communities that had not been reached before and resulted in very high social media engagement.

The Unreal Campaign is a consumer awareness initiative that seeks to raise awareness and educate youth aged 14-18 years old about the dangers of counterfeits and the value of trademarks.

The Unreal Campaign aims to teach young people about the importance of buying genuine products through awareness activities, such as:

- Social media
- Video blogs
- Information targeted specifically at teens
- Organization of student engagement sessions
- Attendance at youth-oriented conferences and events

Through these activities, the Unreal Campaign has reached over 37,700 students in 32 countries since its launch in 2012. This consumer awareness program was developed by the International Trademark Association (INTA), a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property (IP) to foster consumer trust, economic growth, and innovation.



The main priority of the Mexican Institute of Industrial Property (IMPI) is to generate awareness of the importance of IP protection. IMPI has developed three important initiatives that could be considered a reference at the national and regional (Latin America and Caribbean) levels.

1. “Por un México Original”
2. “Jornadas Expo Ingenio”
3. “Mexicanitos al Grito”

University Banner Contest: “Por un México Original”

IMPI set up a yearly campaign entitled “Por un México Original”, which, seeks to raise awareness among the general public on the importance of consuming original products, as well as the significance of respecting intellectual property rights, using posters related to the values and traditions of the country.

The winning posters in the contest are disseminated through different media with the objective of having a visual impact among the Mexican society as to the effects and implications of buying counterfeit products.

Objectives:

- Stimulate creativity and responsibility among students of the importance of consuming original products protected by a trademark.
- Encourage a culture of respect for IP rights.

“Jornadas Expo Ingenio”

Jornadas Expo Ingenio is a massive traveling series of events organized by IMPI in different cities of the country. The main purpose is to foster close encounters and effective work between providers and potential beneficiaries of IP protection, increasing awareness of the benefits of the IP system. *Jornadas Expo Ingenio* involves the participation of the local governments and the leading institutions, both educational and governmental involved in IP.

During the activities developed within “Jornadas Expo Ingenio” lectures and panels cover all aspects of IP, addressing trademarks, patents and other subjects such as industrial designs and plant varieties as elements of an integrated process to foster economic development.



“Mexicanitos al Grito”

Mexicanitos al grito® is a trademark for products for children, inspired by national traditions, that show a positive image of Mexico. A percentage of the profits obtained are used to help Mexican children.

The designs and products behind such a trademark raise positive values among the children and consequently create the same effect in adults. The distribution of these products helps to create a positive change in the social perception of piracy and counterfeiting; and also helps children to grow in a positive environment of respect for IP.





Korean Intellectual
Property Office

Raising Awareness of IP Protection

Introduction

The Korean Intellectual Property Office (KIPO) strives to enhance respect for IP by strengthening awareness of the need to avoid counterfeit goods. KIPO has collaborated with the Korean Intellectual Property Protection Agency (KOIPA) to organize competitions for IP protection, to disseminate public service advertisements, to conduct campaigns to raise awareness of IPRs, etc.

Activities to Raise Awareness of the Need for IP Protection

Competition on IP Protection

In order to raise awareness of the need for IP protection, KIPO has held a competition every year for video and posters on IP protection. Award-winning works are used in education for youth and campaigns for consumers and suppliers. The works are also posted on blogs and social media, as well as being used on online and offline media platforms.

Public Service Advertisement

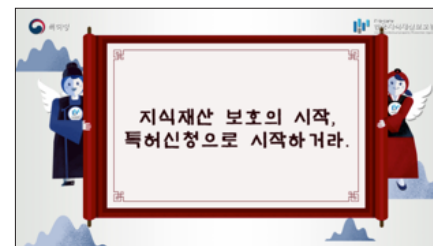
KIPO has featured public service advertising campaigns which are displayed inside elevators in business districts, subway stations and theaters as video clips, addressing topics such as preventing the theft of ideas and technologies or the consumption of counterfeit products.

IP Protection Campaign

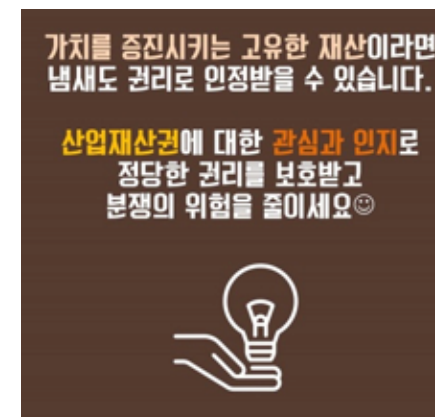
In cooperation with related organizations and leading colleges, KIPO has promoted campaigns to cultivate a culture of respect for IP. Campaigns aimed at eliminating the distribution of counterfeit goods are conducted, especially in areas where it takes place frequently. The message of IP protection is spread by encouraging the participation of local MSMEs and consumers.

Future Plan

The rapid changes in society bring a greater need for awareness of IP. KIPO will continue its commitment to advocate for and expand IP protection to individuals worldwide who seek to advance their careers, build stronger businesses, and enhance creativity.



Video



Card news



Preventing theft of ideas and technologies



Preventing counterfeit products





Intellectual Property Office

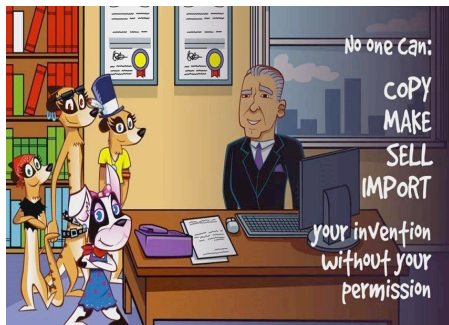
UK educational resources – Cracking Ideas

The Cracking Ideas website www.crackingideas.com hosts a comprehensive range of resources, lesson plans, interactive tools and videos. These are linked to the education curriculum in key courses and are designed for students, teachers and lecturers. A selection is described below.

Age 4-7

Nancy & the Meerkats

Presents themed activities and lesson plans to support and develop students' understanding of copyright, trade marks and the importance of respecting IP.



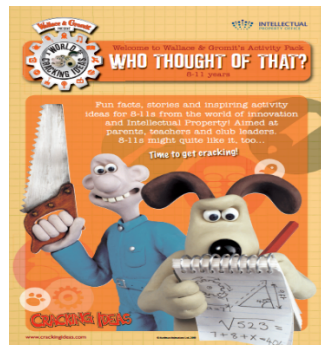
Shaun's Cracking Design Challenge

Introduces children to the concept of innovation. Highlights ways in which they might use innovation in their everyday lives and provides the opportunity to consider how some household products may have been designed.

Age 8-11

Cracking Ideas Lesson Plan

An energetic and thought-provoking one-hour lesson plan that encourages innovation and practical problem-solving.



Linked to Design & Technology pupils understand that innovation is an idea turned into a working solution that meets a real need.

Age 12 -16

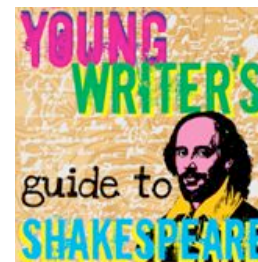
Cracking Ideas Lesson Plan

90-minute lesson plan focused on engaging students with the challenges and opportunities of product design. Ideal for use in Design & Technology, but has relevance to Business Studies, History ICT and other subjects.



Young Writers Guide to Shakespeare

Raises awareness of the consequences of copyright and plagiarism using current issues. Helps equip students with skills to become a playwright and create their own entertaining Shakespearean-themed soap opera! Developed by National Schools Partnership in association with the Authors' Licensing and Collecting Society (ALCS).



Age 14-16

Vin Diesel's Socks

For students to consider the impact and ethics of film piracy, the consequences of downloading a film illegally and the impact of film piracy on the creative industries and creative individuals, including themselves.

Business Battle

An educational activity to support teachers in teaching Business Studies through a game of cooperative and competitive play.



Inspiring Innovation

Produced by the Design and Technology Association, the resources, lesson plans and activities help students to better understand the role of IP and how to protect their ideas/innovation and make sure they're rewarded.



Inspiring innovation

Intellectual property in product design



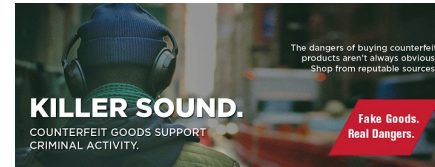
Inspired, in part, by campaigns presented before the Advisory Committee on Enforcement, the USPTO examined recent government and private IP awareness building activities and strategic campaigns with the goal of shaping future USPTO campaigns.

USPTO's most recent large, domestic IP awareness campaign was a 2007-09 campaign entitled "Inspiring Invention." The campaign's primary focus was introducing children aged 8-11 to IP. The winning entry was entitled "Lost Cat Magnet," and appeared in advertisements distributed nationally.

More recently, the USPTO has focused on localized campaigns in international markets. A campaign entitled "Tourists at Risk from Counterfeit Medicines" was launched in Thailand by the USPTO Regional IP Attaché for Southeast Asia in 2013-15. Under the tagline "Fake Drugs Kill," this campaign aimed to promote awareness about risks of counterfeit medicines among foreign tourists. Campaign posters were viewed an estimated 40.5 million times, discounting social media distribution.

Other U.S. government agencies have promoted IP awareness campaigns, including U.S. Customs and Border Protection (CBP), which ran a campaign during the 2017 holiday shopping season. CBP's campaign targeted travelers at six U.S. airports with the tagline "Fake Goods. Real Dangers." The campaign sought to address impacts of purchasing counterfeit goods, including the loss of American jobs and support of criminal activity. More information is available at www.cbp.gov/FakeGoodsRealDangers.

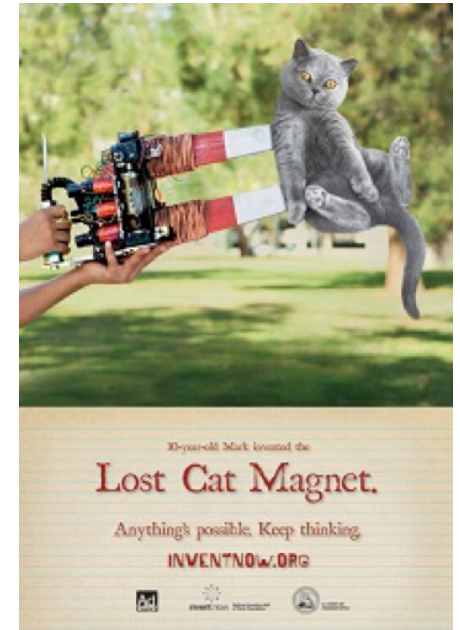
This summer, the USPTO launched a contest on July 27, 2018 soliciting short videos on the topic of counterfeiting. The contest will be open to the general public, including targeted youth categories, in the U.S. The USPTO plans to select one or more video submissions for integration into a larger anti-counterfeiting public service campaign in 2019. More information is available at www.uspto.gov/tmvideocontest.



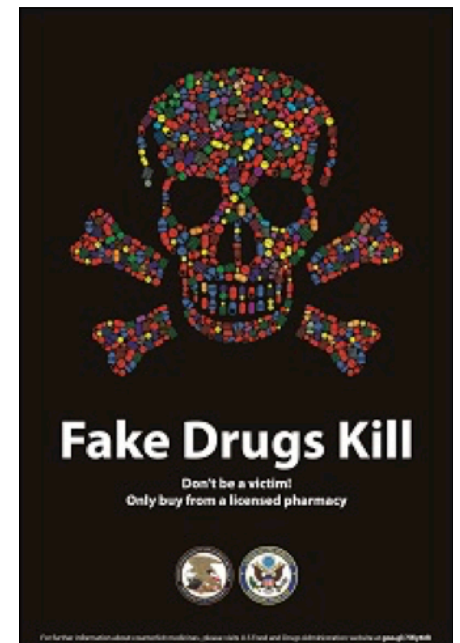
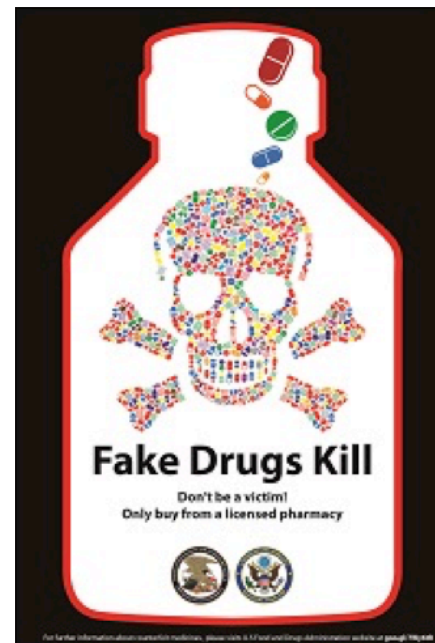
Sample "Fake Goods. Real Dangers." Poster Advertisement



USPTO 2018 Video Contest – Consumers Combat Counterfeits Advertisement



"Lost Cat Magnet" Still Image Advertisement



"Fake Drugs Kill" Poster Advertisements