

IPR enforcement by SMEs

Recent EC developments in strengthening the enforcement of IPR



European Commission
Enterprise and Industry

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IPR enforcement legislation

- Council Regulation 1383/2003 on customs action against IPR infringement
- Directive 2004/48 on the enforcement of IPR
- Proposal of a Directive COM/2005/276 on criminal measures aimed at ensuring the enforcement of IPR

Origins

- EU businesses face tough global competition
- Response - Innovation and IPR

EU support:

- Industrial Policy
- Studies
- expert group recommendations

Current situation

- SMEs: unprepared, losing markets
- Administrations: unaware of SME needs
- Support: patchy
- Uncoordinated enforcement and support

Complete set of support

- Initial Information, Signposting
- Dedicated Information Provision
- Dedicated Services
- Professional Advice
- Training
- Actions by Business Associations and International Liaison

Case studies

- Part of bigger innovation picture: (FI TEKES, IAC Scotland)
- Be prepared (Pre-diagnosis, Technology Watch)
- Do it together and do it better: (UK IPO, Messe Frankfurt)

Recommendations to IP offices

- Know and understand SME needs
- Provide specialised support
- Engage in the co-ordination of IPR enforcement support
- Raise awareness of all IPR and the whole cycle
- Link with intermediaries

Recommendations to Intermediaries

- Integrate IPR with innovation support and business planning
- Raise awareness of all IPR and the whole cycle
- Provide good initial support
- Signpost to the best ones
- Link with professionals

Dissemination strategy

- IPeuropAware
- EEN
- Conference – 27 April
- DG MARKT Anti-Counterfeiting event

Thank you

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