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ENFORCEMENT: ECONOMIC STAKES AND IMPLICATIONS FOR COMPETITIVENESS AND INNOVATION

Conference on Industrial Property Rights in the Internal Market
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Richard Heath, VP Legal - Global Anti-Counterfeiting Counsel, Unilever
President Elect INTA

Abstract

Representing both Unilever and the International Trade Mark Association this talk will outline the current landscape on the broad economic and social impact of counterfeiting & piracy both in the European context and at the wider global level.

After a brief historical introduction of the topic and the organisations I am representing the following subjects will be covered in more detail:-

Key Economic Indicators:

Decrease of investment in R&D
Impact on employment
Loss of consumer confidence
Cost to business in terms of protecting their IP

The talk will then go on to review the unresolved challenges and what needs to be done to develop more effective Public Private Partnerships; the key developments at EU institutional level and will call for stronger Customs regimes and criminal sanctions. European involvement in the plurilateral treaty negotiations, the new European Observatory on counterfeiting and the Competitiveness Council Resolution on counterfeiting will all be briefly acknowledged and discussed.

Finally a review of recommendations will be made together with a suggestion of four strategic pillars to turn commitments into action.