



My thoughts through February have been drawn to IPO goings-on in sunnier climates. Whether that is a sub-conscious response to the delightfully rainy weather we've endured of late, or entirely caused by the storm of international activity we've seen within the IPO is for you to judge, but this edition of IP Connect may well sway your conclusion. Looking through the articles you can't help but

be aware of a distinctly international theme. You'll see reports on a new co-operation roadmap with the EPO, on work to aid collaboration between UK and Korean Universities, on tech transfer workshops in Southern Africa and on sharing experiences with Brazil ahead of the World Cup this year and the 2016 Olympics.

You'll also see updates on the International IP Enforcement Summit that the UK will host in London this June and on the fabulous results being delivered through our collaboration with Interpol and Europol as part of the Opson operation to tackle fake food and drink. The sense that I get is of an IPO that is a leader on the global stage – a key partner and collaborator for developed and developing nations alike.

As ever, IP Connect aims to keep you in touch with all that's going on within the IPO – whether at home or internationally – giving you the headlines with links to more detailed documents. If you have ideas about how we might improve the format or the content or would like to give more general feedback, do get in touch by [clicking here](#).

**Rosa Wilkinson,**  
**Director of Innovation and Strategic Communications**

## Innovation

### Boost for businesses and inventors as UK signs new co-operation with EPO



New cross agency co-operation between the UK and Europe was **agreed** today by the UK Intellectual Property Office and the European Patent Office.

The 'Co-operation Roadmap' was signed during a meeting with Intellectual Property Minister, Lord Younger and President Battistelli from the EPO. The agreement outlines a better working framework between

the two agencies and will also allow UK businesses to have increased access to patent information in Europe.

IP Minister Lord Younger said: "The Intellectual Property Office has seen a 6% rise in patent search requests this year, which just goes to show that the UK is a nation of inventors. Our businesses with a creative and innovative approach are thriving, and this agreement will allow UK firms to have greater ability to expand their ideas into the European market."

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## IP Bill update

Report and Third Reading will provisionally take place in the House of Commons on 12th March. The debate will be after Prime Minister's Questions and is limited to 2 hours for Report and 1 hour for Third Reading. The Bill will then be sent back to the House of Lords, who will consider the Government's amendments on a date to be announced.

You can follow the [progress of the Bill here](#), or visit the page [on the IPO website here](#): for more information.

## International

### New toolkit to help UK and Korean universities and industry manage IP in collaborative research projects finalised

The IPO and the Korean Intellectual Property Office recently held a joint workshop to finalise the development of an IP toolkit to help UK and Korean universities and industry to manage IP in collaborative research projects.

The aim of the toolkit is to allow non-IP experts to be able to negotiate an agreement on the handling of IP prior to starting a collaborative research project and without needing to spend additional resources on IP advisers. This should stimulate further joint UK-Korea research.

The IPO and the Korean Intellectual Property Office have been working with Korean and British experts and academics to create the IP toolkit.

The one day workshop was a final stage in the process of defining model agreements that take both UK and Korean practices and legal frameworks into account. Discussions centred on the scenarios which the model agreements should cover and the ways to promote the toolkit.



The new toolkit will be based around the Lambert toolkit model but simplified for ease of use: This means that the toolkit will have only three model agreements based around three different collaborative research scenarios. In the first model, a university will

own the intellectual property rights and grant a licence to industry. In the second, the industry partner will own the intellectual property rights but the university may use them for academic purposes. In model three, management of IP in a university with university collaboration will be outlined.

All three agreements will have guidelines and advice on how to use them woven into the text of the agreements enabling non-IP experts to use them. Although the three agreements will not cover every possible scenario, they should provide a useful guide for IP management.

The toolkit will now be translated and reviewed by the President's Committee on IP in Korea. It is set to be launched in mid March and will be accessible on the IPO website. We'll provide an update in the next issue of IP Connect.

### IPO supports tech transfer workshops in Sub-Saharan Africa

The IPO recognises the benefit of providing support to developing countries to understand and use the global IP system. This in turn encourages trade in both directions in knowledge-intensive markets. In the longer term this can also help create investment climates for UK businesses.

Recently, the IPO identified need for capacity building within the wider Sub-Saharan region. Specifically, to provide training in basic IP management and technology transfer in Southern Africa to enable institutions to participate actively in the global knowledge economy.



Working in partnership with a South African Non Governmental Organisation, SARIMA (Southern African Research and Innovation Management Association) and SAIS (Southern African Innovation Support Programme), the IPO is helping to facilitate three workshops providing introductory training on basic IP and technology transfer in sub-Saharan countries.

The first seminar covered basic IP and tech transfer and took place in Lusaka, Zambia on the 4-6th February 2014. The IPO fielded a UK IP expert,

Dr Tony Raven from Cambridge Enterprise, to co-facilitate and provide pro bono expert advice on commercialisation methods.



The workshop was opened by Dr Patrick K Nkanza, Permanent Secretary at the Zambian Ministry of Education, Science, Vocational Training and Early Education. He is responsible for science and technology, technical and vocational education, and higher education. Attendees also included the Vice Chancellor of the University of Zambia along with 4 of the Deans, as well as the Directors of the local IP Offices. After this positive start further sessions are planned for Botswana and Namibia in the near future.

## IP Attachés

### UK shares IP expertise with Brazil

As part of ongoing work to share the UK's experiences of hosting the London 2012 Olympics, in February, the IPO's attaché in Brazil (Sheila Alves) ran a joint project with the Brazilian Authorities to discuss IP issues ahead of the Brazil World Cup (2014) and Rio Olympics (2016).



The event provided several opportunities: to strengthen

ties with Brazil in the business and IP spheres and support the UK's desire to work with Brazil in delivering these major sporting events. Sharing the experience of London 2012's protection of the Olympic brand should encourage Brazil to champion a constructive approach to IP rights not only for these specific events, but in also demonstrating the benefits that a long-term well-functioning IP regime can bring.

Three events took place (two in Rio de Janeiro and one in Brasilia) and included civil servants from the National Council to Combat Piracy (CNCP); the Ministry of Sports; the Ministry of Development,



Industry and International Trade, in addition to other government institutions related to the events. Two lawyers (formerly of LOCOG) who were heavily involved in preparing the UK's IP provisions around London 2012, hosted these events.

The topics covered within these areas included amongst other things; LOCOG's setup, the challenges they faced, brand protection including education and enforcement, how to engage with business to get the best results, protection against fraudulent ticketing, and operational procedures when the games were taking place.



Feedback from the events has been extremely positive and the Brazilians were hugely impressed by the amount of work the UK did in preparation for the Games. The events have imparted a great deal of knowledge about what is required to deliver a large sporting event that is compliant with the requirements of the governing bodies and importantly, also how to protect consumers from counterfeit products of all varieties ranging from sub standard merchandise to counterfeit tickets.

# Enforcement

## Thousands of tonnes of fake food and drink seized in Interpol-Europol operation



More than 1200 tonnes of fake or substandard food and nearly 430 000 litres of counterfeit drinks have **been seized** in an Interpol-Europol coordinated operation across 33 countries in the Americas, Asia and Europe.



Photo: Europol

Operation Opson III was conducted over December 2013 and January 2014. It targeted organised crime networks behind the illicit trade in counterfeit and unregulated food and drink. The operation recovered than 131 000 litres of oil and vinegar, 80 000 biscuits and chocolate bars, 20 tonnes of spices and condiments, 186 tonnes of cereals, 45 tonnes of dairy products and 42 litres of honey. In total 96 people were arrested or detained with investigations continuing in many countries.

The UK's involvement with Europol and Interpol has stepped up a level this year. Traditionally, the UK has had a different profile in respect of counterfeit foodstuffs. The common commodities to be faked in the UK have been alcohol (either wines or spirits). The IPO **leads jointly** with the UK Food Standards Agency and set a target this year of raising awareness of the problem.

A typical intervention took place in Scotland, where a 40 foot lorry load of fake vodka was seized. The load totalled 17,156 litres of counterfeit Glen's vodka, involving duty and VAT of £269,300.65. A number of seizures across the UK were undertaken by trading standards enforcing consumer protection legislation.

The key aims of Opson (meaning food in ancient Greek) are the identification of the organised criminal networks behind the trafficking; development of practical cooperation between the involved law enforcement, food and drug agencies and private

companies; and to raise awareness of the dangers posed by counterfeit and substandard foods. The full report is expected to be published in April this year.

## UK to host International IP Enforcement Summit in June

IP crime is a real, everyday, crime. The trade in fake goods and the illegal streaming of digital content undermines legitimate traders and creators, and can have an impact on real and virtual communities as investment and activity declines.

The growth of the global market through the use of technology and the internet has made the sale of counterfeit products and services much easier, and much more attractive to organised criminal groups who are involved in other serious illegal activities such as drug and people trafficking. Some sources estimate that it will cost the global economy up to \$960 billion a year by 2015.

The UK has the best IP enforcement regime in the world, according to the US Chamber of Commerce. Tackling IP crime is so important that the UK has put it at the top of the national policing agenda. IP crime is not just a local problem, but an issue without borders where an increasingly co-ordinated strategy is required. To promote better collaboration, the sharing of best practice and develop greater public awareness the IPO is hosting a major summit in June this year, in partnership with OHIM and the European Commission.



Lord Younger, UK Minister for IP, will host a programme with key speakers from a wide range of sectors, from the creative industries through to major brands, from the international enforcement community and national governments. The summit will provide a vital platform to accelerate international co-operation in tackling IP crime. It will also showcase the UK's leading role including the groundbreaking IP Crime Unit run by the City of London Police, and demonstrate why the UK is a centre of excellence for IP-rich industries and a place for companies to invest. [Click here](#) for more details.

# Copyright

## New service makes it easier for consumers to understand online copyright laws

Flickr, Facebook and Instagram have become such a part of our everyday lives that sometimes people can forget the need to stay on the right side of the law when using images and photos online. Situations such as copying one of your friend's photos on a social media site can lead to copyright infringements if people are not careful.

To help consumers understand copyright law better and use online services with confidence, the Government has published guidance through its new **'Copyright Notices Service'**. It covers things to be aware of when uploading and using images on the internet. This includes advice for situations where you want to use photos taken by a professional photographer or issues to consider before uploading to social media sites.

IP Minister Lord Younger said: "We want to make it easier for everyone to understand copyright law. Every day, people of all ages use photos and images online through social media platforms such as Flickr, Instagram and Facebook, and it is important that they understand how copyright law affects them. You might be breaking the law without even knowing it.

"That's why we've created a simple guide based on questions to the new Copyright Notices service. It is an innovative way to clarify and simplify the complexities around copyright law, and this notice will help people to use images on the internet with greater confidence."

The new Copyright Notice is the first in a planned series that will unlock the difficulties of copyright law and how it affects consumers and businesses in their everyday lives and activities. The IPO will produce new notices in response to specific problems faced by users and rights holders. You can let us know your thoughts on the copyright notice by [taking part in our survey](#).

## New EU Agreement on Collective Rights Management and cross border licensing of online music



The UK Government **has welcomed** the adoption of the Collective Rights Management Directive (on 20th February). This European agreement aims to simplify the licensing process across the EU and strengthen the protections for rights holders.

The measures should boost UK's thriving creative industries, which account for 1.6 million jobs and more than 5% of the UK economy.

Its implementation is likely to have a significant impact on the functioning of the Single Market through the introduction of improved standards of operation for all EU collecting societies and the creation of a more efficient framework for cross-border licensing of online music services (such as music download services or streaming services.) This will make it easier for those services to cover multiple territories as well as large catalogues of music, increasing the offers available in the EU.

IP Minister Lord Younger said: "The UK has a world class music sector which supports thousands of jobs across the country. The very fact that we are 1 of only 2 net exporters of music in Europe underlines its importance.

"This deal should be seen as a positive step taken by the European Commission and I welcome this agreement. By simplifying cross-border licenses we are making sure that we continue to do all we can to support this thriving industry."

The UK welcomes the changes which will mean the process for licensing music across the EU will be more efficient. This should help improve access to legitimate EU-wide online music services and will also introduce minimum standards of conduct for all EU collecting societies - the bodies that license copyright and collect royalties.

## UK Government publishes response to Commission Copyright Consultation



The UK government has responded to the European Commission's **consultation** on EU copyright rules. Its **response** (95Kb) takes account of a 2013 public call for views on copyright in Europe and representations from stakeholders on the consultation itself, both coordinated by IPO. The UK response stresses the importance of copyright, the UK's desire to see a robust, flexible and modern copyright framework, and the need for any proposals to be grounded in good evidence.

The European Commission's public consultation on 'The Review of the EU Copyright Rules', closed on 5 March 2014. This invited stakeholders to share their views on areas identified in the Communication on Content in the Digital Single Market (**IP/12/1394**), i.e. territoriality in the Single Market; harmonisation; limitations and exceptions to copyright in the digital age; fragmentation of the EU copyright market; and how to improve the effectiveness and efficiency of enforcement while underpinning its legitimacy in the wider context of copyright reform.

### Orphan Works: Next steps

The Government's consultation on orphan works **Copyright Works: Seeking the Lost** closed on Friday 28 February. The consultation sought public opinion on how the proposed UK orphan works licensing scheme and the transposition of the EU Directive on certain permitted uses of orphan works would work in practice.

Responses to the publication should be available for publication in the next few weeks, and a full Government response will follow on from this in May. It is intended that regulations to establish a UK orphan works scheme and to implement the EU Directive could be laid for Parliamentary consideration this Summer, for commencement in October 2014.

The IPO will continue to liaise with sector-specific groups on various aspects of the domestic orphan works licensing scheme – diligent search, pricing and licensing. If you have further questions about the consultation and next steps, please email [copyrightconsultation@ipo.gov.uk](mailto:copyrightconsultation@ipo.gov.uk).

## Trade Marks

### Consultation: Re-introduction of fast track procedure

The IPO **is consulting** on whether there is a need to reintroduce the fast track service for Trade Marks. A new electronic case management system was introduced in April 2013. This has resulted in standard procedure applications being examined in approximately 15 days.

Given there is a higher cost (£300 premium) associated with the fast track procedure, the IPO is looking to find out if there would be a demand amongst users of the trade mark system for the reintroduction of the fast track system.

If the view of users is to reject the reintroduction of the fast track procedure at this time, the Office would of course keep the issue under review and reconsider the matter if the time for examination were to reach levels where a fast track procedure would be more attractive. The consultation closes on 15 April 2014 and the outcome will be published in due course.

### Customer events

Last year the IPO refreshed the Customer Visit Programme. We visited 21 firms and businesses who use our Patent and Trade Mark services. These visits gave us the opportunity to highlight our new services and listen to feedback and suggestions on how we might improve our services. As previously reported in *IP Connect*, a full report on last year's programme can be **found here**.

Feedback is very important to us. We take every opportunity to listen to our customers, whatever their size. We are aware that many smaller IP firms or those sole practitioners have a valuable contribution to make that goes beyond completing formal surveys or responding to consultations.

On 9 April 2014 we are hosting a special customer meeting at BIS, 1 Victoria Street, SW1, London between 15:00 and 17:30. We would like to tell you about the Patent Prosecution Highway and our new E-Renewals service. If you would like to attend the meeting, please email [nigel.hanley@ipo.gov.uk](mailto:nigel.hanley@ipo.gov.uk) with your name and firm by 26 March 2014.

# Events Calendar

Below is a list of forthcoming IP events which may be of interest to you or your clients/members.

<http://www.ipo.gov.uk/events>

11 March 2014		<a href="#">Ask the expert - protecting my idea</a> 	Birmingham
11 March 2014	08:00 - 11:30	<a href="#">Free workshops for SMEs about Government support for R&amp;D and Innovation</a>	Cambridge
11 to 12 March 2014		<a href="#">IP Protect Expo</a>  (335Kb)	Islington
11 to 13 March 2014		<a href="#">IP Master Class - Fully booked</a>	Newport
12 March 2014	12:15 - 17:00	<a href="#">Annual seminar - UK update and Chinese practice</a> 	London
12 March 2014	14:30 - 16:30	<a href="#">An introduction to licensing seminar</a> 	London
18 March 2014		<a href="#">Ask the expert - protecting my idea</a> 	Bristol
18 March 2014	08:00 - 11:30	<a href="#">Free workshops for SMEs about Government support for R&amp;D and Innovation</a>	Leicester
19 March 2014		<a href="#">Protecting your idea - intellectual property</a>	London
20 March 2014	10:00 - 16:00	<a href="#">LDEX - Lewes Expo</a> 	Lewes
28 March 2014	09:00 - 13:00	<a href="#">Ask the expert</a> 	London
3 April 2014	08:00 - 11:30	<a href="#">Free workshops for SMEs about Government support for R&amp;D and Innovation</a> 	Reading



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