



January and February can seem like strange months. The festive season is over, but it's still too dark and chilly to feel that 2014 is truly underway and that Spring will ever call a halt to the rain. For many, the only solution is hibernation! Not so for team IPO. The start to the year has been abuzz with action linked to the progress of the IP Bill through Parliament, discussions

around the Banking on IP report we saw last year and preparations for high profile events like the launch of the **Music Inc. app** which will help educate young people about the music business and build respect for IP rights.

Elsewhere, our Enforcement team has been striking up new relationships, bringing people together and shaping up the programme for this Summer's first ever International IP Enforcement Summit in London.

Our International Directorate has been pushing forward arrangements for the Unified Patent Court and our Rights Granting teams have continued to cope with high application volumes. It's never a struggle to find news to report! As ever, IP connect will continue to keep you in touch with all that's going on within the IPO, giving you the headlines with links to more detailed documents.

If you have thoughts on improving the format or content, do let us know by [clicking here](#).

Rosa Wilkinson,
Director of Innovation and Strategic Communications

Innovation

IPO launches music manager game Music Inc. with UK Music



Music Inc. Logo

A brand new free app Music Inc., allowing players to take on the role of an aspiring musician and experience the highs and lows of a career in the music industry, has been **launched**. The result of collaborative effort by UK Music, the Intellectual Property Office (IPO) and Aardman Animations, the app will educate younger people on the effect that music piracy has on the industry.

Speaking at the launch, IP Minister Lord Younger commented: "The UK has a world leading music industry with globally recognised artists, something we should be proud of. But getting the protection of their work and its value right is vital for a vibrant and successful future."

"Young people have an important role to play in this success. We must make sure they understand and respect copyright. Music Inc. is an exciting and engaging collaboration with UK Music and Aardman Animations that will help capture their imagination and encourage them to think about

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Photo: UK Music

Music Inc. launch event at Burlington Danes Academy.

copyright and its importance to the creative industries.”

The game has been designed to give young music fans an insight into the modern music industry and to educate them on specific challenges thrown up by the digital market and copyright infringement. This is the first time Government and the music industry have collaborated to create a game that focuses on educating young people on how the industry works and how creators earn money for their work.

Music Inc. is available for iOS and android devices free of charge from the Apple and Android Stores.



Music Inc. App

International

IP Attaché Programme - Evaluating their impact and success

The IPO attaché network has been active for just over 2 years and has engaged with a significant number of organisations and businesses and provided direct assistance to companies on dozens of IP issues. In order to fully understand the effectiveness and impact the network has had, the IPO are undertaking a comprehensive and independent evaluation of the network dating back to its inception in November 2011.

This evaluation will focus on the ability of the network to hit its three key targets, namely:

1. Support to UK business;
2. Increase awareness of the importance of IP;
3. The ability of the attaches to influence IP policy making in key markets.

This evaluation will be undertaken by **Tuned In**, a consultancy who specialise in running online communities to facilitate such evaluations. To best engage with business in all 4 of the key markets (China, India, Brazil, SE Asia), Tuned In will construct and facilitate online platform by, allowing those who have used the network to give feedback on the attaches' influence over their key deliverables. The feedback will be confidential and for internal use only.

To get the most from this evaluation, we want feedback from all companies, organisations or individuals who have had dealings with the attaché network either domestically or internationally. If you would like to take part in the online community then please **send an email** to register your interest now.

We will ensure that you receive an invitation to the online community when it is established, so you have the opportunity to engage further.

IP Bill completes Committee Stage in House of Commons

The IP Bill contains measures to improve and simplify the law on designs and patents. It was considered by a Public Bill Committee in the House of Commons on Tuesday 28th and Thursday 30th January.

The Committee debated the Bill in detail; the sessions are available on **Parliament TV**. The Government was able to improve the Bill by clarifying the qualifications for holders of unregistered design right and better defining the criminal sanctions for registered design infringement. The debates also covered online infringement and lookalike packaging.

The next stage of the Bill is Report and Third Reading, which will take place in the main chamber of the House of Commons at a date yet to be announced. You can follow the progress of the Bill [here](#) or visit the page on the IPO website for more information.

Enforcement

IP Crime Group welcomes IP Minister and PM's IP Advisor



On Wednesday 29 January 2014, the IP Crime Group (IPCG) welcomed IP Minister Lord Younger and the Prime Minister's Advisor for IP, Mike Weatherley MP, to a group meeting in London.

The group, made up of representatives from across industry, enforcement agencies and the government heard their views on the impact of IP crime and how best it should be tackled.

In return, the Minister and Mike Weatherley were briefed on the Group's work. This included educating the public, employing long lasting measures for reducing IP crime online, and many examples where law enforcement has taken decisive action to tackle such criminals and bring them to justice.

The Group meets bi-monthly to hear updates from each sector on work to tackle IP crime, discuss policy issues, identify strategic priorities and raise awareness of IP crime.

The IPCG produces an [annual IP Crime Report](#) on the impact of IP crime in the UK and work done by members to tackle it. It includes an overview of the impact that IP crime has on the UK, the effects on the economy, consumer safety, and links between IP crime and other types of crime.

The IPO provides the secretariat function for the IP Crime Group. If you would like any further information please contact ipcrimegroup@ipo.gov.uk

Kenya Anti-Counterfeit Agency visits IPO



At the end of January, the IPO hosted a delegation from the Kenyan Anti-Counterfeit Agency (ACA). As the ACA is a relatively new organisation, starting its operations in June 2010, part of the visit was about benchmarking against the

UK's more established IP enforcement regime, and to learn from our experiences in tackling IP crime.

The ACA met with representatives from the IPO's enforcement team, Her Majesty's Revenue and Customs (HMRC), the National Crime Agency (NCA), National Trading Standards Board (NTSB), the Police Intellectual Property Crime Unit (PIPCU), and the Medicines and Healthcare products Regulatory Agency (MHRA).

Issues discussed included:

- the coordinated approach to IP enforcement between government agencies, law enforcement and industry in the UK;
- the role of different agencies in intelligence gathering and how the UK agencies share intelligence;
- and tackling counterfeit currency and falsified medicines.



In a separate meeting with the Federation Against Copyright Theft (FACT) the delegation heard how industry play their part in investigating IP infringement.

Anecdotal evidence indicates that the private sector in Kenya loses over \$500 million annually through counterfeiting, while the Kenyan Government loses over \$200m annually in tax revenues. Most counterfeits are imported, and, like the UK, the majority are believed to come from China.

UK IP Delegation to China 2014



Colleagues from the IPO, the National Crime Agency (NCA) and Police Intellectual Property Crime Unit (PIPCU) recently travelled to Beijing and Shanghai to meet China's police and security authority, the Ministry of Public Security (MPS) and the General Administration of China Customs.

The delegation (photo below) comprised: Mick Dockree (NCA), Rob Stirling and Matt Mountford (PIPCU), and the Head of the IPO's Intelligence Hub, Huw Watkins. The visit was co-ordinated by Annie Norris, NCA Attaché with assistance from our IP Attaché, Tom Duke.



The first visit was to Customs HQ, where discussions were around engagement and information sharing. This was followed by a visit to the MPS for discussions with their IP deputy director.



Both meetings were very positive. There was an information exchange, part of which stemmed from some analytical work undertaken within the Intel Hub. This work identified Chinese consignors responsible for importing counterfeit goods into the UK.

At a meeting with the Economic Crime Investigation team at Shanghai, a request was made for assistance in locating and building a case against two IP criminals in the UK. This work is ongoing.

Overall, the visit was a fantastic opportunity for the UK delegation to engage with counterparts in China. The interpreters were kept very busy as there were some lively debates.

A formal invitation was offered to the Chinese officers to visit the UK, supported by the National Crime Agency.

This visit, likely to take place in March 2014 will also be an important step in securing co-operation between both countries.

'Counterfeit: Don't buy into organized crime' campaign launched by UNODC



A new global campaign, 'Counterfeit: Don't buy into organized crime' launched by the United Nations Office on Drugs and Crime (UNODC) aims to raise consumer awareness of the \$250 billion a year illicit trafficking of counterfeit goods. It informs consumers that buying counterfeit goods could be funding organised criminal groups, puts consumer health and safety at risk and contributes to other ethical and environmental concerns.



The campaign is centred around a **Public Service Announcement** which was launched on the NASDAQ screen in New York's Times Square and was aired on several international television stations. The campaign urges consumers to 'look behind' counterfeit goods to boost understanding of the serious repercussions of this illicit trade.

The illicit trafficking and sale of counterfeit goods provides criminals with a significant source of

income and facilitates the laundering of other illicit proceeds. Additionally, monies received from the sale of counterfeit products can be channelled towards the further production of fake goods or other illicit activities. [Click here](#) to read more about the campaign.

Copyright Consultations

Reminder: Technical Consultation on draft regulations for orphan works

The technical [consultation](#) looking at draft secondary legislation implementing a domestic orphan works licensing scheme and the EU Directive on certain permitted uses of orphan works (2012/28/EU), closes on 28 February 2014.

This consultation is on the draft secondary legislation. The Government is inviting respondents to submit comments on the legal effectiveness, structure and effect of the draft secondary legislation only. The overall policy is outside the scope of this consultation.

The Government's orphan works scheme aims to address the issue of reproducing works when rights holders cannot be found. Alongside the UK scheme, the Government is implementing the EU orphan works Directive which will allow publicly accessible archives to digitise certain works and display them on their websites for access across the EU.

Orphan works are copyright works (such as books, photographs, films and music) for which one or more of the copyright owners cannot be found. If someone wants to copy a work to use it in a book, an exhibition, on a website or in a documentary, they need to obtain permission from the rights holders (creators, publishers, broadcasters etc). At present, if the work is an orphan then it cannot be reproduced lawfully.

Public Consultation: Review of EU copyright rules - deadline extended until 5th March



Following representations by the UK and other stakeholders, the European Commission has extended to 5

March, the deadline of the public consultation 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.

In its [Communication on Content in the Digital Single Market](#), the Commission set out two parallel tracks of action: the completion of its on-going efforts to review and modernise the EU copyright legislative framework as announced in the Intellectual Property Strategy "A Single Market for Intellectual Property Rights" ([IP/11/630](#)), while facilitating practical industry-led solutions through the stakeholder dialogue Licences for Europe ([IP/13/1072](#)) to issues on which rapid progress was deemed necessary and possible

[Click here](#) for more information.

Trade Marks

Fast track procedure update

A new fast track opposition procedure to reduce the cost and time burden of filing oppositions was introduced by the IPO in October 2013. The fast track allows a business to oppose the registration of new trade marks if the mark appears to be the same as, or too similar to their own existing national mark.

Latest figures show that, up until mid January, the IPO had received 54 fast track oppositions since October 2013. Of these, 13 have been resolved by the applicant or the opponent withdrawing the registration. The first contested decision is expected soon. Around 10% of opponents are using the fast track so far.

The fast track seeks to improve access to opposition proceedings by reducing the cost, complexity and increasing the speed at which business, specifically SMEs, can protect their trade mark rights. Business will be able to invest in their trade marks knowing that they can oppose any future conflicting national marks at a cost proportionate to the dispute at stake.

The fast track is intended to benefit business by improving access to opposition proceedings at a cost proportionate to the complexity and value of the matter at stake. The fast track provides a faster, cheaper and less complicated way for business to protect their trade marks.

[Click here](#) for information about how to oppose using the fast track procedure.

Innovation

IP Finance - Banking on IP? Business roundtables

The IPO has hosted a series of roundtables with representatives from finance providers, businesses and their advisors, following the publication of the [‘Banking on IP?’ report](#).

The report was [launched](#) by Business Secretary Vince Cable in October 2013 and examines the challenges faced by IP-rich SMEs trying to access finance. To address these challenges, the report recommends a series of steps including:

- creating a toolkit to help SMEs, lenders and other financiers identify, understand and make more effective use of their IP;
- making it easier for businesses to show what IP they have when looking for funding;
- developing templates and providing advice which help banks and others understand the cash flow and business value of IP; and
- supporting the development of more accessible and effective IP marketplaces.

It also recommends ways to help businesses, particularly SMEs, seek investment from banks to protect and invest in their IP and examines how to give banks the right information and support to value IP correctly.

The roundtables generated lively discussion, with participants recognising the picture painted in the report. The IPO is drawing up an action plan that will be published with the Government response in the spring.

Updating the Lambert toolkit

The IPO convened the first meeting of a practitioner group to update the Lambert toolkit on Friday 31 January. An evaluation of the toolkit published last year identified a number of areas where it can be improved and the group includes representatives from different universities, businesses and technology sectors to make sure the updating work is relevant to all of those who use the toolkit.

The group had fruitful discussions and will be working together over the coming months to develop improvements which will then be shared with a wider interest group before being rolled out as an updated toolkit. IP Connect will keep you updated on progress of this work.

Business Outreach

Dragons’ Den entrepreneurs boost UK’s innovation

As a new wave of budding entrepreneurs return to BBC’s Dragons’ Den, IP Minister Lord Younger called on aspiring inventors to make sure they know their intellectual property (IP) rights.

This comes as the demand to protect ideas, inventions, creative works and brands continues to grow in the UK. In 2013 UK businesses, entrepreneurs, creators and designers filed more than 22,000 patent applications. In addition, there were also more than 5,000 designs registered, and trade mark applications leapt by 15% to more than 46,000.

IP Minister Lord Younger said: “It’s encouraging to see so many people thinking outside the box and creating new, innovative products. However, if you’re investing time and money into something worth investing in, then you should make sure you know what your intellectual property rights are.

“The high number of patent applications we are handling is something to be proud of. Not only is this proof that UK businesses increasingly have great ideas they need to protect but also that our creative industries are thriving.”

Patent owning entrepreneurs who have previously appeared on the Dragons’ Den include Shaun Pulfrey, inventor of the hair product Tangle Teezer and Neil Westwood, developer of the Magic Whiteboard range. The IPO produces a [Dragons’ Den blog](#) which is published following each broadcast.

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 February 2014	07:30 - 09:30	IP for business - Wales  (88Kb)	Cardiff
12 February 2014	10:00 - 17:30	The 2014 Design Summit: Leading Business by Design 	London
13 February 2014	09:00 - 13:00	From Ideas To Reality - Getting Help With Product Development 	Coventry
14 to 15 February 2014	10:00 - 17:00 10:00 - 16:00	The Franchise Show 2014 	London
18 February 2014	07:30 - 09:30	IP for business - Scotland  (71Kb)	Glasgow
19 February 2014	10:00 - 17:00	Trade Exhibition 	Bishops Stortford
20 to 21 February 2014	09:30 - 12:30 or 14:00 - 17:00	Companies House Information Day 	Reading
25 February 2014	09:30 - 12:30 or 14:00 - 17:00	Companies House Information Day 	Nottingham
28 February 2014	09:00	60RUM - 'Create, Innovate, Protect' 	Liverpool
4 March 2014	09:00 - 12:30	Get It Right - First Time 	Kent
5 March 2014	10:00 - 16:00	Business East 	Colchester
6 March 2014	09:00 - 12:45	Every Business Owns IP, what do you own? 	Worcester
11 to 12 March 2014		IP Protect Expo  (335Kb)	Islington



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