



Tim Moss leads successful IP delegation to China



Tim Moss witnesses renewal of significant Alibaba-CBBC MOU renewal

Tim Moss, has returned from his visit to China as IPO CEO. The visit took place between 5-10 November. He visited Shanghai, Hangzhou and Beijing. The delegation saw several landmark agreements and new initiatives launched.

Tim delivered a keynote speech at the China International Industry Fair (CIIF) Innovation and Emerging Industries Development Forum in Shanghai. This is a major trade event with more than 2,500 exhibitors and 160,000 visitors.

He announced the launch of new practical tools for UK and Chinese researchers and companies to ensure mutually beneficial IP protection. These included a bilingual [Non-Disclosure Agreement](#) designed to support clarity on IP arrangements in cross-border collaborative research and technology projects.

Tim Moss said: "Cross-border licensing of technology creates new revenue flows, and spreads cutting-edge technology to markets and research communities around the world.

"The IP system must support international projects. Researchers and companies involved in cross-border collaboration may negotiate IP arrangements that suit their projects. This includes ownership of IP generated by joint research. Commercialisation of jointly developed technology should be transparent, this helps all contributors to benefit."

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He added: "The new template Non-Disclosure Agreement will help British and Chinese partners develop joint research bids or a technology licensing deal. Drafted in English and Chinese, they allow equal protection to all parties, whether from the UK or China and provides legal certainty so partners can engage with confidence."

The [Non-Disclosure Agreement](#) is part of a set of practical resources and advice we provide to British and Chinese researchers to help them manage IP in cross-border projects. The visit also saw the renewal of the China-Britain Business Council (CBBC) and the Alibaba Group Memorandum of Understanding on IP Protection in Hangzhou. More information is available on the [CBBC website](#).

It builds upon the partnership set up 3 years ago to improve IP protection on Alibaba e-commerce platforms, and features improvements to this co-operation.

These include further development of small and medium-sized enterprises (SME) friendly notice and takedown procedures, greater use of big data and AI technology to target infringements and strengthening offline enforcement activities.

The visit included meetings with key government officials and businesses. These focused on ensuring that IP is positioned appropriately in the post-Brexit UK-China trade relationship. There was strong support for improving UK business outcomes in China, including through our IP attaché-led support for UK companies.

Representatives from the UK's Chartered Institute of Patent Attorneys (CIPA) and the Chartered Institute of Trade Mark Attorneys (CITMA) also formed part of the delegation. They accompanied Tim to support the promotion of UK exports of IP legal services and to help UK patent and trade mark attorneys win business from Chinese companies filing patents and trade marks in Europe.

Trade Minister Baroness Fairhead and Local Government Minister Jake Berry, Department for Communities and Local Government (DCLG) led the UK trade delegation. It included more more than 100 companies and local government officials.

The UK was [Country-of-Honour](#) at CIFF this year and several activities took place in the UK pavilion, which featured highlights from the global IP campaign "GREAT for Imagination."

International

South East Asia update

It has been a busy time for our IP Attaché, Christabel Koh in the South East Asia region.

In September she supported a Design Law Reform Conference organised by the National University of Singapore and Oxford University. Speakers were from Oxford University, Allen & Overy, Cath Kidston, Halo Creative & Design, Redd, and the University of Nottingham.

This event was attended by and the IPO's Head of Designs Policy Clare Boucher and representatives from the British High Commission in Singapore.

The IPO also hosted a roundtable meeting for ten ASEAN IP offices focusing on design policy in the region and we were joined by WIPO, INTA and the Queensland University of Technology.

Finally, we hosted a focus group session with 3D printing experts from Singapore.



IPO Head of Designs Policy Clare Boucher and IPO Attaché to SE Asia Christabel Koh with designs officials from ten member states IP offices of ASEAN at a UK-ASEAN Design Officials Roundtable at the back of Design Innovation Law Reform Conference in Singapore.

The ASEAN bloc is made up of 10 countries with a population of almost 650 million with an average age of 29 years. It is a huge region with fantastic opportunities for UK businesses. It has been 5 years since the IPO's attaché network expanded into the region. Christabel's engagement continues to increase.

International



IPO Copyright & Enforcement Director Ros Lynch and IPO Attaché to SE Asia Christabel Koh with enforcement officials from Indonesia, Vietnam and the Philippines at the 2nd UK IP Enforcement Programme in Singapore on 2-3 Nov 2017.

Copyright and enforcement in Singapore and Vietnam

IPO Copyright and Enforcement Director Ros Lynch participated in a three day visit of Singapore and Vietnam in November.

Ros participated in a breakfast talk on the 'Impact of Brexit on the UK's Copyright Regime' at the IP Academy, and a 'Women in IP' panel session on 'Unleashing the Potential of Women' organised by Gowling WLG, JurisAsia LLC and the British High Commission in Singapore.

She also hosted the 2nd UK IP Enforcement Programme for regional government officials from Indonesia, Vietnam, Singapore and the Philippines. This included experts from the European Chamber of Commerce, BP, Brand MO, PMI, Interpol, MPAA, Singapore Police Force IPR Branch, Singapore Customs, International Trademark Association, and the Cable and Satellite Broadcasting Association of



IPO Principal Hearings Officer Oliver Morris conducting a one day workshop for government officials from the Vietnam National Office of IP in Hanoi on 6 Nov 2017.

Asia. Christabel took the opportunity to share the UK's commitment in IP and related areas through IPO and the Foreign and Commonwealth Office administered Prosperity Fund.

In Hanoi, Ros met with counterparts from the Vietnam Market Surveillance Agency, Copyright Office of Vietnam and the Vietnam National Steering Committee 389, discussing past and future technical deliveries and outcomes.

Also in Hanoi, IPO Principal Hearings Officer Oliver Morris delivered a one day workshop for 50 officials from the Vietnam National Office of IP. Oliver covered a UK's practice on trade mark and design examination, disputes management and bad faith registrations.



IPO Copyright & Enforcement Director Ros Lynch with British Embassy in Hanoi and Vietnam National Steering Committee 389 after a bilateral meeting in Hanoi on 3 Nov 2017.

Copyright



Manuel Guerra Zamarro, Director General of the National Copyright Institute and Ros Lynch, IPO Director of Copyright and Enforcement, sign the MOU. Mexican Ambassador Socorro Flores Liera and Neil Collet from the IPO are also present.



Manuel Guerra Zamarro, Director General of the National Copyright Institute, Ambassador Socorro Flores Liera and Ros Lynch, IPO Director of Copyright and Enforcement at the signing of the MOU.

The IPO signs an MOU with Mexican copyright office

On the 14 November 2017, the IPO and the Mexico Ministry of Culture signed a Memorandum of Understanding (MoU) at the Mexican Embassy in Geneva. The MoU will strengthen mutual understanding and cooperation on copyright and related rights between the UK and Mexico. It will develop joint efforts to share experiences, reinforce collaboration and communication between the two offices and include cooperative activities to achieve this.

The MoU will also promote and disseminate the doctrine and practice, as well as the protection of copyright and related rights in pursuit of the cultural, economic and social developments of both countries.

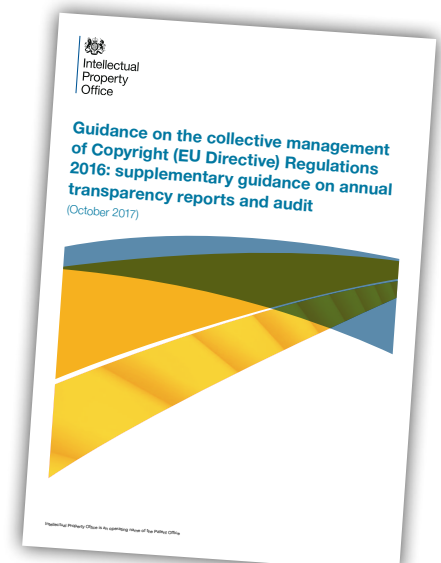
New guidance for collective management organisation transparency reports

New [procedures for the audit of the annual transparency reports of collective management organisations](#) were published on 6 November.

The Collective Management of Copyright (EU Directive) regulations 2016 require collective management organisations (CMOs) to publish an annual transparency report. This report must be audited by a qualified person to make sure it is accurate.

The IPO has worked with the Institute of Chartered Accountants for England and Wales to produce updated guidance to help CMOs meet this requirement. The guidance includes 'agreed upon procedures' that auditors should use in their work, and a template for their report to the CMO.

This information will be incorporated into the main [guidance for the Regulations](#) in the coming months.



Enforcement

Our Stakeholder and Outreach team within the IPO's Copyright and Enforcement Directorate have been working to reach both the public and stakeholders to raise awareness of the risks that IP crime brings to consumers and businesses.

They work with many organisations including members of the IP Crime Group and other interested stakeholders, to provide training and insight into a wide range of IP enforcement issues.

At the end of October the team worked with social media colleagues to develop a series of tweets that were posted each day in the run up to Halloween.

These were included in a social media pack that was shared with Trading Standards teams and other key partners to ensure our work had the



Social media graphic for IPO #BuyReal Halloween campaign.

widest possible reach. These tweets proved very successful, reaching around 800k views and about 30,000 impressions.

As we approach Christmas, we will be engaging with our local consumers and businesses with the help of Newport Trading Standards. On the 5 December we will run an event as part

of the Fake Free Newport campaign. We will have counterfeit items on display to show easy it is to be misled, and also the opportunity to sing in our 'Karaoke Shower'. [You can find out more about the 'Karaoke Shower' on our Cracking Ideas website.](#)

Crimestoppers and IPO launch campaign against illicit streaming

The Intellectual Property Office and industry partners have joined together to launch a digital campaign fronted by Crimestoppers. The aim is to raise awareness of the risks involved in using [illicit streaming devices](#) such as adapted Kodi boxes and Amazon Fire Sticks. The risks of using these adapted devices are that:

- Children are able to access age inappropriate content due to the lack of parental controls
- There are issues around personal security and identity theft
- There are links from the money made from selling these devices to serious organised crime

The campaign launches at the beginning of December. Information will be published on our website.



Guidance, tools and feedback

Changes to the trade mark search tool

We introduced some [changes to the trade mark search tool](#) on 31 October.

Earlier this year, as part of ongoing work to our digital services, we implemented changes to our online trade mark search service. The functionality of the three search options stayed the same, but their look and style was changed, especially to the search by word, phrase and or/ image. We introduced tabs to categorise details with the option to also 'display content without tabs'.

Your feedback told us that having the search pages default to the tab based layout resulted in insufficient information being shown. This added additional clicks to the user journey meaning it took longer to find information.

We have made a number of improvements as a result. For example, if you choose to 'display content without tabs', your browser will now remember your choice on your next visit.

We would welcome your views on the revisions.

[You can send us your feedback by email.](#)

Customer visit programme

The IPO customer visits team has published its annual report. The [2016 to 2017 report](#) summarises the issues that were raised this year and provides further information from the IPO.

The IPO customer visit programme is part of a wider schedule of stakeholder engagement. It provides us with an opportunity to meet our customers, share information on our services and collect a wide range of feedback on our rights-granting and e-services. The visit teams include patent examiners, formalities and register administration managers, trade mark examiners and e-services specialists; we meet with applicants and attorney firms and take part in CIPA regional events.

The programme allows us to seek customer input on specific projects and get ideas for other services. It also provides an opportunity for us to discuss with customers what IPO does well and what they think we should improve, and for us to gain a better understanding of customer priorities and behaviours. The feedback we receive enables us to shape our current and future services to meet our customers' needs.

If you would like further information on the programme or to arrange a visit with us, please contact Suzanne.Gregson@ipo.gov.uk or Daniel.Voisey@ipo.gov.uk



“ The programme allows us to seek customer input on specific projects and get ideas for other services. ”

IP and Brexit: The Facts

We have a guide that offers information on the future of intellectual property laws following the decision that the UK will leave the European Union (EU). [You can find IP and Brexit: the Facts on Gov.UK](#)

Get IPO news as it happens

This will be our final IP Connect of 2017, but you can still find out about our news, publications and consultations [by signing up to our email alert service](#).

Feedback on this edition

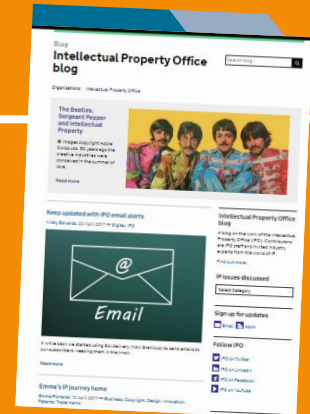
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