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Locking in Value from IP

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ASCN Preliminary Conference for APEC 2007
December 11-12, 2006 – Melbourne, Australia

**APEC has made good progress in
raising awareness of IPR and its
declarations have been helpful in
demonstrating leadership support**

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“Despite the considerable progress that is being made, traffic in counterfeit products continues to grow faster than the trade in legitimate products”

ABAC Report to APEC Economic Leaders - Hanoi, Vietnam 2006

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APEC IPR Achievements

- **Anti-Counterfeiting and Piracy Initiative and Model Guidelines provide a good framework and model practices for APEC economies to follow**
- **APEC Comprehensive Strategy on IPR**
- **Statement to Implement Policies on Trade and the Digital Economy**

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ABAC IPR Recommendations to APEC

- Reinforce and comply with commitments made in the 2005 Anti-Counterfeiting and Anti-Piracy Initiative
 - Implement APEC IPR model guidelines:
 - To Reduce Trade in Counterfeit and Pirated Goods**
 - To Protect Against Unauthorized Copies**
 - To Prevent the Sale of Counterfeit and Pirated Goods Over the Internet**
 - Identify customs and law enforcement contacts

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ABAC IPR Recommendations to APEC cont.

- Commit to developing 2 model guidelines on:
 - IPR Public Awareness
 - Supply Chain Management
- Television - require legitimate licensing of content
- Promote sharing of new technologies

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ICT Enabled Growth and IP

- **Growth of SMEs**
- **Investment in innovation and artistic creativity**
 - **New business opportunities**
 - **Technology choice**
 - **Market-led development**
- **Sound legal and regulatory framework needed**

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Basic Market Requirements

- **Free and fair market access**
- **Adequate legal protection and effective legal remedies**
- **Ratification and implementation of the 1996 WIPO Internet Treaties**
- **Dedicated IPR enforcement**

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Winning Against Piracy

- ENFORCEMENT
Investigations, Raids, Seizures, C&D Letters, Arrests
- LEGISLATIVE/JUDICIAL
Legislative Reform, Criminal Thresholds, Deterrent Sentencing
- EDUCATION
Social change (“intellectual property theft is wrong and damages society”)

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Next Steps

- Identify local stakeholders (Investment)
- Maintain pressure for better enforcement (in local markets and regionally)
- Public education
- Bilateral / Multilateral Advocacy

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Action Plan

- Evaluate what has been achieved to implement the various declarations on IP.
- Implement the various IP measures proposed in the new IP initiative and include benchmarks.
- Expand upon the work that has been done to date with more regional cooperation.

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Thank You

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