

Priorities - Intellectual Property

A strong enforcement of Intellectual Property Rights (IPRs)



ISSUE

Europe has one of the strongest frameworks for the protection of IPR, which is a key factor for incentivising investment into innovation and creativity. Recent European Union Intellectual Property Office (EUIPO) studies have shown that IPR intensive industries account for around 42% of EU GDP, generate 38% of all jobs and contribute as much as 90% of EU exports.



RECOMMENDATION

- **Ensure proper and homogeneous application** of existing EU IPR legislation, and in particular the IPRED (IPR Enforcement Directive);
- **Support the efforts of** the European Commission and **the 2017 guidelines on IPRED** which should assist to provide further legal guidance;
- Member States need to **maintain and strengthen the level of IP protection**.

Tackling IPR enforcement online



ISSUE

The online environment offers tremendous possibilities to distribute content and goods across the markets, but it can also allow for much wider and quicker proliferation of IP-infringing items.



RECOMMENDATION

- Support the Commission's efforts to **address legitimate concerns around illegal content online**, including IP-infringing goods;
- **Continue to foster multi-stakeholder dialogue** to address IP infringement online.

Enforcement of IPR in third countries



ISSUE

IPR violations are on the rise and amount to around 5% of all imports to the EU or as much as €85 billion a year according to recent official data. IP-infringing goods entering the EU market often originates from jurisdictions with weaker enforcement regimes. With such a global challenge, the response must also be global: the magnitude of piracy and counterfeiting in the online and offline world requires effective enforcement responses and fast, coordinated interventions from all players, from the local to the global level.



RECOMMENDATION

- **Maintain and strengthen the EU's international efforts against counterfeiting and piracy** and sustain meaningful actions to prevent IP violations throughout the global supply chain, including through a strong EU-US cooperation;
- **Support the EU Counterfeiting and Piracy Watch-list** for marketplaces outside the EU.