

## 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.