



In January, I predicted that 2015 was going to be 'quite a year' for the IPO. As we reach the year's end – with the obligatory mock-up of me in a daft hat – I think I've been proved right. Our rights granting teams have continued to handle increasing demand, our international folk have forged new alliances while nurturing and deepening existing relationships, our outreach squads have touched more people – the young and the more mature – to make sure that they understand IP and our policy people have continued their work to shape the world's best intellectual property environment.

For me the highlights have been the fabulous UK-China IP Summit in October, the launch of our online digital service for designs in September, the IP Insurance Conference we hosted in June and watching daily news stories come through about the incredible results delivered by our network of IP attachés and our amazing enforcement partners.

Amid all of these important successes, perhaps the thing that has given me most pleasure is the progress we've made towards a future generation that understands and respects IP. I know we're still in the foothills of our education journey and I'm determined we will go further, but the arrival of our online 'IP Tutor' learning package in March and the development of the new portal for all education resources at www.crackingideas.com which launched in November (go take a look!), are undoubtedly achievements to celebrate and push further.

And speaking of celebrating, let me end the year with a word of thanks to IP Connect contributors and readers alike and our very best wishes for the holidays, however you plan to spend them.

Rosa Wilkinson, Director of Innovation and Strategic Communications

UK LEADERSHIP UNLOCKS NETFLIX FOR HOLIDAYMAKERS INSIDE EU

- 'Digital Single Market' expected to open use of online subscriptions across Europe in 2017
- Legislation will cover all online paid services such as Netflix, Amazon, and Now TV
- Non-subscription services such as BBC iPlayer will be able to opt in

For the first time, UK consumers will be able to access digital subscriptions such as Netflix when travelling in other EU countries, thanks to new European Commission proposals championed by the Government.

Today's Digital Single Market (DSM) proposals on portability follow repeated calls from the Prime Minister and other UK ministers for the EU to deliver a clear set of digital rights for consumers across member states.

As well as allowing them to watch films on Netflix or Premier League matches on Sky Go while on holiday, UK consumers will have a clearer set of rules when they buy digital content such as games or music from elsewhere in the EU.

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This change also reinforces one of the key priorities for the Government's EU reform agenda: reducing red-tape and boosting competitiveness in a way that works for businesses and consumers across the EU.

The Prime Minister said:

"The UK has been pushing for a digital single market that delivers for consumers across the EU. People who have paid for movies or sport subscriptions at home want to be able to view it across Europe.

"These proposals deliver just that, and show how UK leadership can deliver a flexible single market that works for EU consumers and businesses."

Business Secretary Sajid Javid said:

"We have been calling for people to be able to use their online media services like Netflix and Amazon Prime anywhere they travel to in the EU. These proposals should create a simple way to do just that, without placing burdensome costs on businesses.

"The UK has been at the forefront of sketching out what a digital single market should look like, and we have driven forward these common sense measures that will deliver benefits for an increasingly mobile, tech-savvy public.

"We will be working hard to ensure consumers benefit as soon as possible."

The Commission proposals include copyright changes that will make it easier for subscription services to be used in other EU countries. This is currently difficult to do because of territorial copyright agreements which govern where services can be accessed.

Although they are targeted at subscription services, public broadcasters such as the BBC who want to introduce portable services will also be able to do so.

The Government will be pushing for these proposals to be adopted by June 2017.

Enforcement

Intellectual Property Office alerted to new UK patents and trade marks renewal scam.

**DON'T
PAY
UNNECESSARY
COSTS**

The Intellectual Property Office (IPO) has been made aware that a Latvian company was planning to use the IPO's own trading name on renewal "reminder" letters asking for money for renewing UK patents and trade marks.

The IPO is sending a warning to all patent and trade mark owners who are due to renew their patents and trade marks in the coming months. We ask all such rights holders to be vigilant.

Misrepresentation to our customers will not be tolerated. The IPO will continue to work closely with enforcement partners until those responsible are stopped.

If you have received correspondence that you believe to be suspicious please report it to Action Fraud using this [online reporting tool](#).

PIPCU arrest piracy pair



Police Intellectual Property Crime Unit

The Police Intellectual Property Crime Unit (PIPCU) has arrested a man and a woman in Manchester on suspicion of being involved in the mass online distribution of copyright protected music software.

The couple were arrested at their home following an early morning operation by the City of London Police unit. A search warrant was then executed inside the property, with detectives seizing a number of articles relating to the distribution of copyright protected music software.

The investigation was launched following a referral to PIPCU from the British Phonographic Industry (BPI), following their own lengthy investigation and a test purchase.

The couple are believed to have been illegally selling musical software which is held under license at significantly lower prices (£5 compared to £15.99).

The software being sold includes backing tracks and recorded instrumentals with the website offering a comprehensive library of copyright infringed music software with sophisticated payment facilities. They allow the user to either download the material or have it delivered via the post.

Detective Constable Steven Kettle, who led the investigation for the Police Intellectual Property Crime Unit, said:

'PIPCU is committed to working with partner agencies like the BPI to clamp down on the sale and distribution of copyrighted materials. This is a crime that is costing the UK creative industry hundreds of millions of pounds while affecting the livelihoods of people living and working across the UK and around the world.'

Minister for Intellectual Property, Baroness Neville-Rolfe said:

'From pirate websites to fake electrical appliances and counterfeit vodka, intellectual property (IP) crime costs the UK hundreds of millions of pounds each year. That's why the Government is committed to cracking down on individuals and criminal gangs responsible for large scale IP crime.'

'This operation demonstrates the important role that the Police Intellectual Property Crime Unit (PIPCU) and other partners play in protecting IP. This action should serve as a warning that this type of criminal activity will be firmly dealt with.'

John Hodge, BPI Head of Internet Investigations, said:

'This recent action shows that engaging in content piracy isn't a legitimate business; it's an illegal activity that has negative consequences not just for creators, but ultimately for consumers also. It is reassuring that this matter is being taken very seriously by City of London Police, and we would like to thank PIPCU for their professionalism in this case and for their ongoing efforts to tackle intellectual property crime, which increasingly affects us all.'

Education



WHY LEARN ABOUT INTELLECTUAL PROPERTY (IP)?

Is there a budding Branson or Dyson in your classroom? Know a future Bill Gates or JK Rowling? Or will your name be enough to inspire future generations?

Whatever you create or plan to create, learning about intellectual property will ensure you get the credit you deserve. Art or apps; technology that saves time or saves lives: this site shows you how to protect your cracking ideas.

A new website has been launched giving schools and colleges free access to teaching resources to help students learn about intellectual property (IP).

Developed by the UK Intellectual Property Office (IPO) and funded by the [Office for Harmonization in the Internal Market](#) (OHIM), [crackingideas.com](#) will offer free teacher resources, advice and guidance on IP.

From downloading music to quoting academic essays, it's important that young people and teachers develop an understanding of IP.

Crackingideas.com offers a range of popular IPO education resources including: Wallace and Gromit's Cracking Ideas and Karaoke Shower plus news and competitions from organisations including [UK Music](#), The [Industry Trust for IP Awareness](#) and the [Authors' Licensing and Collecting Society](#).

The site will also provide access to a discussion group allowing teachers to share ideas, and debate IP and copyright issues.

Baroness Neville-Rolfe, Minister for Intellectual Property said:

'It's important for tech-savvy young people to learn about the principles of intellectual property. The UK creative sector is worth over £76 billion, which makes education even more important.

'Providing access to relevant, curriculum linked education resources is a huge step towards creating an IP literate generation to help us secure the UK's continued global competitiveness.'

The President of OHIM, António Campinos, said:

'Getting young people to 'buy-in' to IP is vital for their own futures. It prepares them to contribute to the ideas economy, and helps them to benefit from the jobs and growth generated by innovation.'

Liz Bales, CEO, Industry Trust said:

'IP education in schools is crucial in empowering the next generation to make positive choices when they access entertainment content. It essentially creates a more engaged and aware future generation of consumers, which is vital to the longevity of the British entertainment industry.

'Educating children to understand the correct usage of copyright material and the issues and impacts of copyright infringement increases their appreciation of the content they love and aids them in relating this to the value of the creative industries.'



IP Inclusive

The UK Intellectual Property Office (IPO) and the Chartered Institute of Patent Attorneys (CIPA) are among several intellectual property organisations that have launched an initiative to help make the industry more inclusive.

The group, called IP Inclusive, which also includes the Institute of Trade Mark Attorneys (ITMA), IP Federation, and the UK Association of the International Federation of Intellectual Property Attorneys, has been set up to improve access to IP-related professions for everyone, regardless of age, disability, sexual orientation, gender, social background and religious belief.

Firms and organisations who sign up to the group's charter will have access to support materials and will be able to use the group's logo. More than 12 have signed up so far including attorney firms Marks & Clerk and Wynne Jones.

The project's taskforce will produce a range of educational materials and run events to train and support those within the IP profession to raise awareness.

IP Inclusive was launched on November 30 at the office's of Marks & Clerk in London. John Alty, chief executive of the UK IPO, Andrea Brewster, president of CIPA, and Chris McLeod, president of ITMA, were among attendees.

Single Market

The IPO and the Department for Business Innovation & Skills (BIS) co-hosted a two day event with key MEPs on the Single Market. Vicky Ford (UK), Mary Honeyball (UK), Therese Comodini Cachia (Malta), Kaja Kallas (Estonia) and Julia Reda (Germany) attended the event, enjoying policy sessions on consumer protection policy, the digital single market, data protection regulation, internal market strategy, convergence, the single market, platforms, copyright and enforcement.

The event was hosted by Baroness Neville-Rolfe and provided an excellent opportunity for MEPs to discuss technical details with policy officials from IPO, BIS, Department Culture Media & Sport and Ministry of Justice. This was then followed by a visit to the Digital Catapult where the MEPs met the Copyright Hub and heard about how they aim to make the licensing of content easier. Overall, a valuable visit that strengthens UK relationships with some key MEPs across UK priority digital issues under the competitiveness agenda.

International news

China



China SIPO visit

State Intellectual Property (SIPO) Vice Commissioner Liao Tao visited the UK Intellectual Property Office (IPO) on 5-6 November. Vice Commissioner Liao Tao and his delegation visited Concept House in Newport to meet with Deputy Chief Executive, Sean Dennehey and other senior IPO officials to discuss and review the successful outcomes of the Chinese State Visit in October. Discussions also covered IP policy research, IP public awareness activities and resources and future UK-China international cooperation.

The SIPO delegation also visited London to meet with the Queen Mary University IP department and with the Chartered Institute of Patent Attorneys for comprehensive discussions on IP issues facing academics and the IP legal profession.

The visit enabled in depth discussion on new topics and has laid the foundations for closer UK-China IP collaboration in 2016.



Photo: IPO and SIPO delegation at Concept House, Newport.

China Trade Mark Festival

Shi Hui, the UK's Intellectual Property Policy Support lead, attended the China trade mark festival in Haikou to discuss UK-China trade mark cooperation with other policy officials.

This year's festival, which was jointly organized by the China Trademark Association and the Haikou government, was attended by leaders from Ministries including SAIC, experts from judicial organs, officials from local government and Administrations for Industry and Commerce (AICs)

The festival included exhibitions of various local products from all the provinces of China as well as presentations from prominent judges and IP professionals. These sessions facilitated detailed discussions on specific trade mark issues facing businesses in China and covered topics such as, the use of trade mark, the symbolic use of trade mark, the passive use of trade mark, the update on the IP Courts, the OEM issue, damages calculations and the conflicts between trade names and trade marks.

Overall, the festival facilitated very fruitful discussions between attendees and speakers on the key trade mark issues in China and highlighted future areas for UK-China trade mark collaboration.

Exploring Trade Marks in China, India, Turkey and South Africa

The UK IPO and the Institute of Trade Mark Attorneys organised a seminar 'Exploring Trade Marks in China, India, Turkey and South Africa' in London on 27 November.

International trade is a key focus for this government with China, India, Turkey and South Africa all providing a wide range of opportunities for UK exports. This seminar was designed to support UK businesses looking to enter these markets by bringing together businesses and legal professionals with experience in these key markets. The discussions covered the different legal frameworks and practices and pitfalls in trade mark registration and enforcement.

It was chaired by Catherine Wolfe (Boult Wade Tennant) and speakers included Richard Goddard (in-house counsel for BP), Sanjay Kapur (Potter Clarkson), Darren Olivier (Adams & Adams), and Michael Wakefield (Cerberus Trade Mark & IP Research).

This was a highly interactive session attended by 20 UK businesses. All of the experts were positive about the ability for UK businesses to operate effectively in each market and to protect their IP provided they engaged with the local IP system. They specified the importance of registering your trade mark in each market, the benefits of gaining local advice and customs registration. Registering your trade mark in local languages and script was mentioned, particularly in a China context but also sometimes in India and Turkey.

The seminar provided businesses with a better understanding of the legal frameworks in these markets. If you are particularly interested in finding out more about the legal frameworks or to highlight an issue that you are experiencing in China or India please contact the UK's attachés Tom.duke2@fco.gov.uk and vijay.iyer@fco.gov.uk. For more info on South Africa or Turkey please contact jane.higgins@ipo.gov.uk.

Africa



The [African Ministerial Conference 2015 Intellectual Property for an Emerging Africa](#) was held in Dakar, Senegal.

Attendees included ministers, senior government officials, inter-governmental organisations, as well as Francis Gurry, the Director General of WIPO and the Presidents of Senegal and the Republic of Mauritius.

Organised by the Government of Senegal and WIPO in cooperation with the African Union (AU), and the Japan Patent Office, attendees discussed the relevance of IP in promoting creativity and innovation in Africa. They also highlighted the role that IP could play in the scientific, technological and agricultural transformation of African economies.

The IPO's Nadia Vally was invited by WIPO to participate in a panel discussion on transparency, accountability and governance in collective management organisations (CMOs). Speaking about the rationale and benefits of minimum standards for CMOs, she reflected on UK's experience of regulating its CMOs and its progress in transposing the Collective Rights Management Directive which will govern European CMOs from April 2016.

Singapore

The British High Commission to Singapore, UK IPO and the French Embassy in cooperation with EU Delegation, organised a half day event to promote European GIs.

The event targeted stakeholders in Singapore's food and beverage industry - importers, retailers. Restaurateurs, caterers, hoteliers and others - and explained how EU certified GI products can add value to their businesses through the use of it. Participants had the opportunity to taste a range of GI products and met established players in Singapore who already provide or make use of GIs. The UK featured Scotch Whisky, Loch Fyne Smoked Salmon and Rodda's Clotted Cream.

UPC update

The IT system is progressing at pace and that we are asking people to test it and provide feedback for us in order to help development.

The IT system is expected to be presented to the preparatory committee early next year so it is important for people to test it now in order to give timely feedback.

Please register and create an account here: <http://secure.unified-patent-court.org/login>

To provide feedback please use the 'send feedback' button at the bottom of the web page.

The Preparatory Committee is expected to appoint a Chair and Vice Chair this month following Paul van Beukering's resignation. We will provide further updates in January's IP Connect.

Love IP? Get our blogs direct to your inbox.

If you are passionate about IP or simply looking for something interesting and fun to read, we're sure you'll enjoy our weekly blogs. Our talented authors include IPO staff, external writers and industry experts.



Did you know, you can register to receive updates direct to your inbox, so there's no need to keep checking for new blogs? [Visit our blog.](#)

IP Equip



Are you or your team equipped to deal with intellectual property matters? The IPO has a free online e-learning tool that helps businesses and business advisors understand intellectual property rights ie trade marks, patents, copyright and designs.

[IP Equip](#) contains 4 short modules and uses case studies to show why intellectual property is important.

Many of our customers complete IP Equip to learn about IP.

Benefits of completing IP Equip modules include:

- free access to business checklists, business guides and a document library
- CPD credit on completion (1 point)
- IPO certification via a certificate
- you can use your smart phone, tablet or PC to take the training

IP Events

Click [here](#) for a list of forthcoming IP events which may be of interest to you or your clients/members.

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