



## Intellectual Property *in Practice*

The IPO in partnership with the Alliance for IP and independent training providers offer IP enforcement training to Trading Standards officers at very competitive prices

# An IP Masterclass

Tuesday 19<sup>th</sup> June 2018

BPI,

Riverside Building, County Hall,

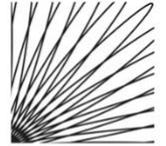
Westminster Bridge Road,

London SE1 7JA.

Trainers: Alan Cronin and Gavin Terry

**Kindly sponsored by BMW Brand Protection**

BOOK EARLY TO AVOID DISAPPOINTMENT



Sponsored and supported by the Intellectual Property Office and the Alliance for Intellectual Property 'Intellectual Property in Practice' are offering a bespoke training course; an 'Intellectual Property Masterclass' covering Copyright, Trademarks and Designs.

Taught by two leading experts in the field of intellectual property and enforcement, the course is aimed at officers with a level of experience in intellectual property and its enforcement.

### **Intellectual Property Masterclass**

This intensive training day is aimed at staff with a fairly good / significant enforcement knowledge of TMA, a fair knowledge of copyright, and perhaps needing reinforcement of Designs (particularly for those officers who have not had an opportunity to attend earlier Designs training days).

The purpose of this day is to take a practical approach to Intellectual Property; and to support those officers dealing with complaints and investigating allegations of criminal offences. The initial sessions are intended to act as 'refreshers' – reminding officers of the key aspects of IP legislation.

Later in the day delegates will discuss recent case-law, discover how to search relevant Intellectual Property Office databases, and examine problem areas raised by delegates.

Delegates will be invited to contribute to the course content and the day's discussions, and to participate in practical scenarios and worked examples showing the application of prescriptive knowledge.

Prior to the training course delegates provided with a short set of 'baseline' notes, and will be asked to complete and submit a short pre-course questionnaire outlining their knowledge and experience in this subject area and identifying any aspects of IP law they would like clarified during the day.

Comprehensive notes and handouts will be provided throughout the day.

The course will be accredited towards Chartered Institute of Trading Standards CPPD.

**Cost of attendance:**

**Public sector:** £49 per day

**Private sector:** £99 per day

Including tea, coffee and a buffet lunch kindly sponsored by BMW.

**Course date:**

**Tuesday 19<sup>th</sup> June 2018**

**Intellectual Property Masterclass**

**Course venue:**

**BPI (British Recorded Music Industry), Riverside Building, County Hall, Westminster Bridge Road, London. SE1 7JA**

To book your place or for further information please contact Rebecca Mahoney:  
[allianceiptraining@gmail.com](mailto:allianceiptraining@gmail.com)

Numbers will be limited, please book early to avoid disappointment.



For more information about BMW and Brand Protection please see:

<http://www.bmw.co.uk/brandprotection> and <https://www.youtube.com/watch?v=wHqKPSrVSZ8>

**About the trainers:**

**Gavin Terry:** Chartered Trading Standards Institute, Lead Officer for IP

**Alan Cronin:** Former Head of Operations, PRS for Music Anti-Piracy Unit

**Biography- Gavin Terry**

Trading Standards Institute Lead Officer Intellectual Property

Gavin holds a Postgraduate Diploma in IP Law from University of Glamorgan.

He has over 25 years experience as trading standards investigator working in the West Yorkshire, Oxfordshire, Wiltshire, and North West areas specialising in anti-counterfeiting investigations.

From 2005 – 2009 Gavin was seconded to the Intellectual Property Office as a special policy advisor on IP enforcement and contributed to the development of the National IP Crime Strategy.

Gavin has made many presentations on IP and IP Crime, including presentations to the House of Commons All Party IP Group, the All Party Consumer Protection Group, NCIS, SOCA and New Scotland Yard. He has also developed and provided IP training courses for a number of police forces.

Gavin has conducted specialist Trade Marks, Copyright and Designs training courses on behalf of the Intellectual Property Office and CTSI, presenting these courses to Trading Standards Staff throughout the UK. Gavin is currently a DCATS Examiner for IP.

Internationally Gavin has participated in EU IP peer review programs, US CLDP (Commercial Law Development Program) technical assistance programs in the Balkans and in WIPO assistance programs with Pakistan and in Malaysia.

Gavin has received a number of industry awards for his work in IP Enforcement including the ACG Individual Award for Excellence in Anti-counterfeiting Enforcement (2002) and an ACG Lifetime Achievement Award (2009).

### **Biography- Alan Cronin**

Alan was a career Trading Standards Officer from 1975 to 1996, carrying out a wide range of Trading Standards responsibilities; in particular the investigation of consumer and motor fraud, mock auctions and product counterfeiting.

During this time Officer Alan devised and presented regular Intellectual Property training courses on behalf of the Trading Standards Institute on the subjects of counterfeiting, product identification, and enforcement techniques.

In 1996 Alan took on a post of Anti-Piracy Investigator for the Mechanical-Copyright Protection Society Ltd. (MCPS), and eventually became the Head of Operations at the MCPS Anti-Piracy Unit. In this role Alan continued to offer training in respect of Intellectual Property law and enforcement.

Since 2004 Alan has been a regular lecturer in Intellectual Property, Copyright and Designs, and is currently an Examiner and accredited trainer for the Chartered Trading Standards Institute Intellectual Property Examination.

Alan has devised and presented specialist nationwide training to Trading Standards Officers on behalf of the UK Intellectual Property Office in respect of both Copyright and Designs law, and has devised and presented specialist training to the Montenegrin Market Inspectorate on behalf of the Danish Patent and Trademark Office and the Delegation of the European Commission to Montenegro.

## **FAKE PRODUCT – REAL THREATS.**

Product piracy, from spare parts to accessories and lifestyle merchandise, seriously affects the automotive industry.

What first appears to be a bargain, often proves to be an inferior quality imitation, and the loss caused to the consumer by counterfeit products is usually greater than the expected saving.

Counterfeit BMW products have far reaching consequences for the brand and can seriously damage the values we stand for. More importantly, our customers expect top quality products, and product piracy can jeopardise the trust they place in us. It is the aim of the BMW Group to minimise the consequential risks and dangers associated with counterfeit goods.

Genuine BMW parts and accessories adhere to stringent quality and environmental testing and are the result of intense development.

As counterfeit products are produced solely for profit, the use of low quality materials, poor workmanship and insufficient quality testing should be expected.

In order to protect our brand, and help pave the way for increased parts sales, the BMW Group has a worldwide network of Brand Protection Managers who work in conjunction with the border agency, local authorities, private detectives and law firms to systematically tackle the growing problem of counterfeit goods.

We believe product piracy can only be tackled efficiently if we work together as a team. BMW Group UK is committed to tackling the growing problem of counterfeit goods and believes education and team work is the key to success.

If you come across BMW Group counterfeit products, please email Joanne Walsh, Brand Protection Manager for BMW Group UK. [Joanne.Walsh@bmw.co.uk](mailto:Joanne.Walsh@bmw.co.uk)



By far, the greatest number of cases of illegal use by third parties relates to the use of the BMW trademark.



Cases involving the MINI trademark are also known, and are also likely to increase in the future.



The "M logo" (as well as the protected colour combination) is mostly used in conjunction with the piracy of accessory parts, but sometimes also for signage on workshops.



The Rolls-Royce brand is often used for counterfeits of accessory parts and Merchandising & Lifestyle articles.