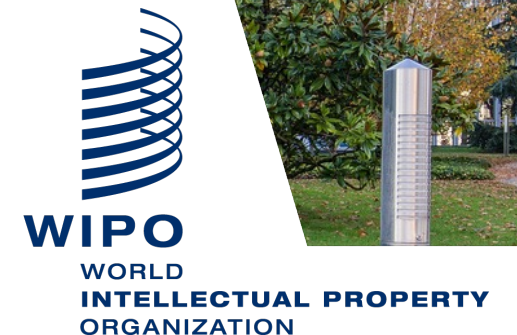


WIPO's Work in the Area of Combating Counterfeit Goods

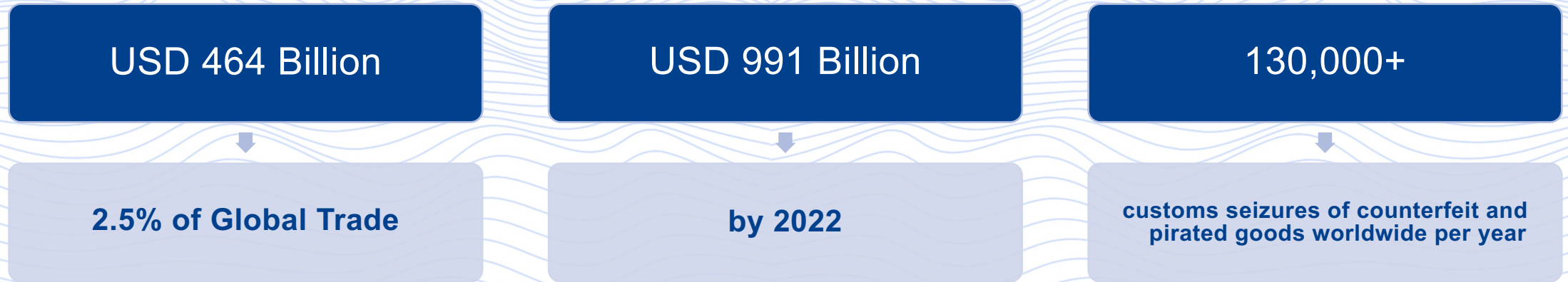
Todd Reves

Director, Building Respect for IP Division
Global Challenges and Partnerships Sector

October 13, 2023
ITU Workshop, Geneva



IP crime in numbers



Sources:
Global Trade in Fakes: A Worrying Threat
The Economic Impacts of Counterfeiting and Piracy

ICT goods in numbers



Counterfeit ICT goods (2013)

US\$ 143 bn

6.5% total value of global trade in ICT goods

Source:
ITU, [*Trade in Counterfeit ICT Goods*](#)



**Nearly
one in four
video game consoles
shipped internationally is fake**

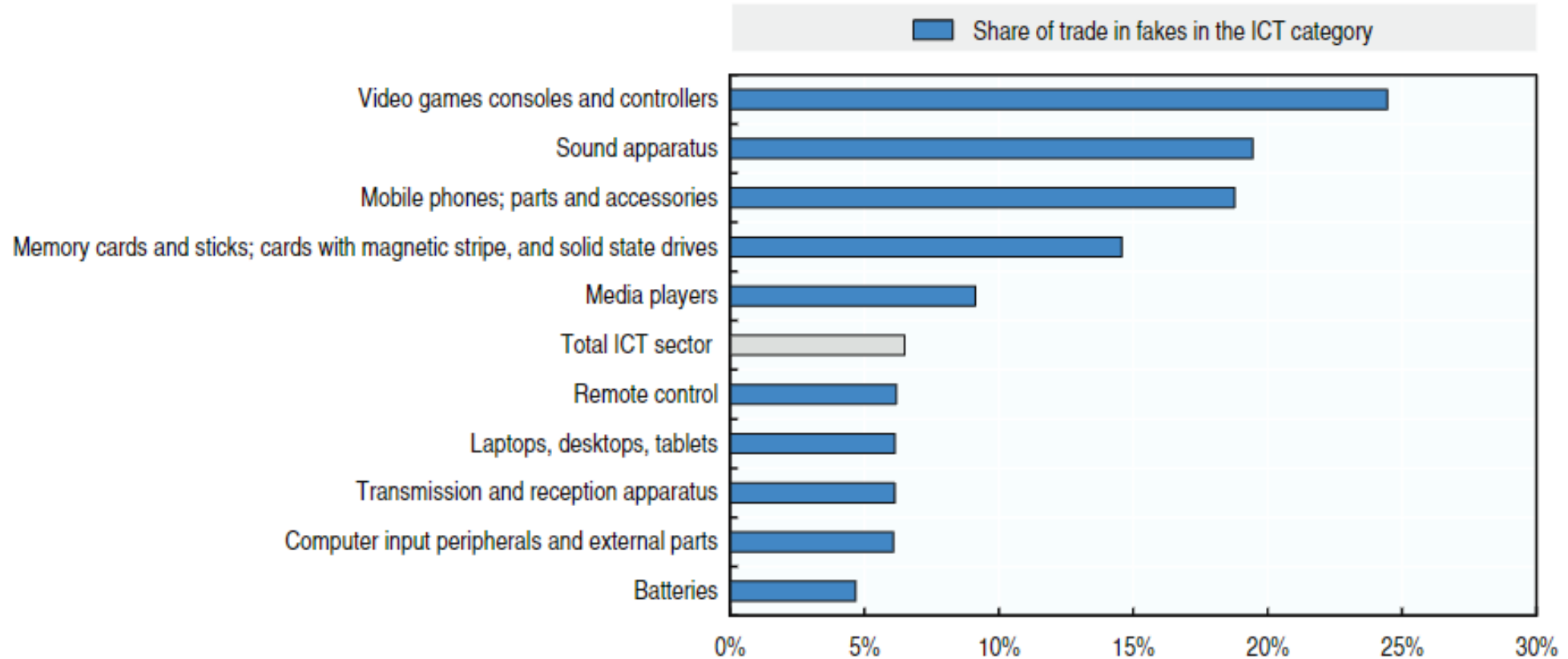
**Nearly
one in five
mobile phones
shipped internationally is fake**



Source: ITU, *Trade in
Counterfeit ICT Goods*

Share of counterfeit ICT goods in world trade, 2013

As a percentage share of world imports in each product category



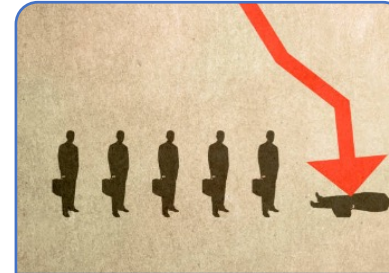
Source:
ITU, *Trade in Counterfeit ICT Goods*



Illicit trade: A threat to innovation, development and health



Business losses



Employment reduction



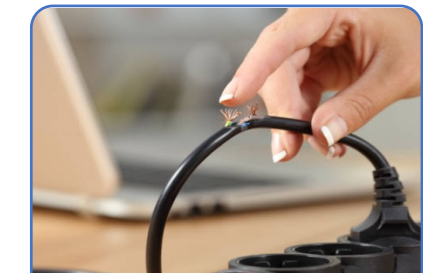
Tax losses



**Strengthening of
Organized Crime**

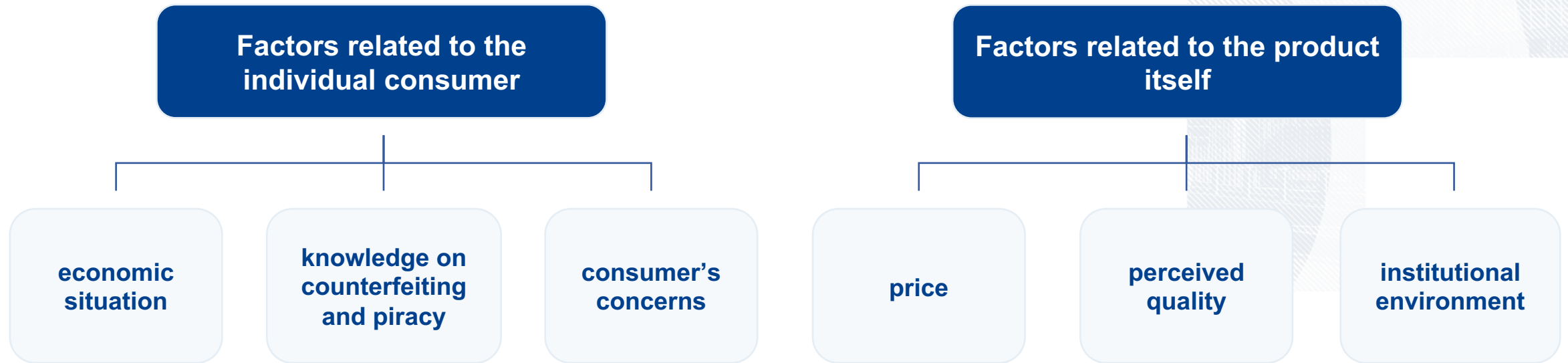


**Undermining of Rule
of Law**



**Lack of consumer
protection**

Why is there demand for illicit trade?



Source:
OECD, EUIPO,
Why Do Countries Import Fakes?

Do consumers buy counterfeits knowingly?

52%

have **non-deceptively bought counterfeits** at least once in the past year

68%

were **deceived into buying counterfeits** at least once in the past year

21%

are **frequent buyers of counterfeit products (non-deceptive purchase)**

38%

decided to **keep a counterfeit product** they were deceived into buying after learning it was counterfeit

Source:
[GLOBAL ANTI-COUNTERFEITING CONSUMER SURVEY 2023](#)

Building Respect for IP

Stimulating innovation and creativity by
preventing IP infringement and enforcing IP rights

OUR WORK

**Policy and
cooperation**

Capacity Building

**Legislative
Assistance**

Awareness Raising

WIPO ALERT

Other Projects

WIPO ALERT PAY

Voluntary measure to prevent online sales of counterfeit goods.

WIPO ALERT PAY

Collaboration Between Right Holders and Payment Processors

Secure platform for **voluntary cooperation with payment processors to prevent online sales of counterfeit goods** and subscription **pirate TV services**

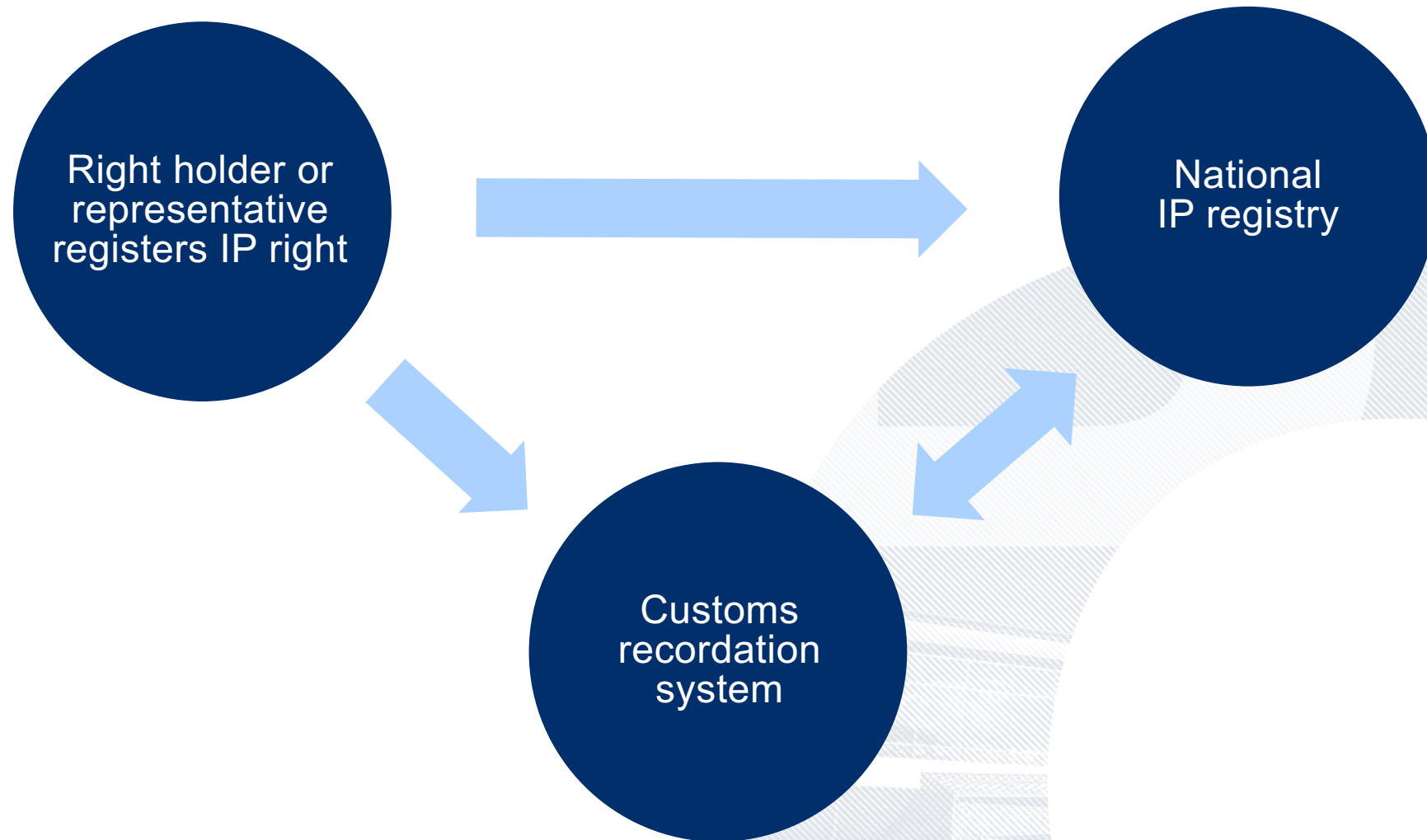
Payment processors use data to assess acceptability of merchants for payment services

Notification and review system to ensure due process

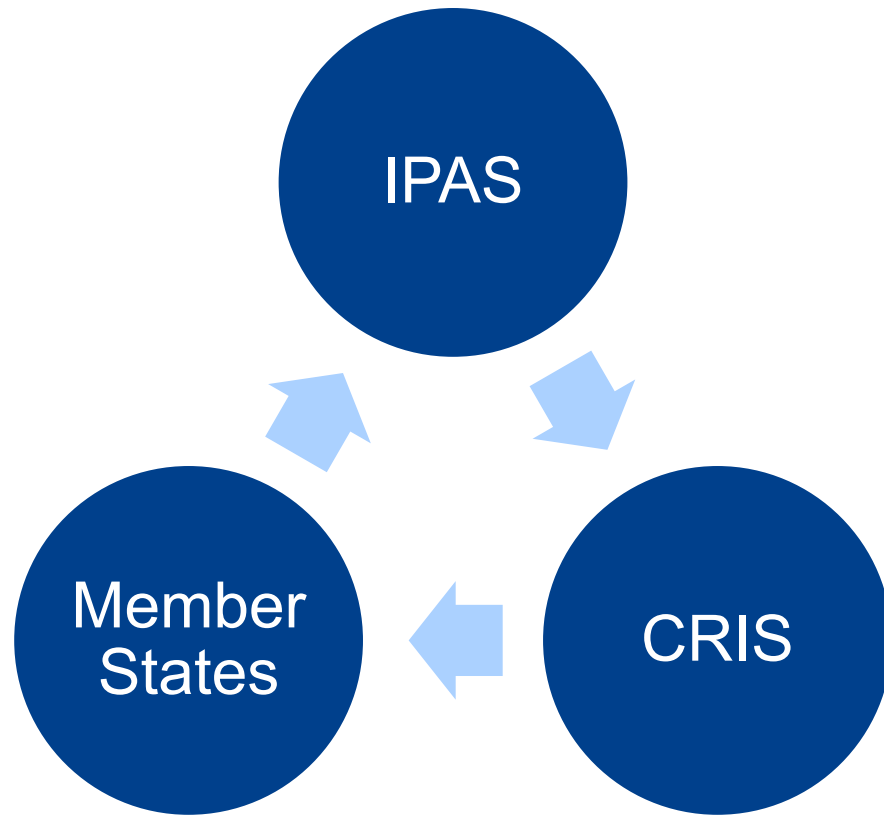
IPAS CRIS

IPAS Customs Recordation and Information System.

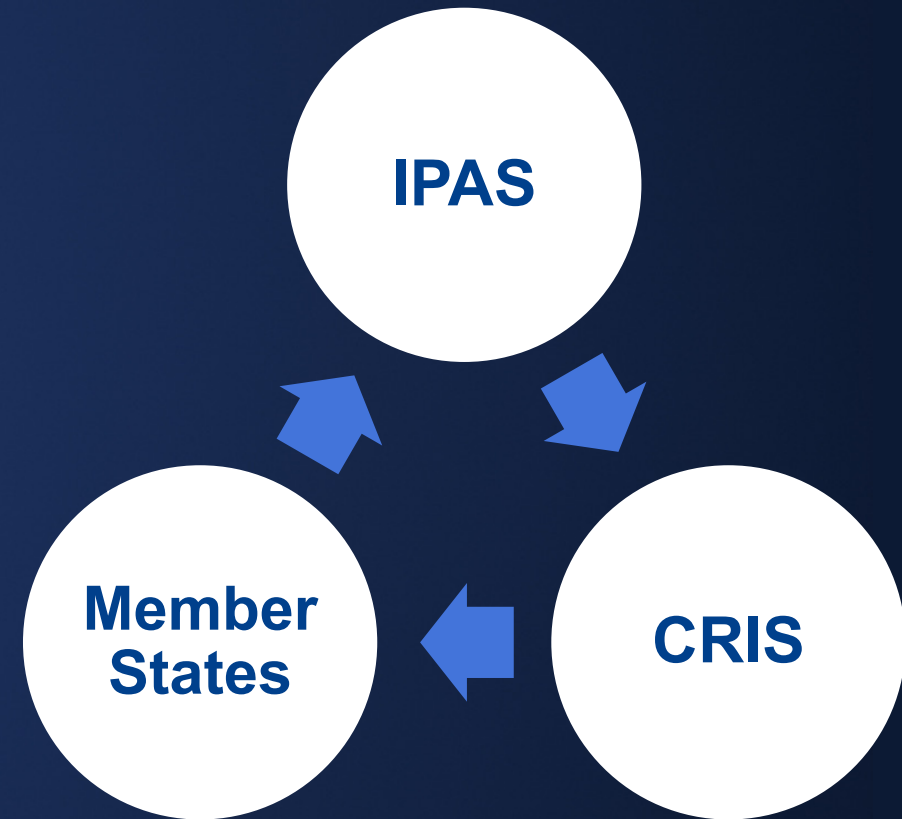
Rationale of the customs recordation system



WIPO IPAS Customs Recordation and Information System



WIPO IPAS Customs Recordation and Information System



IPAS Customs Recordation and Information System



Step 1:

Questionnaire and study on national customs recordation practices

Step 2:

Pilot project in select WIPO Member States

Step 3:

Roll-out of the WIPO CRIS

Advisory Committee on Enforcement

International Policy Dialogue on Global Trends.

16th ACE Session: Jan. 31 to Feb. 2, 2024

- Awareness Raising
- IP Enforcement Coordination
- Artificial Intelligence and IP Enforcement
- Addressing Online IP Infringement
- Addressing Offline IP Infringement
- Challenges and Solutions for SMEs in Enforcing Their IP Rights



Thank you!

Todd Reves

Director, Building Respect for IP Division
Global Challenges and Partnerships Sector

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