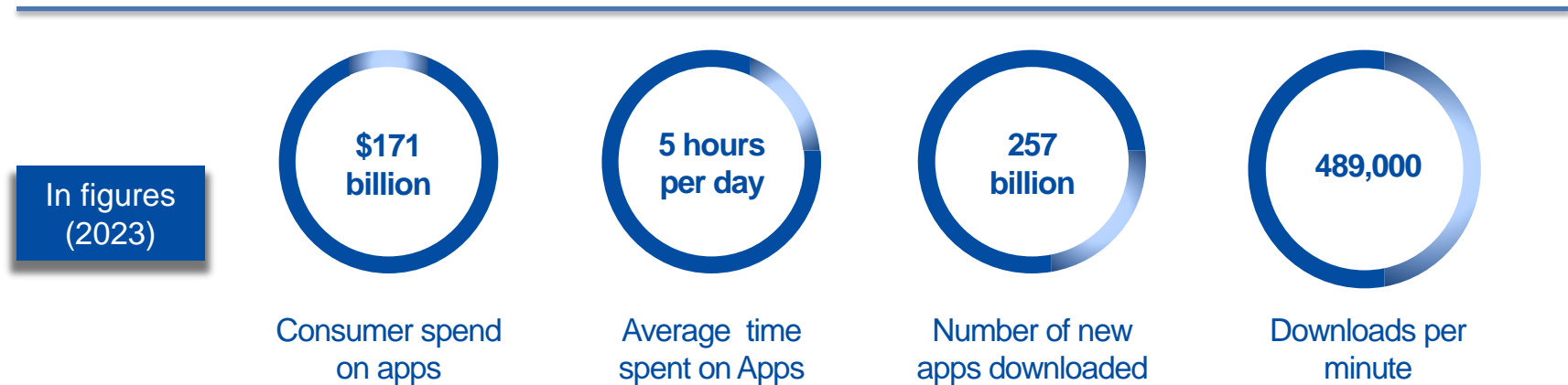


Challenges and good practices to prevent the misuse of Apps and App stores for IP infringing activities

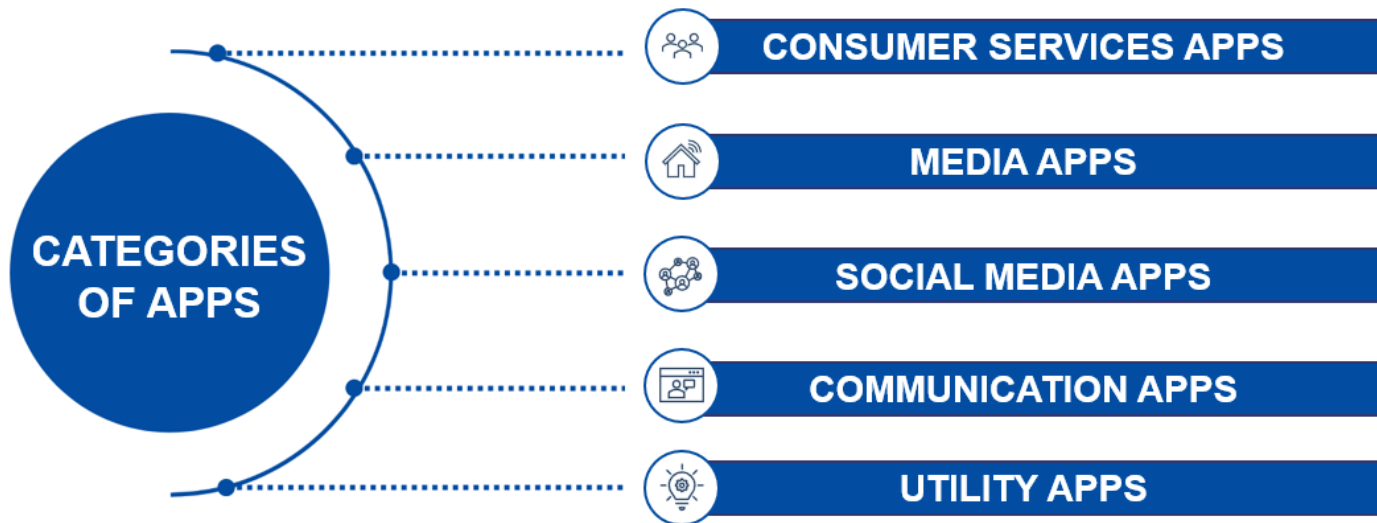
Antoine Aubert – EUIPO Observatory

APP IS THE NEW WEBSITE

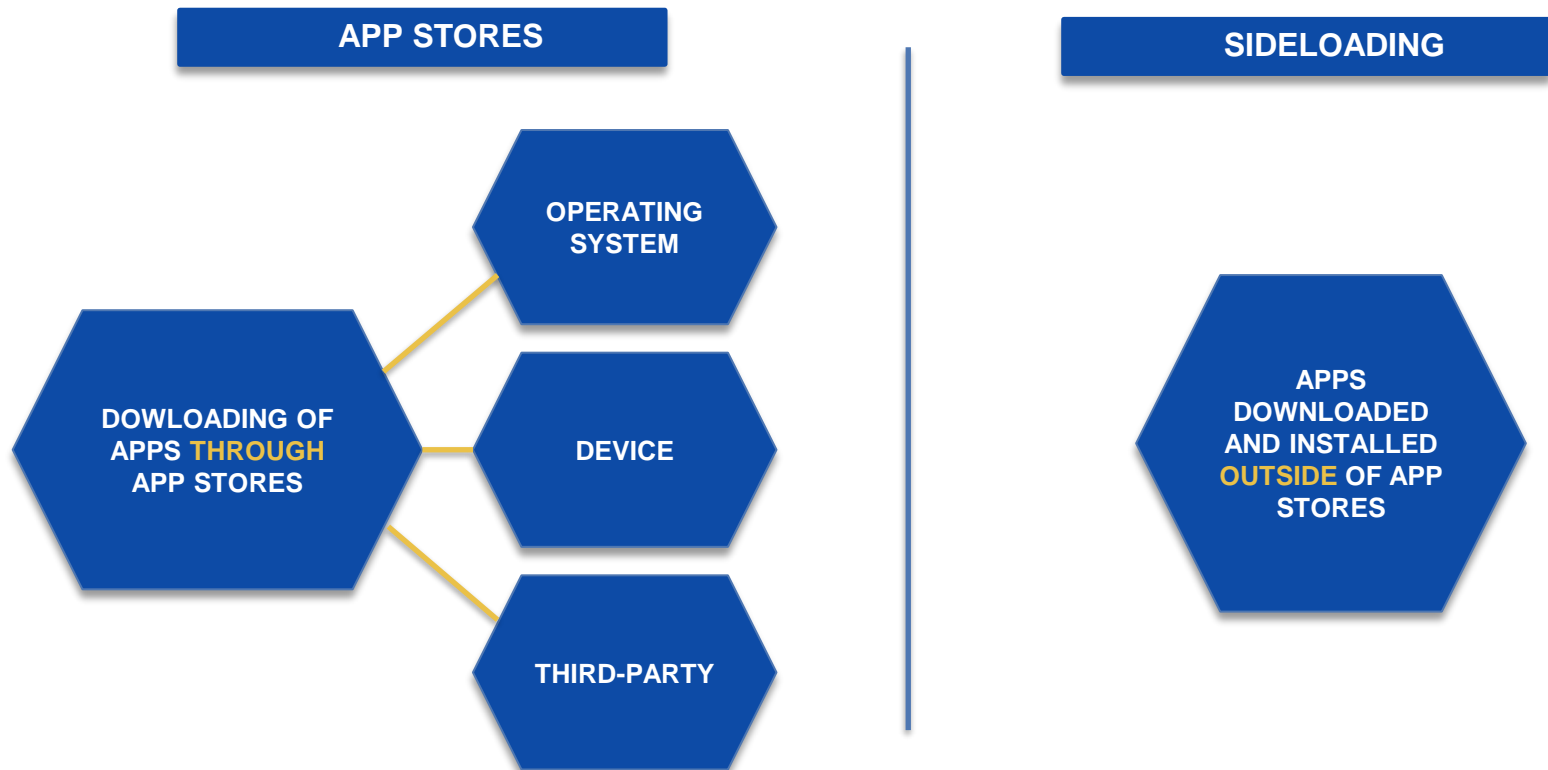


APPS ECOSYSTEM

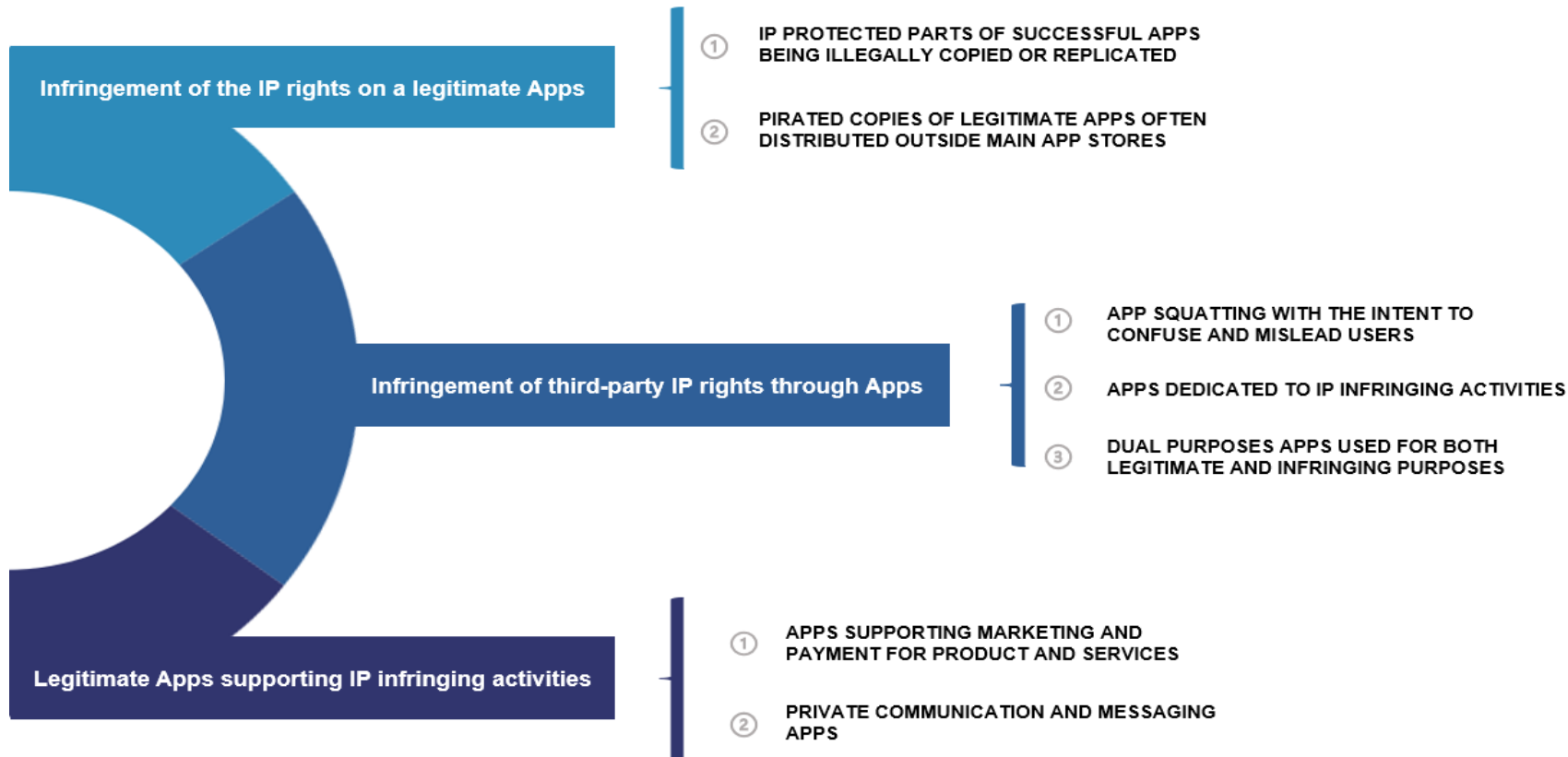
≡ DIFFERENT CATEGORIES OF APPS



SOURCE OF APPS



USES OF APPS IN THE CONTEXT OF IP INFRINGING ACTIVITIES



TECHNIQUES USED BY IP INFRINGERS

EVADe DETECTION

Disguising the Apps functioning or availability

Get users to install IP infringing Apps outside an App Store

EVADe ENFORCEMENT

Fake confirmation letters

Use of integrated VPN

Use of bullet proof hosting services

CHALLENGES TO PREVENT MISUUSES OF APPS FOR IP INFRINGING ACTIVITIES

MONITORING

Multiplication of App Stores

Apps installed outside of App Stores

DETECTION

Dependent on functionality and information about the App

ENFORCEMENT

Different approaches depending on the source of App

GOOD PRACTICES

