

COMPANIES AND INTELLECTUAL PROPERTY COMMISSION COPYRIGHT AND IP ENFORCEMENT UNIT

ACE 2025

Amanda Lotheringen



To stimulate economic growth and participation by regulating business entities, intellectual property and other juristic persons through **registration** of companies, co-operatives and **intellectual property rights**

Promoting compliance through education and awareness, **enforcing the relevant legislation**, rescuing business in distress and promoting sound financial management practices in accordance with government law, policies and international best practices

CIPC will support South African inventors, artists and indigenous communities through offering a basket of services which will start with creating awareness around the opportunities that exist for protection of products that are the **outcome of their innovation and creativity**

ENSURING CITIZENS ARE PROTECTED AGAINST THE HARMS OF COUNTERFEIT GOODS BY INCREASED KNOWLEDGE AND AWARENESS ON IP LAWS



- The STOP PIRACY Influencer Campaign for South Africa was designed to draw attention to the ease of encountering fake identities and products on social media channels.
- The selected influencers, all famous people, were copied and fake profiles were created.
- These were used to promote fake products. Consumers who want to buy the fake products and click on the respective links, ended up at a website where they were made aware of the dangers of counterfeit products and pirated products.
- As such, the attitudes of the followers were “influenced”. By confronting their followers directly with the topic of “copies” and fakes, well-known influencers promoted awareness.
- The Campaign raised awareness about counterfeit goods and promoted intellectual property rights protection. The campaign leveraged various influencers across social media platforms, with a focus on Instagram. Below is a detailed breakdown of the key contributors and campaign activities.

Partners

Implemented by the **Swiss Federal Institute of Intellectual Property** (IPI), in collaboration with the **Companies and Intellectual Property Commission** (CIPC).



Companies and Intellectual
Property Commission

a member of **the dti** group



IGE | IPI

Swiss Federal Institute
of Intellectual Property



Fake Profiles

Social media profiles to promote
awareness and engagement

CAPACITY BUILDING SESSIONS AND JOINT ENFORCEMENT INITIATIVES ON IP LAWS

Secure Your Ideas
22 August 2024 | 15:00
Kleinkaap Boutique Hotel -
87 Jim Van Der Merwe St, Clubview,
Centurion, 0140

OPENING AND WELCOME
Adv. Rory Voller
Commissioner, Companies and Intellectual Property
Commission (CIPC), Department of Trade and Industry
Competition (DTIC)

WIPO INTRODUCTION TO THE STUDY
Launch of the Project on Strategies and Tools to Address
Online Copyright Piracy in the African Digital Market
Tobias Bednarz
Legal Counsellor | Copyright Law Division | Copyright and
Creative Industries Sector | WIPO

Panel Discussion

MODERATOR
Amanda Lotheringen
Senior Manager, Copyright and IP
Enforcement, at the Companies and
Intellectual Property Commission (CIPC)

PANEL MEMBERS

Eveline Capot
General Manager of Stop Piracy,
a non-profit Association,
Representing the Swiss Federal
Institute of Intellectual Property (IPI)

Olga Allemann
Legal Expert and a Senior Project Coordinator
within the Sustainable Development and
International Cooperation Division, representing
the Swiss Federal Institute of Intellectual
Property (IPI)

Tobias Maye
Senior Manager for
Africa Anti-Piracy (irdeto)
Multichoice group

Martin Kairu
Program and Digital Marketing Manager,
OSI South Africa

Adele Carstens
Senior State Advocate
Specialised Commercial Crime Unit,
NPA (National Prosecuting Authority)

- Copyright Workshop and launching the WIPO study on Strategies and Tools to Address Online Copyright Piracy in South Africa

Secure Your Ideas

22 August 2024 | 15:00

Opening and Welcome: Amanda Lotheringen Senior Manager Copyright and IP Enforcement South Africa and the Digital Piracy Study: Commissioner Rory Voller,
Adv. Rory Voller, Commissioner, Companies and Intellectual Property Commission (CIPC), Department of Trade and Industry (DTI), South Africa

Adv. Rory Voller is the Cabinet appointed Commissioner of the Companies and Intellectual Property Commission (CIPC) of South Africa and also sits on the BRICS Heads of IP Offices Committee made up of Brazil, Russia, India, China and South Africa. He was a member of the legislative drafting team for the new South African Companies Act and the Regulations, the Companies Amendment Act as well as the Intellectual Property Amendment Act on Traditional Knowledge. Adv. Voller holds a BA (Law) degree, an LLB and an LLM (Commercial Law Masters - Specialization) degree and is an admitted Attorney and Advocate of the High Court, Transvaal Provincial Division. He is a panel member on the Take-Over Regulation Panel on Mergers and Acquisitions, a board member on the Anti-Money Laundering Council, a member of the Financial Reporting Standards Council and the Ministerial Specialist Committee member of the Company Law and Intellectual Property Law Committees.

WIPO Introduction to the study: Tobias Bednarz | Legal Counsellor | Copyright Law Division | Copyright and Creative Industries Sector | WIPO

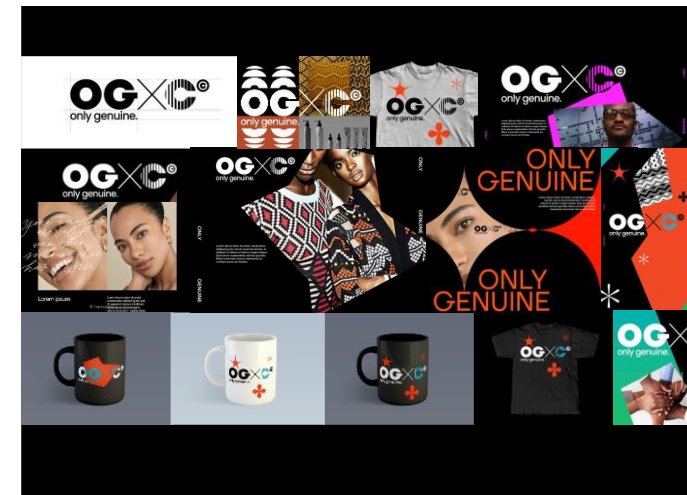
Panel Discussion:

Moderator: Amanda Lotheringen
Ms. Amanda Lotheringen joined the Department of Trade and Industry (DTI) in 1993 and is currently Senior Manager, Copyright and IP Enforcement, at the Companies and Intellectual Property Commission (CIPC). In 1999 she took responsibility for the implementation of the Counterfeit Goods Act, No. 37 of 1997, and oversaw the declaration of the first counterfeit goods depot. She was also involved in the training of law enforcement officials across government departments to implement that Act.



IP ENFORCEMENT EDUCATION AND TRAINING INTERVENTIONS

- Influencer Campaign,
- Reveal event for the Influencer Campaign,



THE VIDEO THAT LENDS LEGS TO THE CAMPAIGN





I THANK YOU



International Trademark Association & The Unreal Campaign

WIPO/ACE/17

About INTA

Our Mission

We're a global association of brand owners and professionals dedicated to supporting trademarks and complementary intellectual property (IP) to foster consumer trust, economic growth, and innovation, and committed to building a better society through brands.



About the Unreal Campaign



Our Mission

We educate young consumers aged 14 to 23 about the importance of trademarks and brands and the dangers of purchasing counterfeit products.

Our Organization

The Unreal Campaign is organized and led by the Unreal Campaign Committee of 120+ volunteers within a two-year term supported by INTA staff. We receive sponsorship funding from INTA members, including corporations and law firms.



Why the unREAL Campaign

INTA's 2019 study of GenZ found **36 percent** learn or get information from social media and **79 percent** had purchased counterfeit products within the past year.

EUIPO's IP Perception Study 2023 found **13% of Europeans reported having bought counterfeits intentionally in the last 12 months**. This figure rises to **26% for those aged 15 to 24**.

UK Intellectual Property Office (UKIPO)'s 2024 report on impact of complicit social media influencers on counterfeit purchasing among male consumers in the UK found **60% of knowing buyers of counterfeit are aged 16 to 33**.

Approaches of the **unREAL** Campaign



IN-PERSON
ENGAGEMENT

ONLINE
ENGAGEMENT

IN-PERSON ENGAGEMENT

A key pillar of the Unreal Campaign is conducting in-person educational workshops and seminars.

Since 2012, INTA members have presented the Unreal Campaign to nearly 90,000 students through more than 550 in-person and virtual events in schools and universities worldwide.



In 2024, 88 presentations were organized in 2024 reaching over 5,000 students



IN-PERSON ENGAGEMENT

Since 2012, INTA members have presented the Unreal Campaign to nearly 90,000 students through more than 550 in-person and virtual events in schools and universities worldwide.

The presentation has been translated into over 20 languages, including Danish, French, German, Korean, Serbian, Turkish, and Vietnamese.

Unreal Campaign Committee members created a digital "take home" materials which includes the information from the presentation about IP rights and counterfeits, safer shopping tips, conversation starters as well as quizzes and games.

WHAT IS A COUNTERFEIT?

Counterfeiting is the manufacture, import, export, distribution, and sale of products that are not genuine.

A counterfeit product is designed and branded to look identical to the authentic product in order to deceive consumers into believing that it is genuine. Such products often include the use of the trademark or logo of the authentic product.

Knockoffs, on the other hand, are designed to look like authentic products, but they are not exact copies and may differ in some ways. Moreover, knockoffs do not feature the trademark or logo of another brand but rather typically use the trademark of the maker of the knockoff.

IS COUNTERFEITING ILLEGAL?

The short answer is "yes." In most countries, manufacturing and selling counterfeit products is against the law.

Counterfeits infringe upon brand owners' trademarks because they use them without the permission of the brand owner and deceive consumers into thinking the products are associated with an established brand. As a result, brand owners can sue counterfeiters to prevent them from continuing to make and sell the fake products.

In certain countries, the government can fine, and even imprison, persons or manufacturers found guilty of selling counterfeit goods.

WHERE ARE COUNTERFEITS SOLD?

Common places where you may find counterfeits include:

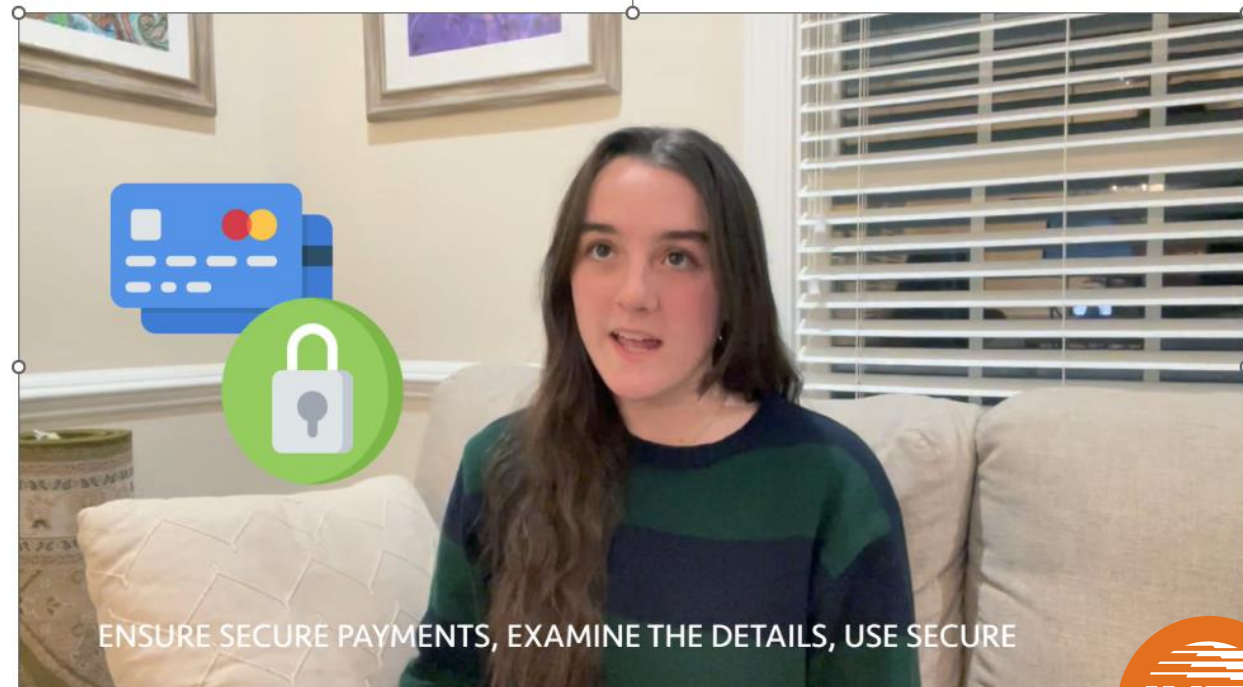
- Social media platforms (through indirect advertising products for sale)
- Online marketplaces
- Outlet stores
- Flea markets
- Street vendors

IN-PERSON ENGAGEMENT

In 2024, the Unreal Campaign began a partnership with the Chamber of Commerce and the National Trade Foundation for Education (Comeduc) to deliver a regular series of presentations to schools in Santiago, Chile, reaching more than 300 students.

Launched the “Unreal Campaign Challenge” that invited students to produce a 60-second public service announcement (PSA) video on the dangers of counterfeits. We received a record 103 video entries and over 108,000 public votes to select the three winning videos.

The Real Deal is the Right Deal



ONLINE ENGAGEMENT

The Unreal Campaign leverages platforms including Instagram and TikTok to share **accessible** and **engaging** content, including videos, memes, infographics, and stories that are relevant where young consumers are active.

Including humor, TV, film, and other popular culture references, the Unreal Campaign tackles the serious subject of counterfeiting in a way that is less confrontational or scolding.

The content has covered gym and sports equipment, gaming accessories, and makeup and cosmetics alongside posts around fashion, footwear, and accessories with tips on how to shop safe and avoid scams.



ONLINE ENGAGEMENT



4.96m

2.6m

+41%

79k

22.3k

Impressions

The number of times a user has seen one of the Unreal posts.

Video views

The number of times video content in a post, reel or story has been played.

Followers

The % increase in users following the Unreal profile in 2024.

Interactions

The number of times a user has interacted with our content including swipes, clicks, likes, saves, comments, shares etc.

Link clicks

The number of times a user has clicked to visit our profile or followed a link.



FINAL THOUGHTS

Public awareness campaigns about counterfeits need to be dynamic and adaptive to new trends, buying behaviors and generational shifts.

2025 and beyond will see the Unreal Campaign expand its reach and introduce new initiatives with more video content and regionalization.





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