

WIPO General Assembly

Fifty-Eighth (27th Ordinary) Session Geneva, July 8 to 17, 2025

REPORT ON THE ADVISORY COMMITTEE ON ENFORCEMENT (ACE)

prepared by the Secretariat

1. During the period under consideration, the Advisory Committee on Enforcement (ACE) held its seventeenth session from February 4 to 6, 2025. The session was attended by 245 participants, representing 86 Member States, 25 Observers and the European Union. The session was chaired by Mr. Taffy Yiu (United Kingdom). Ms. Borana Ajazi (Albania) and Ms. Mercy K. Kainobwisho (Uganda) served as Vice-Chairs. The Committee elected Mr. Tim Werner (Switzerland) as Chair and Mr. Diego Pérez-Bernal (Paraguay) and Ms. Christine Pangilinan-Carlapan (Philippines) as Vice-Chairs for the eighteenth session of ACE.
2. The seventeenth session of ACE addressed the following work program:
 - exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for intellectual property (IP) among the general public, especially the youth, in accordance with Member States' educational or any other priorities;
 - exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner;
 - exchange of information on national experiences in respect of WIPO's legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States' priorities; and
 - exchange of success stories on capacity-building and support from WIPO for training activities at national and regional levels for agencies and national officials in line with relevant Development Agenda (DA) Recommendations and the ACE mandate.

3. The work program consisted of 30 expert presentations, two panel discussions and four Secretariat presentations (documents WIPO/ACE/17/4 to WIPO/ACE/17/18¹).

4. Under work program item A, “Exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States’ educational or any other priorities”, two contributions were presented, namely “The Neuropsychology and Cognition of Counterfeiters (Fraudsters): A Legal and Forensic Psychology Perspective” by Professor Javier Morales, Ph.D., President and Senior Consultant of CCG – Psyche Legalis, San Juan, Puerto Rico; and “Development and Application of United Kingdom Consumer Research to Counter-Infringement Interventions – A United Kingdom Case Study” by Ms. Tamsyn Wedlake-James, Head of Enforcement and Counter-Infringement, Research and Analysis, Intellectual Property Office (IPO), United Kingdom (documents WIPO/ACE/17/4 and WIPO/ACE/17/5). In addition, three Member States shared their national experiences on raising awareness of the importance of respecting IP: “The Current Status of Domestic Awareness-raising Initiatives Regarding Counterfeit Goods” by Japan; “Awareness-raising Activities to Combat Counterfeiting and Piracy: A Strategic Approach to Foster Awareness of Intellectual Property (IP) in the Philippines and Encourage Respect for IP Rights” by the Philippines; and “Intellectual Property Awareness-raising Initiatives by the Ministry of Micro, Small and Medium Enterprises” by India (document WIPO/ACE/17/6). A panel discussion on the “Role of IP Education in Building Respect for IP and Effective IP Enforcement” took place, moderated by Ms. Mercy K. Kainobwiso, Registrar General, Uganda Registration Bureau (URSB), Uganda (document WIPO/ACE/17/7), in which panelists from India, United Kingdom and the European Union Intellectual Property Office (EUIPO) shared their insights and experience. Moreover, one Member State and one Observer shared their awareness-raising strategies and campaigns: “A Social Media Awareness Campaign Using Influencers – Only Genuine X Copy” by the Companies and Intellectual Property Commission (CIPC), South Africa; and “INTA’s Unreal Campaign – A Multidimensional Approach to Young Consumer Counterfeit Awareness” by the International Trademark Association (INTA) (document WIPO/ACE/17/8).

5. Under work program item B, “Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner”, presentations were grouped into seven topics:

(i) IP Enforcement: Safeguarding SMEs, Innovation and Economic Growth. One Member State and one Observer shared their experiences: “Local Practices of Administrative Intellectual Property Enforcement Supporting the Innovative Development of Enterprises” by Zhejiang Provincial Intellectual Property Office, China; and “Evidence of the Risks Posed by the Illicit Trade in Counterfeit Goods to Small and Medium-sized Enterprises” by the Organisation for Economic Co-operation and Development (OECD) (document WIPO/ACE/17/9). The Delegations of China and the European Union, as well as the representative of Crop Life International took part in the ensuing discussion.

(ii) New Domestic Legislation. Two Member States shared their experiences: “The Role of AGCOM in Protecting Copyright Online: Tackling Live Event Piracy” by Ms. Bianca Terracciano, Digital Services Directorate, Italian Communications Authority (AGCOM), Italy; and “Enforcement of Copyright in the Digital Environment – A New Copyright Law” by Ms. Borana Ajazi, Director, Copyright Directorate, Ministry of the Economy, Culture and Innovation, Albania (document WIPO/ACE/17/11).

(iii) Use of Apps and App Stores for IP Infringement Activities. EUIPO made a standalone presentation: “Challenges and Good Practices to Prevent the Use of Apps and App Stores for IP Infringement Activities” by Mr. Antoine Aubert, IP Digital

¹ Available at: https://www.wipo.int/meetings/en/details.jsp?meeting_id=84728.

Specialist, European Observatory on Infringements of Intellectual Property Rights, EUIPO, Spain (document WIPO/ACE/17/12).

(iv) Effectiveness and the Legal and Technical Means of Implementing Website- blocking Orders. A study commissioned by the ACE Secretariat was presented, namely: “Study on the Effectiveness and the Legal and Technical Means of Implementing Website-blocking Orders” by Mr. Juan Rotger, Senior Legal Counsel at the Danish Rights Alliance (RettighedsAlliancen), Denmark (documents WIPO/ACE/17/13 and WIPO/ACE/17/13/EX). Two private sector entities and two Member States also shared their experiences and best practices on site blocking and no-fault injunctions: “Site Blocking Best Practices” by Ms. Karyn A. Temple, Senior Executive Vice President and Global General Counsel, Motion Picture Association (MPA), United States; “Tackling Music Piracy: The Role of Intermediaries” by Dr. Elena Blobel, Director of Global Litigation, International Federation of the Phonographic Industry (IFPI), United Kingdom; “The Role and the Work of the Greek Administrative Committee for Combatting Online Piracy of Live Events” by Dr. Maria Daphne Papadopoulou, Acting Director, Hellenic Copyright Organization (HCO), Greece; and “Operation Jianwang (Sword Net): Twenty Years Strengthening the Online Copyright Protection System in China” by Ms. Ye Tingting, Deputy Director, Enforcement and Supervision Division, Copyright Department, National Copyright Administration of China (NCAC), China (document WIPO/ACE/17/14). The presentations were followed by a panel discussion on the topic of site blocking and no-fault injunctions, moderated by Mr. Rotger. The Delegation of the Russian Federation, and representatives of the European Brands Association (AIM) and the International Literary and Artistic Association (ALAI) took part in the ensuing discussion.

(v) Mediation and Alternative Dispute Resolution. Two Member States shared their experiences: “Compounding as a Mechanism of Alternative Dispute Resolution in Intellectual Property Disputes: The Kenyan Experience Under the Anti-Counterfeit Act” by Dr. Robi Mbugua Njoroge King’a, Executive Director and Chief Executive Officer of the Anti-Counterfeit Authority (ACA), Kenya; and “Mediation as an Alternative Means of Resolving Enforcement-related Disputes in Paraguay and Collaboration between DINAPI and the WIPO Arbitration and Mediation Center” by Mr. Diego Pérez Bernal, Director General of Enforcement at the National Intellectual Property Directorate (DINAPI), Paraguay (document WIPO/ACE/17/15). The Delegations of Algeria and the Philippines took part in the subsequent discussion.

(vi) Enforcement Regimes: National Frameworks and International Collaborations. Seven Member States shared their experiences: “Simplified Procedure for the Destruction of IP-Infringing Goods in Small Consignments” by Mr. Tim Werner, Legal Adviser, Swiss Federal Institute of Intellectual Property (IPI), Switzerland; “Follow the Money and Organized Crime” by Detective Sergeant Robert Madden, National Intellectual Property Crime Unit (NIPCU), Garda National Bureau of Criminal Investigation, Ireland; “The Necessity of International Enforcement Cooperation to Combat Cross-border Copyright Infringement” by Ms. Keiko Momii, Director, Japan Copyright Office (JCO), Agency for Cultural Affairs, Government of Japan; “The Republic of Korea’s Approach to Enhancing Intellectual Property Rights Enforcement through International Cooperation” by Ms. Jia Kim, investigative consultant (Public Prosecutor), dispatched to the Intellectual Property Protection and Cooperation Bureau, Korean Intellectual Property Office (KIPO), Republic of Korea; “China Continues to Strengthen Intellectual Property Protection through Administrative Enforcement” by Mr. Yang Weitao, Deputy Director, Inspection Division III, Enforcement Inspection Bureau, State Administration for Market Regulation (SAMR), China; “Lessons Learned from the COVID-19 Pandemic: The Increase in Counterfeiting and Piracy and the Effect of Economic Pressure on Consumers’ Attitudes Towards

Counterfeits” by Mr. Roger A. Hildebrandt, Head of “Promotion of the Use of IP”, German Patent and Trademark Office (DPMA), Germany; and “Public-Private Anti-Piracy Alliances and Cooperation: Progress and Perspectives – The Experience of Peru” by Mr. Fausto Vienrich Enríquez, Director of Copyright, National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI), Peru (document WIPO/ACE/17/16.) The Delegations of the Republic of Korea, the Russian Federation, Indonesia, Paraguay and Tonga, as well as the representative of the Eurasian Economic Commission (EEC) participated the discussion that followed.

(vii) Technological Tools in Combatting Digital Piracy and Counterfeiting. Two contributions were presented by one private sector entity and one Observer: “Why Advanced Technology is Essential to Combat Intellectual Property Infringements in Real Time” by Mr. Pedro Bravo, Head of Content Protection, NOS Technology, Portugal; and “EBSI ELSA Blockchain-based Solution for the Authentication of Products” by Ms. Claire Castel, Head of the Outreach and Knowledge of IP Service, European Observatory on Infringements of IP Rights, EUIPO, Spain (document WIPO/ACE/17/17).

(viii) In addition to the presentations and the panel discussion under the above seven topics, the Secretariat demonstrated the recently launched ACE Documents Catalog and made a presentation on IP-YES!, the WIPO Intellectual Property Youth Empowerment Strategy.

6. There were no contributions or interventions under work program item C, “Exchange of information on national experiences in respect of WIPO’s legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States’ priorities”.

7. Under work program item D, “Exchange of success stories on capacity-building and support from WIPO for training activities at national and regional levels for agencies and national officials in line with relevant Development Agenda Recommendations and the ACE mandate”, the Secretariat made a joint presentation with Mr. Nawaf Ibrahim Sulaiman Alhammad, Director, Inference Department, Head of Preliminary Investigations Department, Saudi Authority for Intellectual Property (SAIP), Saudi Arabia, namely: “Impact Capacity-Building Project: Building a Sustainable Intellectual Property Enforcement Mechanism” (document WIPO/ACE/17/18).

8. The Committee took note of the presentations by the Secretariat on recent WIPO activities in the field of building respect for IP, guided by the 2024/2025 Program of Work and Budget, Development Agenda Recommendations 40 and 45, Strategic Pillar 2 (Bring people together and partner with stakeholders to shape the future of the global IP ecosystem) of the WIPO Medium-Term Strategic Plan (MTSP) 2022-2026 and MTSP Expected Result 2.3 (International dialogue and cooperation on building respect for IP).

9. Regarding future work, the Committee agreed to continue its consideration of the current work program (see paragraph 2) at its eighteenth session. The Delegation of Colombia, speaking on behalf of the Group of Latin American and Caribbean Countries (GRULAC) and supported by the Delegations of Brazil, Chile, the Dominican Republic, Iran (the Islamic Republic of) and Mexico, proposed the inclusion of the topic of counterfeiting in the biotechnology sector under the second of the four agreed-upon work program items. The Delegation of Kenya, speaking on behalf of the African Group, also supported the proposal.

10. The Delegation of the United Kingdom, speaking on behalf of Group B, acknowledged the proposal but expressed reservations about it. Those reservations were echoed by the Delegations of Estonia and Poland, speaking on behalf of the Group of Central European and Baltic States (CEBS) and the European Union and its member States, respectively. After informal consultations, agreement was reached on holding a discussion during the eighteenth session of ACE on the topic "The Impact of Intellectual Property Infringement in the Biotechnology Sector" (document WIPO/ACE/17/19/Rev.2).

11. The WIPO General Assembly is invited to take note of the "Report on the Advisory Committee on Enforcement (ACE)" (document WO/GA/58/10).

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