



Intellectual  
Property  
Office

# The Role of Government

International Policy Directorate and the work of IP attachés

Huw Watkins – Head of Asia Policy

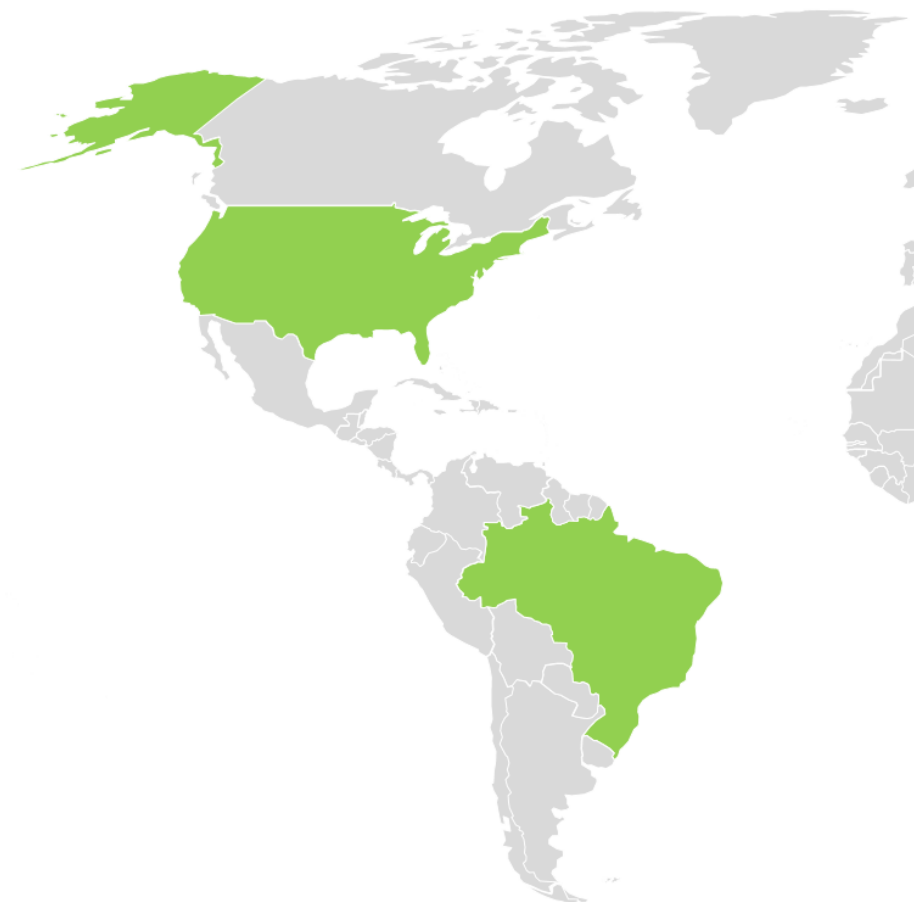
# International Policy Work

- UK Global IP Attaché Network
- Representing UK's position on IP
  - Trade Negotiations Team
  - Bilateral Relations Team
  - Multilateral and Institutions
- Cross government work – particularly Department for International Trade



# Americas

- North America, Latin America and the Caribbean
- Two attaché staff:
  - Kayleigh Nauman: USA, Canada, Mexico – based in Washington D.C in the USA
  - Angelica Garcia: Latin America and the Caribbean, based in Sao Paulo in Brazil
    - USA:
      - Influenced the US over many years to implement a US equivalent of the UK's IP Enterprise court, giving access to justice to rights holders at a reasonable cost (the CASE act)
      - Working with US industry and Govt to improve music licensing for UK right holders (the Music Modernisation Act)
    - LATAC:
      - The Operation 404 projects have been very successful at demonstrating the success of international collaboration in the fight against online-IP crime and infringement. Recently, during Operation 404.3, between the three countries involved (Brazil, UK and US), 334 online sites were taken down along with 94 apps. PIPCU took down 32 of these sites under the umbrella of the operation.
      - Focusing on increasing awareness around counterfeit goods and education around the enforcement of IP.



# Association of South East Asia Nations (ASEAN)

- UK is ASEAN ‘partner of choice’ on IP Enforcement and Copyright
  - Style of work with ASEAN Secretariat
  - UK Trade focus in SE Asia means that IP is a significant issue for UK
- Attaché team based in Singapore
- Viet Nam and Indonesia Copyright Review



## East Asia – China, Japan, S Korea, Taiwan

- Attaché team based in Beijing and Shanghai (4 people)
- Strong relationship with China's National Copyright Administration, with whom we sign an annual work plan
- Includes activities such as UK-China Copyright Week (programme of influence and stakeholder engagement activities)
- China has an optional 'copyright recordal' system – registrations can be used as evidence in cases against copyright infringement, which is still a big problem for rights owners



# India

- Attaché based within Trade Team at British High Commission, Delhi
- India has Copyright Office where rights can be registered
- Attaché recently engaged with UK and Indian rights holders in creative industries over Copyright Act



# Middle East (Gulf Co-operation Council States)

- Attaché based at Riyadh
  - Newly appointed – strong knowledge of region
- UK has MoU with Saudi Arabian IP office
  - Work plan includes increasing knowledge and capability of copyright
- Copyright challenges within the region include sports broadcasting and online piracy
- Working with rights holders
- Future trade opportunities





# Multilateral Organisations - Geneva

The IP Attachés are our representatives at the World Intellectual Property Organization and other Geneva-based organisations where IP is discussed (e.g. World Trade Organization, World Health Organization).

Based at the UK Mission in Geneva, the attaches work with colleagues from like-minded countries and international organisations to promote a balanced IP system that continues to support innovation and creativity.

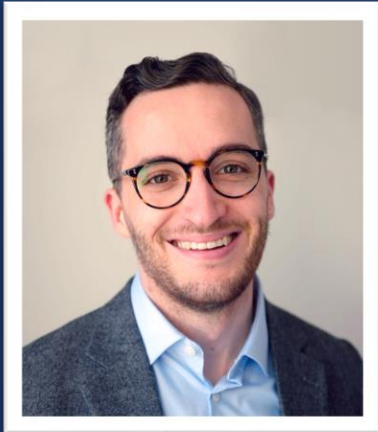


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# IP Attachés

**China**



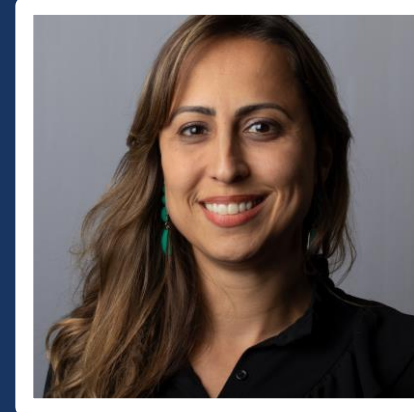
**Conor Murray**

**Geneva**



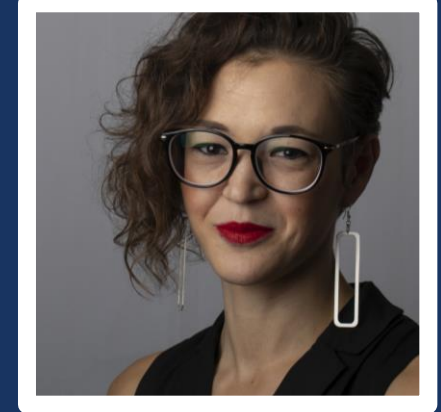
**Jan Walter**

**Brazil**



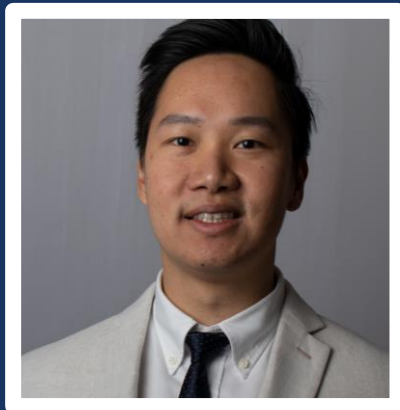
**Angelica Garcia**

**America**



**Kayleigh Nauman**

**SE Asia**



**Desmond Tan**



**Christabel Koh**

**Middle East**



**Yamish Yakoob**

**India**



**Pragya Chaturvedi**