



...AND A WEEK OF IP NEWS



5th July 2016 marked the first ever British IP Day, encapsulating the importance of intellectual property (IP) driving success across the creative industries, branded goods and the manufacturing and design sectors.

The day started with the Alliance AGM, where discussions focussed on strategy to ensure that members' sectors do not lose out in the Digital Single Market and Single Market process, as well as developing clear a clear policy agenda to present to the UK Government. The Alliance must now see this as an opportunity; to seek ways to influence national IP policy and to work with allies in Europe to ensure our interests are still represented.



Pippa Hall of the IPO launched the [OCI Tracker](#) at the AGM, and stressed the IPO's desire to work with Alliance members to pool data and work together. The research compiled for Wave 6 of the tracker shows that there is a gradual shift of consumers moving to legal content providers but piracy is still an ever present threat.

The aim of [British IP Day](#) was to make the voice of intellectual property heard in Parliament. With the help of Alliance members we arranged meetings between IP creators and businesses with their MPs in Parliament. Successful meetings were held on the day with Beachbody, the Roald Dahl Estate and Millie Marotta and their respective MPs; Peter Lilley, Cheryl Gillan and Simon Hart. We also have interest from MPs wishing to meet businesses and creators in their constituencies in the coming weeks. The meetings raised local, national and international issues and promoted the importance of IP to their work, and in turn the ability to boost their local economies.

The evening saw a return to the Terrace Marquee in the House of Commons for the Alliance Summer Reception, kindly sponsored by the Premier League, with speeches by Secretary of State for Culture, Media & Sport, John Whittingdale MP, Minister for IP, Baroness Neville-Rolfe, and Pete Wishart, MP, Chair of the All Party IP Group, who hosted the event. The Secretary of State again highlighted the massive success of our creative industries and how they drive our economy as the second biggest exporter. Parliamentarians, creators and industry leaders



attended the reception bringing together a wide range of experience and expertise and further raising the profile of IP to the UK economy. Pete Wishart stressed the need to work together to ensure that IP is front and centre of future Government policy.

As part of the Premier League's sponsorship, a draw was made for football kits to be donated to youth teams in the constituencies of five MPs who attended the reception; Caroline Flint, Iain Wright, Dr Therese Coffey, Michelle Thomson and Kevin Brennan. One lucky youth team in each constituency will now be kitted out in brand new Premier League kits, and we will use these opportunities to promote the importance of IP again.

Baroness Neville-Rolfe presented the inaugural IP Champion Award to Dids Macdonald for [ACID's](#) campaigning work to improve the protection given to design rights within the 2014 IP Act. Our judging panel of John Alty (Chief Executive of the IPO), Lord Clement-Jones and Pete Wishart, MP commended all the entries.



The [#BritishIPDay](#) hashtag was also used far and wide on Twitter, with one tweet by The Global IP Center using the hashtag to remind the Twittersphere that the UK ranks number one for enforcement in the 2016 IP Index. The [#BritishIPDay](#) hashtag reached an impressive audience of 900,000 Twitter users, and 64% of Tweets featuring the

hashtag were retweeted. The Institute of Trademark Attorneys jumped on the [#BritishIPDay](#) bandwagon by using the hashtag to promote their summer reception that was also held on 5th July.

British IP Day also saw the launch of the [ACG's 2016 manifesto](#). The manifesto includes many policy initiatives including a call on Government to take more action in protecting IP by establishing a national enforcement body, and to make IP crime a national enforcement priority. This enforcement action must be in both the online and physical worlds, and ACG also stress the need to work with businesses to better educate the cost of counterfeiting and explain the dangers.

As if there wasn't enough going on this week the Department for Culture, Media and Sport also celebrated [#CreateUK](#) which acknowledges the UK's extraordinary success of the creative industries. [DCMS announced](#) that jobs generated within the creative industries have increased three times faster than the wider UK average. Our creative industries generate a staggering £10 million every hour for the UK economy, with exports increasing and contributing almost £20 billion per year.



More activity on IP came from the Creative Industries Council which published [Create Together](#) this week, outlining their strategy to help grow and protect the creative industries.

Capping it all there was good news on the enforcement front with the latest phase of [Operation Jasper](#), which targets the sale of counterfeit goods on social media. Trading Standards officers carried out 17 raids arising from 48 ongoing investigations supported by enforcement teams acting on intelligence from industry, including many Alliance members. Items seized included counterfeit CDs, DVDs, clothing and cigarettes. The operation also reported 1,750 infringing images to Facebook for removal by rights owners and their agents, and 35 cease and desist notices were issued. The raids were coordinated through the National Markets Group, the National Trading Standards eCrime Team and the Intellectual Property Office.