



Protecting and Informing Consumers & Supporting Businesses: The Role of Public Advocacy on IP

Josh Hallock, *Director of Public Diplomacy Programs*

Office of International Intellectual Property Enforcement

Bureau of Economic, Energy and Business Affairs



U.S. DEPARTMENT OF STATE

DIPLOMACY IN ACTION

Public Advocacy on IP

Rationales for Promoting Public Awareness

- Building Broader Understanding of Key Issues and Concerns
- Fostering Political Will and Support for IPR Protection and Enforcement
- Empowering Businesses to Leverage IPR (expanding commercial opportunities)
- Empowering Consumers and Businesses to Play a Role in Promoting National Economic Security (including FDI), Cultural Identity, and Public Health & Safety



Public Outreach on IP

Promoting Sustained Public Outreach

- o Important Vehicles to Enable Effective Public Outreach
 - n Private Sector Engagement & Leadership
 - n Public Sector Engagement and Partnerships with Other Governments and International Organizations
 - n Private-Public Partnership, Coordination & Strategic Planning (long and short term)
 - n Institutionalization of Education and Awareness-Building
 - o i.e., through educational system(s) and curricula



The U.S. Experience

Key Agencies Engaging in Public Outreach on IP

- o **U.S. Department of State**

- n Bureau of Economic, Energy & Business Affairs
- n Bureau of International Narcotics & Law Enforcement
- n Bureau of Public Affairs and Public Diplomacy
- n U.S. Agency for International Development

- o **U.S. Department of Commerce**

- n U.S. Patent and Trademark Office (Global IP Academy)
- n International Trade Administration
- n Commercial Law & Development Program

- o **Library of Congress**

- n U.S. Copyright Office

- o **U.S. Department of Health & Human Services**

- n Food & Drug Administration



The U.S. Experience

Consistent Interagency Coordination

- o 2008-09: Office of the IP Enforcement Coordinator in the White House
- o 2010 Joint Strategic Plan on IP Enforcement
 - n Increased Info Sharing and Communication with Rightsholders
 - n Considering Best Practices of Our Trading Partners
 - n Coordination of International Capacity Building & Training (including outreach)
 - n Strengthen IP Enforcement Through International Organizations
 - n Facilitating Cooperation to Reduce IP Infringement Occurring over the Internet
 - n Supporting U.S. Businesses in Overseas Markets



Case Study: Nicaragua

Publicity Campaign Supporting IPR Legislation

- o 2006-07 Campaign in Managua, Nicaragua
Featuring Famous Recording Artists
- o Message Delivered through Music:
“These reforms are necessary to protect Nicaraguan culture”
- o Collective Leadership
 - n Nicaraguan Collective Rights Society for Copyright and Related Rights (NICAUTOR)
 - n Video production companies and importers
 - n Cable, cinema and concert production companies



Case Study: Paraguay

Developing a National IPR Outreach Strategy

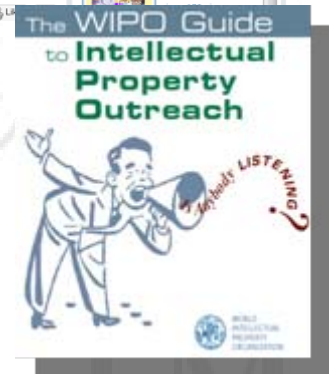
- o 2008-10 IPR Outreach Pilot Initiative conducted in partnership with private sector, universities, Ministry of Commerce and Trade, and IP Office
- o Process
 - n Consumer Perception Studies in Several Key cities
 - n Design of Strategy through Committee
 - n Government and University Adoption
 - n U.S. Embassy Vocal Support
 - n Kick-off in March 2010 with Essay Competition
 - n Exit Studies and Adoption of IPR Module in Good Governance Curricula at Universities



Public Outreach on IP

Useful Advocacy Tools and Best Practices

- o World Intellectual Property Organization
 - n Guide to IP Outreach
 - n Outreach in Practice Database
 - n Research Database
 - n Print and Multimedia Publications
 - n World IP Day – April 26th
 - n Films and Documentaries (YouTube)
- o U.S. State Department (America.gov)
- o U.S. Patent & Trademark Office
- o Private Sector Resources



The U.S. Experience

State Department-Funded Technical Assistance

O IPR Enforcement Training Program

- n** \$18.5 million for 70+ programs since FY 2004 funded via a soft earmark from Congress
- n** Enforcement training and technical assistance to foreign government officials, including customs, police and the courts
- n** In 2009 allocated training funds increased to \$4 million, 14 projects
- n** 2010: funding decisions currently under way



o Thank you!

Joshua W.L. Hallock, Senior Foreign Affairs Officer
Office of International Intellectual Property Enforcement
U.S. Department of State

HallockJW@state.gov



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