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To all the Members of the AIPPI - UAE National Group

Subject: 2nd Circular/ 2024

AIPPI UAE Group role in the EIPA and Interpol Regional Intellectual Property (IP) Crime Conference (Middle East and North Africa)

Dear all,

We trust you are well.

We thought to share this circular with all our AIPPI UAE members in order to provide some news and updates on the AIPPI UAE Group's role in the recent IP Crime event held in Dubai organized by EIPA and INTERPOL, which was supported and sponsored by many important organizations in the field of fighting IP Crime.

The AIPPI UAE Group continued to support the Regional Intellectual Property (IP) Crime Conference for the second year in a row. The event was held on February 20 and 21st, 2024 in Dubai and it was great to see many AIPPI UAE Group members register and join the event which was offered on a complimentary basis to attendees.

The event concluded with a clear and strong message to support and encourage collaboration and innovation between all stakeholders in the area of combating IP crime, recognising the ongoing challenges posed in domestic and international economies. Indeed, this collaboration was evident at the event itself as law enforcement agencies, international police, non-profit organizations and industry experts from various backgrounds and private sectors shared the stage. These included Dubai Police, INTERPOL, The Ministry of Economy, BPG and the AIPPI UAE Group among others.

"Unlocking the future" was the theme of the event and it was chosen to empower participants with the knowledge and strategies needed to navigate the dynamic landscape of intellectual property and trademark rights. Speakers emphasized many points and roundtables were held to facilitate the sharing of best practices, encouraging collaborative discussions between stakeholders. The use of emerging technologies and Artificial Intelligence (AI) implications were also hot topics, recognising the need for those combatting IP crime to keep up with the criminals in their use of such technologies. Issues related to data analytics, discussing future challenges and opportunities for AI and building capabilities were among the most interesting topics of this year's event.

The AIPPI UAE Group organized a roundtable in coordination with the Brand Protection Group (BPG) and it was well attended by people from different background, territories and speciality. Bassel El Turk, Munir Suboh and Nicole Giblin handled this opportunity, prepared materials and engaged with audiences on the topic. The session covered many areas in AI and IP but more specifically, Bassel was able to give an overview about the latest opportunities, functions and challenges about AI, while Nicole focused on the branding and trademark issues surrounding AI solutions and functions. Munir focused on defining the basics of AI and teaching computers but also was able to explore the legal landscape of AI in the UAE and the announced strategy for this area.

Among many other points/takeaways, we highlighted the following briefs, takeaways and some statements that were shared with the audience during the conference:

- The IP ecosystem is important to be able to be effective. No one organisation can be entirely successful on its own, and Public Private Partnerships are important. Education from an early age and community engagement are also important to tackle IP crime.

- Important to have strong governance and strong leadership, an understanding of the economic value of IP and effective ways to enforce IP rights.

- On enforcement, we were reminded of the International Trademark Association's (INTA) involvement in running awareness campaigns, reviewing legislation, filing amicus briefs and making recommendations. However, we were also reminded of the responsibility of brand owners themselves to protect their consumers by ensuring effective governance. INTA CEO was one of the keynote speakers whose presence gave the audience some ideas about the role of non-profit organizations in building capabilities, sharing knowledge and best practice to fight the IP crimes.

- The challenges that all countries are facing are very similar. The only difference is how soon or late you will, as a country, face an issue. In developed economies 60% of jobs will be impacted by artificial intelligence in the immediate future. Less developed countries will feel the impact later. Despite this difference in pace, we must tackle issues at a global level.

- Digital piracy is a crime area in which the private sector must play a significant role. Effective coordination and joint efforts of public private partnerships has helped to dismantle criminal networks.

- Private sector plays a crucial role in providing cutting edge solutions to combat digital piracy, the public sector provides legal frameworks and enforcement experience to tackle the infringers.

- UAE vision 2031 and other country's visons eg Kuwait Vision 2035 aimed at developing human capital and promoting innovation. To apply the vision, legislative policies are required to make protection of IP easier.

- In addition, awareness campaigns are an important element through workshops, seminars, lectures etc, all with the aim of scientific advancement and supporting innovation. This will be further supported by the implementation of initiatives to advance IP in academia. IP policies and procedures are being developed in universities and other academic organisations - these include programmes to incentivise innovation among academics. Education should include working with the younger generation not only more advanced educational institutes.

- Is IP infringement organised crime? TRACIT (transnational alliance to combat illicit trade) addresses illicit trade across a range of sectors which are interlinked. Talking only about Counterfeiting in isolation is not effective. However, linking IP crime to other issues such as human trafficking, sustainable development goals and so on generates better response from government. IP Crime is organised crime, is dangerous, and must be recognised as such. Follow the money!

- Counterfeiting impacts 9 out of the 17 sustainable development goals (SDGs). Counterfeiting is one of the biggest crimes impacting SDGs.

- DPMS (precious metals and stones) present high-risk environments and so this sector is important from an anti-money laundering perspective. This is along with other sectors such as the real estate sector, company set up, accountancy and auditors which are also considered high-risk from a money laundering perspective. AED 100,950,000 worth of fines issued in 2023 by the UAE Ministry of Economy for AML issues.

- We must work to ensure that our use of new technologies is scalable and can be applied across jurisdictions.

- Benchmarking and country engagement important - bilateral and multilateral agreements, sharing of best practices and public/private partnerships.

- Importance of working with all players - free zones, academia, public and private sector organisations, law enforcement.

- Working with tools available and utilising technology is ever more important. However, it is important to recognise the limits of technology and the challenges it brings, particularly when counterfeiters are utilising the same technology for their own ends.

The AIPPI UAE Group sponsored a booth at the exhibition hall and many visitors, attendees and general inquires were made aware about AIPPI. This was a very good promotional opportunity for our association. We are proud about this participation and looking forward to capitalizing further on this opportunity.

On behalf of the Communications Committee

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LinkedIn Posts as covered by the CC members:

https://www.linkedin.com/posts/aippi-group-uae-123b451b4_interpol-ip-activity-7165723035814105088-z4nq?utm_source=share&utm_medium=member_ios

https://www.linkedin.com/posts/aippi-group-uae-123b451b4_ai-ip-activity-7166361824290881536-Ng4r?utm_source=share&utm_medium=member_ios