

What can be done at the UK end?

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Global IP Index*

Ranks 22 jurisdictions in order of IP competitiveness

Tier 1: UK
USA
Germany

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Tier 5: India  
Brazil  
Russia  
China

\* Source: Managing Intellectual Property/Taylor Wessing, May 2008

## Options in the EU for IPR holders

- Target the distribution chain
- Interim remedies
- Customs authorities
- Trading standards authorities
- Regulation of advertisements

## The Distribution Chain

- Importers
- Distributors
- Wholesalers
- Retailers

## IPRs in the EU – registered rights

- Patents
- Utility Models
- Registered Trade Marks (Community, national)
- Registered Designs

## IPRs in the EU – unregistered rights Other rights

- Passing off
- Unfair competition
- Unregistered designs (Community, national)
- Copyright
- Consumer protection and advertising regulations

### Interim Remedies

- Powerful tool
- Some harmonisation (IP Enforcement Directive)
- Interim injunctions
- Seizure of articles
- Pre-action disclosure

### Customs Authorities

- Can detain articles suspected to infringe IPRs
- Relatively simple EU-wide customs notification (Council Regulation (EC) No. 1383/2003)
- May need to commence proceedings following detention of goods
- Useful and cheap but mixed results in practice

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