EUIPO 25 YEARS
EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

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Blockchain – Opportunities and Challenges for IP Ecosystem

WIPO Standards Workshop on Blockchain
April 29 to 30, 2019

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European Observatory on Infringements of Intellectual Property Rights, EUIPO

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Content

- Illicit Trade
- Cybersquatting
- Copyright Piracy
- *Anti-Counterfeiting Blockathon Forum*

The examples are based on existing services or concepts, but I will not identify any concrete threat or solution by name

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Illicit Trade

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Illicit Trade

Illicit Trade

- Rogue Decentralised Marketplaces
- Enhanced Anonymity in Cryptocurrencies And Wallets
- Alternative Delivery Services
- Non-seizable Assets
- Self-executing Smart Contracts/ Decentralised Autonomous Organisations

Countering Illicit Trade

- Compliant Decentralised Marketplaces
- Big Data Analytics
- Sharing Economy
- Automated Control
- Consumer Engagement
- Machine Learning

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Cybersquatting

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Cybersquatting

Cybersquatting

- Decentralised Search Engines
- Non-ICANN Controlled DNS
- No Alternative Dispute Resolution
- Truly Anonymous VPN's

Anti-Cybersquatting

- Automated Interaction DNS-TM Registries
- Reliable WHOIS Compliant with GDPR
- Decentralised Alternative Dispute Resolution
- Artificial Intelligence and Blockchain

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Piracy

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Copyright Piracy

Piracy

- BitTorrent Variations with Enhanced Anonymity
- Higher Speeds and Variety
- No Need for Malware or Advertising

Anti-Piracy

- Data Fingerprinting
- User Incentivised Legal Solutions
- Blockchain Based Collective Management

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Anti-Counterfeiting Blockathon Forum

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EU Blockathon 2018

The EUIPO conducted in June 2018 the first ever EU Blockathon to develop the Anti-counterfeiting solution of the future

More information in these videos:

- *Intro Video*
- *After Video*

Based on that, the EUIPO launched the Anti-Counterfeiting Blockathon Forum in February 2019

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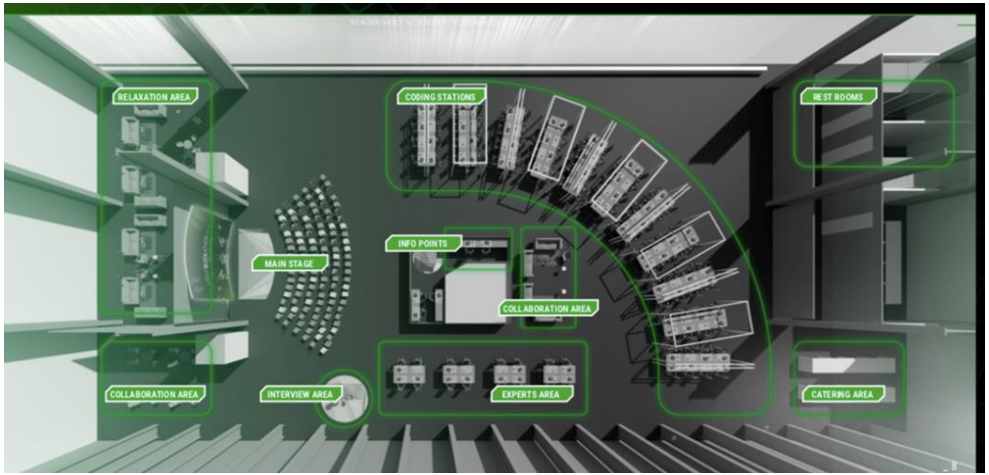
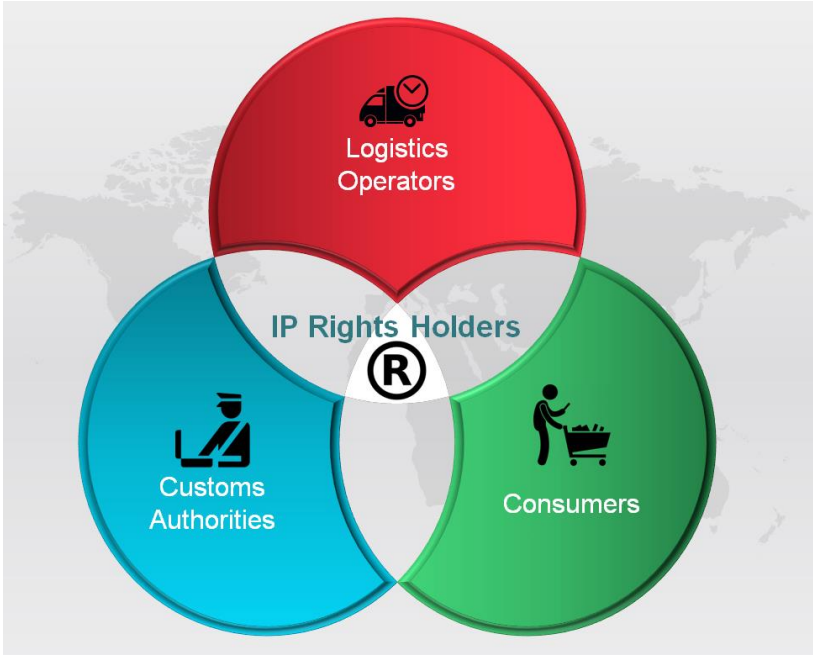


Create the Anti-Counterfeiting Solution of the Future



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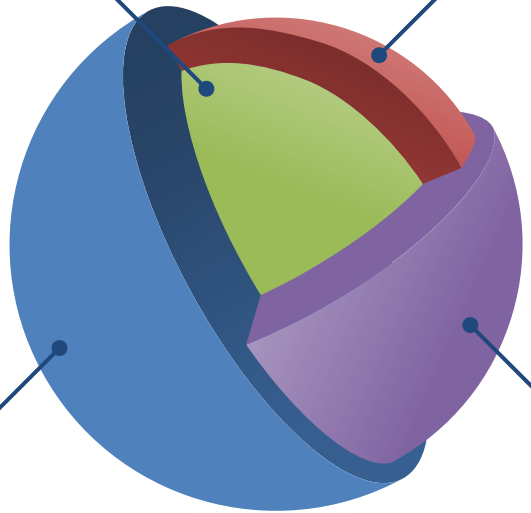
Authenticity

Blockchain proof of authenticity of the goods.

Transport

Tracking movements of goods. Packaging and containment.



Provenance

Validating the origin of goods. Transparency in the supply chain.

Enforcement

Alerts in case of unforeseen events. Proving the integrity of transported goods.

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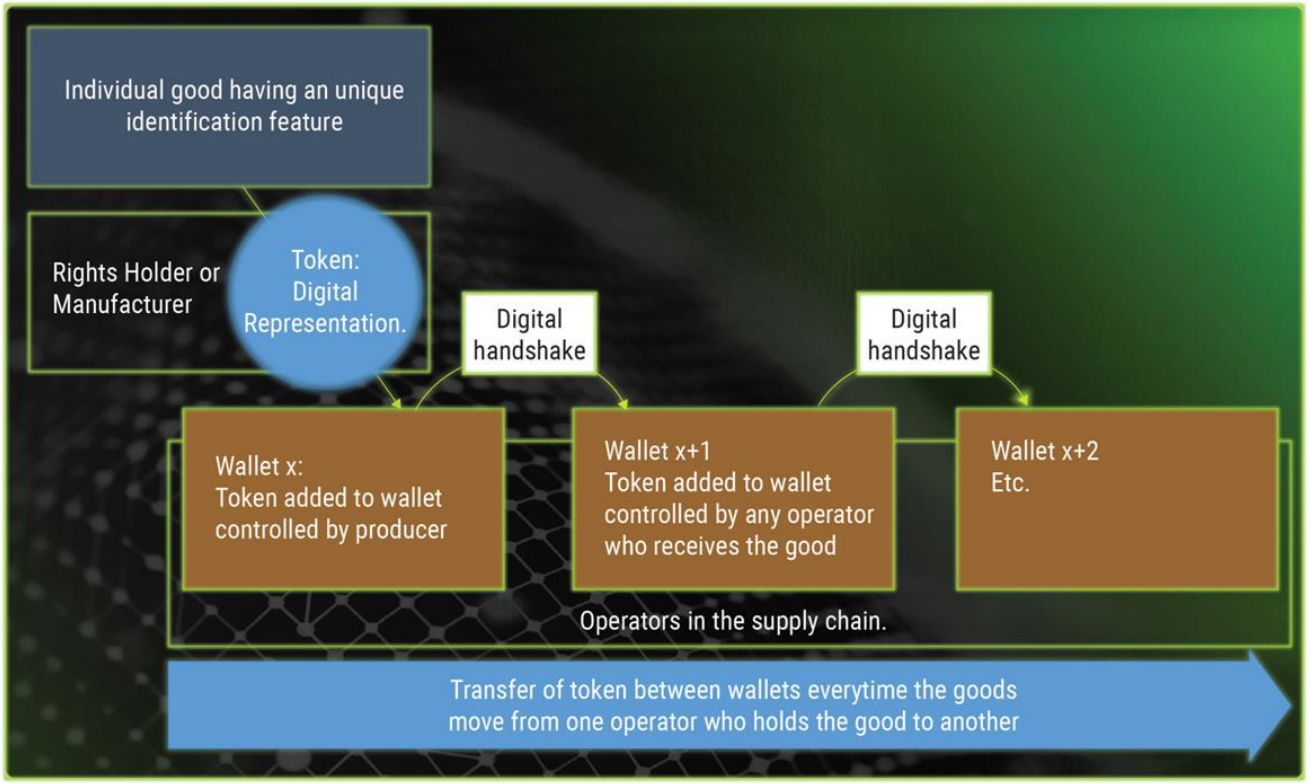

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Thank you

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