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
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

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

Key Agencies Engaging in Public Outreach on IP

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

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

- Library of Congress
  - U.S. Copyright Office

- U.S. Department of Health & Human Services
  - Food & Drug Administration
The U.S. Experience

*Consistent Interagency Coordination*

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

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

Developing a National IPR Outreach Strategy

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

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

- IPR Enforcement Training Program
  - $18.5 million for 70+ programs since FY 2004 funded via a soft earmark from Congress
  - Enforcement training and technical assistance to foreign government officials, including customs, police and the courts
  - In 2009 allocated training funds increased to $4 million, 14 projects
  - 2010: funding decisions currently under way
The U.S. Experience
Public-Private Training Coordination Database

- Internet website for tracking and coordinating all U.S.-initiated overseas training, capacity building, and technical assistance activities
- Documents and helps build awareness of ongoing training activities (and public-private coordination)
- Publicly accessible and searchable at www.IPR.gov.
Thank you!

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