

**O  r ORIGINAL**

# About ICC

- ❑ ICC - International Chamber of Commerce is the only global business organisation representing businesses all over the world
- ❑ ICC promotes an open international trade and investment system and the market economy since the organization's origins early in the 20th century
- ❑ ICC:
  - makes rules for the international trade
  - deals with topics that include anti-corruption, arbitration, banking and technology experience, corporate social responsibility, business law and practices, customs and trade regulation, competition, e-business, IT and telecommunications, economic, environmental and energy , financial services and insurance, **intellectual property**, marketing and advertising, taxes, trade and investment
  - issues publications and organizes seminars

# IP Roadmap

for Business and Policy Makers

Report issued by ICC provides:

- ❧ a unique overview of the developments in the field of intellectual property feedback for year 2010
- ❧ recommendations of measures that would have taken both business and government leaders around the world
- ❧ information on all the major IP issues including patents, trademarks, copyright issues and discussions of less established areas such as the protection of databases and genetic resources

# Context

- ❧ Counterfeiting and piracy costs the global economy 750 billion U. S. Dollars annually
- ❧ Interdepartmental Commission to combat illegal actions against intellectual property rights
- ❧ Czech Government Action Plan
- ❧ USTR Watch List

# BASCAP

(Business Action to Stop Counterfeiting and Piracy)

An ICC initiative  
**BASCAP**  
Business Action to Stop  
Counterfeiting and Piracy

Was launched by the ICC to:

- ❖ Connect and mobilize businesses across industries, sectors and national borders in the fight against counterfeiting and piracy
- ❖ Pool resources and expertise – creating greater critical mass than any single company or sector could do alone
- ❖ Amplify the voice and views of business to governments, public and media
- ❖ Compel government action and the allocation of resources towards strengthened intellectual property rights enforcement

# Project ORIGINAL

- International Initiative BASCAP
- Patronage of the Prime Minister Jan Fischer

## vision:

- Society, where intellectual property is respected and protected

## mission:

- Connection of the business community to effectively identify issues of intellectual property protection, with the involvement of the representatives of public authorities to enforce these rights and raise public awareness of the dangers and impacts of counterfeiting and piracy.

# Partners

- Industrial Property Office
- Czech Police
- General Directorate of Customs
- Ministry of Industry and Trade
- Ministry of Education, Youth and Sport
- Ministry of Culture - currently in progress

# Promoters



# Technical-legislative module

- ▮ search and implementation of legislative, procedural and non-legislative instruments for the actual effective protection of intellectual property;
- ▮ legal analysis of intellectual property protection in the Czech Republic;
- ▮ analysis of the implementation of the Government Action Plan against piracy and counterfeiting

# Technological module

- ❖ search the possibilities of joint action and the development of innovative elements of protection usable by the competent supervisory authorities;
- ❖ October – December 2009: 8 rounds of seminars on enforcement of intellectual property rights for employees of all Czech trade licensing offices;
- ❖ MIT a GDC: common methodology for the inspection impulse of the customs authorities for licensing offices

# PR module

- active campaign led against violations of intellectual property rights and presentation of impact of this issue and results of the project to the public;
- Logographer: „I respect the original“;
- [www.respektujioriginal.cz](http://www.respektujioriginal.cz);
- Poster



# Objectives for year 2010

Technical-legislative module:

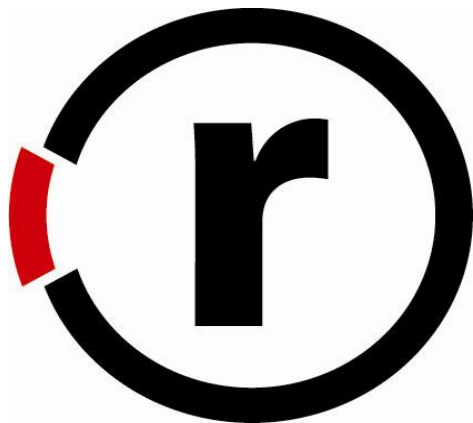
- intellectual property rights protection as a part of the Government Policy Statement

Technological module:

- streamline the process of sharing IPR information and creation of the information system of intellectual property rights

PR module:

- Competition "I respect the original" published jointly with the Ministry of Education to raise awareness among pupils and students on intellectual property issues



**Ing. Michaela Janáková, MBA**  
**ORIGINAL project manager**

[janakova@icc-cr.cz](mailto:janakova@icc-cr.cz)