

BASCAP Clearinghouse

Sector Association support for Sector Gateways

In response to calls for access to information and greater transparency in the global fight against counterfeiting and piracy, BASCAP has developed a series of “Sector Gateways” now available on the BASCAP website (www.iccwbo.org/bascap).

The gateways provide an easy-to-use starting point for learning more about IP protection efforts in a given sector – facilitating research and connecting actors working in this area. Each gateway provides information collected

from a variety of sources, including contact information for sector operatives; legislative initiatives; enforcement activities; facts and figures; tips on spotting fakes; and recent news.

Our objective in constructing the six information categories for each gateway is to deliver basic information commonly sought by researchers, brand protection agents, press, governments and companies interested in the particular sector. With each data entry, we seek to connect the web-visitor directly to the primary source of information or the specific organization that generated the content. By prominently featuring the sponsoring sector association’s logo and web-link, web-visitors can immediately find more information about the association’s activities – and be directed to the sector experts who are in a position to provide deeper information and to assist actors working in the sector.



Opportunity for sector associations

Participation in this initiative presents a valuable opportunity for sector associations to demonstrate their support for and engage in the BASCAP mission. In recognition of this commitment, the sponsoring sector association is entitled to feature its logo on the opening page of the relevant BASCAP Sector Gateway and utilize this channel to inform and educate stakeholders about its efforts to fight counterfeiting and piracy.

The sponsoring sector association is invited – but not required – to contribute information that it considers relevant and useful. Options range from simply submitting content suggestions to taking greater control by helping us to determine the gateway’s content and structure.

In addition to strengthening the sector gateways, further engagement by sector associations is welcome to assist in the development of BASCAP products, meetings with government officials and media events.



International Chamber of Commerce
The world business organization

An ICC initiative

BASCAP
Business Action to Stop
Counterfeiting and Piracy

Content contributions

The BASCAP Sector Gateways are all structured to provide categories of key information useful to actors fighting against counterfeiting and piracy.

- Recent news from the sector – press releases and journal articles available in both native languages and English.
- Recent legislation and enforcement activities – information on policies and enforcement measures, as well as statistics on seizures and arrests.
- Facts & Figures that help characterize the problems confronting the sector.
- Contacts in government and private sector – directory of government agencies and officials, trade associations, brand protection companies and legal service providers specializing in the sector.
- Conferences and events – calendar of IP-related events taking place worldwide.

Music

The **Music Gateway** contains a wide variety of information contributed by many different organizations operating throughout the BASCAP network. ICC has organized and linked the source information to facilitate further research.

To contribute to this gateway, please send an email with the proposed content to Caitlin Martin, BASCAP Information Specialist:
cmartin@uscib.com



Representing the recording industry worldwide, IFPI is dedicated to fighting music piracy. To learn more, you are invited to visit:
www.ifpi.org



Facts & Figures
Tap into sector-specific data to learn more about the scope of the problem and impacts



Documents & Legislation
Access sector specific articles, research and legal documents.



Enforcement measures
& Innovative solutions -- Learn more about what is being done to curb counterfeit and pirated goods



Organizations
Link to key players in this sector and learn about their research, initiatives and events.



Sector News
Keep informed on the latest issues and developments



Spotting fakes
Find tips on how to spot counterfeit and pirated goods

How to participate

To participate, please contact us with an expression of interest to support the BASCAP initiative. We will then work with you to enroll your participation, including your agreement to make a financial contribution of €7500, and collect logos and content for your gateway.

Contact: ICC BASCAP Coordinator, Jeffrey Hardy (jhd@iccwbo.org) or ICC Information Specialist, Caitlin Martin (cmartin@uscib.org).