



Hungarian  
Patent  
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Hamisítás Elleni  
Nemzeti Testület

# **Collaboration in the fight against counterfeiting in Hungary National Board Against Counterfeiting**

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Vice-President of the National Board Against Counterfeiting

Intellectual Property Rights' (IPRs) Protection in Europe

Belgrade, November 15, 2010

Cooperation of the public and the private sector



Establishment of the **National Board Against Counterfeiting** (NBAC) in 2008

- Consultative and advisory body
- Mission of the NBAC: **promote effective cooperation** between public bodies and social and economic interest organisations in the field of intellectual property protection
- Secretariat of the NBAC: Hungarian Patent Office

# Composition of the NBAC

<b>non-governmental organisations</b>	<b>governmental institutions</b>
American Chamber of Commerce in Hungary	Ministry of Public Administration and Justice
Foundation for the Copyright Protection of Audiovisual Works	Hungarian Patent Office
Business Software Alliance Hungary	Ministry for National Economy
Hungarian Association for IT Companies	Ministry of National Resources (Education; Culture; Health)
Association of Innovative Pharmaceutical Manufacturers	Ministry of Rural Development
Hungarian Association for the Protection of Industrial Property and Copyright	National Media and Infocommunications Authority
Hungarian Trademark Association	National Office for Consumer Protection
National Association of Entrepreneurs and Employers	Hungarian Customs and Finance Guard
ProArt Association for the Protection of Copyright	Headquarters of the National Police
National Association of Entrepreneurs and Employers	

# **National Strategy Against Counterfeiting**

- **Strategy** for the years 2008–2010
- **Next Strategy** for the years 2011–2015
- **Objective**
  - To reduce the rate of IPR infringements
  - Develop more effective measures against infringements
  - Raise public awareness
- **Main pillars of the Strategy:**
  - **Statistics (measurement issues)**
  - **Awareness raising**
  - **Enforcement of IPRs**
- **Industries** of paramount importance :
  - Food industry
  - Pharmaceutical and insecticide industries
  - Creative and IT industries

# Activity of the NBAC

## Statistics (measurement issues)

The NBAC is the national catalyst of statistical methodological R&D activities related to counterfeiting

### ■ **Methodology**

- Study on measurement methods of the magnitude, scope and the economic impact of counterfeiting and piracy → basis for the Hungarian methodology

### ■ **Official data sources**

- Collection and systematisation of the judicial statistical data
- Analysis of the data with the cooperation of the National Institute of Criminology

### ■ **Consumer surveys**

- **2009** – on consumer attitudes towards counterfeiting
- **2010** – on consumer attitudes and purchasing behaviour
- **2010** – online, regarding medicine counterfeiting, buying medicine via Internet

## **IPR Infringement – in view of the judicial statistics**

- Judicial statistics (enforcement information, seizure statistics) – “tip of the iceberg”
- Working Group of the NBAC on Statistics: Selection and collection of judicial statistical data related to the infringement of IPR in Hungary for the period 2002-2009
- Criminal Statistical Analysis prepared by the National Institute of Criminology and six criminal offences examined
- Objectives :
  - Collecting information about IPR infringement trends in Hungary
  - Submitting proposals on the development of the judicial statistical data reporting system

## **Hungarian consumer surveys – 2009, 2010**

- Consumer survey on counterfeiting and piracy, initiated by the NBAC
- Pioneering project in Hungary
- Involvement of TÁRKI (an independent Social Research Institute)
- The representative nationwide survey based on a review of 1000 Hungarian consumers
  - What kind of counterfeit products do Hungarian consumers buy?
  - What do they think of counterfeits?
  - What motivates them to buy counterfeits?
  - How much do they know about the social impacts of counterfeiting?
  - What do they think about the punishments imposed for counterfeiting?
- 2010 – consumer attitudes and purchasing behaviour

## Consumer attitudes towards counterfeiting in Hungary (2009; 2010)

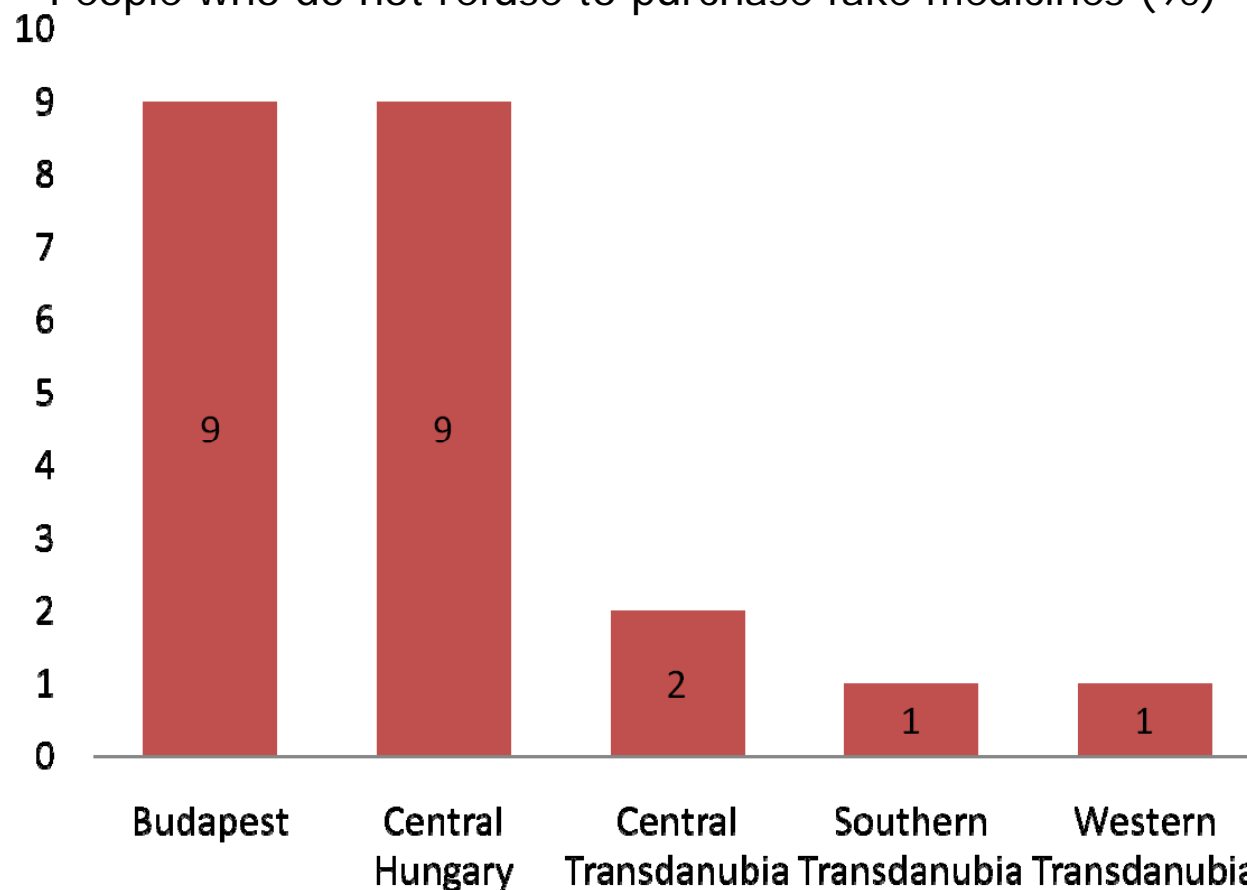
Which fake products are bought by the Hungarian consumers? (%)

Product category	Yes, at any time		Maybe		No	
	2009	2010	2009	2010	2009	2010
<b>Clothing</b>	29%	14%	38%	26%	32%	60%
<b>Cosmetics</b>	15%	8%	25%	17%	59%	75%
<b>CD/DVD</b>	15%	9%	25%	15%	59%	76%
<b>Software</b>	12%	7%	21%	13%	64%	79%
<b>Foodstuff</b>	2%	2%	10%	6%	87%	92%
<b>Medicines</b>	1%	1%	6%	4%	92%	95%



# Consumer attitudes towards counterfeit medicine

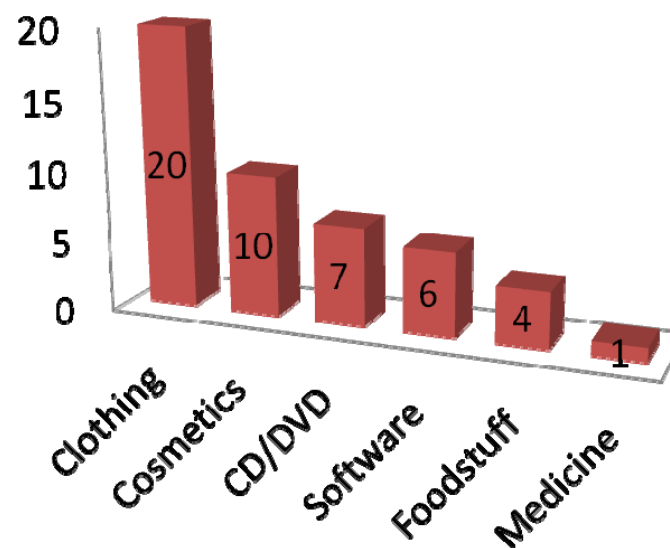
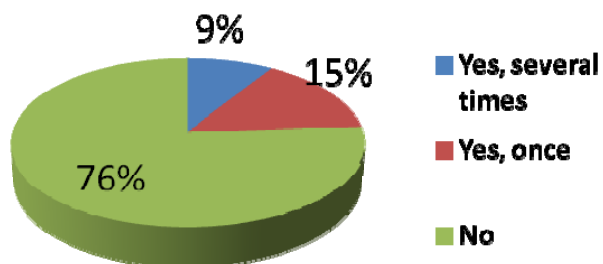
People who do not refuse to purchase fake medicines (%)



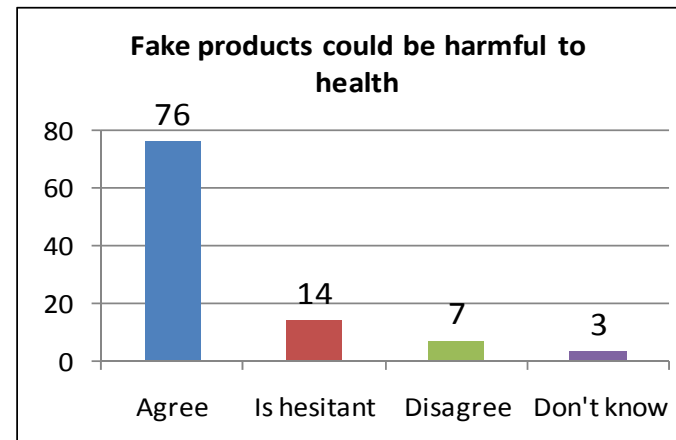
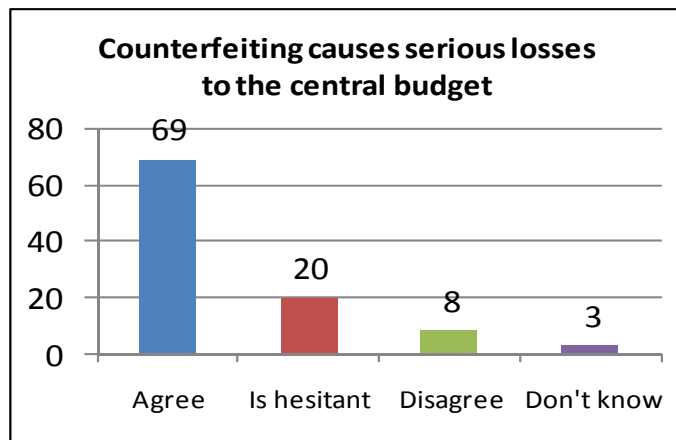
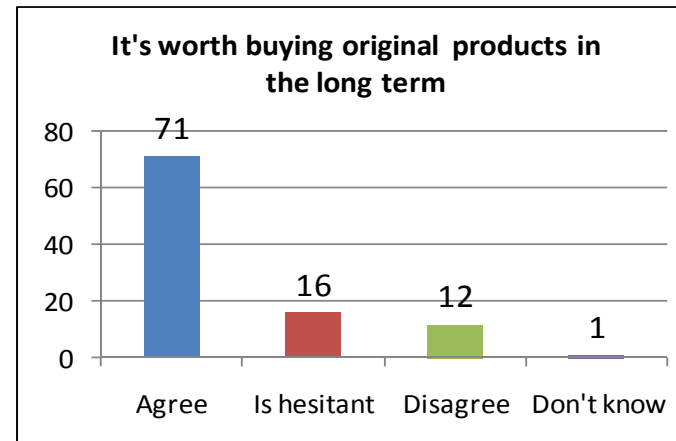
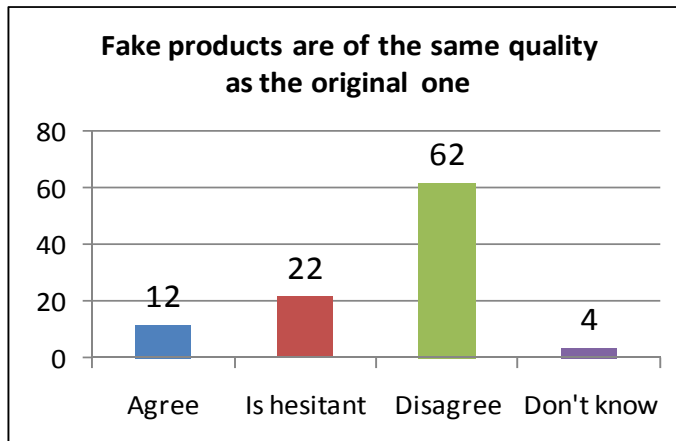
# Consumer behaviour

Which fake products were bought by the Hungarian consumers in the past 12 months? (%)

Did you buy counterfeit (copied, of uncertain origin) product in the past 12 months?



# Consumer attitudes towards Counterfeiting



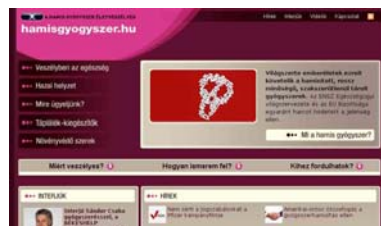
# Enforcement

- Training of the staff of law enforcement bodies
  - "Cooperation of enforcement bodies in criminal proceeding relating to copyright infringement" one-day conference both in 2009 and 2010
  - Education of Intellectual property protection in the Police College from 2009
  - Training sessions on copyright for police officers in each county of Hungary
  
- Fight against Internet Piracy
- Copyright Database
- Fight against Medicine Counterfeiting
  - Drug database of the National Institute was supplemented with photos of the pharmaceuticals
- Fight against counterfeiting of pesticides and veterinary medicinal products



# Awareness raising

- **Daily newsletters** on the topic of counterfeiting and piracy;
- **Distribution of flyers and labels at retailers of consumer electronics** against illegal downloading;
- **Applied art competition for secondary school students;**
- **Online campaign addressing the youth**
- **Web 2.0 Campaign - „NoKamu” Blog, Facebook**
- **Campaign on the risks of medicine counterfeiting -2009, 2010**
  - new homepage against medicine counterfeiting ([www.hamisgyogyszer.hu](http://www.hamisgyogyszer.hu)) – March 2009
  - Leaflets, posters placed in doctor's surgeries, pharmacies, health portals, TV ad



# Awareness raising - exhibition

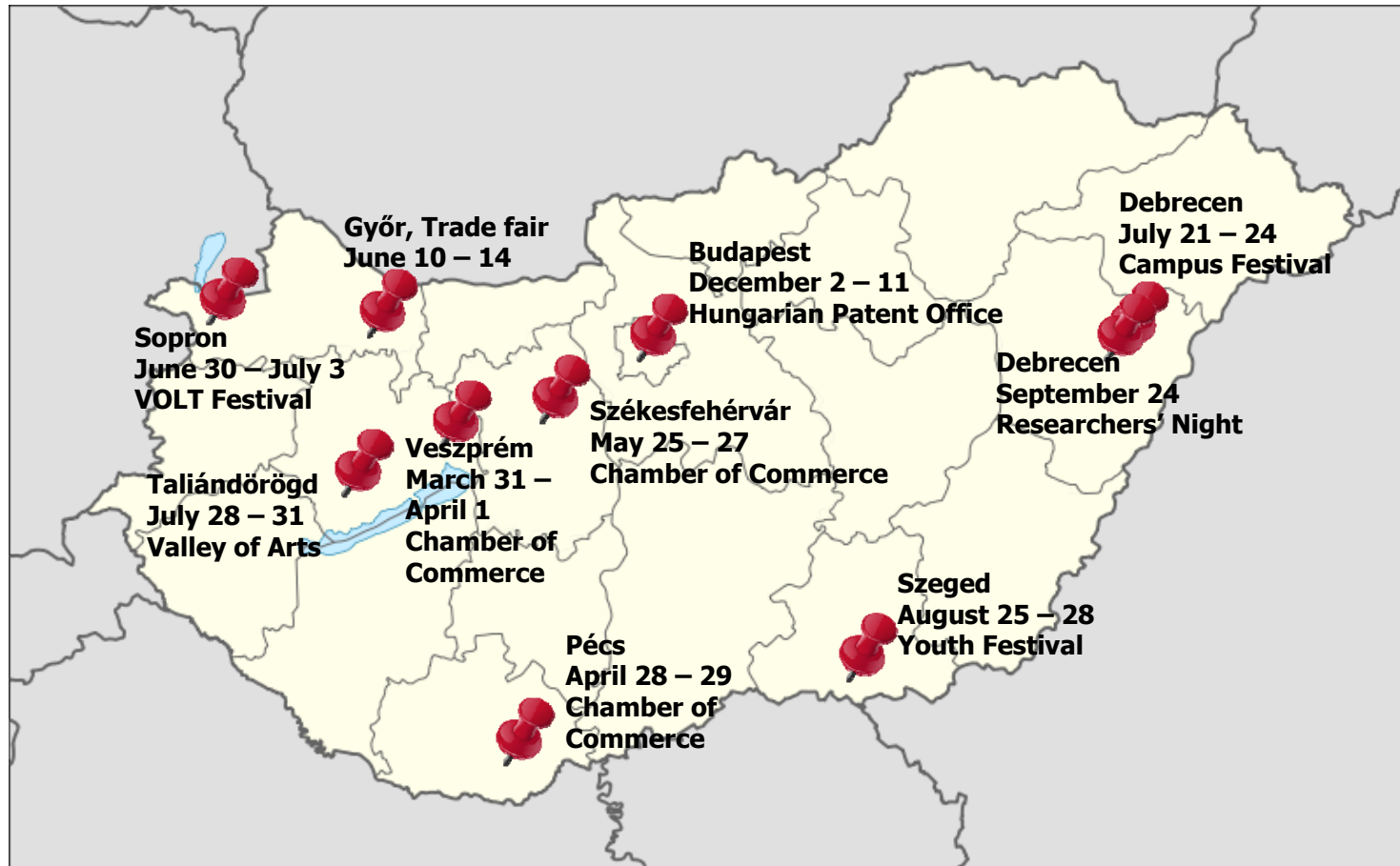
- **"Fake promises, real dangers" - Exhibition against counterfeiting** – in cooperation with the Hungarian Customs and Finance Guard in December, 2009 in Budapest
- Anti-counterfeiting road show 2010



# Road show stations



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# First results of the activities of the NBAC – publications –

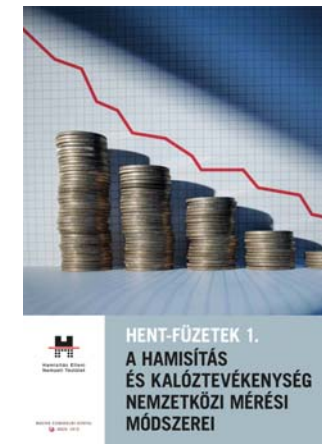
1st NBAC **Annual Report 2009**  
published in Hungarian and English

New series of publications: „**NBAC brochures**”:

**No. 1:** Measuring the scale and economic impact of counterfeiting and piracy – study on the international “good practices” of measurement

**No. 2:** Repertory of information and statistical data on counterfeiting and piracy in Hungary

**No. 3:** IPR enforcement toolkit





## **First results of the activities of the NBAC**



### **Special 301 Report 2010**

Since 2003, it is the first time that Hungary has been removed from the Special 301 Watch List prepared by the Office of the United States Trade Representative

#### **Developments:**

- significant improvement on enforcement and other actions
- proactive steps against Internet piracy
- development of officials ability to identify infringing products
- effective measures to protect IPR (public awareness raising campaigns, training and educational seminars for police, prosecutors, judges)

## **Possible IPR enforcement items on the Hungarian Presidency's agenda**

- Amendment of the Enforcement Directive 2004/48/EC based on the COM's report
- Harmonization of criminal IP law  
ongoing work on a study on the effects of harmonization
- ACTA negotiations  
11th Round in Tokyo (23 September - 1 October 2010)  
Technical round in Sydney (30 November - 3 December)  
plans to sign the Agreement in 2010



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Thank you for your attention!

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