

# Enforcement of Intellectual Property Rights – with a Special Focus on Trademarks and Patents

*Panel: Are we heading in the right direction?*

Richard D. Heath  
VP Legal - Global Anti-Counterfeiting Counsel, Unilever  
2009 INTA President  
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INTERNATIONAL TRADEMARK ASSOCIATION

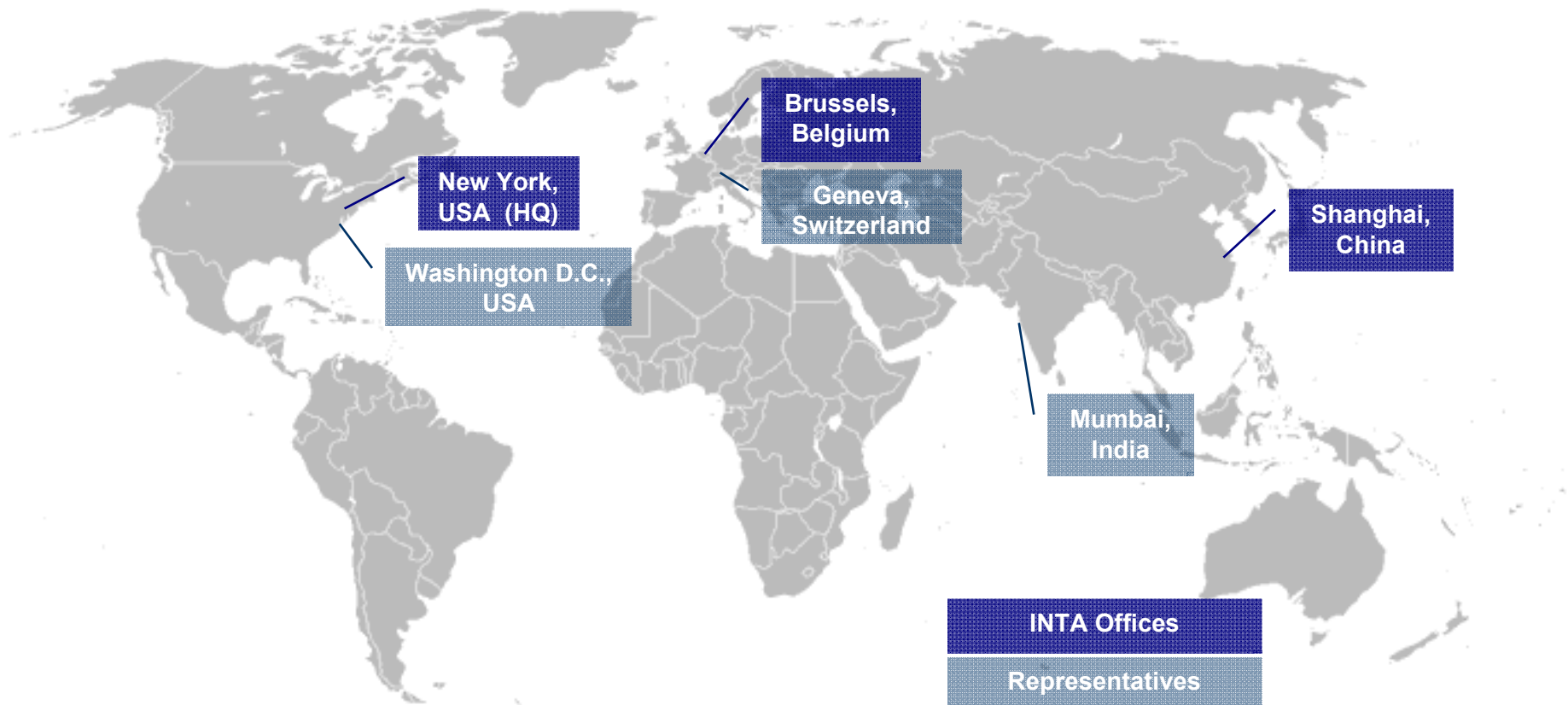
# International Trademark Association

- Founded in 1878
- Represents the trademark community, helps shape public policy and supports and advances trademark rights and protection worldwide
- Currently representing over 5,900 trademark owners, service providers and academics (students and professors of IP law) from more than 190 countries
- 40% of INTA's membership is US-based and 60% in Europe and the rest of the world
- HQ is in New York
- INTA Representatives Offices in Shanghai and Brussels
- Representatives in Mumbai, Geneva and Washington D.C.



INTERNATIONAL TRADEMARK ASSOCIATION

# INTA Offices



INTERNATIONAL TRADEMARK ASSOCIATION

# Unilever - An Introduction

- 75th Anniversary in 2005
- Meeting the everyday needs of people everywhere
- Brands such as Magnum, Dove, Lipton and Lux are chosen by 150 million people every day
- Our largest markets are Europe and North America



# Unilever - An Overview

## A Selection of some of our Main Brands

### • Foods

- BERTOLLI, CALVE, HELLMANNS, KNORR, BECEL/FLORA, LIPTON, SLIMFAST, MAGNUM, SOLERO, BEN & JERRYS



### • Home & Personal Care

- AXE/LYNX, DOVE, LUX, POND'S, REXONA/SURE, SUNSILK, CLEAR, LIFEBOUY, VASELINE, FAIR & LOVELY, OMO, SIGNAL, CLOSE-UP



**Are we heading in the right direction for an efficient  
and well balanced enforcement of IPR ?**

# EU Initiatives towards the Right Direction

- EU Observatory
  - Launched in April 2009
  - Substantive work has already started in the EU Observatory
- Enforcement Directive
  - Proper implementation of the Enforcement Directive is important to a harmonised approach to combating counterfeiting
- Criminal Sanctions
  - Harmonisation of criminal sanctions across the EU is key to deterring counterfeiters

# EU Initiatives towards the Right Direction

- Anti-Counterfeiting Trade Agreement (ACTA)
  - A gold standard ACTA is critical to combating counterfeiting at the international level
- Customs enforcement
  - Increased coordination amongst national customs is important
  - Transshipment a key issue to preventing counterfeits from being sold within and outside of EU borders

# Conclusion

- The continuing and coordinated efforts at the legislative and non-legislative fronts are all steps in the right direction.
- More needs to be done and the current initiatives need to be planned and implemented strategically and in a coordinated way.
- Harmonization of criminal sanctions is crucial.
- Increased customs coordination at the national levels is important
- ACTA needs to be set as *the* “gold” standard

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***Thank you***



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