



# **THE IMPACT OF COUNTERFEITING AND PIRACY ON SMEs: Challenges and Best Practices**

Knut K. Wimberger | Brussels, June 16th, 2012



# General Setting



WHO?

WHAT?

WHEN?

European  
Commission  
DG RELEX

**Pilot Project: Transatlantic Methods  
for Handling Global Challenges**

**Call 2007**

5 Partners

**Transatlantic IPR  
Collaboration**

**01.01.2008  
-  
30.06.2009**

Today's  
participants

**"THE IMPACT OF COUNTERFEITING  
AND PIRACY ON SME:  
Challenges and Best Practices"**

**16.06.2008**

# Project Partners



AT Consult



U.S. Chamber of Commerce

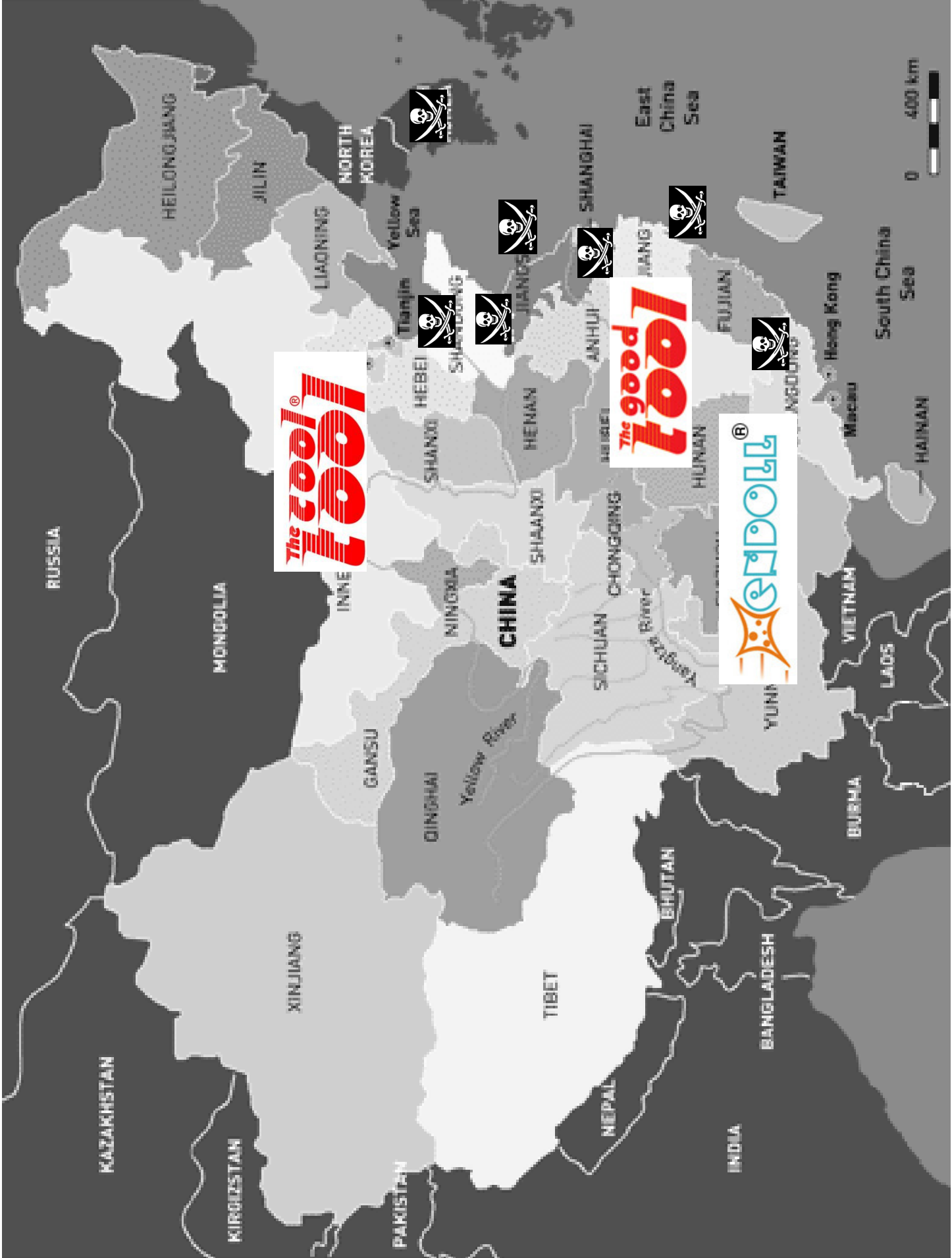


EUROCHAMBRES

# Project Objectives



- Increase public awareness of the dangers (of fake products)
- Increase public awareness of the need to address the infringements,
- Share ideas on ways to improve the enforcement against such infringements,
- Share ideas on ways and efforts to cooperate with SME on IPR protection and enforcement in third countries.



The good 1001

The good 1001

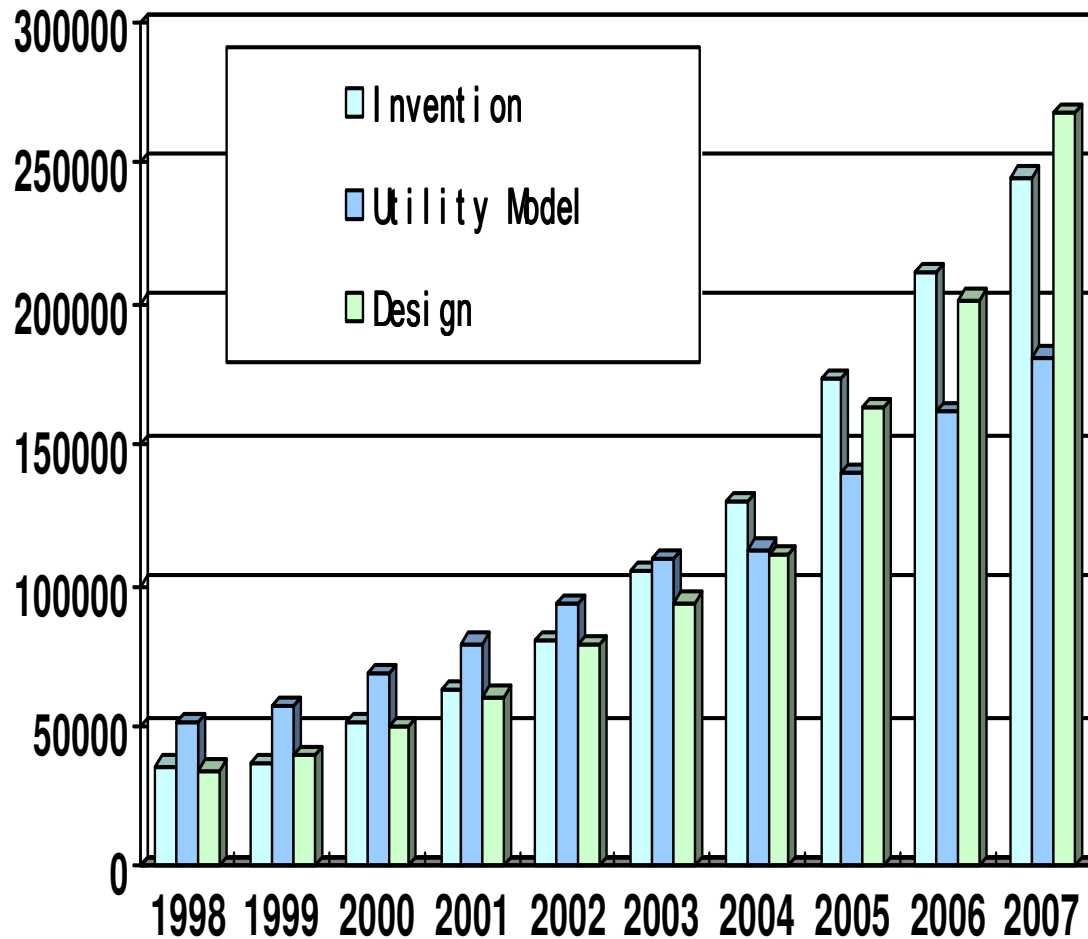
ENDOLL



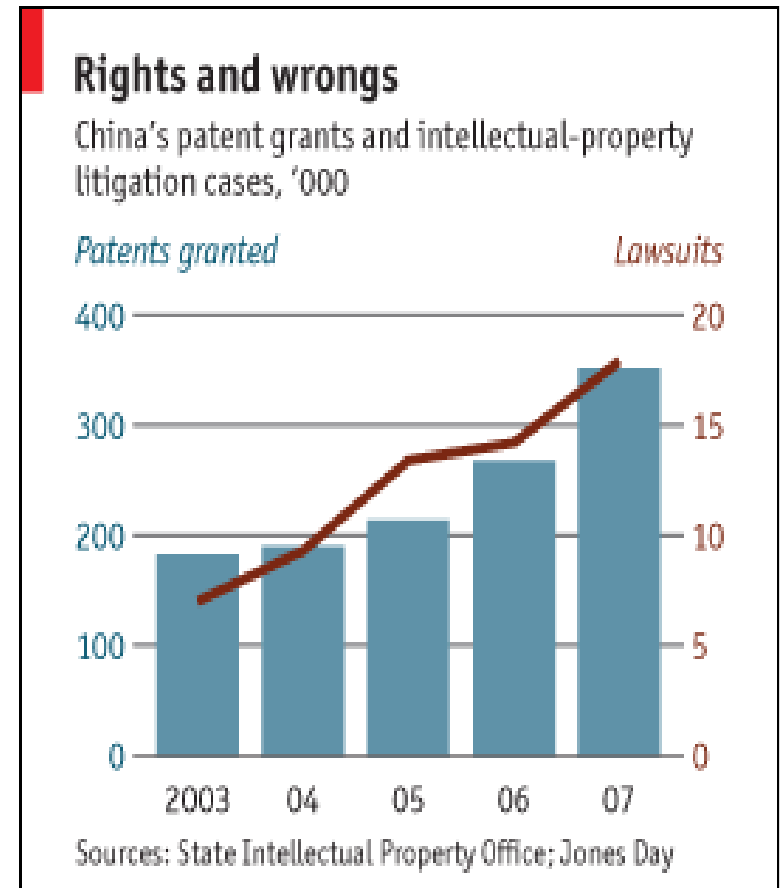
# Case Summary:

- 2001-07-27: Application for utility model titled “微型组合机床”
- 2002-04-03: ZL01242873.6 is registered
- Registration costs: EUR 300.-
- 2002-10-20: first invalidation request
- 2005-11-13: action for permanent injunction
- 2007-04-25: second invalidation request
- 2008-04-14: full invalidation
- Invalidation Costs: EUR 30.000.-
- Permanent injunction action pending

# 850.000 IP lawsuits in the making



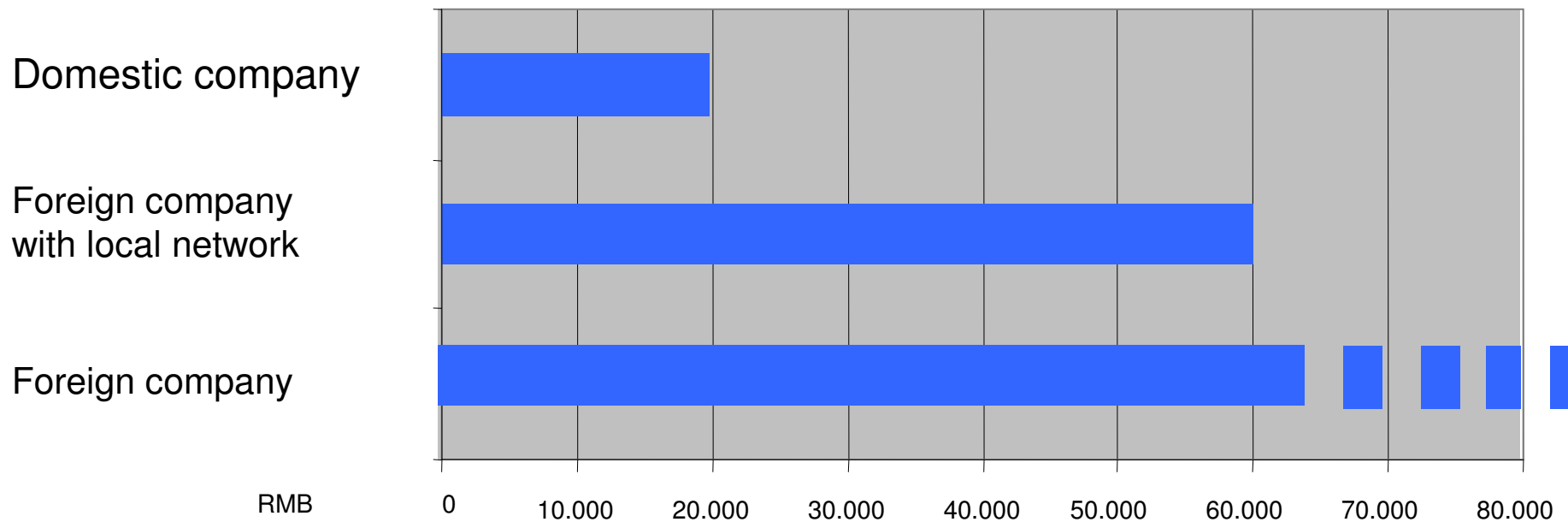
Patent Applications, Source: SIPO



Source: Economist

# IPR Enforcement Expenses

Costs of legal representation for patent litigation (UM invalidation)



**IPR enforcement requires policymakers to control the enforcement market!**





**THE IMPACT OF  
COUNTERFEITING  
AND PIRACY ON SMEs:  
Challenges and Best Practices**

