



Intellectual
Property
Office

UK IPO - Cooperation with IP offices: reaching better quality of work and decisions, efficiency and speed, foster innovation and economic growth.

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Intellectual Property Attaché

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The Intellectual Property Office

- Executive Agency within BEIS (Dept for Business, Energy and Industrial Strategy)
- Both rights granting and policy making functions (including copyright)
- Financial autonomy: “The Business”
- 850+ staff in Newport, 50 in London



IPO support for UK business overseas

All available via .GOV

- **General IP advice and awareness**
 - IP asset audits tell them what their ip audits are
 - IP Health-checks – is the company protected?
 - Example NDAs
 - Monthly e-newsletter – ‘IP Connect’
- **Country specific advice:**
 - Website : www.gov.uk/exporting-your-intellectual-property
 - Specific IP Business Guides covering 6 countries
 - IP Factsheets in for key markets
 - Undertaking awareness events and workshops across the UK and overseas.
 - EU SME helpdesks covering China, ASEAN and Latin America
- **In-country IPO support:**
 - IP attachés.



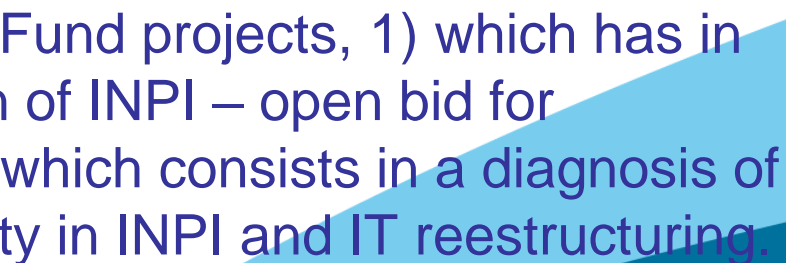
The Intellectual Property Attachés

- IPO's attachés – 4 strategic markets for the UK – LATAC, India, China, Southeast Asia + WIPO
- Help British business to protect and enforce their IP rights in the Country
- Policy dialogue with host governments and stakeholders about the local and international IP frameworks / environment.



Protection – Enforcement

MoU with INPI – working plan

- Job shadowing at INPI
 - Launch of Lambert Toolkit – model agreements for technology transfer – Belo Horizonte, Recife and São Paulo
 - Visit of IPO´ s director to Brazil
 - Visit of President to London
 - Signing of PPH during JETCO
 - Prosperity Fund: three Prosperity Fund projects, 1) which has in its scope actions of restructuration of INPI – open bid for implementers 2) smaller projects, which consists in a diagnosis of the processes of patent productivity in INPI and IT reestructuring.
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MoU with INPI

INPI e UKIPO lançam kit com padrões de contratos de tecnologia

por

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O INPI e o Escritório de Propriedade Intelectual do Reino Unido (UKIPO) lançaram no dia 20 de

março o “Lambert Toolkit”, um kit com padrões de contratos para transferência de tecnologia no Brasil. O lançamento foi em um workshop na Universidade Federal de Minas Gerais (UFMG).



The IPO and INPI signed a PPH agreement on 28 March at the 10th UK-Brazil Joint Economic and Trade Committee (JETCO) in London. The UK meets Brazil annually, using JETCO as a forum to pursue UK trade policy and commercial interests in Brazil.

The Agreement was signed by Andy Bartlett, IPO Divisional Director, and Mauro Maia, Executive Director of INPI. The signing was witnessed by Secretary of State for the Department of Trade, Rt Hon Liam Fox and his counterpart, acting Minister of Industry, Trade and Foreign Service, Marcos Jorge de Lima.



Ministers witnessing the signing of the PPH agreement by Andy Bartlett and Mauro Maia.

This year – Enforcement agenda and LATAC exploration

- Engagement with Attorney's Office, Judges, Enforcement agencies
- Conversation with the industry to understand the challenges and alternatives to litigation in regards to enforcing IP rights.
- PIPCU's visit following Dr. Encinas visit to the UK
- MoU with CNCP
- Exchange of best practices with Government, GIPI and enforcement agencies



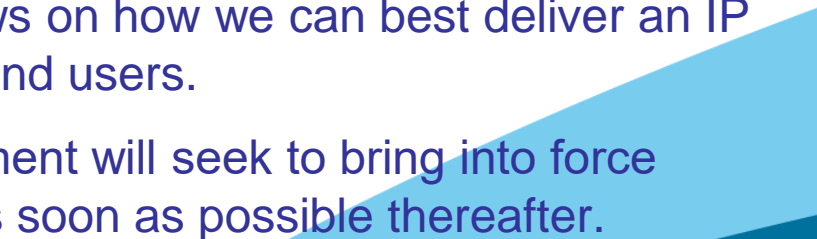
Brazil Highlights

3 rd July, Brasilia Workshop to deliver the results of the first PF project.	UKIPO and FCO	Workshop to present the results of the first IP Prosperity Fund Project to the Brazilian Government.
9 th July, João Pessoa Conference on Enforcement and Healthcare	UKIPO	IP attaché invited to speak on the importance of effective IP enforcement mechanisms and successful UK initiatives for raising awareness and fighting counterfeit and piracy.
2 nd August, Brasilia Bilateral with Public Prosecutor	UKIPO	Bilateral exchange with the Public Prosecutor of Brasilia on UK enforcement practices and discussed long and short-term priority areas in IP enforcement.
19 th August, Sao Paulo ABPI Conference	UKIPO	IP attaché was invited to present the UK's collaboration with Brazil and to share UK's best practices for protecting copyright and fighting online piracy.
28 th August, Brasilia Meeting with Public Attorneys in Brasilia	UKIPO and USDoJ	Discussions with Public Attorneys in Brasilia, to share best practices on effective IP enforcement mechanisms and successful initiatives for raising awareness and fighting counterfeit and piracy
29 th August, Brasilia Meeting at CNCP	UKIPO and USDoJ	Discussions with CNCP's President to share best practices on effective IP enforcement mechanisms and successful initiatives for raising awareness and fighting counterfeit and piracy

Brazil Highlights

12 th September, Brasilia Meeting with Public Attorneys and Investigators	UKIPO, FCO, Defence & Security Organization and National Crime Agency	Meeting with Public Attorneys and Investigators in Brasilia to share UK's enforcement and cybercrime strategy and best practices and identify points of synergy for collaboration.
10 th October, Salvador Lambert Toolkit workshop	UKIPO and SP lawyers	Lambert Toolkit workshop and tech transfer training to innovation centres and TTO's in Salvador.
9 th of November, Sao Paulo Presentation at Hygee Conecta	UKIPO	IP attaché invited to share best practices on Innovation and IP in the UK, to young entrepreneurs.
29 th November, Rio de Janeiro Presentation at IP LATAC event	UKIPO	IP attaché invited to speak at the IP LATAC Conference about international collaboration and best practices on IP.
December, UK Training of Public Prosecutor in the UK	UKIPO and several UK Government agencies	In December 2018, we brought Dr. Richard Encinas, Public Attorney, to the UK for a week of training on enforcement and best practices to fight piracy.
20 th February, Sao Paulo Bilateral with Executive Secretary of Sao Paulo Municipality	UKIPO	Bilateral to discuss UK and Sao Paulo's enforcement agenda and to establish a cooperation plan.
12 th March, Lima	UKIPO	Week of meetings in Lima to share UK's expertise and best practices on IP and talk to local agencies and Government bodies to explore synergies and collaboration opportunities.

EU-Exit

- In the short term, nothing will change: the UK remains a full member of the EU with all of the rights and obligations that entails.
 - The UK has one of the best IP regimes in the world, and leaving the EU will not change that: we will continue to deliver quality rights granting services, lead the world in enforcement and engage in international IP discussions.
 - The IPO's focus is always on getting the right outcome for UK inventors, creators and consumers.
 - We have already met with a range of stakeholders to discuss issues which may affect them, and worked with colleagues across Government.
 - Going forward, we are always open to the views of stakeholders and users of the IP system and welcome further views on how we can best deliver an IP regime that best serves rights holders and users.
 - In the event of a “no deal”, the Government will seek to bring into force bilateral agreements from exit day or as soon as possible thereafter.
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Obrigada!

Any Questions