



**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
IP Cooperation and Enforcement**

MEXICAN INSTITUTE OF INDUSTRIAL PROPERTY (IMPI)

“IP COOPERATION & ENFORCEMENT”

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August 15, 2007



IPR-ENFORCEMENT MEXICO

IMPI

- ❖ The **Mexican Institute of Industrial Property (IMPI)** is the administrative authority in industrial property matters.
- ❖ Is a decentralized body with legal personality and its own budget which have various objectives. Created by Presidential Decree in 1993.
- ❖ Besides from being a registration authority dedicated to the granting of patents and trademarks registrations, IMPI is also responsible for imposing sanctions to the illegal use of this rights, and to declare the cancellation or annulment when a third party files a suit because he is being affected due to a new ~~granting or registration~~.



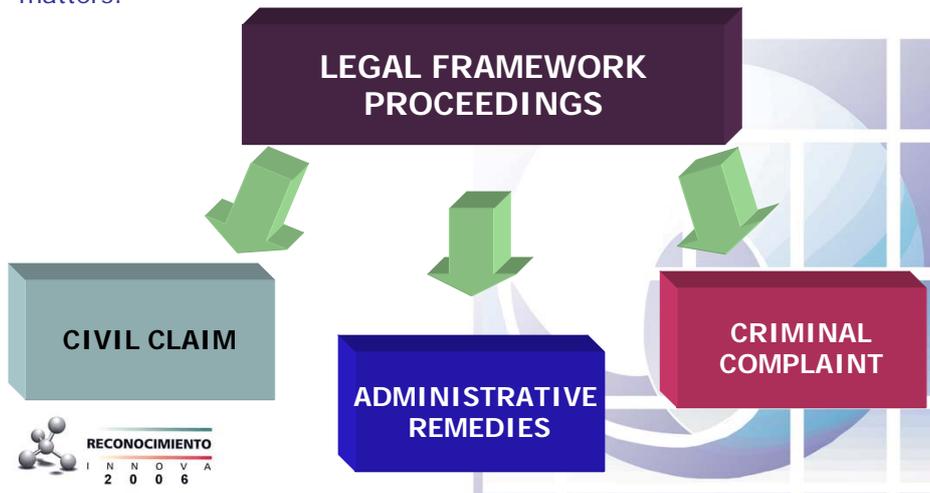
INTERNATIONAL LEGAL FRAMEWORK

- ❖ TRIPS Agreement
- ❖ 16 Multilateral Treaties And Conventions administered by WIPO
 - 9 Industrial property
 - 7 Copyright and related rights
- ❖ UPOV Convention
- ❖ 12 Free Trade Agreements that include chapters or provisions regarding IP Rights



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The legal framework in Mexico prevents the following **proceedings** in different matters:



Security and Prosperity Partnership (SPP)



2a Reunión Trilateral de la Alianza para la Seguridad y la Prosperidad de América del Norte (ASPAN)

2nd Trilateral Meeting of Security and Prosperity Partnership (SPP)

June/Junio 25-26, 2007 Cancún, Quintana Roo



Background

- In 2006, the three leaders agreed on an initiative for North America region.

SPP on IPR

- Partnership among NAFTA members in cooperation to fighting against IPR infringements.
- 3 main topics:
 - i) Detection and deterrence
 - ii) Public Awareness
 - iii) Measurement

ACTIONS TAKEN BY MEXICO

IP Cooperation

1. SPP
2. Public Awareness



IP Enforcement

- Legal actions
1. Civil procedures
 2. Administrative procedures
 3. Agreements between government and private sector.

Web pages

Mailbox to report Piracy

Pirateria.gob.mx



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Why public awareness?

To many people IP remains an obscure legal concept of little relevance to everyday life.



Intellectual Property is the property derived from creations made by the human mind. *We need to protect it.*

Public awareness...

- To promote and enhance IPR protection as a power tool for economic development and wealth creation.
- To make people become aware of IPR enforcement.

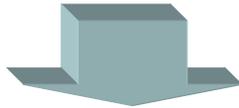


"Imagination is more important than knowledge"

Albert Einstein



IP COOPERATION



Public awareness:

- People in Mexico is not conscious on IPR enforcement.
- Mexico has initiated several public awareness campaigns.



CAMPAIGNS



- Children against piracy
- What are you teaching to your children?
- Guardians of music
- The change starts with an idea... that can be yours
- Integrating a Legal Mexico
- Think about it!
- Cleaning Home



Pirateria.gov.mx

- Development of the web page carried out by Attorney's General Office (PGR), General Customs Administration (AGA) and IMPI.

- Information regarding piracy.
- News
- Laws
- Citizen Opinion



PRIVATE-PUBLIC RELATIONSHIPS

- Mexico will publish resolutions with a deterrent objective
- Mexican government is negotiating agreements with private organizations
- On May 28, 2007: started verifying “cybercafés” and its downloading actions to prevent and to stop this illegal activity.



PRIVATE-PUBLIC RELATIONSHIPS

❖ June 2006, National Anti-piracy Agreement

- Federal, Estatal & Municipal Authorities
- Private-Public relation
Involved all Federal Agencies



❖ Inter-institutional IPR Committee

- Monthly meetings
- Activities reported by the sub-committees
Next steps



6 NACIONAL REFORMA - Miércoles 4 de Abril del 2006



Agentes de la PGR descubrieron 8 millones 196 mil cigarrillos piratas empaquetados con la leyenda Marlboro

Incauta la PGR cigarros piratas

► Detectan en contenedor en puerto de Manzanillo 409 mil 800 cajetillas que provenían de China

Ubican 858 balas 57x28
En el arsenal decomisado por elementos de la Policía Federal

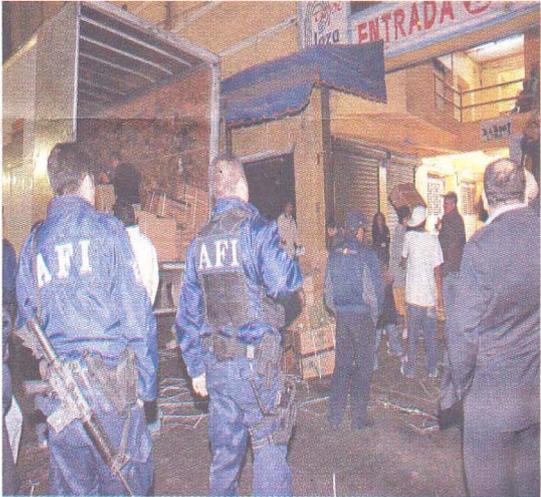
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Decomisan 64 toneladas de artículos 'pirata' en Tepito

Miguel Ángel Serrano y Silvia Otero

Un total de 64 toneladas de productos de origen asiático fueron decomisados por policías federales y capitalinos, durante un operativo sorpresa en el centro comercial Tepiplaza, en el transcurso de la madrugada de ayer.

En estas acciones participaron 250 elementos de la Procuraduría General de la República (PGR), pertenecientes a la Subprocuraduría de Delitos Federales, así como policías fiscales de la Secretaría de Hacienda y Crédito Público

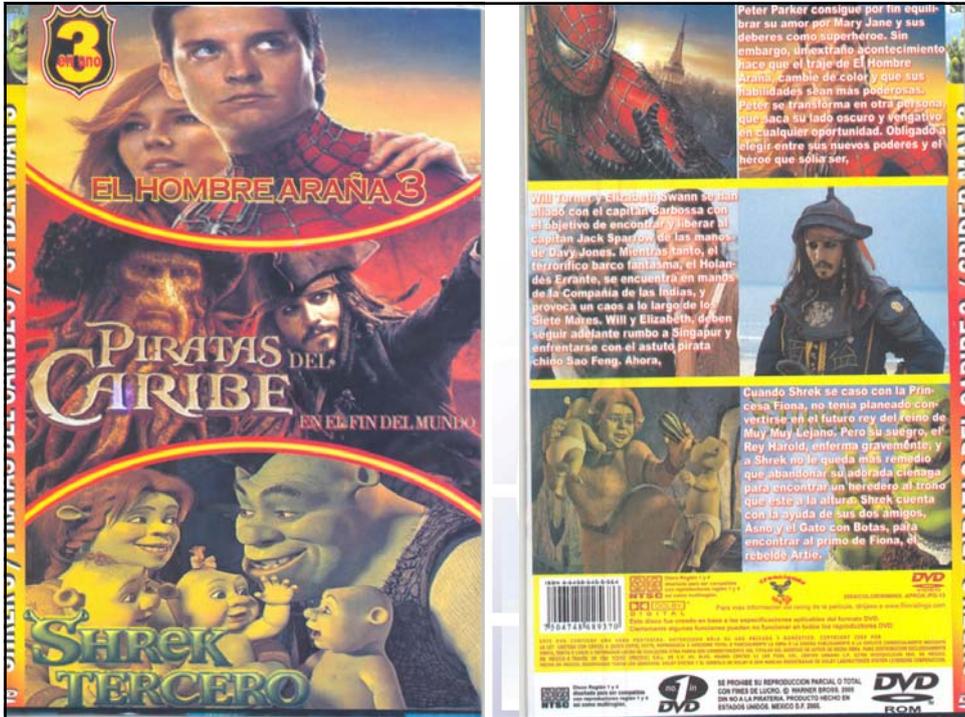


CATEO NOCTURNO El operativo tuvo una duración de cinco horas

40 locales del centro comercial Tepiplaza fueron cateados

El operativo tuvo una duración de cinco horas y al menos tres camiones de carga con capacidad para 20 toneladas cada uno se encontraban repletos. A través de un comunicado, la

FUENTE: BOGACI FI UNIVERSA



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APPLICATIONS
AND SOLVED
1994-2007*

APPLICATIONS 22,735
SOLVED 23,044

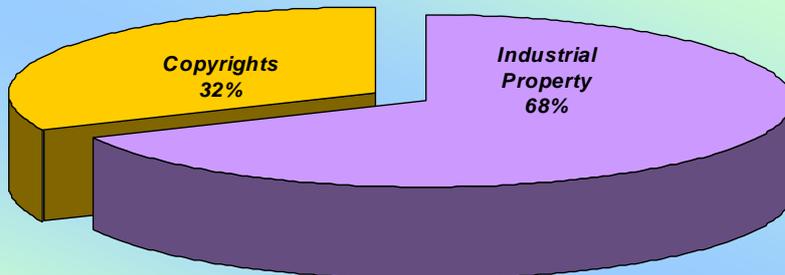


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* January-April / 07

IPR-ENFORCEMENT MEXICO

TOTAL INFRINGEMENT
APPLICATIONS
2006-2007*



TOTAL: 1196

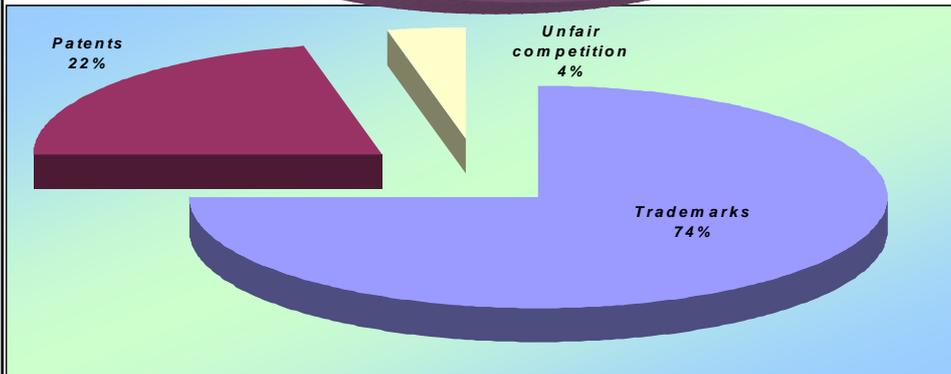


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* January - April / 07

IPR-ENFORCEMENT MEXICO

TOTAL INDUSTRIAL PROPERTY INFRINGEMENT APPLICATIONS 2006-2007*

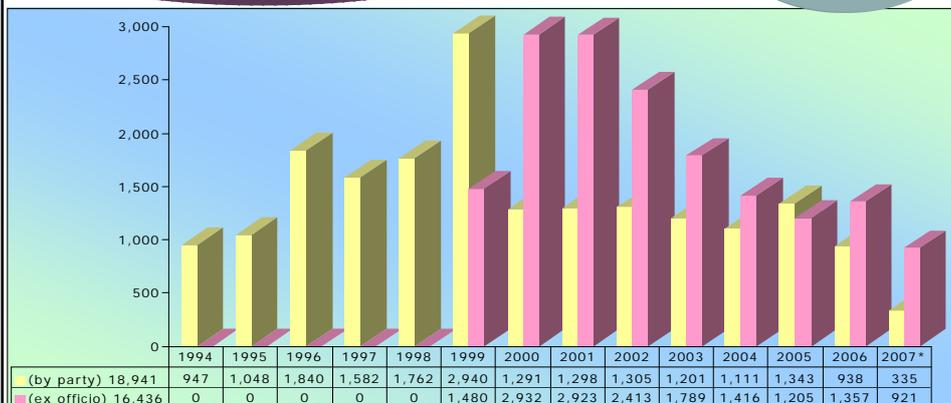


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* January - April / 07

INSPECTION VISITS 1994-2007*

Total
35,377

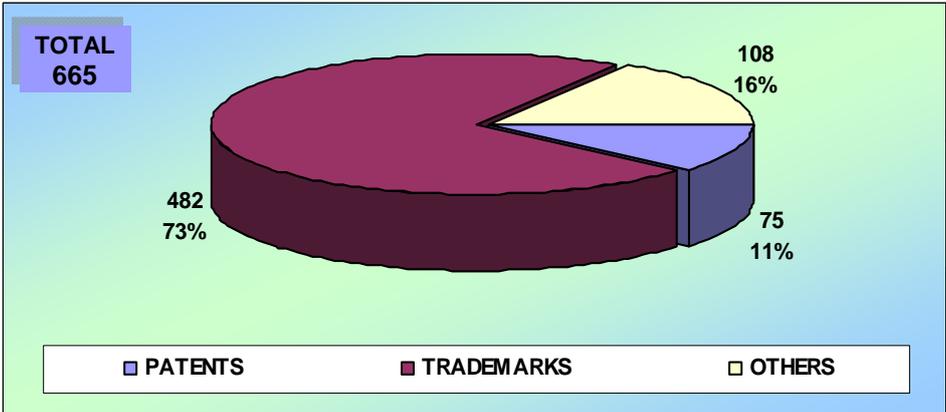


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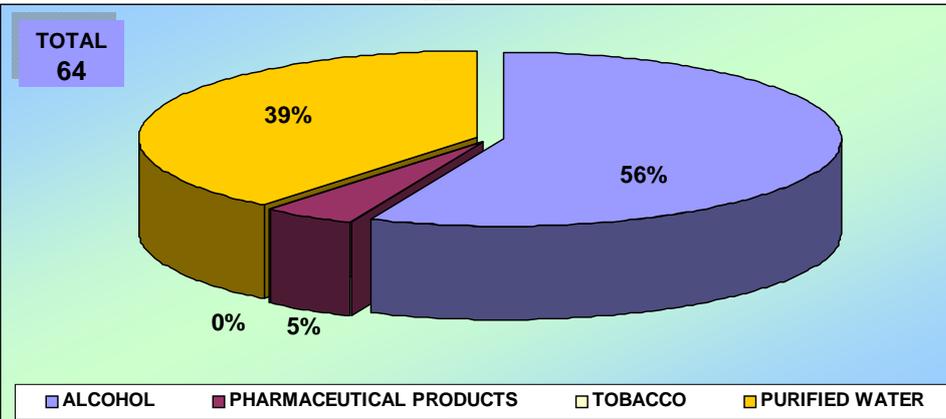
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INSPECTION VISITS OF INDUSTRIAL PROPERTY INFRINGEMENTS 2006-2007*



* January-April / 07

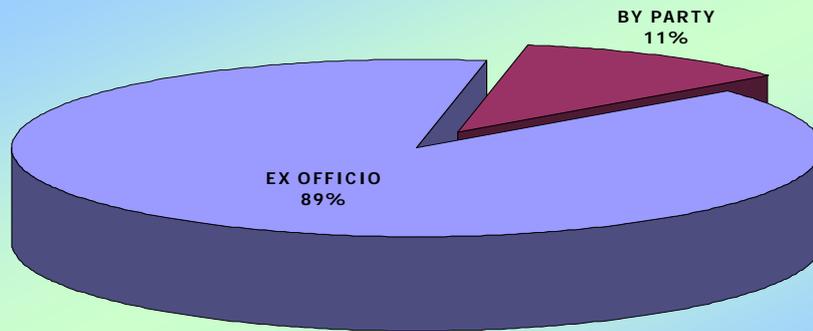
EX OFFICIO VISITS (HEALTH) 2006-2007*



* January-April / 07

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Archivom, 05/29/2007

COPYRIGHTS VISITS 2006-2007*

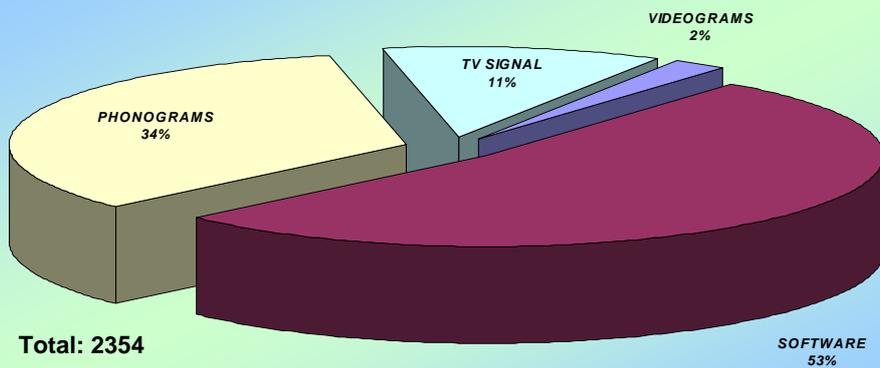


Total: 2354



* January-April / 07

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Total: 2354

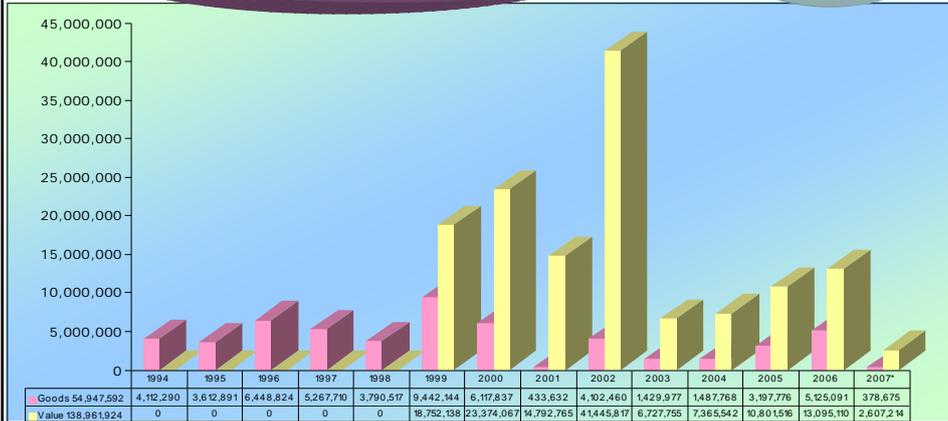


* January-April / 07

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**SEIZED GOODS
1994-2007***

GOODS 54.947.592
VALUE 12.777.520
USD



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* January-April / 07

Thank you for your attention !

www.impi.gob.mx

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