

Property Rights 2010: Who cares?

The challenge of brand piracy

„Thought bite“ of Friedrich Naumann Stiftung
Brussels, 01.03.2010

Fabian Wehnert

Director European / International Affairs

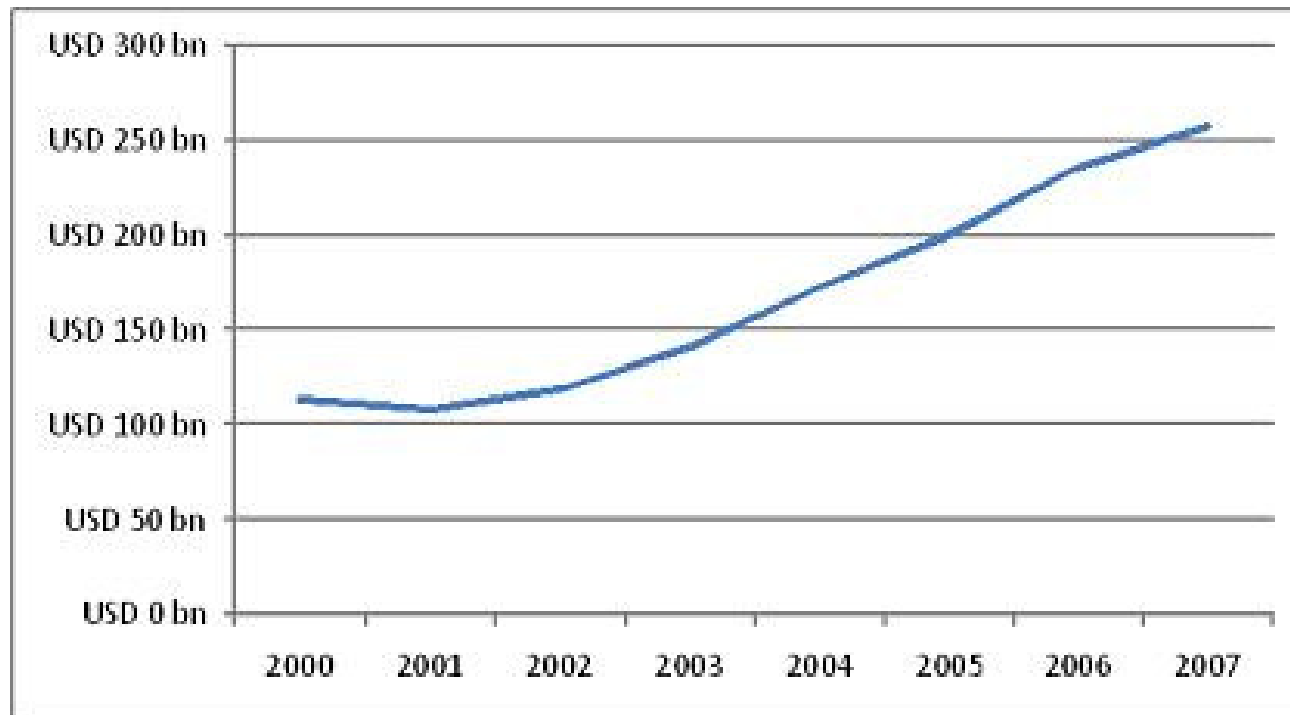
Markenverband

Structure

- Dimension of the challenge
- Some implications
- Thoughts about remedies
- Summary

Brand Piracy: Dimension of the challenge

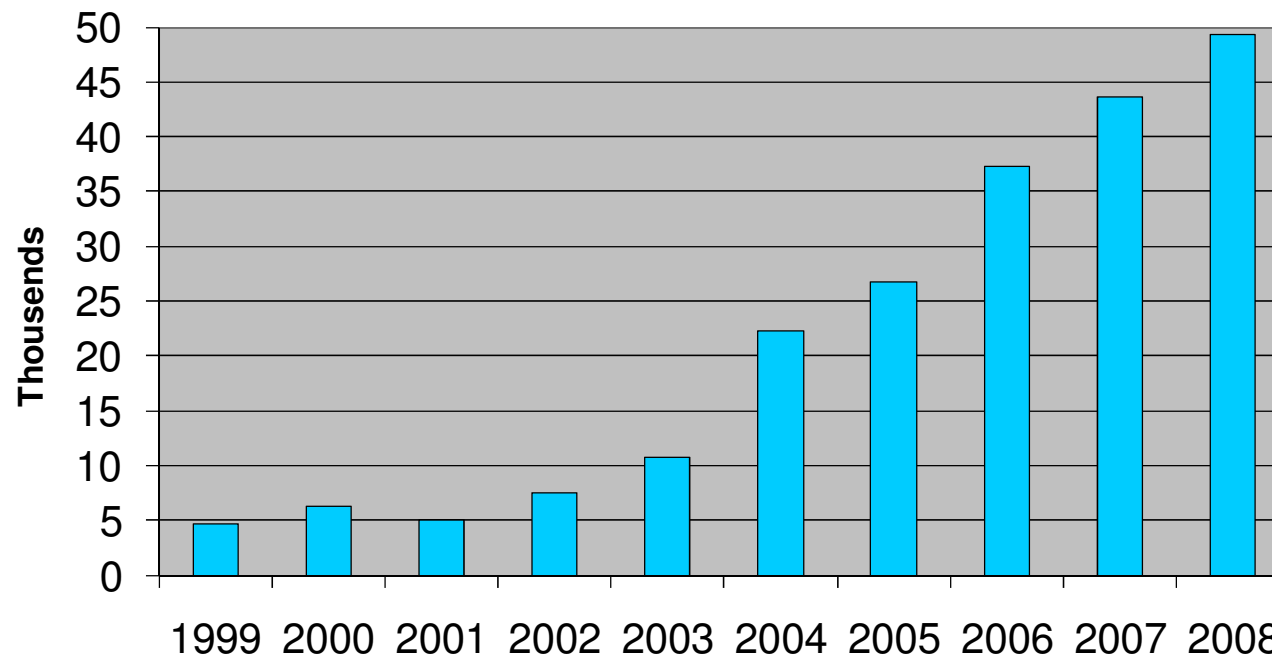
Estimated volume of worldwide trade in counterfeits



Source: OECD 2009

Brand Piracy: Dimension of the challenge

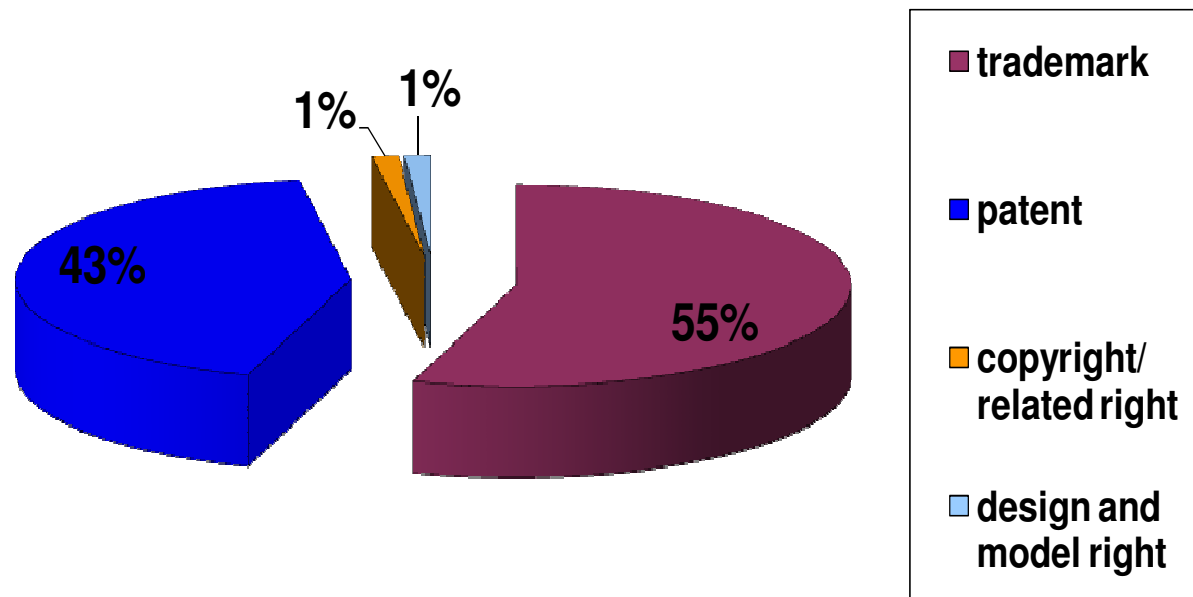
Number of registered cases at EU-borders



Source: EU-Commission, GD TAXUD, 2009

Brand Piracy: Dimension of the challenge

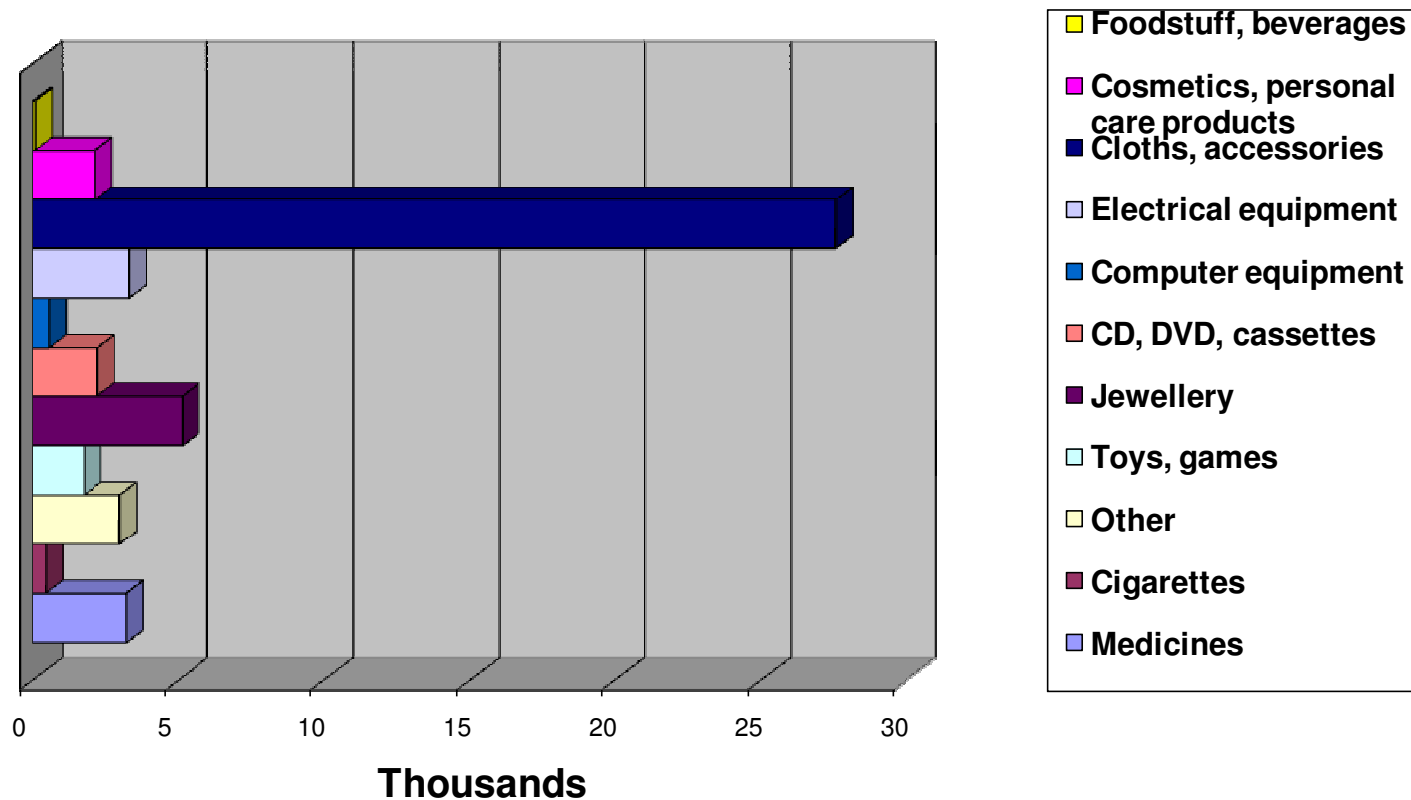
Type of infringed right per detained articles (2008)



Source: EU-Commission, GD TAXUD, 2009

Brand Piracy: Dimension of the challenge

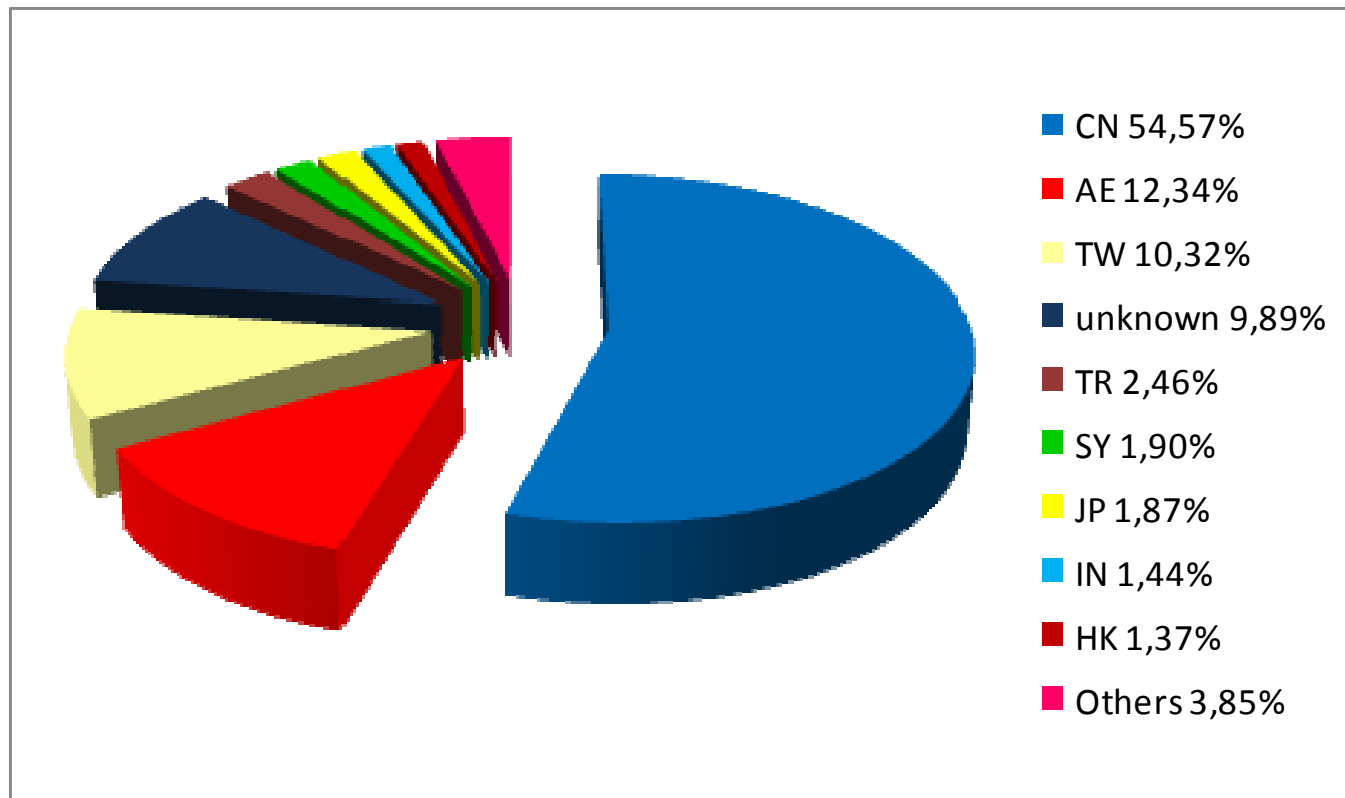
Cases per product sector (2008)



Source: EU-Commission, GD TAXUD, 2009

Brand Piracy: Dimension of the challenge

Origin of Goods (2008)



Source: EU-Commission, GD TAXUD, 2009

Brand Piracy: Some implications

Right holders / companies:

- damage to reputation
- turnover down (average 4% of total*)
- costs for protection up (average 2% of turnover*)
- incentives for innovation and commercial communication down

Countries / governments / public authorities

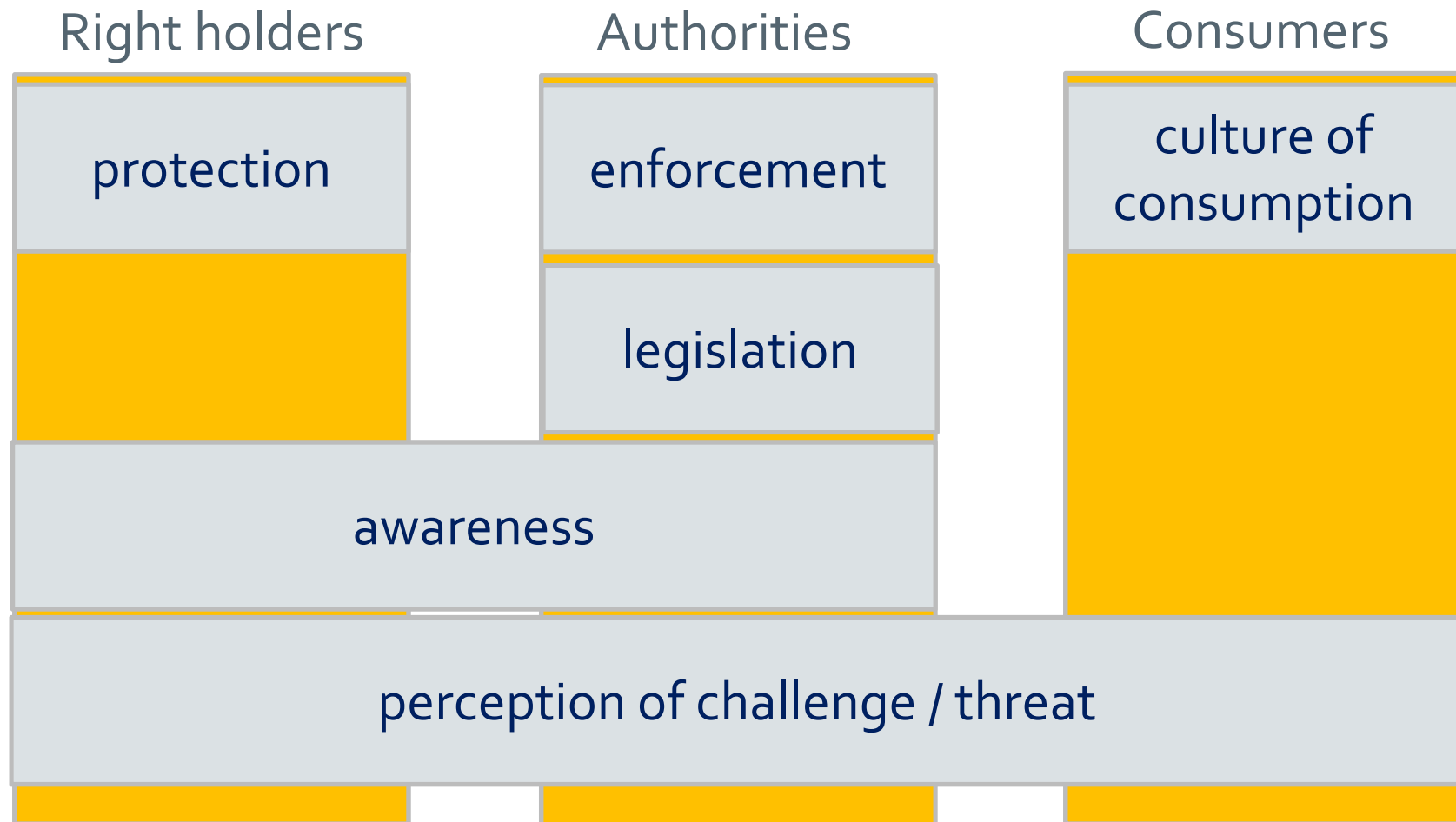
- tax revenue down
- negative for jobs / social security system / environment
- administrative / political system under challenge

Consumers

- personal security and health under threat

* according to Forschungsbericht 579 of German BMWi (2009)

Brand Piracy: Thoughts about remedies



Brand Piracy: Summary

Brand piracy / counterfeiting:

- violates property rights
- is to be understood as criminal offence
- harms innovation and economic development
- erodes the trust of people into the legal / political environment and into „business“

= rightly on the agenda nationally / in the EU / internationally

= a central field of action for Markenverband (with AIM)



Markenverband / German Brands Association

Rue de Commerce 31
B-1000 Brussels

Unter den Linden 42
D-10117 Berlin

Mail: f.wehnert@markenverband.eu

Internet: www.markenverband.eu