



**GOAL 1.2  
STEPPING UP ENFORCEMENT IN  
DEFENCE OF IP RIGHT HOLDERS  
AND SOCIETY**

**TIMELINE**

January 2022 to September 2024

**INVESTMENT**

EUR 868 thousand

**STAFF INVOLVED**

6.2 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Users

<sup>1</sup> Full-time equivalent.

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted the Five Capitals Value Creation Model (human, organisational, relational, economic & environmental).

**ANTI-COUNTERFEITING  
TECHNOLOGY GUIDE**

The market for anti-counterfeiting technologies is wide and complex. Also, it evolves fast, and knowledge on the topic is not centralised. Enterprises struggle to understand this market. They also struggle to find the **correct technical solutions** or to contact appropriate technology providers.

Providers of **anti-counterfeiting solutions** can voluntarily submit their products. In turn, interested enterprises can learn about the **technologies available that fit their needs**. They can then obtain a selection of **existing technical solutions**.

The project's main objective is to create a **searchable, multilingual, web-based database of technologies** available on the market for identifying, validating, authenticating, tracking, and tracing products. The project aims to improve enterprises' knowledge of anti-counterfeiting technologies and help them choose the technical solution that best fits their needs.

**EXPECTED BENEFITS**

- Creating stronger awareness and understanding on how IP is enforced. This is achieved by centralising and disseminating information on anti-counterfeiting technologies that IP right holders – especially SMEs – may have difficulty finding and understanding
- Establishing a safe environment for the providers of anti-counterfeiting technology to showcase their solutions
- Support for enterprises in protecting their IP rights by enabling them to find the right solutions to protect their physical and digital products