



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

TIMELINE

January 2021 to September 2023

INVESTMENT

EUR 1.2 million

STAFF INVOLVED

8.0 FTEs¹

MOST IMPACTED CAPITAL²

Relational

MOST IMPACTED STAKEHOLDER

Users & Institutions

**ENHANCING IP PROTECTION ON
E-COMMERCE MARKETPLACES**

This strategic project is part of the Office’s vision to provide services through the life cycle of **intellectual property rights** it administers - **before, during and after registration**. It aims to **enhance IP rights protection in the online environment**, by developing an integrated secure online service facilitating the collaboration between IP right holders and e-commerce marketplaces in identifying and removing listings infringing IP rights.

Although the scope of the initial project is limited to e-commerce marketplaces, the objective is to use it as a pilot and progressively extend **the use of the secure online service** to other intermediaries, including social media, payment services or online advertising networks.

The long-term vision is for the Office to further develop its IP Enforcement Portal to provide a set of added value services that **facilitate the enforcement of a broad set of IP rights**, involving all relevant stakeholders.

EXPECTED BENEFITS

- Enhanced IPR protection in the online environment
- Increased cooperation with e-commerce marketplaces in the protection of IP rights online

¹ Full-time equivalent

² As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).