

2018/2019

Issue No.10

BPG Board



مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

WELCOME TO OUR NEWSFLASH!

The BPG Newsflash will be issued occasionally (approximately 3 issues a year) and is edited by BPG Board members. Published in PDF form, the newsflash will be distributed by email to all members as well as being posted on the website for free download by the public.

Members' News

Welcome our new Brand Owner Members:

- MICHAEL KORS
Represented by Chloe Long - Director,
EMEA & Global Online Brand Protection
- Gulf DTH FZ LLC (OSN)
Represented by Aditya Verma - Senior
Legal Counsel, IP & Anti-Piracy
- TOTAL Marketing Middle East,
represented by: Norma Haddad - Legal
Manager
- TIFFANY & Co.
Represented by Huong Nguyen - Director,
Trademark Enforcement – International
- MONCLER SPA
Represented by: Ms. Stella Padovani -
Worldwide Intellectual Property & Brand
Protection Manager
- TAD LOGISTICS
Represented by: Rajesh Kuttichi –
General Manager.

MICHAEL KORS



TIFFANY & Co.



BPG Events

SDED Workshop.

On 12th September 2018, Khorfakkan Branch, Sharjah, UAE.

BPG participated in training session on how to distinguish between genuine and counterfeited products through its member Mobis Parts Middle East FZE.



Interpol International Law Enforcement IP Crime Conference 25 & 26th September 2018, Dubai, UAE.

This year's conference was co-hosted by INTERPOL and Dubai Police in partnership with the United Arab Emirates Ministry of Interior, Underwriters Laboratories (UL), the International Anti-Counterfeiting Coalition (IACC) and the Emirates IP Association (EIPA).

The 12th annual Conference, featured a series of plenary and panel sessions as well as several workshops. The agenda comprised one-on-one networking sessions where delegates could discuss IP related issues, build working partnerships and connect with representatives from law enforcement agencies and other organizations

BPG was a golden sponsor at this event, participated in 2 Exhibitions and workshops within the conference through its members' Unilever, Mobies Parts Middle East FZE, BMW and Montclair.



Dubai Customs Workshop No.43 27th September 2018, Dubai Customs Headquarter, Dubai, UAE.

BPG participated in this workshop through our members JTI and APPLE.

Reading Without Borders" Exhibition

7 - 9th October 2018 - Expo Khorfakkan, Fujairah., UAE.

BPG participated through its member Mobis Parts Middle East FZE. along with SDED at The exhibition "Reading Without Borders", which is attended by a number of local and Arabic publishing houses, as well as a group of government entities and educational institutions.



WIPO National Workshop on Building Respect for Intellectual Property in the Digital Environment

8 & 9th October 2018 - Dubai, UAE.

This event was organized by the World Intellectual Property Organization (WIPO) in cooperation with Dubai Police General Headquarter. Our Chairman Malek Hannouf gave a presentation on the role of rights holders in the effective enforcement of intellectual property rights and consumer awareness. Many BPG members attended this event.



Third edition of 'The Economist' Global Illicit Trade Summit 30th October 2018, Etihad Towers – Abu Dhabi, UAE.

Governments and businesses are losing billions of dollars in tax revenues and income to underground economic activity such as the illicit trade of counterfeit products. According to the World Economic Forum, the global value of illicit trade and transnational activities is estimated at between 8% and 15% of global Gross Domestic Product (GDP).

The summit offered a platform to facilitate dialogue between the private and public sectors, international organizations, law enforcement agencies and policy makers, in order to forge an international response to a global and multi-faceted problem.

BPG participated in this event through speakers as well as a stand to represent BPG.



Sharjah Book Fair Consumer Protection workshop by SDED. 1st November 2018 - Sharjah, UAE.

Mr. Salem Al Suwaidi, Deputy Manager of the Department of Control and Trade Protection at the Sharjah Economic Development Department, honored the Gulf Brand Owner's Protection Group for participation in activities at the Sharjah International Book Fair

Ahmad Zaza, a board member of BPG and a senior associate in Al Tamimi law firm, was on site to accept the award after delivering a presentation on Intellectual Property Rights. The presentation gave a bird's eye view of the different types of intellectual property rights, including copyright, trademarks and patents. The lecture expanded on the definitions, rights derived, registration and enforcement procedures for all the different types of Intellectual Property as well as providing examples from the practical reality. Sharjah International Book Fair is a ten-day event international book fair held annually in Sharjah, United Arab Emirates.



Kuwait Arbitration in IP litigation.

7th November 2018, Kuwait

Kuwait Commercial Arbitration Center and the IP training Center of the Gulf organized the 2nd edition of Kuwait Arbitration in IP litigation for the legal community in Kuwait.

Our Chairman Malek Hannouf, participated in the workshop re counterfeiting and intellectual property infringement cases, where he presented several cases across industry highlighting the impact of said crimes on consumers, governments and brand owners.

BPG Organize a workshop for Dubai DED & Police

19th November 2018, Address Boulevard Hotel - Dubai, UAE.

BPG implemented a new structure of training where members presented to the authorities, giving them an overview of the key threats to brands and their consumers from fakes and lookalike illicit products. The key sections of the presentation included examples of:

- Cross jurisdiction cases with cooperation between more than one country.
- Lookalike products.
- Following the money and highlighting its links to organized crime.
- Parallel imports and their impact on local trade and revenue.
- The 'Shadow' economy and its impact on society.

Furthermore, Delegate were invited to break into small groups to visit the Brand Owners interactive stands, where Brand Owners where given the opportunity to personally show the delegates how to spot fakes. Participating Brands: Apple, Beiersdorf, BMW, Danfoss, Ferrero , LV, Mobis Hyundai, NIKE, PMI, Total and Unilever.



GTDW Anti Illicit Trade & Brand Protection Summit 2018. **20 – 21st November 2018, Fairmont Abu Dhabi - Abu Dhabi, UAE.**

This event brought together government policy-makers, law enforcement, global businesses, brand owners, regulators and technology firms.

Keynote Addresses were given by H.E. Sultan Bin Saeed Al Mansoori, Minister of Economy of the United Arab Emirates, Dr. Mukhisa Kituyi, Secretary-General of the UN Conference on Trade and Development (UNCTAD), BPG partnered with GTDW in this event through speaker's participation as well as holding a stand to represent BPG.



Dubai Customs Workshop No.44 **On 21 November 2018, Dubai Customs Headquarter, Dubai, UAE.**

BPG participated in Dubai Customs workshop No.44 and BPG were represented by Beiersdorf Middle East.

Kuwait Business Law Forum 2nd Edition

28 November 2018, Kuwait Chamber of Commerce and Industry - Kuwait

LexisNexis, the world leading global provider of legal information, hosted with the support of Al Yaqout Legal Group, and the Association of Corporate Counsel of Middle East, its 2nd edition of our legal event for the legal community in Kuwait on the 28th of November 2018.

BPG Chairman Malek Hannouf participated in one of the panels where he talked about Protection of Intellectual property at both local and global levels.



BPG organize a workshop for Abu Dhabi DED, Customs & Police.

On 5th December 2018, Fairmount Bab Al Bahr - Abu Dhabi, UAE.

BPG continue using the new structure of training where members presented to the authorities, giving them an overview of the key threats to brands and their consumers from fakes and lookalike illicit products.

Representatives from different AD government departments were then invited to break into small groups to visit the Brand Owners interactive stands, where Brand Owners were given the opportunity to personally show the delegates how to spot fakes.

Participating Brands: Apple, Beiersdorf, BMW, Danfoss, LV, NIKE, PMI, Total, Moncler and Unilever.



Ajman X “the Knowledge Power session”.

9th December 2018, Ajman, UAE.

BPG Chairman Malek Hannouf participates in the discussion of Intellectual Property challenges and solutions, within the agenda of the knowledge power session of its second session under the slogan of intellectual property and innovation.



The Significance of Trademarks in the Modern World session.

17th December 2018,

Dubai Intellectual Property Training Center, one of Dubai Entrepreneurship Academy's initiatives organizes “The Significance of Trademarks in the Modern World “session, in cooperation with the commercial control & consumer protection department at DED, offering a comprehensive understanding of the importance of trademarks for SMEs, laws & regulations, registration & protection of brand.

BPG Members Abier Wasouf from Danfoss and Ahmad Zaza from Al Tamimi participated in this event.



INTA's 2018 Middle East and Africa Conference: Innovation, Investment, and IP.

10-11th December 2018 – Dubai, UAE.

This event explored the opportunities and challenges of attracting investment into the Middle East and Africa, how innovation is re-shaping the economy, and the importance of a robust IP strategy for effective protection and enforcement in these regions. Industry experts and government officials shared essential insights and strategies to help brands achieve a business edge, Bassel El Turk, Rouse (United Arab Emirates), BPG board member was a co-chair along with Vanessa Furgenson.

The event was also attended by many BPG members, some of whom shared their valuable experience:

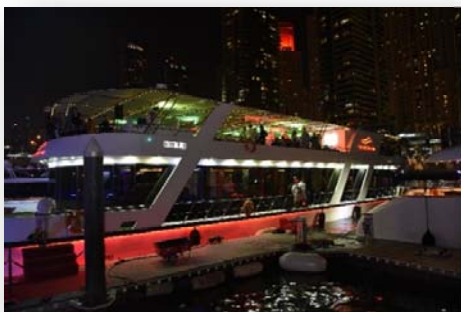
Malek Hannouf, Louis Vuitton Middle East FZCO (United Arab Emirates), the Chairman of BPG spoke in a panel discussing The Role of Free Trade Zones to Promote Economic Growth, Cameron Walker, Beiersdorf Middle East (United Arab Emirates), BPG board member was an active member of project team, Roba Hamam, BMW (United Arab Emirates) and Deputy PG chairman spoke on a panel discussing Anti-counterfeiting: Online and Offline Enforcement, Hady Khawand, Saba & Co. IP (United Arab Emirates), BPG board member, moderated a panel on Leveraging Innovation in Cross-Border Enforcement.



BPG holds a Social gathering for our members.

6th December 2018 – Dubai, UAE.

BPG Team had a great social gathering, where they cruised for 3 hours on a Yacht sailing from Dubai Marina.



Events attended by BPG representatives

The launch of IP Gateway by DDED

3rd October 2018 – Intercontinental Dubai Festival City Hotel, Dubai, UAE.

WIPO National Workshop on Building Respect for Intellectual Property (IP) in the Fields of Trademarks and Copyright for law Enforcement Officials.

10 & 11th October 2018 - Dubai, UAE.

5th Global Innovation summit by DDED

11th October 2018 – Ritz Carlton Hotel, Dubai, UAE.

Educational workshop for Brand Owners by Dubai Police.

23rd October 2018 - Versace Hotel, Dubai, UAE.

This Educational Workshop was organized by Dubai Police – General Department of Criminal Investigation on Procedures for case files and the legal requirement. This workshop included panel discussions on improving cooperation and understanding of procedures in intellectual property rights cases for all parties.

Intellectual Property Rights Seminar organized by Consulate General Office of United States of America.

24rd October 2018 – Park Hyatt Dubai, UAE.

Young Practitioners and Trademark Administrators Reception and work shop in Dubai.

On 9th December 2018 – Al Tamimi & Co. office, DIFC, Dubai, UAE.

BPG meetings

Meeting with DaGate

11th September 2018 – DaGate Office, Clover Bay Tower, Business Bay, Dubai, UAE.

BPG met with Da Gate Hub Management Consultancies which is TAX AGENCY Certified by FTA, with a team of strong solid professionals with experience across different corporate sectors and countries.

BPG appointed DaGate to manage BPG VAT registration and Accounting for the year of 2018/2019.

Meeting with DED

12th September 2018 – DED, Business Village, Block B, Conference Center, Dubai, UAE.

Under the patronage of “His Highness Sheikh Mohammed Bin Rashid Al Maktoum” a new award category for nonprofit organization within the Dubai Quality Award model has been created This award seeks to provide the business community with a prestigious platform, which both validates and recognizes the contribution of certain business Associations/Groups/Councils in the community.

BPG were very graciously invited by DED to attend a briefing on the background and criteria required to achieve a Business Excellence Award from DED. This award program takes place every 2 years.

BPG Board member – Cameron Walker and BPG Coordinator – Yara Khalifah attended this meeting, where the following Agenda was presented:

- Opening remarks by CEO, Future Economy Department, Dubai Economy
- Creating an awareness & benefits of the program
- Sharing experience & success stories by 2017 winners
- DQA-RE Model
- Why to apply
- How to apply

Given the many internal administrative challenges BPG faced in 2018 (new VAT registration, opening of new Bank account, renewal of License) we have delayed participating in this DED award program until 2020.



Meeting with USTR

September 2018 – BPG Office, Dubai Media City, Concord Tower, Dubai, UAE.

The BPG board recently met with US State Department delegation, headed by Peter Mehravari, the U.S. Intellectual Property Attaché to our region. The US delegates were keen to establish if our members had seen any noticeable impact re current IP enforcement activity, following the UAE's inclusion in the US governments 301 Watch List earlier this year.

The USPTO expressed some exasperation at what they described as an apparent lack of transparency from some UAE government officials regarding IP enforcement. We in turn were able to share some of improvements we had witnessed, including our recycling MOU with Dubai Customs and the modest increase in notification for some brands.

We also highlighted some of our continuing frustrations, namely re-exportation, across all of the Emirates, not just Dubai, continued poor deterrent sentencing and the general lack of the IP knowledge being shown amongst some government departments. We discussed the current economic and structural challenges faced by many of the Emirates at this time. We concluded by highlighted the importance BPG placed on the US agencies engaging the UAE counterparts on the positives of strong IP enforcement (Revenue collection) rather than dwelling or scolding them on past negatives.

A second roundtable meeting with the Presidentially appointed U.S. Intellectual Property Enforcement Coordinator (IPEC), Vishal Amin and the IPEC who is especially focused on private sector leadership in impacting change where further discussions on the previously highlighted topics took place.



Meeting with DCCC

24th September 2018 – Dubai Customs Headquarter, Dubai, UAE.

BPG representative Rima El Achkar attended the DCCC quarter meeting where the following points were highlighted:

- Spoke about the e-commerce law in the UAE and announced that the implementing regulations will be out soon.
- Presented statistics and cases showing Dubai customs achievements in 2018.
- Revealed a pilot project for “Uber cargo”.
- Announced 2019 customs strategy.



Meeting with QBPC

24th September 2018 – BPG Office, Dubai Media City, Concord Tower, Dubai, UAE.

BPG board members met with The Quality Brands Protection Committee representatives headed by Honorary Chairman of (QBPC), Mr. Jack Chang.

Topic discussed included improvement of brand owner’s co-operation with UAE government authorities, EIPA and the current UAE policy on counterfeit re-export, Recycling, E-Commerce, and IP Gate way, Malek gave a brief about IP practices in Gulf area.

Jack gave a brief about QBPC history with Authorities in UAE since 2014, and shared best practices in China and how it can be exported to help other countries.



Meeting with Dubai DED

27th September 2018 - Dubai, UAE.

Our Chairman Malek Hannouf, accompanied by Jack Chang, chairperson of the Quality Brands Protection Committee in China (QBPC) met with Ahmad Al Muhairi, senior manager Trademarks and Commercial agency disputes at the Dubai DED. They discussed the IP gateway system developed by the Dubai DED and to share valuable experiences.



Meeting with DCCC

17th December 2018 – Dubai Customs Headquarter, Dubai, UAE.

Our chairman Malek Hannouf participated in the quarterly meeting of Dubai Customs Consultative Council on 17th of December 2018, where he presented the BPG vision, mission and activities for 2018. Malek also provided the representatives of the various business councils attending this meeting with a summary on Intellectual Property rights and the importance of protecting it in order to expand the business.



End.