

2018/2019

Issue No.8

BPG Board



مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

WELCOME TO OUR NEWSFLASH!

The BPG Newsflash will be issued occasionally (approximately 4 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.

BPG Events

Members' News

Welcome our new Member:

Under Brand Owners

NIKE represented by
Mr. Mohamed Kamal
Brand Protection Manager.



FERRERO represented by
Mr. Moutaz Abdullat
General Legal Counsel.

FERRERO
GULF COUNTRIES

Participation in RAK Customs Exhibition. On 25th January 2018.

As part of the celebration of the World Customs day RAK Customs organized an exhibition at, which was attended by H.H Ahmed Bin Saqer Al Qasimi and Dr. Mohamed Al Mehrezy – RAK Customs General Director, others RAK government departments and students from local schools.

The BPG stall was represented by Mobis Parts Middle East FZE, where they explained the hazards of using counterfeit products and the differences between genuine and counterfeit products.

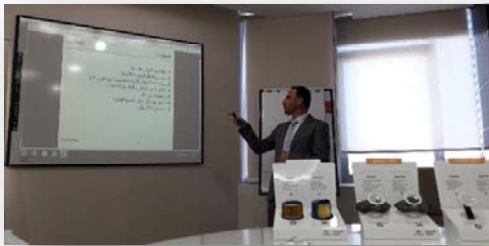


RAK Customs training session.

26th March 2018 – RAK Customs Office, RAK, UAE.

BPG starts its annual training program with RAK Customs for the year by arranging a training session on 'How to distinguish between genuine products and counterfeit products' for RAK authority's employees.

BPG members representing: Unilever, Mobies Parts Middle East FZE, Beiersdorf Middle East, LV, MSD, and BMW participated in this training program.



Intellectual Property in Sports field forum

8th March – 29th March 2018 - Pullman City Centre Hotel, Dubai, UAE.

EIPA and National Olympic Academy are organized a Forum on Intellectual Property in Sports field

BPG Chairman, Malek Hannouf presented on Supporting the global intellectual property system in sport, BPG Board member, Bassel El Turk - Executive & Country Manager UAE | KSA at Rouse & Co. presented on International Patents and Sports, and Board member, Mohamed Kamal - Brand Protection Manager at NIKE presented on Brands and sports goods. Furthermore, a delegation from BPG also attended this event.



BPG training workshop for Ajman DED & Police **On 4th- 5th April 2018 - Ajman Saray Hotel, Ajman, UAE.**

BPG organized a 2 days' workshop for Ajman Police and Ajman DED on 'How to distinguish between genuine products and counterfeit products' for the inspectors.

BPG members representing: Apple, HP, FERERO, Unilever, Mobies Parts Middle East FZE, Beiersdorf Middle East, BAT and BMW participated in this training program.



BPG Receiving EIPA IPR Expert Diploma participants

On 9th – 10th April 2018 – Dubai, UAE.

As part of EIPA IPR Expert Diploma program, their participants visited different stake holders in the field of IPR, including the BPG office and also BPG member Apple.

During this visit, BPG Chairman – Mr. Malek Hannouf gave a presentation about BPG activities, our mission, examples on legal cases related to IP and the administrative challenges brand owners face during the process.



Mr. Chris Hilotin, Apple - IP Enforcement EMEA said “It was a pleasure hosting the participants in EIPA IPR Expert Diploma program. We shared some of our insights, concerns and IP related issues in the UAE.

It was great to meet the next generation of IP professionals and experts in the UAE and we are looking forward to working with them in the future.



BPG signs MoU with Dubai Customs.

On the 17th April 2018 - Dubai Customs Headquarter, Dubai, UAE.

MoU signed between Dubai Customs and BPG, where Dubai Customs undertook to issue recycling decisions for all cases. This step change took place after continues efforts from both sides to put an end to re-exportation of seized counterfeit products.



BPG participated in RAK Customs Workshop.

On the 26th April 2018 - Hilton Ras Al Khaimh Resort & Spa, UAE.

In line with the IP Day celebrations across UAE, RAK Customs organized training workshop. where BPG participated in this event through its members' Louis Vuitton, and Beiersdorf Middle East.



BPG participated in Dubai Customs Workshops No.41. **On the 23rd – 25th April 2018, Dubai Customs Headquarter, Dubai, UAE.**

Dubai Customs arranged workshop No.41 where BPG participated in this workshop through its members' Louis Vuitton, Ferrero, Hyundai Mobis Parts Middle East FZE, Unilever and Philip Morris (PMI).



Events attended by BPG representatives

BPG attend opening ceremony for International Center for Patent Registration - Automation System

February 2018 at Raffles Hotel.

Under the patronage of HE Eng. Sultan bin Saeed Al Mansoori, Minister of Economy, the MOE celebrated the launching of the automated system of the International Center for Patent Registration in the UAE. The new system was developed in cooperation with the Korean Intellectual Property Office (KIPO) along with the support of the Telecommunications Regulatory Authority (TRA). The event was attended by HE Dr. Mohammed Al-Shehhi, Undersecretary of the Ministry of Economy for Economic Affairs and HE Dr. Mohammed Al-Mualla, Undersecretary of the Ministry of Education for Academic Affairs of Higher Education. KIPO was represented by HE Grow Sung, Commissioner of the Korean Intellectual Property Office, and a number of officials and staff of the office.

Two representatives from the BPG Board, Omar Obeidat and Hady Khawand, attended the event on behalf of the BPG where they got the chance to meet the various officials.



BPG attended the 11th Edition of the Automechanika Network On 19th March 2018.

The Automechanika Network is hosted by the show team twice per year, in March and September. The event aims to bring together industry players for a formal gathering to discuss different topics related to the automotive aftermarket. The 11th edition of the Network focused on the impact of new KSA women drivers on the Kingdom's road to the automotive aftermarket and its related business channels.

BPG member Mobis Parts Middle East FZE attended this event.



BPG attended Business Excellence Awards Ceremony.

24th April 2018 – Dubai Opera

The Department of Economic Development (DED) in Dubai on Wednesday honored 40 winners of the Dubai Quality Award, the Dubai Human Development Award and the Dubai Service Excellence Scheme for their outstanding pursuit of excellence in 2017.

The awards were presented by Shaikh Maktoum Bin Mohammad Bin Rashid Al Maktoum, Deputy Ruler of Dubai, and Shaikh Ahmad Bin Mohammad Bin Rashid Al Maktoum, Chairman of the Mohammad Bin Rashid Al Maktoum Knowledge Foundation, at the 24th annual Business Excellence Awards.

BPG delegates attended this ceremony.



BPG attended Business Excellence Awards Ceremony.

26th April 2018 – InterContinental Festival City, Dubai, UAE.

Under the patronage of H.E Eng. Sultan Al Mansouri, Minister of Economy, the Ministry of Economy, in cooperation with the Emirates Intellectual Property Association (EIPA), held a ceremony for the new "Emirates Intellectual Property Award".

This award aims to promote a culture of innovation and creativity, aimed at supporting the economic, social and cultural development of the UAE. The awards will help highlighting and recognize new creations and innovations, at both individual and institutional levels in the country.

BPG delegates attended this event.



Graduation Ceremony of the First batch of (Intellectual Property Expert Diploma).

26th April 2018, InterContinental Hotel Festival City Dubai

Under the patronage and presence of HE Lt. Dahi Khalfan Tamim Deputy chairman of Police and Public Security in Dubai the Honorary president of the Emirates Intellectual Property Association

The Emirates Intellectual Property Association (EIPA) celebrated their first Graduation Ceremony for the students receiving their Intellectual Property Expert Diplomas.

BPG delegates attended the ceremony.



IP Day celebration by Dubai Customs in April, 2018

26th April 2018, Marriott Hotel, Dubai, UAE.

BPG delegates joined Dubai Customs to celebrate their Annual IP celebration on the occasion of the World Intellectual Property Day 2018. The event was hosted by H.E. Ahmed Mahboob Musabih, Director of Dubai Customs. This year's World Intellectual Property Day celebration was an opportunity to highlight how the intellectual property (IP) system can support innovative and creative women in their quest to bring their amazing ideas to market.



BPG meetings

BPG Held its General Assembly and announce the new board 28th January 2018 – Media Rotana Hotel, Dubai, UAE.

During this meeting our 2017 board shared with members the achievements, challenges faced in and the proposed strategy for 2018.

The highlights of the events were changing the board structure, the election of the new board and changing the membership fees. Some of the key motions included:

1. Expansion of the board members in order to help us more readily enable a quorum at the monthly board meetings and spread the work load
2. To abandon the Voting/ Non-Voting membership criteria and have all brand owners as voting members and thereby party to key decision making by our group.
3. Reduction of Brand Owner membership fee from \$7000 to \$2500

The aim of these changes were to help the BPG be more productive, to better support the interests of brand owners and finally to help attract new members.

Following the General Assembly, a board meeting took place to elect the new chairman, an announcement of the new board and Chairman was circulated to all members stating the below:

BPG Chairman: Mr. Malek Hannouf representative of LV.

BPG Board:

- Beiersdorf – Cameron Walker (CW)
- Unilever – Abdullah Al-Obaidli (AO)
- NIKE - Mohamed Kamal (MK)
- BMW - Roba Hamam (RH)
- HP - Feras Al Taoam (FT)
- BAT - Elie Atallah (EA)
- J&J - Wael Adhami (WA)
- Ferrero – Moutaz Abdullat (MA)
- Saba & Co. - Hady Khawand (HK)
- AL Tamimi – Omar Obeidat (OO)
- Rouse & Co. – Basel El Turk (BT)



Meeting with EU OLAF liaison officer to the MENA region.

28th February 2018 – BPG Office, Dubai –UAE.

BPG met with the EU OLAF liaison officer to the MENA region, to discuss areas of mutual co-operation. The EU Commission are in the process of conducting a survey of EU member states on IP enforcement in this region, particularly examining the relative strengths and weaknesses of IP enforcement at the ports and free zones in the region. To better inform this survey, the Commission through the OLAF representative were now seeking private sector/ non-government input from practitioners in the region.

BPG explained that we would be happy to spread the word of the survey amongst our members but given the political sensitives of the region, we would be reluctant to use our group's name in any open paper that potentially could criticize the local governments approach. We agreed that any contribution, if sought from either individual brand owner of the BPG, would remain anonymous.

BPG Board Trip to KSA.

24th - 25th April 2018 – Riyadh, KSA.

As the Kingdom of Saudi Arabia is one of the priority markets in the region for brand owners, the board decided to push for further cooperation with the authorities by arranging a board meeting in Riyadh, which would be held in conjunction with meeting with the competent authorities there.

Your BPG board attended the following meetings:

On Tuesday 24 April 2018:

1. Meeting with MoCI / Workshop with EU delegation and OLAF at MoCI : BPG Board and MoCI Authorities agreed on the following action points :
 - Conducting training sessions for MoCI inspectors in Riyadh, Dammam and Jeddah.
 - Cooperation with MoCI for online enforcement, takedowns for leading brands to be announced in a press release by the Ministry's Consumer Protection Department.
 - An awareness campaign for consumers (a one-year plan) that covers all of KSA.
 - Signing a MoU between BPG and MoCI, in light of the above, aimed at strengthen cooperation in the protection of IPRs.

2. Meeting with SA Customs: BPG Board and SA Customs Authorities agreed on the following action points:
 - Conducting training sessions for Customs inspectors at the main points of entry in Riyadh, Dammam and Jeddah.
 - Follow up with Saudi Customs legal committee on issuing an official customs notification highlighting the number of seizures.
 - Signing an MoU between BPG and Saudi Customs to strengthen the ties and cooperation in protecting IPRs.

On Wednesday 25 April 2018:

1. Meeting with Saudi IP Association (SIPA): BPG Board and SIPA Authorities agreed on the following action points:

- Signing a MoU between BPG and SIPA.
- Inviting SIPA to all activities or training sessions in KSA.
- Engaging SIPA in the awareness campaigns.

2. BPG Board meeting:

Meeting held at Radisson Blu hotel, where the following points were discussed:

- Upcoming events in the region (training, conferences, exhibitions).
- Social media planning and awareness campaigns.

Meeting Mr. George Guzman, US Embassy Regional Attaché for Homeland Security, and Mr. Michael J. Riley Assistant Attaché, to discuss challenges of enforcement in KSA.

BPG member sought to encourage the US attaches to influence KSA authorities, suggesting the adoption of KSA multi agency IP Fusion Cell (similar to the US model IPR center) to better enable and co-ordinate the KSA's IP enforcement agencies through improved intelligence gathering and enforcement activity.

