

**UNITED STATES
PATENT AND TRADEMARK OFFICE**



2015 JCCT Commitment on Online Enforcement

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March 2, 2016

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Why an Online Enforcement Outcome?

- *Online space impacts all business, all stakeholders*
- *China passing a wide range of laws, regulations, and rules to regulate online behavior*
- *Strong need for coordinated effort to address fast changing legal and enforcement environment*
- *MofCOM: a great partner*

Outcome Language

"...[A]s part of the JCCT IPR Working Group, China and the United States will enhance engagement and exchanges between ... government ..., IP right holders, business representatives; and online sales-platform operators, among other relevant stakeholders...by sharing respective practices, discussing possible improvements ..., facilitating information exchange and training ..., and increasing cooperation on cross-border enforcement. The goal ... is to enhance existing legal and cooperative regimes among businesses, rights holders and governments in ... online IPR enforcement. Appropriate criminal matters will be referred, if necessary, to law enforcement agencies through the Joint Liaison Group (JLG) IP Criminal Enforcement Working Group or domestic law enforcement officials."

(See 2015 JCCT Fact Sheet Online at <http://commerce.gov/>)



Efforts in China

- *U.S. Mission leading one pillar of the overall strategy – developing a set of industry-driven “best practices”*
- *Goal: To facilitate coordination between brand owners and Chinese platforms to find new, practical, and effective solutions*

Next Steps

- *Coordinate internal USG efforts.*
- *Research existing enforcement regimes*
- *Reach out to rights holders and internet service providers*
- *Work with colleagues at MofCOM to bring US and Chinese stakeholders to address challenges, with help of industry*

Questions?

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