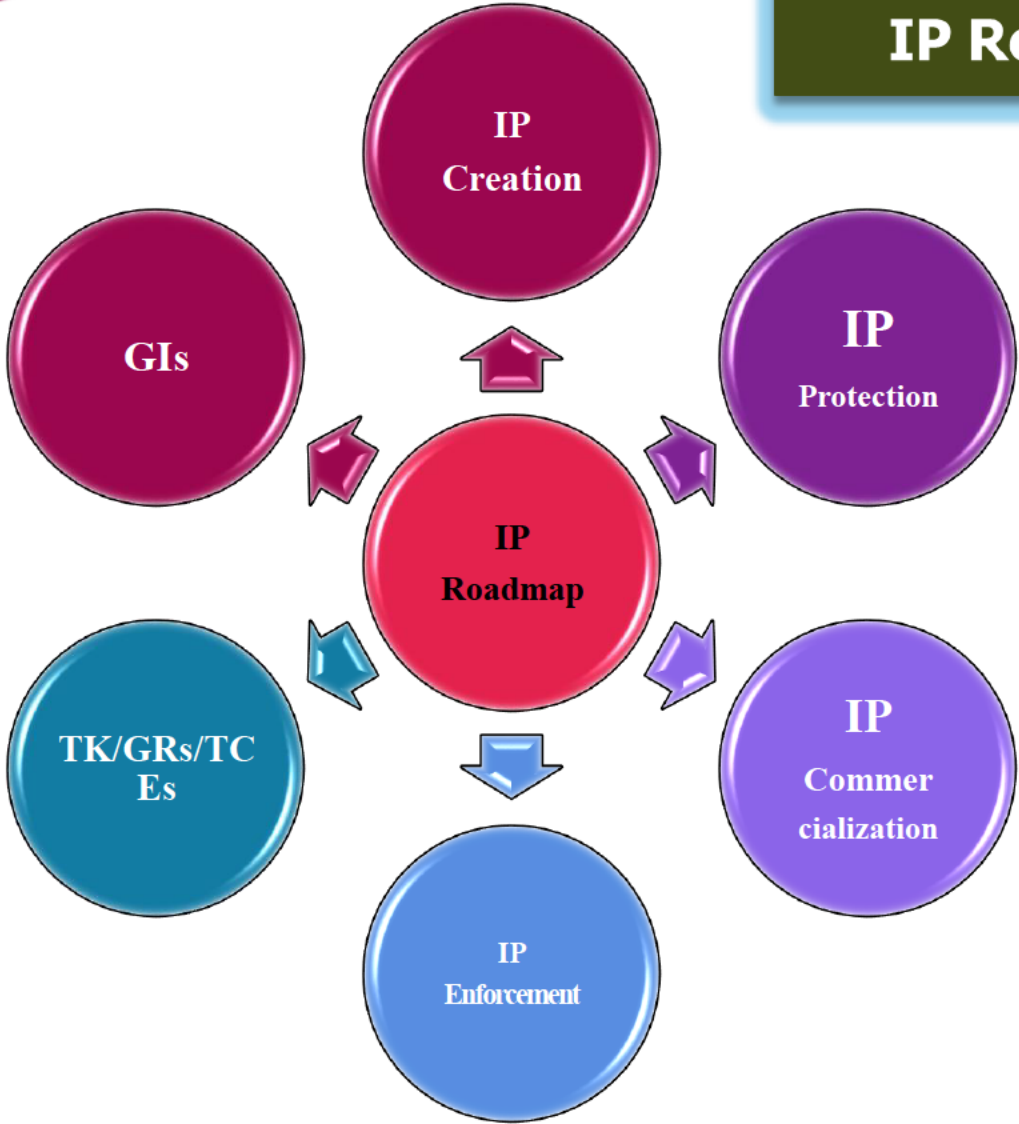


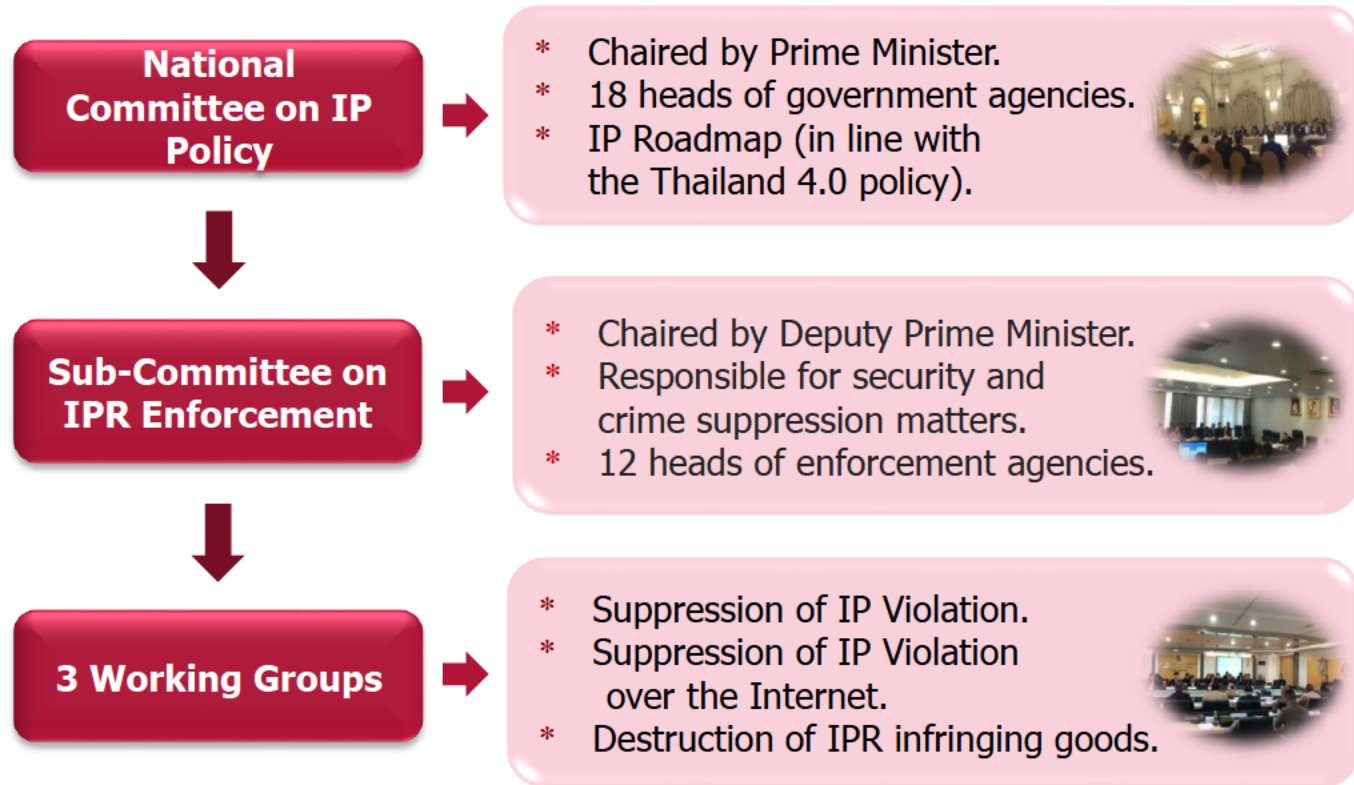
# **PREVENTING TRADEMARK INFRINGEMENT**

**Ruengrong Boonyarattaphun  
Department of Intellectual Property**

# IP Roadmap



# Thailand's IP System : Policy



# Enforcement in Physical Markets

## Operations of the Special Task Forces



### Operations in Bangkok



Operation seven days a week, except the worst phases of the COVID-19 pandemic.



### Operations at the Regional Level

Provincial Governors

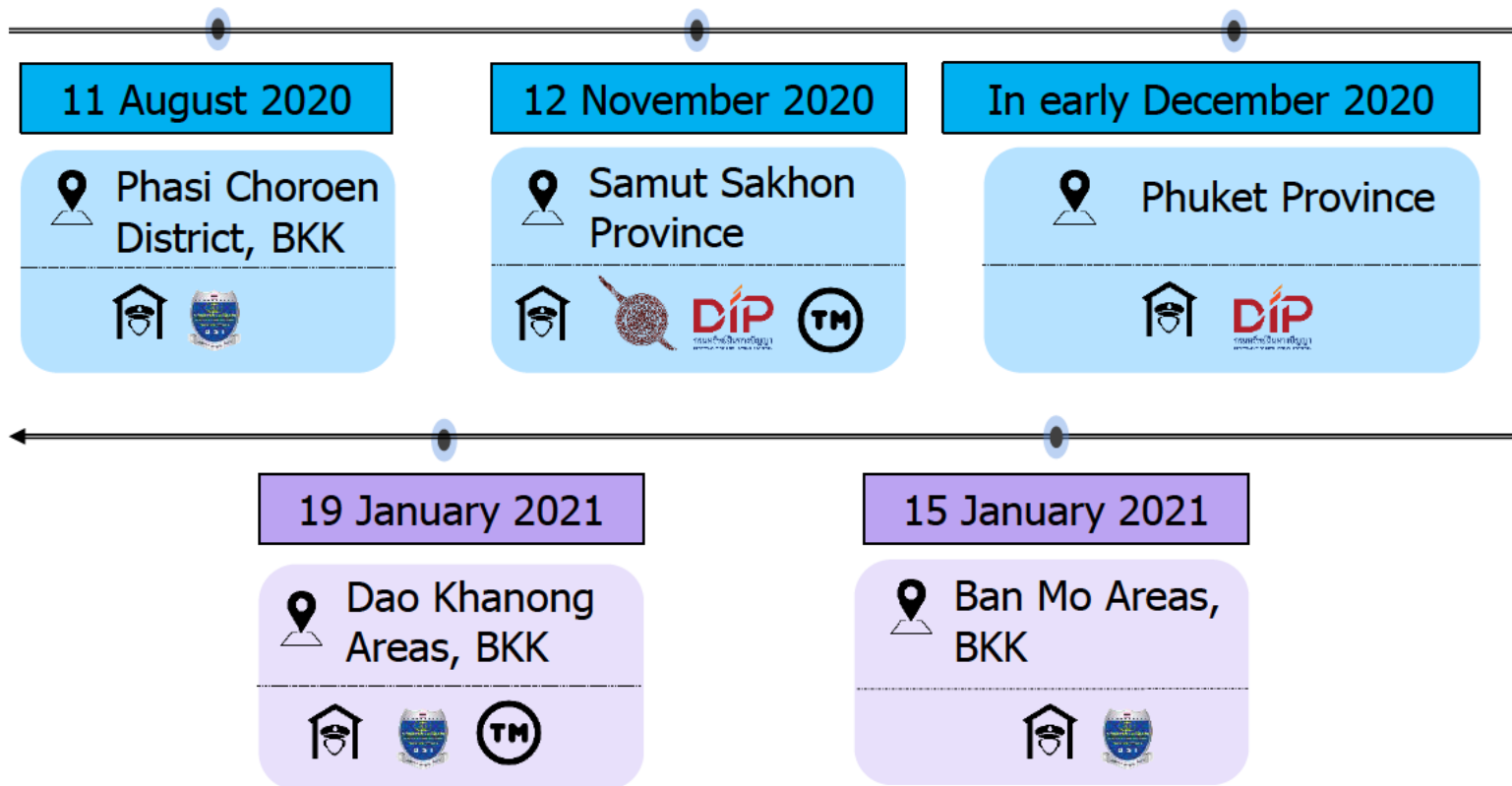


Local Administrative Bodies



# ENFORCEMENT IN PHYSICAL MARKETS

Examples of Raids on IPR-Infringing Activities in Physical Markets



# Enforcement against Online IPR Infringement

## IPR Infringements



E-Commerce Platforms



Social Media Platforms



Infringing  
Websites

## Measures



Notice and Takedown



Website Blocking



Criminal  
Enforcement

# Signing Ceremony 11 January 2021



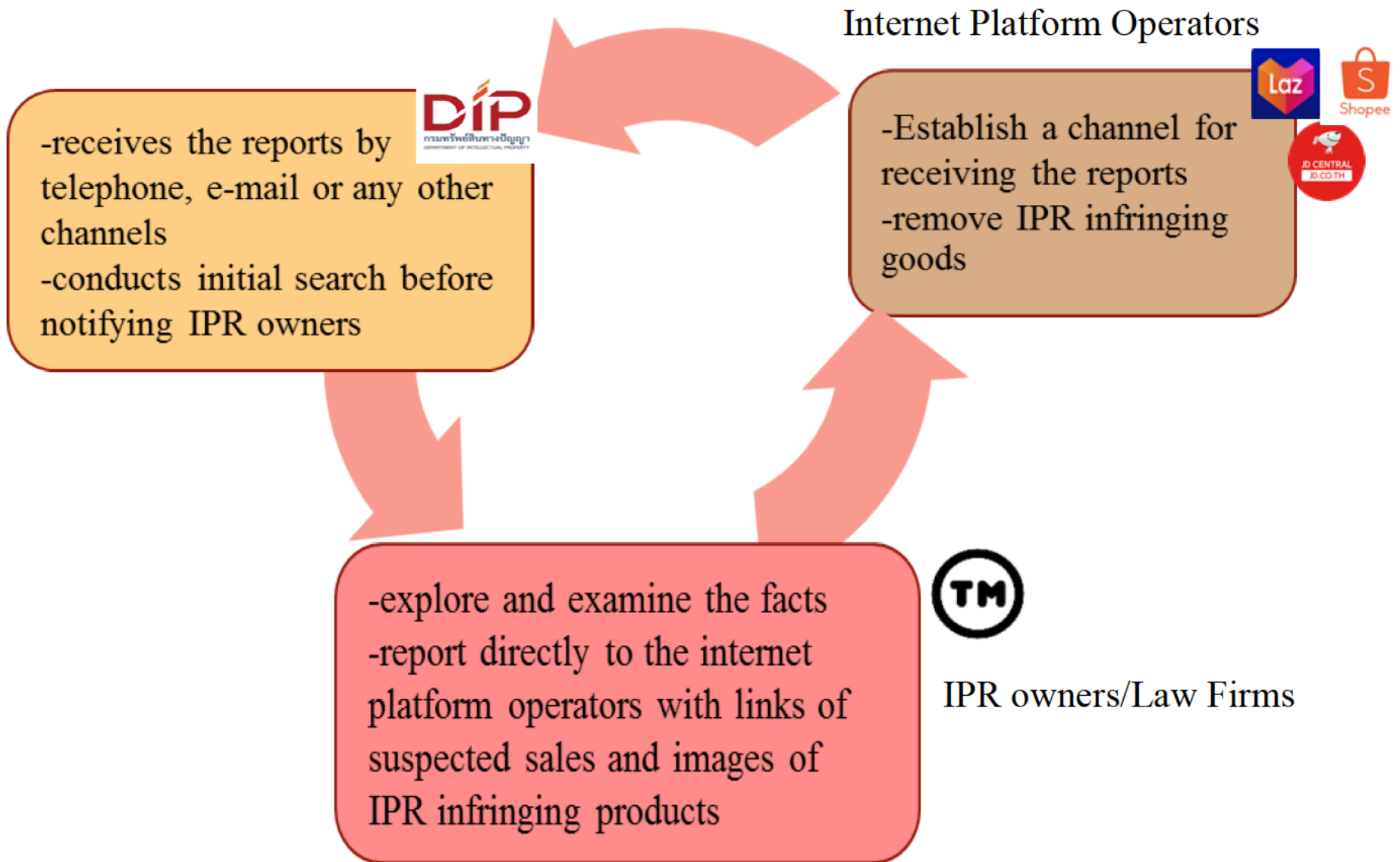
3 Governmental authorities

20 IPR owners  
including  
Pharmaceutical Sectors  
(now 24 IPR owners)

3 E-Commerce Platform  
Operators



# Scope of Cooperation The Roles in IPR Enforcement





# IP Enforcement Activities & Awareness

## Go for Real Campaign



## IP Enforcement Activities & Awareness

# Destruction Ceremony of IPRs Infringing Goods



A world map is centered on the page, showing the continents in a light beige color. The map is set against a white background. At the top of the image, there is a decorative graphic consisting of several curved, overlapping bands of color, transitioning from a vibrant pink on the left to a bright blue on the right. A semi-transparent pink rectangular box is positioned horizontally across the middle of the map, containing the text "THANK YOU" in a bold, black, sans-serif font.

THANK YOU