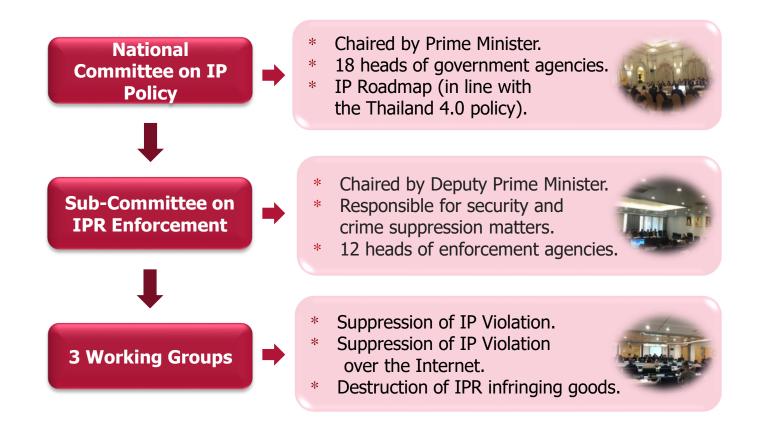


PREVENTING TRADEMARK INFRINGEMENT

Ruengrong Boonyarattaphun Department of Intellectual Property

Thailand's IP System : Policy



Enforcement in Physical Markets

Operations of the Special Task Forces

Operations in Bangkok









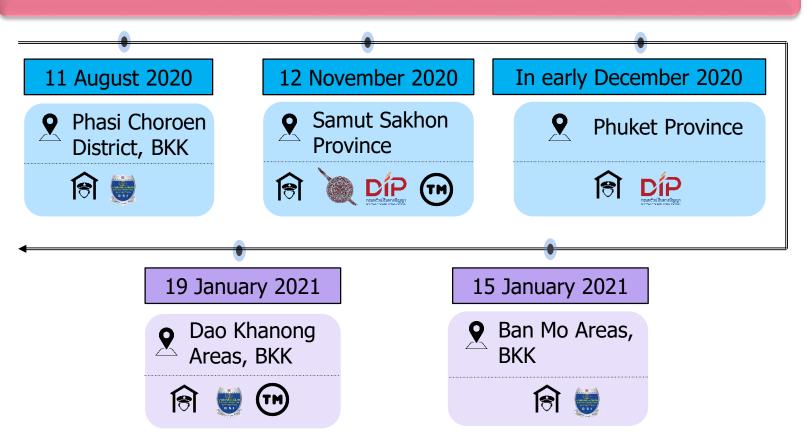


Operation seven days a week, except the worst phases of the COVID-19 pandemic.



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

Internet Platform Operators

-Establish a channel for receiving the reports -remove IPR infringing goods

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-receives the reports by telephone, e-mail or any other channels -conducts initial search before notifying IPR owners

-explore and examine the facts
-report directly to the internet
platform operators with links of
suspected sales and images of
IPR infringing products



IPR owners/Law Firms

IP Enforcement Activities & Awareness

Go for Real Campaign





IP Enforcement Activities & Awareness

Destruction Ceremony of IPRs Infringing Goods





