

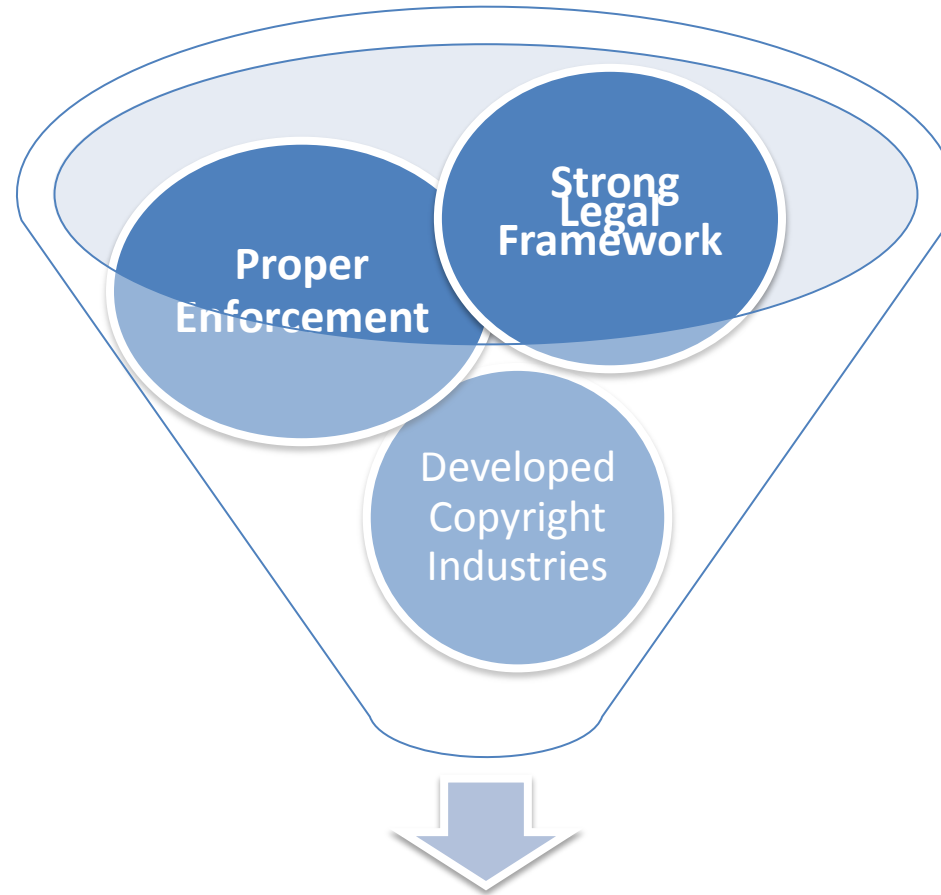
The Economic Relevance of Copyright

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Contribution of Copyright to a National Economy



HIGHER CONTRIBUTION TO ECONOMY

The Contribution of Copyright Industries to GDP – US Example



Harry Potter

- J.K Rowling's earnings from books, movies, theme parks, and television total about \$2.2 billion
- 450 million copies of the seven Harry Potter books
- Translated at least in 68 different languages
- Harry Potter films generated \$ 7.5 billion

Situation In Georgia

- Georgian Copyright legislation fully harmonized with all international standards and EU acquis
- Legal framework for enforcement on place
- Till 2012 pure practical implementation of IPR enforcement



INSTITUTIONAL COOPERATION ON INTELLECTUAL PROPERTY RIGHTS ENFORCEMENT

To intensify its fight against piracy and to use governmental resources more efficiently SAKPATENTI has identified three priority areas:

- Institution building and strategy development related to IP enforcement;
- Capacity building for state officials responsible for IP enforcement; and
- Raising overall public awareness to encourage the private sector to protect IPRs.



INSTITUTION BUILDING AND STRATEGY DEVELOPMENT RELATED TO IP ENFORCEMENT

- Interagency Coordination Council (Council) for IPR Enforcement - established in 2015, under the umbrella of SAKPATENTI
- Advisory body which incorporates all government agencies responsible for IPR enforcement
- Works on identifying the most vulnerable business sectors impacted by counterfeiting and piracy to set priorities and focus on those sectors
- Provides practical support to its member agencies on issues within its competence
- Efficient platform for the government institutions concerned for exchange their views on IP enforcement issues, discuss problematic and challenging topics, and explore ways of cooperation.



BUILDING CAPACITIES AND RAISING PUBLIC AWARENESS

- Training for all IP-related professionals in legal and practical matters related to IP enforcement (judges, prosecutors, police officers, attorneys at law, customs officers, investigators and other groups).
- Publishing and disseminating reading material tailored for different sectors of society (elementary schools, students, small and medium-sized enterprises (SMEs), journalists, farmers, etc.).
- International Conference “Georgia Against Counterfeiting and Piracy” held in 2015 and 2016.

FUTURE PLANS AND CHALLENGES



- Introduce new legislation to address ISP liability;
- Conduct a study on piracy, in order to identify the most vulnerable sectors of business and focus *ex officio* enforcement action on the identified sectors;
- Capacity building and awareness raising activities for different target groups;
- Ensure proper use and interpretation of new legal tools for IP enforcement.



THANK YOU!

QUESTIONS?

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