

AGENDA

IP in the Digital World Working Group Meeting

European Observatory on Infringements of Intellectual Property Rights

Thursday, 7 November 2024

10:00-13:30

Location: Online

Tuesday, 7 November 2024

09:30 Zoom log in

10:00-10:20 Introduction and overview IPDW activities

The EUIPO will provide an overview of the IP in the Digital World actions, with a focus on the WP2025 initiatives.

10:20-10:50 Copyright Knowledge Hub

The EUIPO will give a presentation on the objectives and timeline of the Copyright Knowledge Hub. An external speaker will showcase other inspiring initiatives to raise creator's IP awareness.

10:50-11:10 Protecting trade secrets from cyber theft: the EU toolkit

The European Commission will present the EU Toolkit to raise SME awareness about cybertheft of trade secrets. [The toolkit is available at the EUIPO Academy Learning Portal.](#)

11:10-11:20 Domain names – latest developments

A brief information point of the EUIPO to update on IP enforcement and domain names, including on implementation status of the NIS2 Directive ([NIS Cooperation Group Recommendations on Article 28](#)) and relevant ICANN discussions.

11:20-11:35 Coffee Break

11:35-12:05 Generative Artificial Intelligence and IP – latest developments

The EUIPO will give the state of play of the Observatory study on Generative AI and copyright, with emphasis on technical solutions and practices. An external speaker will discuss the judgement in [case 310 O 227/23 of 27. September, 2024, Landgericht Hamburg](#) (*Kneschke vs LAION*) on the use of photos for AI learning and present other recent case-law on AI and IP. The presentations will be followed by Q&A.

12:05-12:45 New trends in online counterfeiting and piracy

In recent consultations (e.g., from the European Commission on the Counterfeit and Piracy Watch List), the EUIPO noticed interest for new "technical" trends in online counterfeiting and piracy. There are two trends that raise particular concerns: a) decentralised web and the Interplanetary File System (IPFS) for hosting content b) obfuscation tactics using techniques to show different content to different types of users. Two members of the Expert Group Impact of

Technology will explain these trends. Participants will then be invited to discuss them.

12:45-13:05 Experiences with new global retail marketplaces

A member of the Observatory network will share experiences with the new Chinese e-commerce platforms Temu and Shein. Participants are encouraged to give their views.

13:05-13:20 Update on the work of the Expert Group Cooperation with Intermediaries

The EUIPO will briefly update on the pending discussion papers on search engines (publication in 2024) and online advertising (publication in 2025). It will also explain the Observatory's "new approach" to good practices of intermediaries to combat abuse of IP rights.

13:20-13:30 AOB and wrap up