



Public-Private Sector Collaboration

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Key Policy Considerations

Compliance with
national and international
laws and regulations

Transparency

Public-Private
Cooperation

Impacts on the
Environments

Cost Effectiveness

National Legal Framework

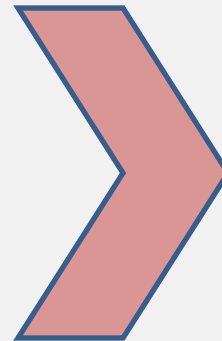
Goods confiscated under

- Trademark Act 1991 (B.E. 2534)
- Patent Act 1979 (B.E. 2522)
- Criminal Code 1956 (B.E. 2499)
- Customs Act 1926 (B.E. 2469)



State
(Enforcement
Authorities)

Goods confiscated under
Copyright Act 1994



Copyright
Owners

Thailand: Practice on Disposal of IPR Infringing Goods

Pre 2009



IP Right
Holders

A red rectangular box containing the text 'IP Right Holders' in white serif font.



IP Right
Holders

A gold rectangular box containing the text 'IP Right Holders' in white serif font.



IP Right
Holders

A green rectangular box containing the text 'IP Right Holders' in white serif font.

Thailand: Practice on Disposal of IPR Infringing Goods

2009 - Present



Customs



Police



DSI



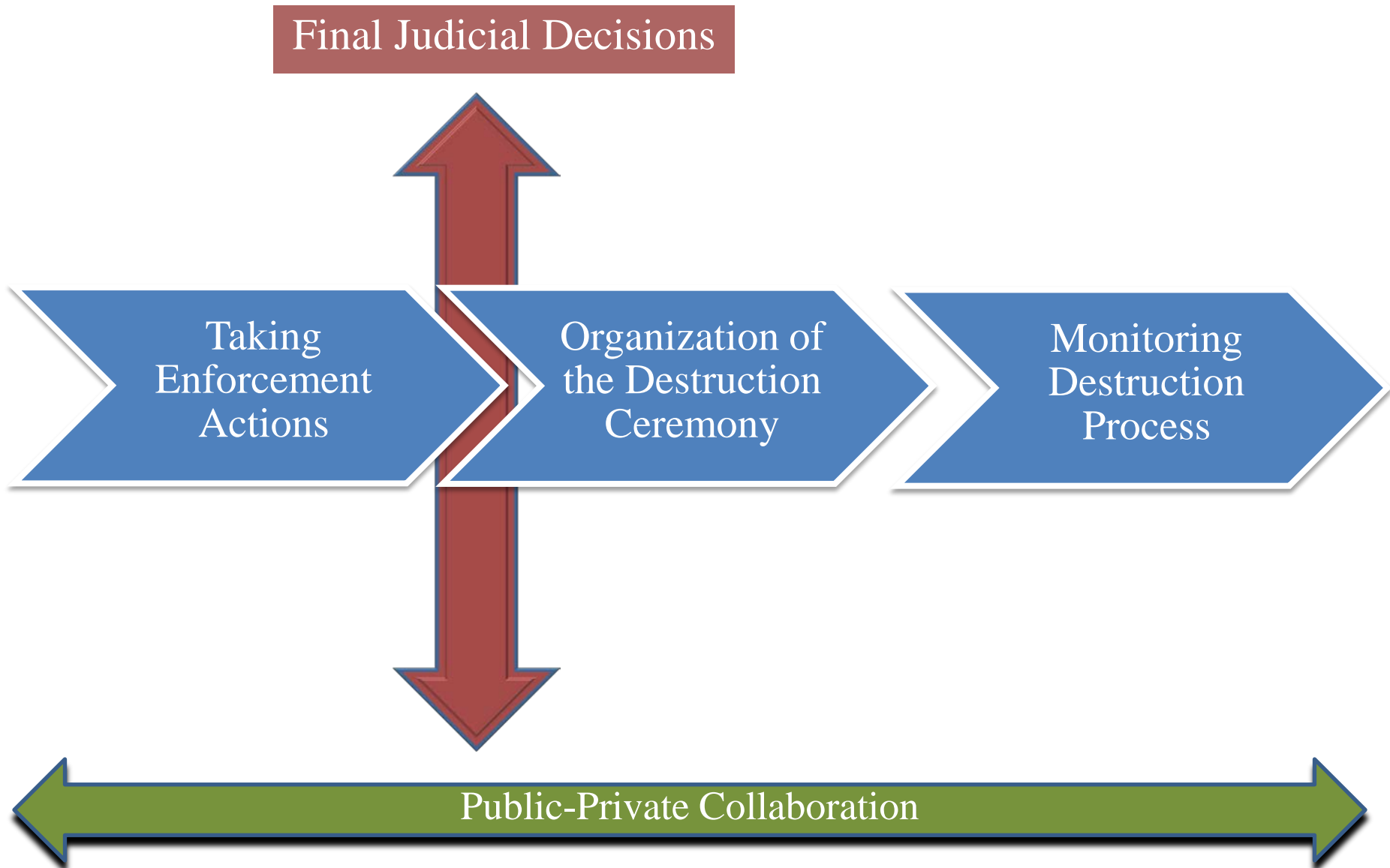
DIP



IPR
Owners



Public – Private Collaboration



Public – Private Collaboration

Taking
Enforcement
Actions

Organization of
the Destruction
Ceremony

Monitoring
Destruction
Process



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	2012	2013 (Jan-Sep)
No. of Enforcement Actions	10,741 cases	9,001 cases
No. of Seizures	<u>8,370,585</u> <u>items*</u>	<u>2,552,645</u> <u>items*</u>



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Destruction Ceremony 21st August 2013, Bangkok

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Destruction Ceremony, Phuket

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Volumes and Values of IPR Infringing Goods Destroyed in 2013

	No. of Goods Destroyed	Value in USD
Phuket	94,120	9.37 Million
Bangkok	1,634,286	46.84 Million

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Public – Private Collaboration



Building Respect for IP

Public – Private Collaboration

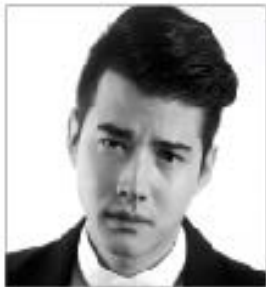


STOP FAKE.
BUY ORIGINAL
NOW!



Building Respect for IP

Public – Private Collaboration



Anti IP Piracy Campaign
KEEP IT REAL
รักจริง ซื้อของจริง

Public – Private Collaboration

“Buyers In Danger, Sellers Face Tough Penalties” Campaign



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Thank you

Department of Intellectual Property
Ministry of Commerce
www.ipthailand.go.th

