



Intellectual
Property
Office

IPO Enforcement

Partnership Engagement, Intelligence & the IP Counter-Infringement Strategy 2022-2027

Marcus Evans

Deputy Director, Intelligence & Law Enforcement

IPO | Making life better through IP

Intellectual Property Office is an operating name of the Patent Office

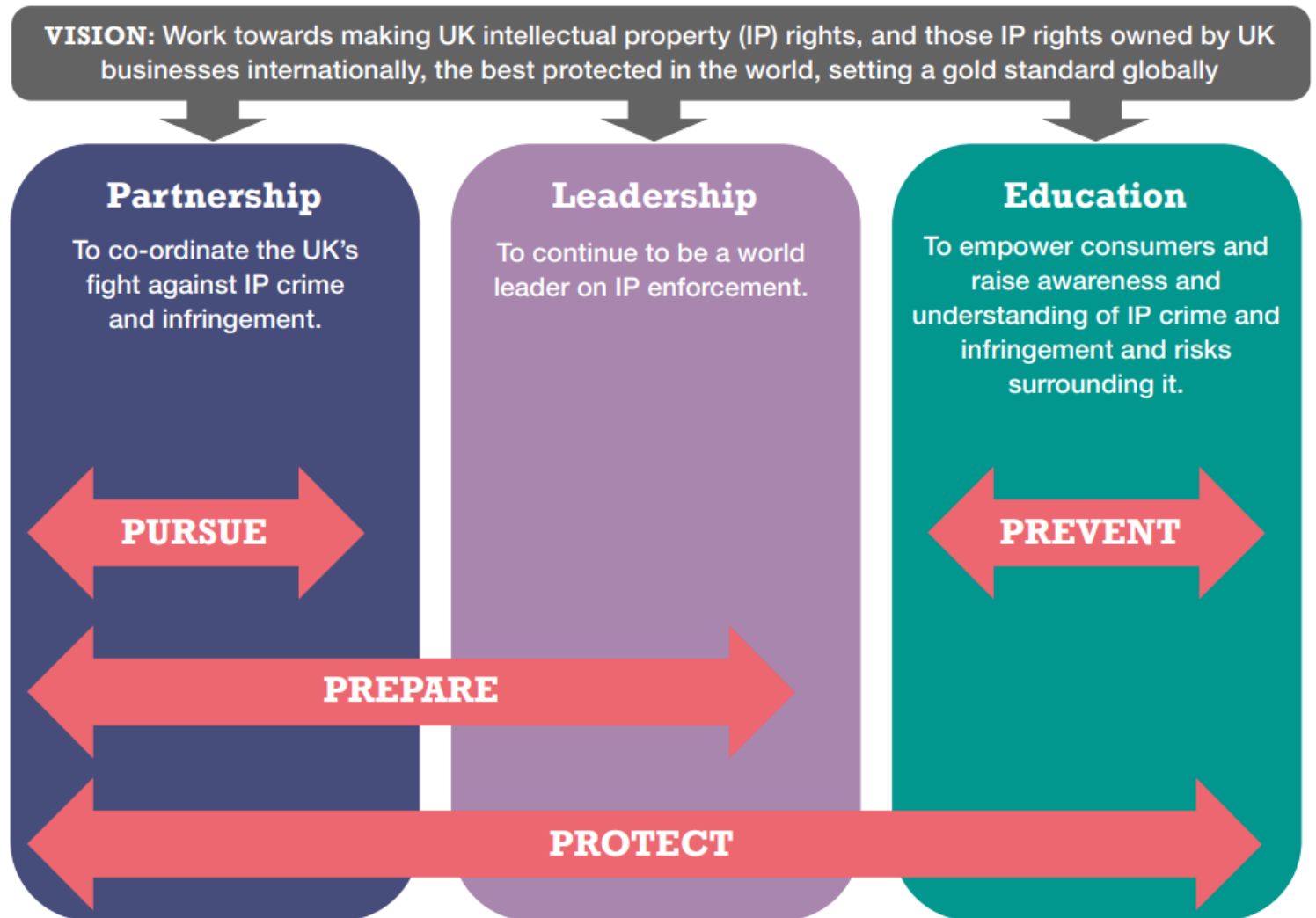
Why does IP Crime & Infringement Matter?

Did you know..?

- **UN Commission on Crime Prevention and Criminal Justice:** counterfeit goods sale now second largest source of criminal income worldwide, second only to drugs.
- **OECD 2019:** 86,300 jobs lost due to counterfeiting and piracy – equivalent to 1.4% full time employees in the UK.
- Around 7% of total UK employment is attributable to industries that fall under WIPOs classification of copyright intensive businesses.
- Imports of counterfeit and pirated goods in the UK accounted for as much as **GBP 13.6 billion** in 2016. **3% of UK imports** were **fake goods**.
- Global trade in counterfeit products infringing UK trademarks and patents is increasing, amounting to **GBP 16.2 billion** in 2016. It is equivalent to **3.3% of total UK manufacturing sales** (domestic plus exports).

IP Counter-Infringement Strategy

- We will organise our work under three overarching themes (**Partnership, Leadership & Education**) which elaborate on our vision by setting out the change we want to achieve in each area:
- We will ensure that our delivery plan is **intelligence-led, harm-focused, and continuously improved** through effective monitoring and evaluation.
- As a commonly understood framework, using the '4Ps' will allow us to work more effectively with our law enforcement colleagues and maintain a clear approach with our other partners across government and industry.



IPO Enforcement

- **Stakeholder Outreach, Research & Education.**

Behaviour change projects with consumers; self-storage project which aims to encourage self-regulation in industry, delivery of training to various law enforcement bodies and the provision of guidance to business and the public. Manages most enforcement research projects and internal comms activity, and lead on IP guarantees that are required for hosting of major sporting events such as World Cup football or the Commonwealth Games.

- **Civil Enforcement Environment, Institutions & Trade.**

Civil domestic policy, exhaustion policy, trade negotiations, FTA implementation, Civil Court support, Judicial exchanges, mediation and tribunals, access to justice, WIPO, cross-Whitehall Counter-Infringement Policy Group, International Forum, bilateral and multilateral engagement, trade secrets policy, enforcement attaches.

- **International Collaboration & Capacity Building.**

Coordination of international operational engagement; engagement with Europol, Interpol, EU IPO Observatory, OECD and international bi-lateral work focussed on capacity building.

- **Partnership Engagement.**

Managing our network of seconded posts in different law enforcement agencies including Trading Standards, UK Border Force and the police Regional Organised Crime Units. Provision of the secretariat and strategic support to the UK IP Crime Group (multi-agency collaborative strategic and tactical delivery group).

- **Strategy Coordination & Evaluation.**

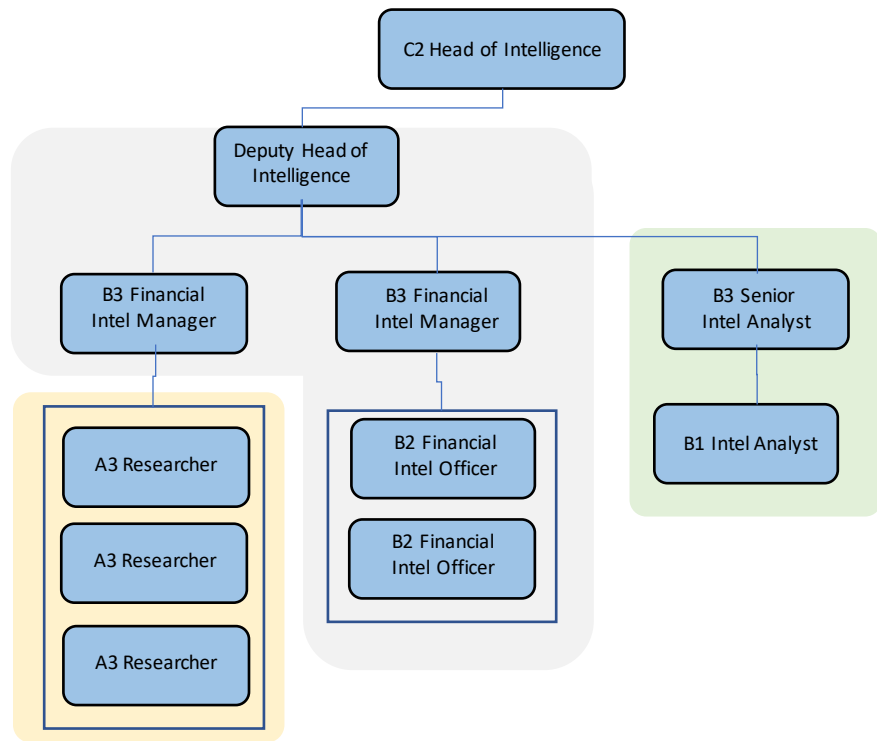
Internal coordination and delivery of the Counter -Infringement Strategy 2022-2027. Tracking workstreams, management of internal tasking and prioritisation as well as evaluation of impact and continuous improvement.

IPO Intelligence

- The IPO set up a dedicated intelligence unit in 2008. The creation of an intelligence unit was first proposed in the 2004 IP Crime Strategy, and subsequently endorsed by the Hargreaves Review of IP and Growth in 2011.
- IPO Intelligence is a national intelligence resource dedicated to supporting the enforcement of intellectual property rights where their infringement amounts to a criminal offence.
- Being part of the IPO allows the team a continuous and direct focus on identifying and understanding the impact of IP Crime; simultaneously supporting law enforcement agencies, industry stakeholders and informing policy decision makers.

IPO Intelligence

Feb 2021



Strategy Commitments

“We will establish a **national centre of excellence** for the development and analysis of intelligence on the enforcement of IP rights, building on the role and responsibilities of the IPO’s Intelligence Hub and putting it at the core of all IP enforcement activity.

This will include taking a central lead and coordination role of intelligence, research, public/private taskforces, training, and any pilots or projects to bring the bigger picture on IP enforcement together and enable all parties, including industry, to use their resources effectively.”

Marcus Evans
Deputy Director, Intelligence & Law Enforcement D1

Chris Neilson
NPCC Lead Support Officer

Head of Intelligence C2

NCA Accredited financial investigation and intelligence support. Support to partner investigations and projects; day-to-day management of operations.

Eve Alexander
Head of Intelligence Analysis C2

Helen Barnham
Head of Partnership Engagement C2

Peter Hewson
Intel Data & Systems Capability Lead C1

Intelligence Leader C1

Emma Jones
Deputy Head of Intelligence C1

Jennifer Yates
Lead Intelligence Analyst C1

Lead Intelligence Analyst C1

Simon Gerwitz
IP Crime Group Senior Policy Advisor C1

Access to databases, analytical tools and IT systems; review and assurance of data processes; information sharing and access to legislation; identification of new data sources.

Intelligence Manager B3

Intelligence Manager B3

Kathryn Byars
Financial Intelligence Manager B3

Laura Smythe
Financial Intelligence Manager B3

Lee Deakin
Financial Intelligence Manager B3

Robert Kennard
Financial Intelligence Manager B3

Andrea Hoddell
Senior Intelligence Analyst B3

Laura Jenkins
Senior Intelligence Analyst B3

Holly Ashe
IP Crime Group Secretariat

Intelligence Officer B1

Intelligence Admin A3

Branwen Day
Intelligence Administration Officer A3

Alex Davies
Intelligence Development & Research Officer B1

Donna Lutwyche
Financial Intelligence Officer B2

Kimberley Smith
Senior Intelligence Analyst B3

Stephanie Croden
Senior Intelligence Analyst B3

Rhys Hurley
Senior Policy Advisor C1

Naomi Wood
Intelligence Administration Officer A3

Caitlin Devlin
Intelligence Development & Research Officer B1

Financial Intelligence Officer B2

Paul Jones
Senior Intelligence Analyst B3

Senior Intelligence Analyst B3

Senior Policy Advisor C1

Jo Cook
Intelligence Administration Officer A3

Chloe Hargroves
Intelligence Development & Research Officer B1

Financial Intelligence Officer B2

Senior Intelligence Analyst B3

Senior Intelligence Analyst B3

Charles Cain
IP Crime & Infringement Coordinator C1

Rhys Hodge Waller
Intelligence Administration Officer A3

Gareth Davidge
Intelligence Development & Research Officer B1

Financial Intelligence Officer B2

Senior Intelligence Analyst B3

Senior Intelligence Analyst B3

Ceri Martin
IP Crime & Infringement Coordinator C1

Intelligence Administration Officer A3

Jayne Evans
Intelligence Development & Research Officer B1

Financial Intelligence Officer B2

Senior Intelligence Analyst B3

Senior Intelligence Analyst B3

Alan Buckley IP Crime & Infringement Coordinator C1

Receipt and recording of referrals, information and intelligence. Sharing of intelligence and information across partners. Research support to investigators, intelligence officers and analysts. General intelligence support to the directorate. *IDRO = Intel Development & Research Officer.

Strategic & Tactical Intelligence Analysis, Serious & Organised Crime (SOC) System Tasking, OCG Mapping, analysis support to investigations, Tactical Assessment, Strategic Assessment, analysis standards and engagement with wider govt. analysis community.

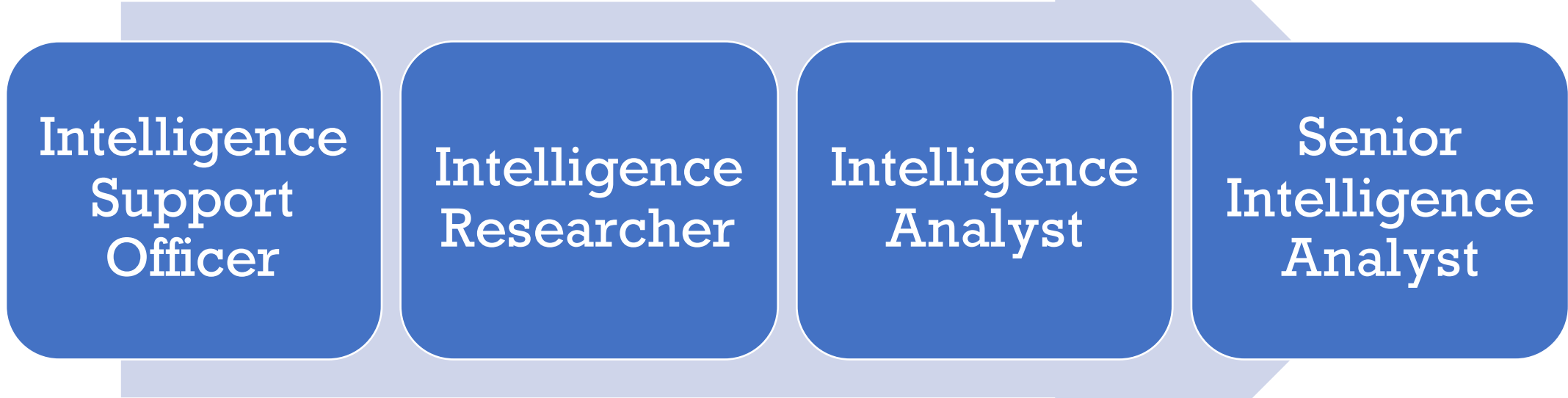
Managing our network of seconded posts in different law enforcement agencies including Trading Standards, UK Border Force and the police Regional Organised Crime Units. Provision of the secretariat and strategic support to the UK IP Crime Group (multi-agency collaborative strategic and tactical delivery group).

Additional Seconded Posts
ROCU - 6
Border_Force - 4

Existing Vacancy

Existing Role

Intelligence Professionalisation Programme (IPP)



So What's Next?

- Enhanced capacity to support proactive intelligence development with partners.
- Increased focus on longer term strategic threats.
- Increased engagement with SOC Tasking.
- Delivery of 2022/23 UK IP Crime Strategic Threat Assessment.
- Increased access to intelligence & data.
- Additional recruitment?

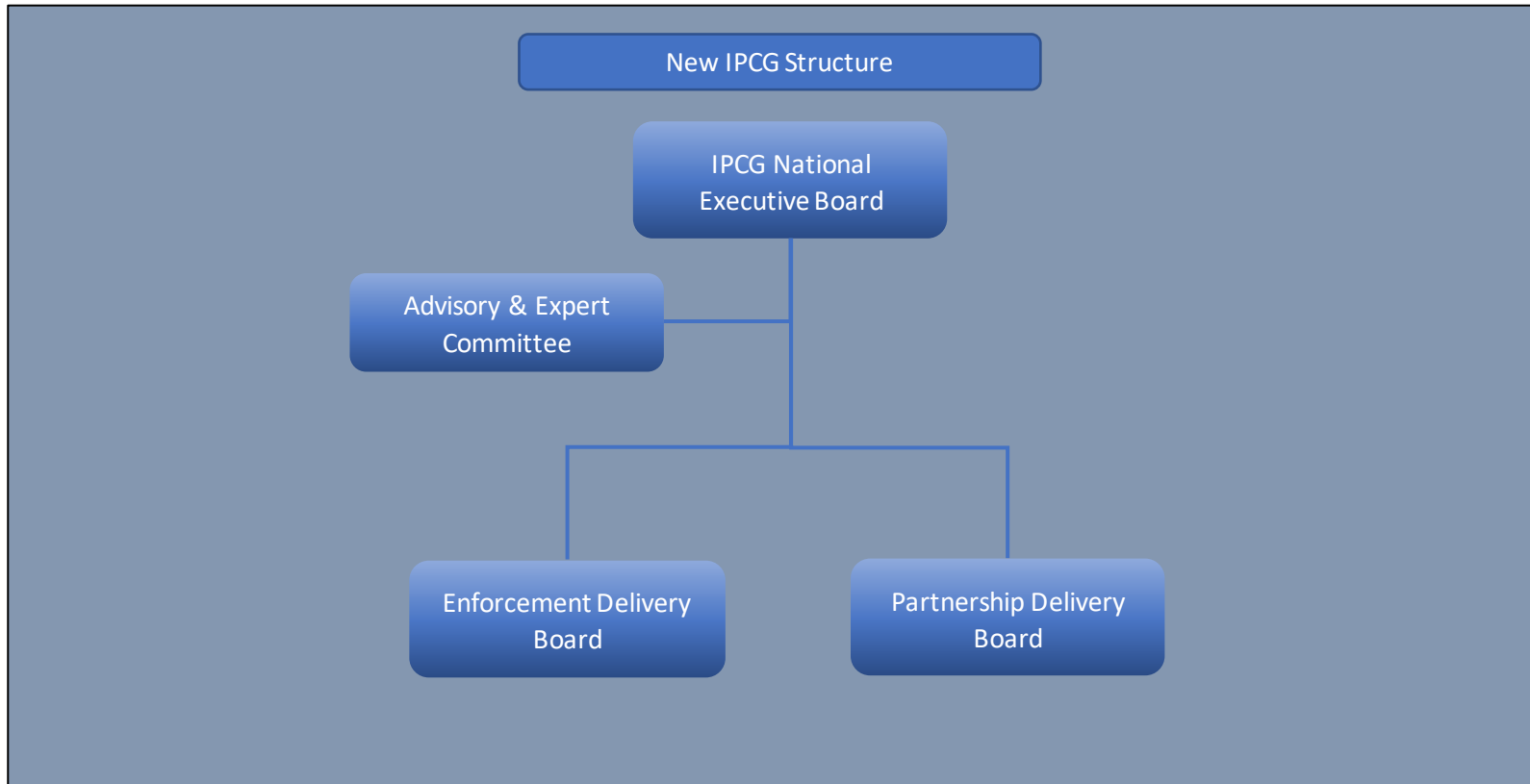


[This Photo](#) by Unknown author is licensed under [CC BY](#).

Strategy Commitments

“We will develop the existing **IP Crime Group**, using it to create a new Strategic Operational Leadership group consisting of government, enforcement agencies, and industry.

This will include the creation of sub-groups to support the wider work, including a formal, coordinated tasking of enforcement action.”



Current Work Streams:

- Information Sharing amongst law enforcement, industry and OGDs.
- Threats and Priorities across the IP landscape.
- Storage Costs and Destruction protocols/requirements.

Strategy Commitments

“We will work with Trading Standards, Border Force, and the Police to embed **IP coordinators and champions** into the regions, providing greater support to officers across the regions and creating a strong network across the UK in the fight against IP crime and infringement.

This will also help to further develop our intel picture across the UK and understand where further resources are needed to tackle IP crime and infringement.”

Regional Coordinator and Analyst Posts

3 x Trading Standards IP Coordinators (April/May 2022)

Central England (Charles Cain)

Wales (Ceri Martin)

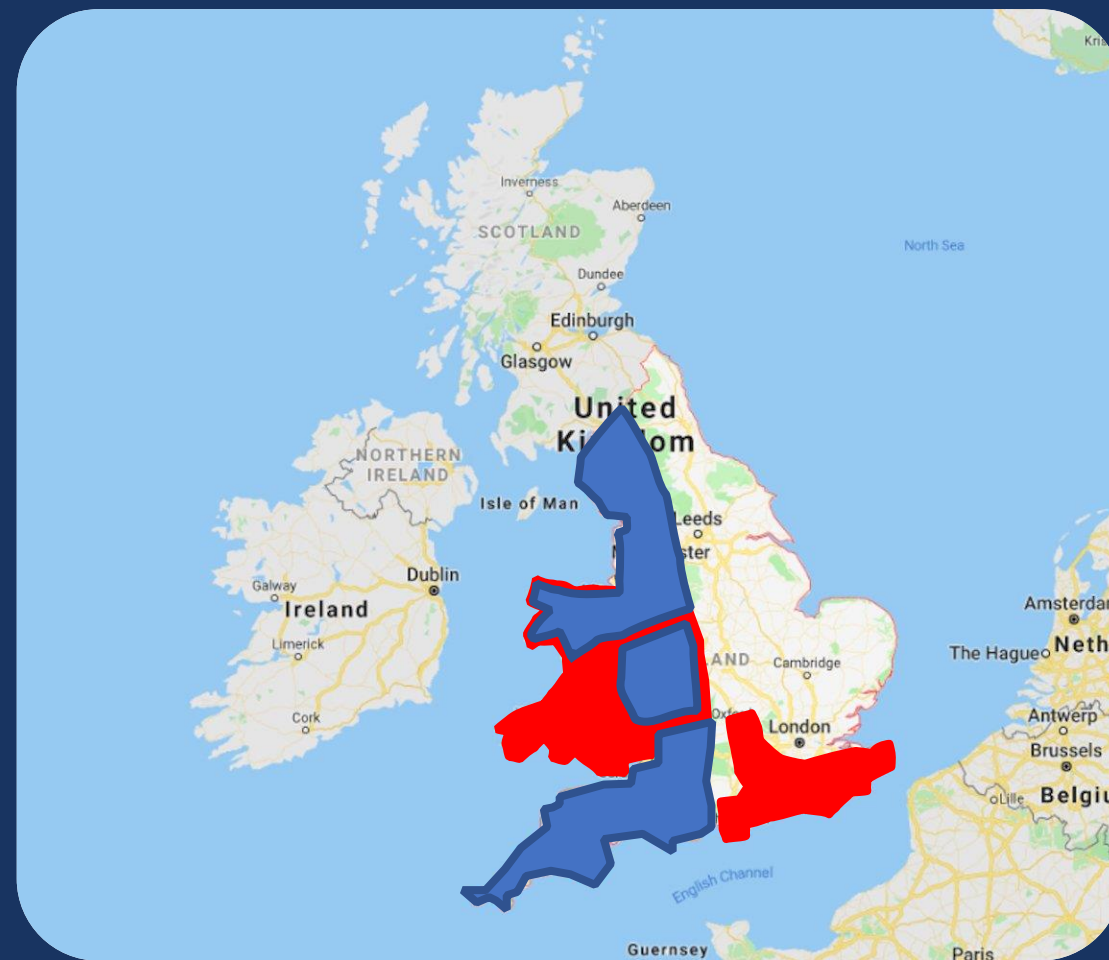
South East England (Alan Buckley)

6 x Regional Organised Crime Unit Coordinators and Analysts (February 2023)

West Midlands

North West

South West



IP Crime and Infringement Coordinators: Trading Standards



Wales

ceri.martin@ipo.gov.uk



Central England

charles.cain@ipo.gov.uk



South East England (TSSE)

alan.buckley@ipo.gov.uk

Roles and Responsibilities

- **Identify** opportunities and shape interventions in line with the 4P delivery framework (Prevent, Protect, Prepare and Pursue) that will support the UK in tackling IP crime and infringement at a local and regional level.
- Work within the region to **champion** the importance of intellectual property enforcement and the impacts of IP infringement. To actively seek out, build, and **facilitate relationships** with local law enforcement agency partners and local authorities.
- To **raise awareness** of IP crime and infringement through **supporting partnership opportunities** to increase knowledge and activity on IP enforcement in the region through recognised groups.
- Act as the IPO's **technical representative** within the region. To:
 - Assist with investigations,
 - Operational planning,
 - Sharing intelligence and data appropriately,
 - Providing expert advice and practical support on investigations, operations, and projects.

Thank you for listening!

Marcus Evans

Deputy Director, Intelligence & Law Enforcement

Marcus.evans@ipo.gov.uk

General Enquiries: enforcement@ipo.gov.uk

Intelligence enquiries: ipintel@ipo.gov.uk

Partner Engagement: helen.barnham@ipo.gov.uk

Intelligence Analysis: eve.alexander@ipo.gov.uk