

COLLABORATIVE LEADERSHIP

Best Practices in Combating Intellectual Property Rights (IPR) Infringement and illicit trade through Creating Partnerships and Linkages on Intellectual Property (IP) Protection and Enforcement.

The Case of East Africa

A Presentation by:

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Snapshot

The eight drivers (DANCCANI) of counterfeit and illicit trade create a symphony of complexities that makes combating Intellectual Property Rights infringement impossible unless both State and non-State actors simultaneously provide collaborative leadership and action along these four pillars of intervention, namely;

1. Applied Research,
2. Legal Action,
3. Technology,
4. Communication for Mindset Change.

Collaborative Leadership

Collaborative Leadership means that individual ambitions of every mandate-holder and/or stakeholder in the IPR value chain recognize common risks, limitation, and implications and seek to work together to mitigate collective threats, share best practices and increase opportunities.



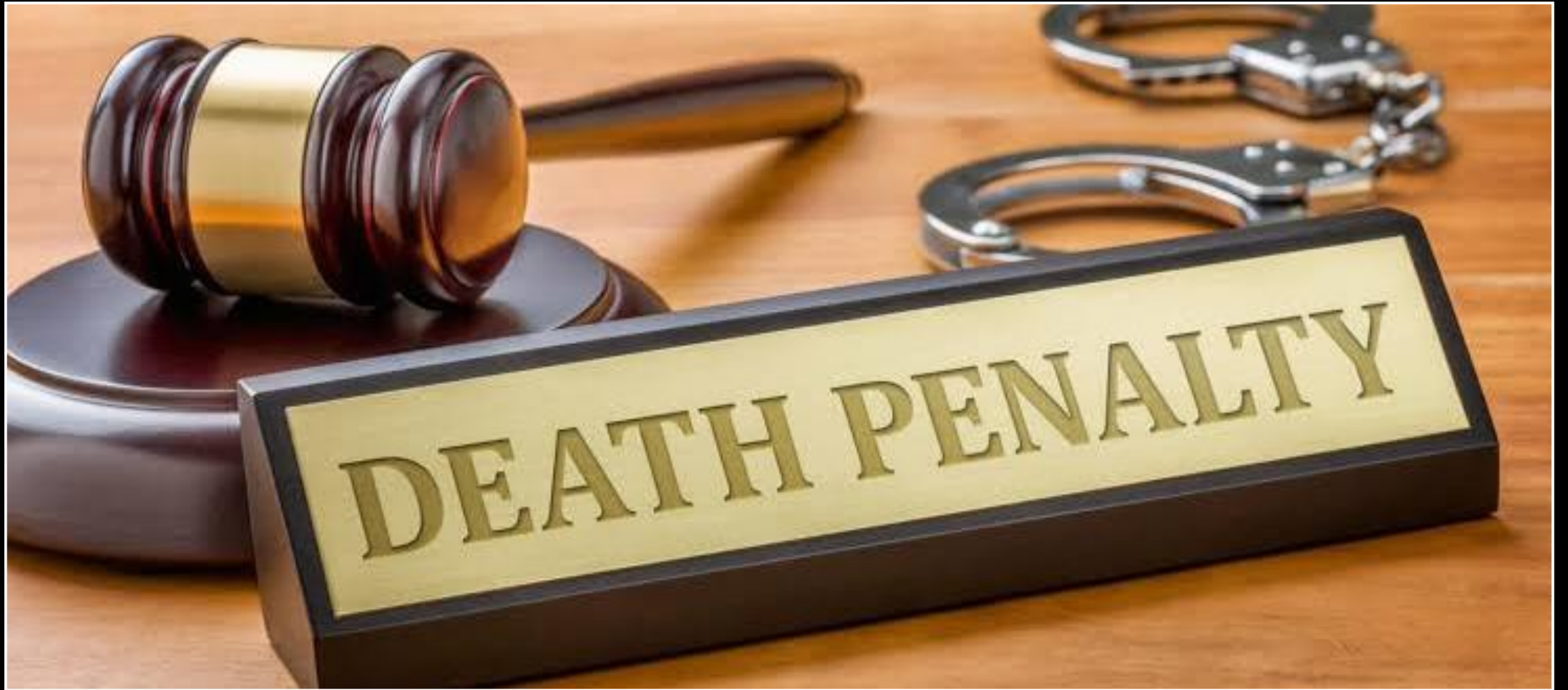
Understanding the
Drivers
of Counterfeiting
and the need for Collaborative Leadership



Meet
DANCCANI



DANCCANI – Differentiation Difficulty



DANCCANI – Affordability



DANCCANI – Normalcy (norm)

DANCCANI – Convenience (POS)

Judicial Exercise in Balance of Convenience

In granting an interim injunction, “it is the duty of the court to consider the **convenience** of the plaintiff as against the convenience of the defendant. If the court thinks that by refusing the injunctions, greater or more ***inconvenience*** will be caused to the plaintiff, it will grant an interim injunction. Moreover, if the court finds that greater inconvenience will be caused to the defendant, it will refuse the relief.” Kanika Jain – legalservicesindia.com



DANCCANI – Concealed danger



DANCCANI – Aspiration

DANCCANI – Negligence of Intellectual Property Owners and Regulators



Counterfeiters thrive and enjoy eating into genuine product margins



IP vigilance revives margins, Productivity, R&D and FDI.



DANCCAN | – Ineffective cooperation between stakeholders

Kenya, Uganda join hands to fight counterfeits

Thursday, April 20, 2023



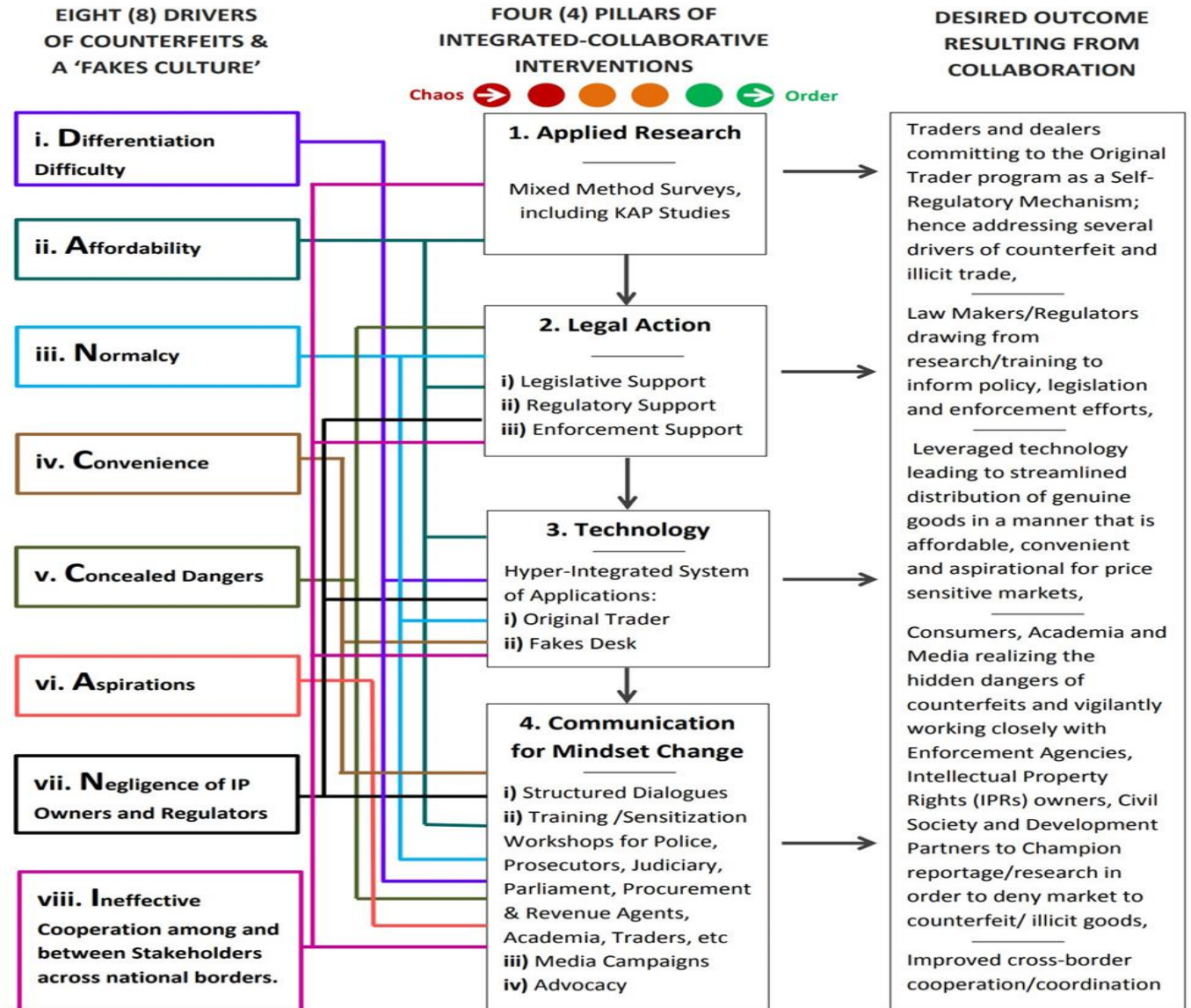
Kenyan counterfeit Authority officials sign an MOU with Directors of the Anti- Counterfeit Network - Africa.



Best Practices in Combating IPR Infringement and illicit trade

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Diagnostic, Predictive and Prescriptive Analysis

COLLABORATIVE LEADERSHIP CONCEPTUAL FRAMEWORK



Conclusion

It is therefore imperative that in order to shift the fight against IPRs infringement from the delicate chaos of DANCCANI intricacies to a more orderly and streamlined approach to supply chain management, there is need to increase demand for collaborative leadership and action among and between brand owners, traders, distributors, consumers, Development Agencies, Civil Society, and Governments across sectors and national borders.

THANK YOU

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