

# RAMPANT PIRACY ICONS THREATENED

*Reema speaks to Pledge*



“Fostering Creativity and Ingenuity.”

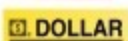


## PLEDGE FOR ORIGINAL BRANDS

**acif** Anti Counterfeit & Infringement Forum  
Brand Protection Solutions

**Pledge Committee:** Amar Naseer  
Muhammad Iftikhar  
Sundus Zafar

**acif** is a unique alliance of brands and intellectual property owners in Pakistan. It is striving to raise awareness about the protection of Intellectual Property Rights in order to create level playing field for the legitimate industry and raise awareness on the right of consumers to enjoy safe and quality products & services. Popular brands, products and services are facing the menace of rampant counterfeiting, infringement and piracy. The problem is plaguing markets around the world and inflicting losses on consumers, legitimate businesses and national exchequers.



# Pledge

Brands Protection Forum

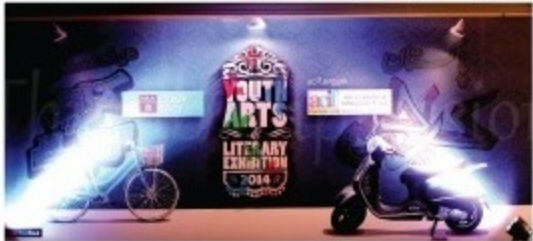
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July - September 2014

## YOUTH ART AND LITERARY EXHIBITION



**YALE 2014** (*The Youth Arts and Literary Exhibition*) was the first of many to come. It was a collaborative venture between ACIF and the IBA Literary Society, with the theme "Fostering Creativity & Ingenuity".



Creativity and art are manifest in every aspect of modern life. Commercial exploitation of creativity drives contemporary forms of performing arts, designs, aesthetic creations, innovative solutions, and aspirational propositions for the consumer & society.

The efforts of designers, creators, advertisers, technologists and product developers are under continuous threat from the prying and greedy eyes of the pirates and undeserving elements. These unscrupulous elements unjustly take away the rewards of ingenuity from the creators.

Encouraging and Protecting **INGENUITY** is the hallmark of progressive societies and cultures. States and governments have protected intellectual property developed in their jurisdictions for economic

reasons. The protection of artworks, designs, patents and writings kick-started industrial revolution and provided fuel to the fire of genius.

Protection of innovation and creativity in the form of arts, writings, music, performing arts, designs, marketing & business models, advertising, product packaging, and technology promotes economic growth, attracts business investment, and secures employment opportunities for the innovators.

Though piracy, counterfeiting and infringement of unique propositions exist worldwide; the extent of piracy and infringement of Intellectual Property Rights (IPRs) is deplorable in some societies. The economy in Pakistan is suffering due to rampant infringement of rights of creators, artists, singers, performers, writers, scientists, designers, software developers, and technologists. Patent and industrial design development activities still remain a dream in the sixth most populous country. The unrewarded privations of the intellectuals and creators have damaged the country in the form of brain drain, and lack of investment in business models.

### YALE 2014 - "Fostering Creativity and Ingenuity"



YALE 2014 raised voice against all forms of unjust use of creativity and intellectual property, in order to protect the legitimate rights of the innovators and intellectuals. Protection of intellectual rights fosters economic activity, creative industry, consumer rights, and healthy competition.

The event was divided into three categories; the exhibition area, the event area and the chamber of words.

The exhibition area consisted of display of photography, short films, paintings, posters, calligraphy and other art forms.



The event area had a series of activities taking place. Starting off with an opening ceremony, the youth from various institutions performed dances, plays (theatre), and music. A number of performances were declared outstanding. Youth from various schools also participated in debating competitions, on intellectual property rights (IPRs).

A panel discussion on "Art Piracy- A killer for creativity" moderated by Dr Framji Minwalla, Professor and Head of Department of Social Sciences, IBA and views from panelists Ms Aameena Sayeid, OBE, Managing Director, Oxford University Press and Chairperson ACIF, Ms Summaiya Jilani, leading artist, Mr Rafay Mahmood, journalist and Mr. Javed Jabbar, scholar and famous writer.

Another session on "Protection of Creativity & Ingenuity - Agenda for Economic Growth" was moderated by Amar Naseer - Director, Unilever Pakistan, & Editor PLEDGE. The panelists included Mr. Ahmed Chinoy, Chief, Citizen Police Liaison Committee (CPLC), Mr. Babar Ayaz, seasoned journalist & writer, Ms. Huma Baqai, Professor at IBA and media analyst. The session discussed the need for protection of intellectual property & creativity for economic growth.

The panel discussions concluded that the level of awareness is very low on the protection and promotion of Intellectual Property Rights of creators and innovators. The educated youth of the country, who could be the most affected in the long run, need to realize the huge potential subsisting in fair and commercial exploitation of innovative solutions and ideas. The discussions focused on the importance of art forms in the human society and relevance to aesthetic aspects, culture and time. The panelists talked about the need for protection of intellectual property rights and innovation which have a huge economic potential on global and regional levels.



PLEDGE

## Press Picks

**The City of London police has started placing banner advertisements on websites believed to be offering pirated content illegally. [BBC News July 2014]**

The messages, which will appear instead of paid-for ads, will ask users to close their web browsers. The move comes as part of a continuing effort to stop piracy sites from earning money through advertising.

Police said the ads would make it harder for piracy site owners to make their pages look authentic. "When adverts from well known brands appear on illegal websites, they lend them a look of legitimacy and inadvertently fool consumers into thinking the site is authentic," said Detective Chief Inspector Andy Fyfe from the City of London Police Intellectual Property Crime Unit (Pipcu). "This new initiative is another step forward for the unit in tackling IP crime and disrupting criminal profits". "Copyright infringing websites are making huge sums of money through advert placement, therefore disrupting advertising on these sites is crucial and this is why it is an integral part of Operation Creative."

The initiative will make use of technology provided by Project Sunblock - a firm used by major brands to stop adverts appearing alongside questionable content such as pirated material or pornography.

### From the Editor's Desk

**PLEDGE for Original Brands is the relentless voice of ACIF (Anti Counterfeit & Infringement Forum). Law enforcement in respect of patents, trademarks, and copyrights is bleak and deplorable. The economy in Pakistan suffers from lack of investment by the IP (Intellectual Property) owners, who fear loss of brand equity due to IP violations and infringement.**



**The new Intellectual Property Act was promulgated couple of years ago; however inaction on the part of the concerned government quarters over the implementation of law, especially delay in the formation of IP Tribunals, is of concern to the innovators and investors.**

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for original brands



# Reema Khan

## An icon vents her concerns on piracy

Counterfeiting and Piracy have become a global problem, more so for the developing economies where awareness about Intellectual Property Rights (IPRs) such as Trade Marks, Copyrights, and Designs is very low. Unlawful practices transcend borders and hurt a cross section of the society. The growing global and domestic trade in pirated and counterfeit stuff is running in hundreds of billions of dollars. The pirates are no more running flyby operations, rather they are well organized and connected in creating mechanisms to copy 'bestsellers' and "hot-sellers". The growing menace directly hurts the innovators, creators, and artists. The "Editor Pledge" recently got in touch with Reema Khan, an icon of beauty, and a seasoned artist and director in the Lollywood arena. Her contribution to performing arts industry at a difficult juncture for that industry needs no mention. She is also one of the victims of piracy, and expressed her views on the critical issue of counterfeiting and piracy plaguing our society and economy.

**Pledge:** The editorial board of PLEDGE is thankful to you for sparing your valuable time and thoughts.

**Reema:** I am excited that famous brands have put their weight behind ACIF (Anti Counterfeit & Infringement Forum), which is dedicated to raising voice against counterfeiting and piracy.

**Pledge:** What are the reasons for the rapid decline of our film and music industry?

**Reema:** Once we took pride as a progressive society in our contribution to performing arts. The decline in almost every institution over the past quarter of a century, social attitudes and governmental indifference has almost ruined film and music industry. No doubt piracy has been one significant contributor to the problem. Today you can buy a CD or DVD for peanuts, and the creators, artists and producers do not get any royalty for their creativity and hard work. Piracy has taken away all incentive to

create and pursue world class standards. Same goes true for writers and authors.

*"I also deplore the plight of innocent consumers who buy counterfeit and substandard medicines and food items; and it is surprising that the public opinion and voice is so weak in protecting the health and safety of the consumers."*

**Pledge:** Do you think that the disappointing state of affairs will eliminate the performing arts industry?

**Reema:** The current state of affairs discourage artists and producers to venture in commercial film making, and a lot of brain drain is also happening. However, artists are a determined community with the zeal to fight against the odds. We will not only fight against the ills, including piracy; we will also work together to bring the performing arts industry to life. The job is tough and the road ahead long and tiresome; but, with the support of forums like Pledge we shall accomplish the task. I shall also take this opportunity to request the concerned quarters in the government to deal with an iron hand with the counterfeiters and pirates; and also support the revival of film industry in the country.

**Pledge:** Do you think that the artists and performers have not played their part in the fight against piracy?

**Reema:** Yes, to some extent the people with creative mind and talent have not effectively responded to the threat posed by piracy. ACIF and PLEDGE, at least, provide a role model in raising awareness and creating public opinion against the menace, and the comity of artists must pledge their support to the cause.

