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# New Trademark Law in Cyprus



NOCOSIA - The Parliament of the Republic of Cyprus voted on June 5, 2020 in favor of its new Trademark Law which was subsequently published on June 17, 2020.

This milestone was achieved with the active involvement of the EUIPO, which offered legal assistance throughout the process of drafting the new law.

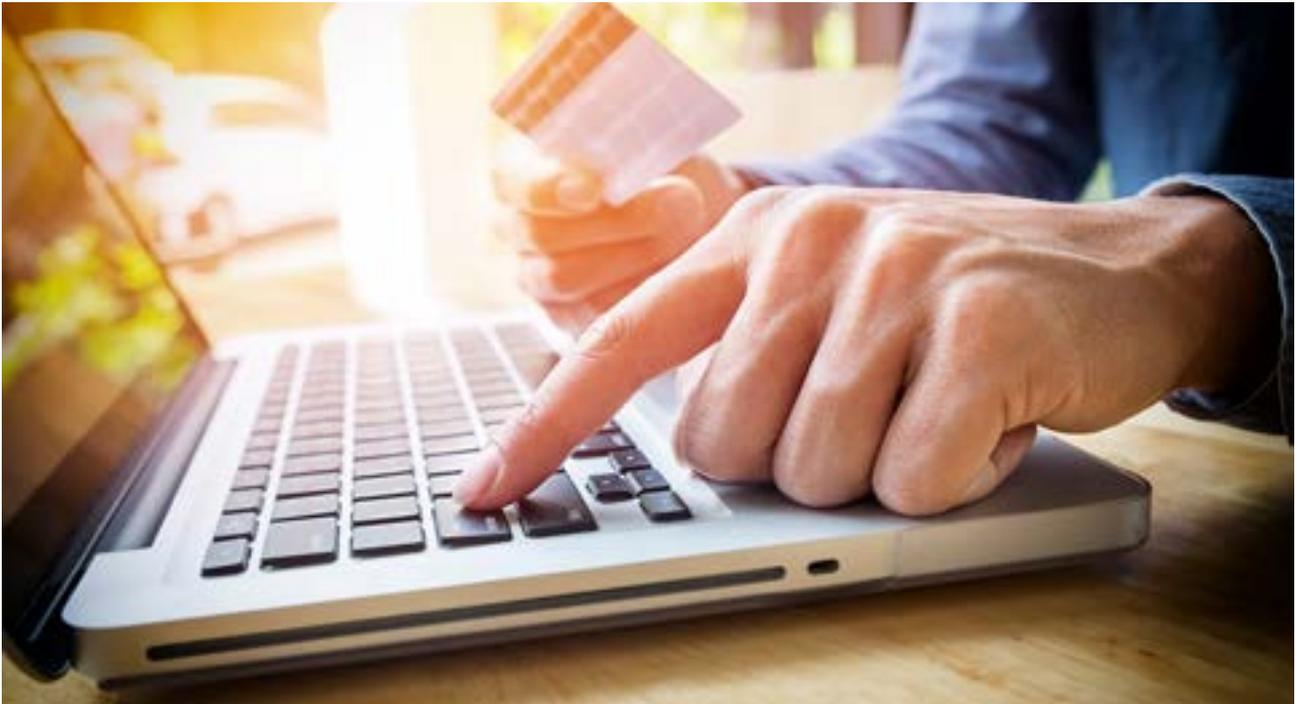
The new Trade Mark IP Law in Cyprus encompasses, inter alia: the transposition of Directive (EU) 2015/2436; the introduction of the multi-class system; the discontinuation of the need for a power of attorney document; new paper applications; and fees.

It has also simplified the whole application and registration procedure, while adding timelines for the completion of opposition, cancellation and revocation procedures and bringing an end to previously lengthy processes.

All of the abovementioned initiatives were built into the new and improved front office e-filing system, which was also developed with the help of the EUIPO and the European Cooperation Program (ECP2) and put into production immediately after the publication of the new Trade Mark IP Law.

***Source: EUIPO***

# Amazon Establishes Counterfeit Crimes Unit to Bring Counterfeiters to Justice



SEATTLE - Amazon announced that it has established a new Counterfeit Crimes Unit, dedicated to bringing counterfeiters that violate the law and Amazon's policies by listing counterfeit products in its store to justice. Amazon's Counterfeit Crimes Unit is a global, multi-disciplinary team composed of former federal prosecutors, experienced investigators, and data analysts, and will join Amazon's extensive work to drive counterfeit to zero.

Amazon's first objective is to prevent a counterfeit from ever being listed in its store, and its comprehensive proactive anti-counterfeit programs have ensured that 99.9% of all Amazon products viewed by customers did not have a valid counterfeit complaint. In 2019, Amazon invested over \$500 million and had more than 8,000 employees fighting fraud, including counterfeit. Amazon's efforts have blocked

over 6 billion suspected bad listings in 2019 and blocked over 2.5 million suspected bad actor accounts before they were able to make a single product available for sale.

Amazon's Counterfeit Crimes Unit will investigate cases where a bad actor has attempted to evade Amazon's systems and listed a counterfeit in violation of Amazon's policies. The Counterfeit Crimes Unit will mine Amazon's data, cull information from external resources such as payment service providers and open source intelligence, and leverage on-the-ground assets to connect the dots between targets. The Counterfeit Crimes Unit enables Amazon to more effectively pursue civil litigation against bad actors, work with brands in joint or independent investigations, and aid law enforcement officials worldwide in criminal actions against counterfeiters.

“Every counterfeiter is on notice that they will be held accountable to the maximum extent possible under the law, regardless of where they attempt to sell their counterfeits or where they’re located,” said Dharmesh Mehta, Vice President, Customer Trust and Partner Support, Amazon. “We are working hard to disrupt and dismantle these criminal networks, and we applaud the law enforcement authorities who are already part of this fight. We urge governments to give these authorities the investigative tools, funding, and resources they need to bring criminal counterfeiters to justice because criminal enforcement – through prosecution and other disruption measures such as freezing assets – is one of the most effective ways to stop them.”

The new unit builds on Amazon’s established history of collaboration with brands and law enforcement to hold counterfeiters accountable through financial penalties, civil litigation, and criminal prosecution. Amazon actively engages with authorities like the National Intellectual Property Rights Center (US), Europol (EU), and relevant enforcement authorities in China and around the world. In May, Amazon identified counterfeiters based in Canada, China, Dominican Republic, Germany, India, Italy, Japan, Korea, Spain, United Arab Emirates, United Kingdom, and United States and referred each to relevant national authorities.

*Source: Ag-IP-News Agency*

# SAIP Aims to Block 231 Websites that Violate Regulations and Rights



RIYADH - In its endeavor to minimize violations against intellectual property rights in the Kingdom, the Saudi Authority for Intellectual Property (SAIP), in accordance with its authorities, organized an online inspection campaign on websites and platforms that violate intellectual property laws including sites broadcasting from outside the Kingdom. SAIP recently monitored, examined, and analyzed 231 websites that violate intellectual property law to prevent them from being browsed from the Kingdom.

The detected sites practiced a number of violations most importantly downloading and watching movies and TV series, directly broadcasting of encrypted sports channels, downloading books in PDF format, downloading and listening to music without obtaining a prior license or authorization from the right holder.

SAIP has also detected websites that are selling subscriptions for encrypted TV channels through software or illicit streaming devices (ISDs) to break barriers

for the purpose of displaying materials in illegal ways.

SAIP confirmed that these practices violate copyright protection law and entail financial penalties and fines that may reach up to 250,000 Saudi riyals. In addition to the applied fines, the violation may cause the closure of the site, or the cancellation of the commercial license, and in some cases; it can lead to imprisonment for a period not exceeding six months or defamation at the account of the infringer and removing the infringement.

Saudi Authority for Intellectual Property stresses that it will not tolerate with any one who violates the laws and regulations, nor will it condone these violations, and calls upon citizens and residents to support its efforts of enhancing and promoting intellectual property rights by communicating via its official channels: direct customer service number (920021421) , via E-mail [saip@saip.gov.sa](mailto:saip@saip.gov.sa) or through social media official account @SAIPKSA

**Source: SAIP**

# Egypt Passes New "Data Protection Act" to Safeguard the Online Privacy of Egyptians & Foreigners Living in Egypt



CAIRO - President Abdel Fattah El-Sisi signed into law Egypt's Data Protection Act, which aims to protect the privacy and security of citizens' personal data collected online.

The data protected under the new act includes the person's name, address and photo among other details that can be used to identify any individual in Egypt. The new act applies to Egyptians and foreigners living in Egypt and gives them the right to ask for their data to be deleted by businesses that have collected it, in addition to the right to take legal action against anybody that does not comply with their wishes regarding their personal information.

Under the new act, sensitive information such as a citizen's religion or their medical information must not be disclosed, processed or stored.

Businesses or organizations cannot collect, use, transfer, or retain personal data of their customers unless they receive an express license for the government to do so. The act also singles out marketing companies with new regulations that require them to also notify the government of any instances of data collection or retention.

The consequences for not adhering to the new law are pretty severe and include prison sentences of at least six months or a EGP 200k-2 million fine on individuals who have received monetary compensation for data breaches or who intentionally distribute private information to harm the involved parties. Prison sentences will also be imposed on anyone found guilty of obstructing justice or preventing a new personal data protection unit under the Information Technology Industry Development Agency — which will be

given the power to arrest those who break the rules — from carrying out its work.

Businesses and other entities that collect personal data have been given 18 months to restructure their operations to implement the new act.

The European Union (EU) passed its historic General Data Protection Regulation (GDPR) back in 2018 to protect its citizens' personal data and it seems that Egypt was inspired by it to do the same.

Exceptions to the new law include data collected by the Central Bank of Egypt or the Financial Regulatory Authority or when the

collection of data is lawful which means that a citizen has given his/her express consent to have their data collected (so people might want to read the fine print of any terms and conditions they agree to online). If there is a legal obligation to collect data by the entity in question, then this will also be considered OK under the new act.

In accordance with the new law, a registered data protection officer will also be appointed to regularly check, evaluate, and document the protection systems and report any data leaks, should they occur.

***Source: Nile FM***

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