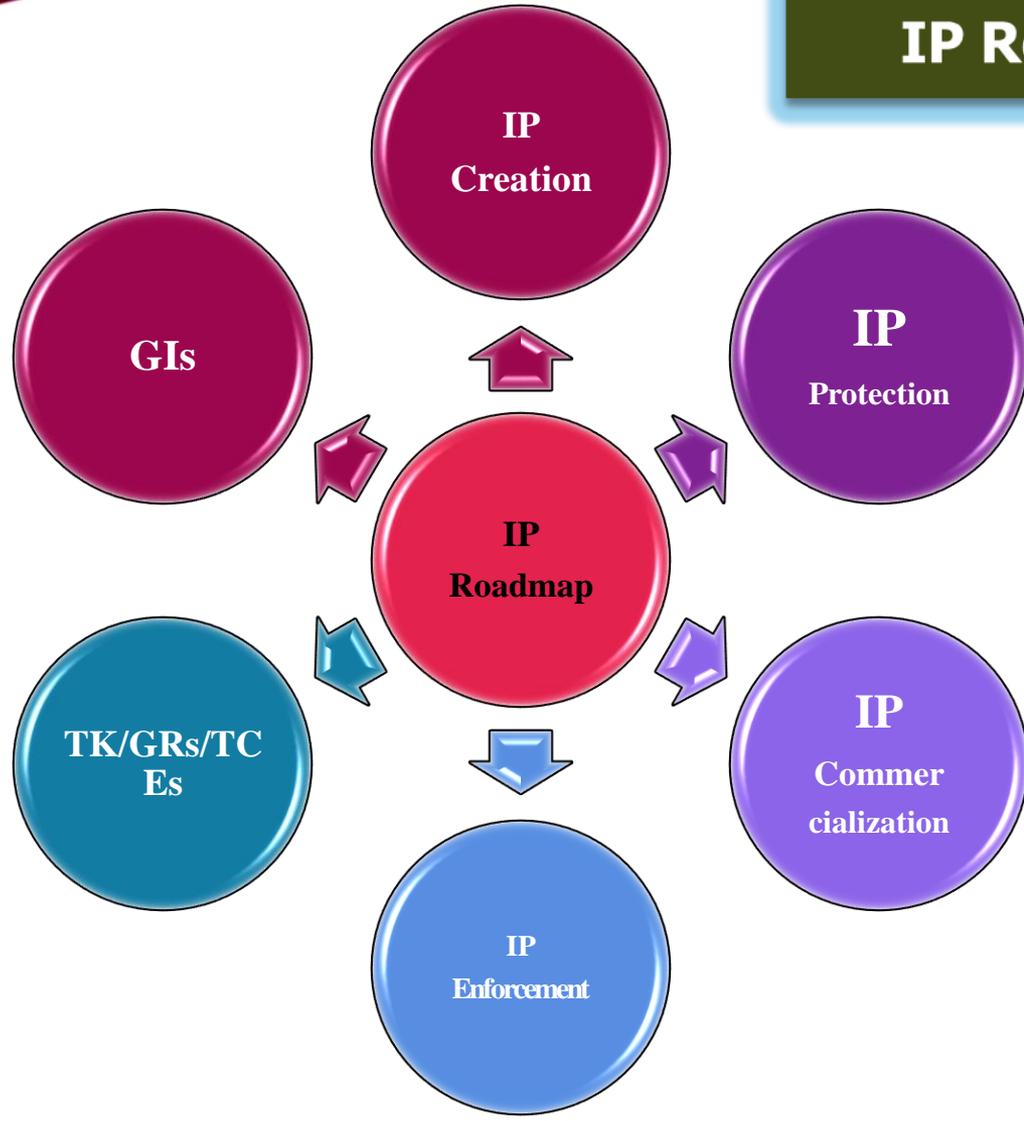


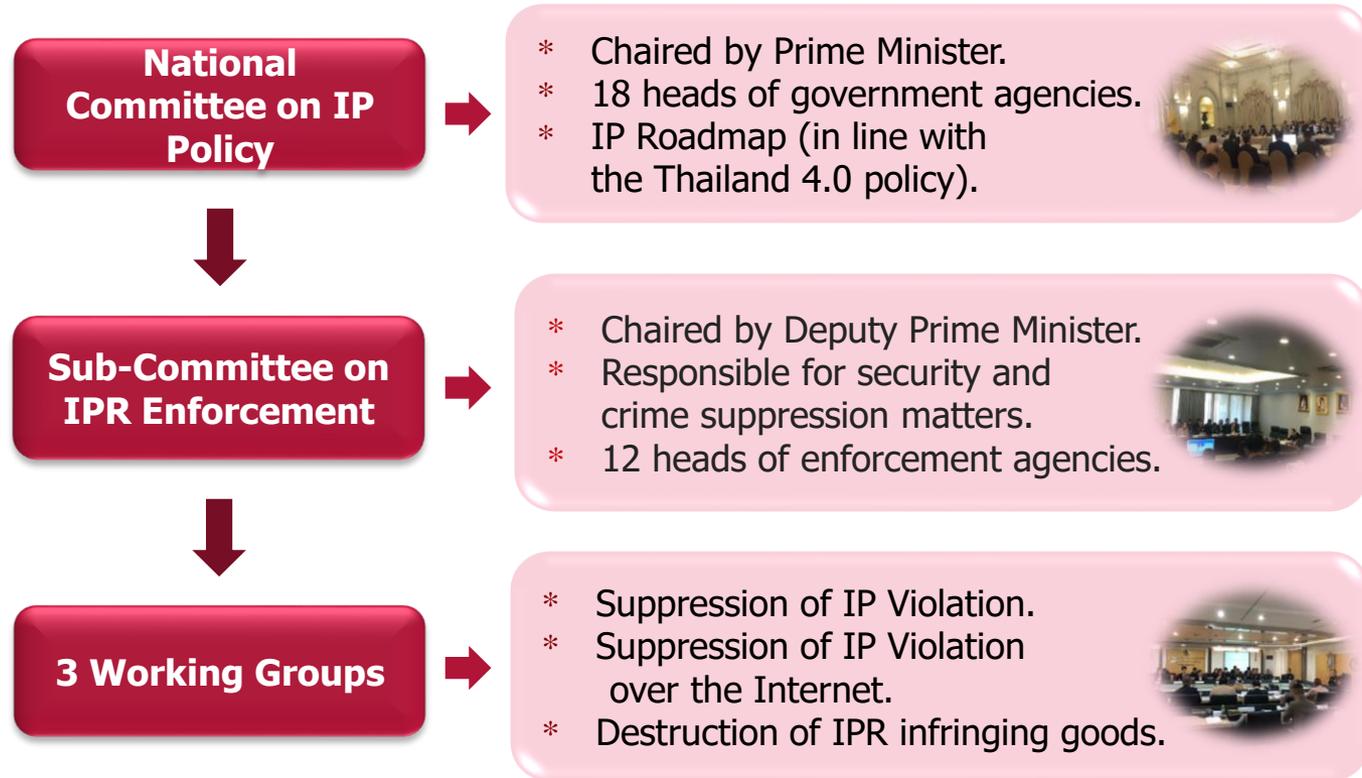
PREVENTING TRADEMARK INFRINGEMENT

**Ruengrong Boonyarattaphun
Department of Intellectual Property**

IP Roadmap



Thailand's IP System : Policy



Enforcement in Physical Markets

Operations of the Special Task Forces



Operations in Bangkok



Operation seven days a week, except the worst phases of the COVID-19 pandemic.



Operations at the Regional Level

Provincial Governors

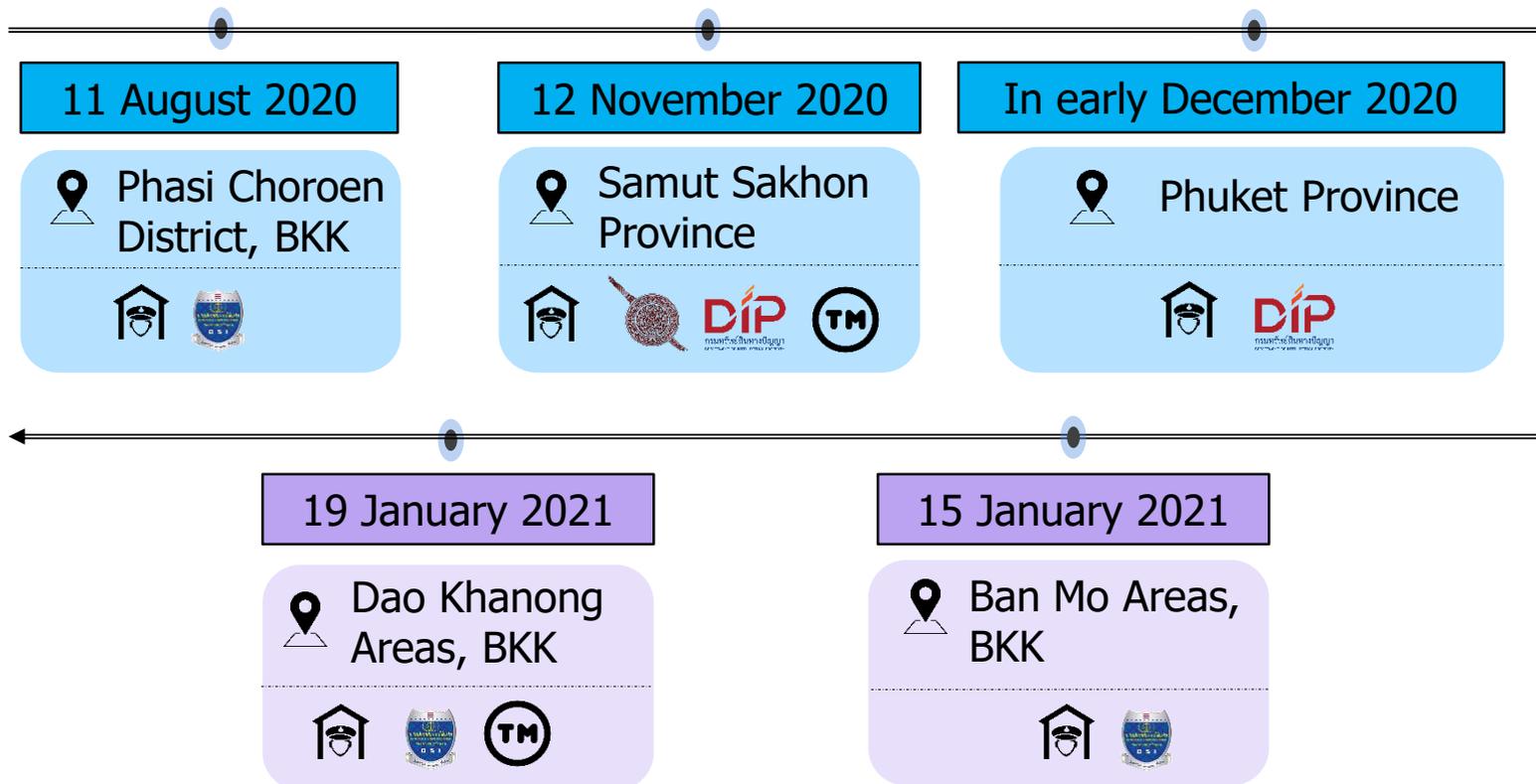


Local Administrative Bodies



ENFORCEMENT IN PHYSICAL MARKETS

Examples of Raids on IPR-Infringing Activities in Physical Markets



Enforcement against Online IPR Infringement

IPR Infringements



E-Commerce Platforms



Social Media Platforms



Infringing
Websites

Measures



Notice and Takedown



Website Blocking



Criminal
Enforcement

Signing Ceremony 11 January 2021



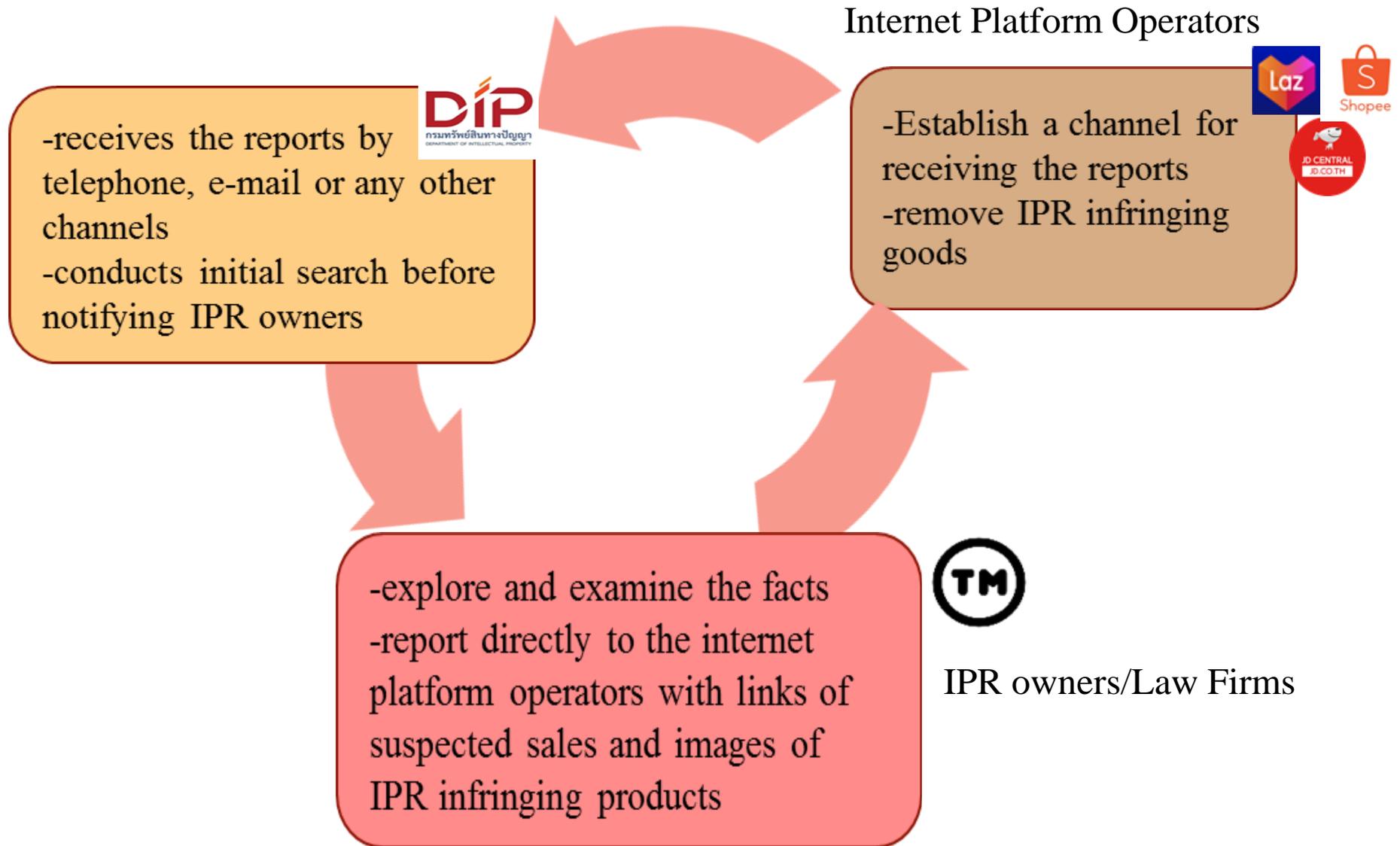
3 Governmental authorities

20 IPR owners
including
Pharmaceutical Sectors
(now 24 IPR owners)

3 E-Commerce Platform
Operators



Scope of Cooperation The Roles in IPR Enforcement



IP Enforcement Activities & Awareness

Go for Real Campaign



IP Enforcement Activities & Awareness

Destruction Ceremony of IPRs Infringing Goods



A world map is centered on the page, showing the continents in a light beige color. The map is set against a white background. At the top of the image, there is a decorative, wavy gradient bar that transitions from a vibrant pink on the left to a bright blue on the right. A semi-transparent pink rectangular box is positioned horizontally across the middle of the map, containing the text "THANK YOU" in a bold, black, sans-serif font.

THANK YOU