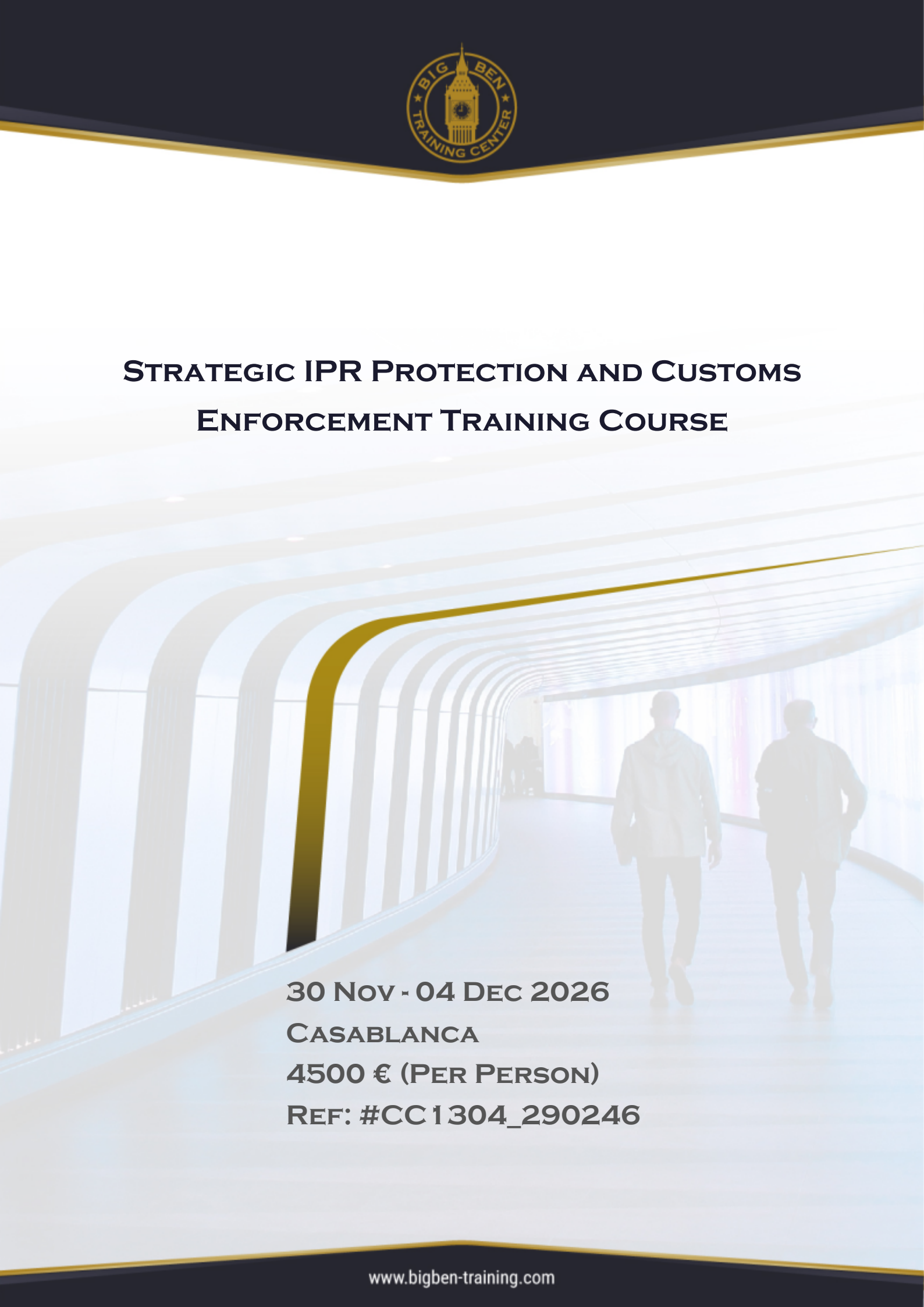
Strategic IPR Protection and Customs Enforcement Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CC1304_290246

Course Introduction / Overview:

In today's interconnected global economy, the protection of intellectual property rights (IPR) at national borders is more critical than ever. This course provides a comprehensive examination of the strategies and legal frameworks essential for effective IPR enforcement and border control. As counterfeit goods and pirated content flood international markets, threatening economies, consumer safety, and brand integrity, a proactive and knowledgeable approach is indispensable. This program, offered by BIG BEN Training Center, is designed to bridge the gap between theoretical IPR law and practical customs enforcement. We delve into the complexities of international agreements like the TRIPS Agreement and the operational tactics for identifying, detaining, and seizing infringing goods. Drawing on insights from leading academics like Peter S. Menell, whose work in "Intellectual Property in the New Technological Age" highlights the evolving nature of IP, this course equips participants with the skills to navigate the intricate landscape of cross-border IP protection. Participants will learn not just the rules, but the strategic application of border measures to build a robust defense against infringement, ensuring supply chain integrity and safeguarding valuable intellectual assets from exploitation.

Target Audience / This training course is suitable for:

- Customs and Border Protection Officers.
- Intellectual Property Lawyers and Paralegals.
- Brand Protection and Anti-Counterfeiting Managers.
- Corporate Legal Counsel.
- Supply Chain and Logistics Managers.
- Government Regulators and Policymakers.
- Law Enforcement Officials specializing in economic crime.
- Import/Export Compliance Specialists.
- Investigators and Security Professionals.
- Risk and Compliance Officers.

Target Sectors and Industries:

- Pharmaceuticals and Healthcare.
- Luxury Goods and Fashion.
- Electronics and Consumer Goods.
- Automotive and Aerospace Parts Manufacturing.
- Software and Information Technology.
- Entertainment and Media.
- Food and Beverage.
- Toys and Children's Products.
- Governmental bodies, including customs authorities, trade ministries, and regulatory agencies.
- Fast-Moving Consumer Goods (FMCG).

Target Organizations Departments:

- Legal and Intellectual Property Department.
- Compliance and Regulatory Affairs.
- Supply Chain Management and Logistics.
- Brand Management and Marketing.
- Security and Corporate Investigations.
- Procurement and Sourcing.
- Research and Development (R&D).
- Government Relations and Public Policy.
- Internal Audit and Risk Management.
- Operations and International Trade.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the international legal frameworks governing IPR border measures, including the TRIPS Agreement.
- Develop and implement effective anti-counterfeiting and brand protection strategies.
- Master the procedures for customs recordation of trademarks, copyrights, and other intellectual property.
- Identify and differentiate between genuine and counterfeit goods using advanced techniques.
- Conduct risk assessments to pinpoint vulnerabilities in the supply chain for IP infringement.
- Navigate the legal process for the seizure, detention, and destruction of infringing goods.
- Manage IPR protection challenges in the context of e-commerce and digital trade.
- Collaborate effectively with customs authorities and law enforcement agencies on IPR enforcement actions.
- Formulate internal policies for intellectual property asset management and cross-border protection.
- Understand the evidentiary requirements for pursuing civil and criminal IP litigation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, moving beyond traditional lecture-based learning. This course employs a blended approach that combines expert-led instruction with hands-on, practical application. A cornerstone of our method is the extensive use of real-world case studies, where participants will analyze significant IPR seizures and landmark legal battles to understand strategic successes and failures. Interactive group discussions and workshops will encourage collaborative problem-solving, allowing participants to share experiences and develop solutions for complex anti-counterfeiting scenarios. Practical exercises will include simulated inspections for identifying counterfeit goods and role-playing sessions focused on stakeholder negotiations between brand owners and customs officials. Our expert facilitators foster a dynamic learning environment where continuous feedback is provided to ensure concepts are not only understood but can be confidently applied in the workplace. This participant-centered approach ensures that attendees leave with tangible skills and a strategic mindset for protecting intellectual property at the border.

Course Agenda (Course Units):

- Unit One Foundations of Intellectual Property and International Law
- Introduction to Intellectual Property Rights (IPR).
- Trademarks, Copyrights, and Patents as Key Assets.
- Understanding Trade Secrets and Geographical Indications.
- The Role of the World Intellectual Property Organization (WIPO).
- Overview of the TRIPS Agreement and its Border Measure Provisions.
- National IPR Laws and their Harmonization with International Standards.
- The Economic Impact of Counterfeiting and Piracy.

Unit Two The Legal Framework for IPR Border Enforcement

- The Role and Authority of Customs Administrations in IPR Protection.
- Legal Basis for Detention, Seizure, and Forfeiture of Infringing Goods.
- Ex-Officio Actions vs. Application-Based Interventions.
- Procedures for Filing an IPR Complaint with Customs Authorities.
- Understanding Due Process for Importers and Rights Holders.
- The Burden of Proof and Evidence in Border Seizure Cases.
- Remedies and Penalties for IPR Infringement at the Border.

Unit Three Practical Enforcement and Investigation Techniques

- The Customs Recordation System for Trademarks and Copyrights.
- Developing Effective Risk Profiles for Targeting High-Risk Shipments.
- Physical Inspection and Authentication of Goods.
- Techniques for Identifying Counterfeit Products and Packaging.
- Intelligence Gathering and Collaboration with Law Enforcement.
- Conducting Supply Chain Audits for IPR Compliance.
- Safe Handling and Storage of Seized Counterfeit Goods.

Unit Four E-Commerce and Digital IPR Challenges

- The Rise of Online Marketplaces and Counterfeiting.
- Strategies for Combating Online Sales of Infringing Goods.
- The Challenge of Small Consignments and De Minimis Thresholds.
- Digital Piracy and its Intersection with Physical Goods.
- Using Technology for Online Brand Protection and Monitoring.
- Jurisdictional Issues in Cross-Border E-Commerce Enforcement.
- Collaboration with E-Commerce Platforms and Payment Providers.

Unit Five Strategic IPR Management and Future Trends

- Developing a Comprehensive Corporate IPR Enforcement Program.
- Building Effective Public-Private Partnerships for IPR Protection.
- IPR Litigation Strategies Following a Border Seizure.
- The Role of Technology like Blockchain and AI in Securing Supply Chains.
- Emerging Trends in Counterfeiting and Global Enforcement.
- Measuring the ROI of an Anti-Counterfeiting Program.
- Final Project: Designing a Border Enforcement Strategy for a Case Study.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological advancement and globalized e-commerce, can traditional border measures alone effectively combat the sophisticated networks of digital and physical counterfeiters, or is a fundamental paradigm shift required?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a unique synthesis of legal doctrine, operational strategy, and forward-looking analysis, moving beyond a purely academic or procedural overview. While many programs focus separately on either IPR law or customs procedures, this training course integrates them into a cohesive enforcement strategy. We place a strong emphasis on the practical realities of border control, using case studies of complex, multi-jurisdictional seizures to teach not just the "what" but the "how" and "why" of successful enforcement. A key differentiator is our dedicated unit on e-commerce and digital challenges, addressing the most pressing and rapidly evolving threat to intellectual property today. This module provides actionable strategies for tackling online infringements that originate overseas but manifest as physical goods at the border. Furthermore, the curriculum is designed to foster a strategic mindset, encouraging participants to think like brand protection managers and risk analysts, not just compliance officers. The focus is on building a proactive, intelligence-led IPR protection program rather than merely reacting to infringements as they occur.