



European Communities Trade Mark Association

3 October 2014

**Communication adopted by the European Commission entitled
“Towards a renewed consensus on the enforcement of intellectual
Property Rights: An EU Action Plan”**

ECTA’s comments

ECTA praises the Commission for its very ambitious EU Action Plan towards a renewed consensus on the enforcement of IPR.

However, ECTA notes that the subject of counterfeit goods in transit is not specifically addressed in the plan. ECTA stresses that unless the EU adopts effective, clear and decisive measures to tackle the subject of 'counterfeit goods in transit', its Action Plan will remain toothless with respect to this alarming phenomenon. ECTA is of the opinion that all European institutions, that is to say the Commission, the European Parliament and the Council, should favour measures against 'counterfeit goods in transit' for the benefit of legitimate traders (and all the hard work/investment they put in to their products), as well as in the overall interests of consumers.

Such measures will also benefit the legitimate traders, who put hard work and investment in their products, as well as the overall interests of consumers.

ECTA Anti-Counterfeiting Committee