2020

Annual Report

Intellectual Property Enforcement

SAIP works to achieve its strategic goals by establishing an environment that respects Intellectual property rights, building a society aware of its importance, and creating a competitive investment environment inside the Kingdom by promoting an effective IP Enforcement ecosystem through receiving IP complaints, reports, analyzing evidence, and carrying out Field remotely and field visits inspection raids to detect the violating materials and make resolutions and executing them. As well as, launching programs and initiatives to enhance the compliance.

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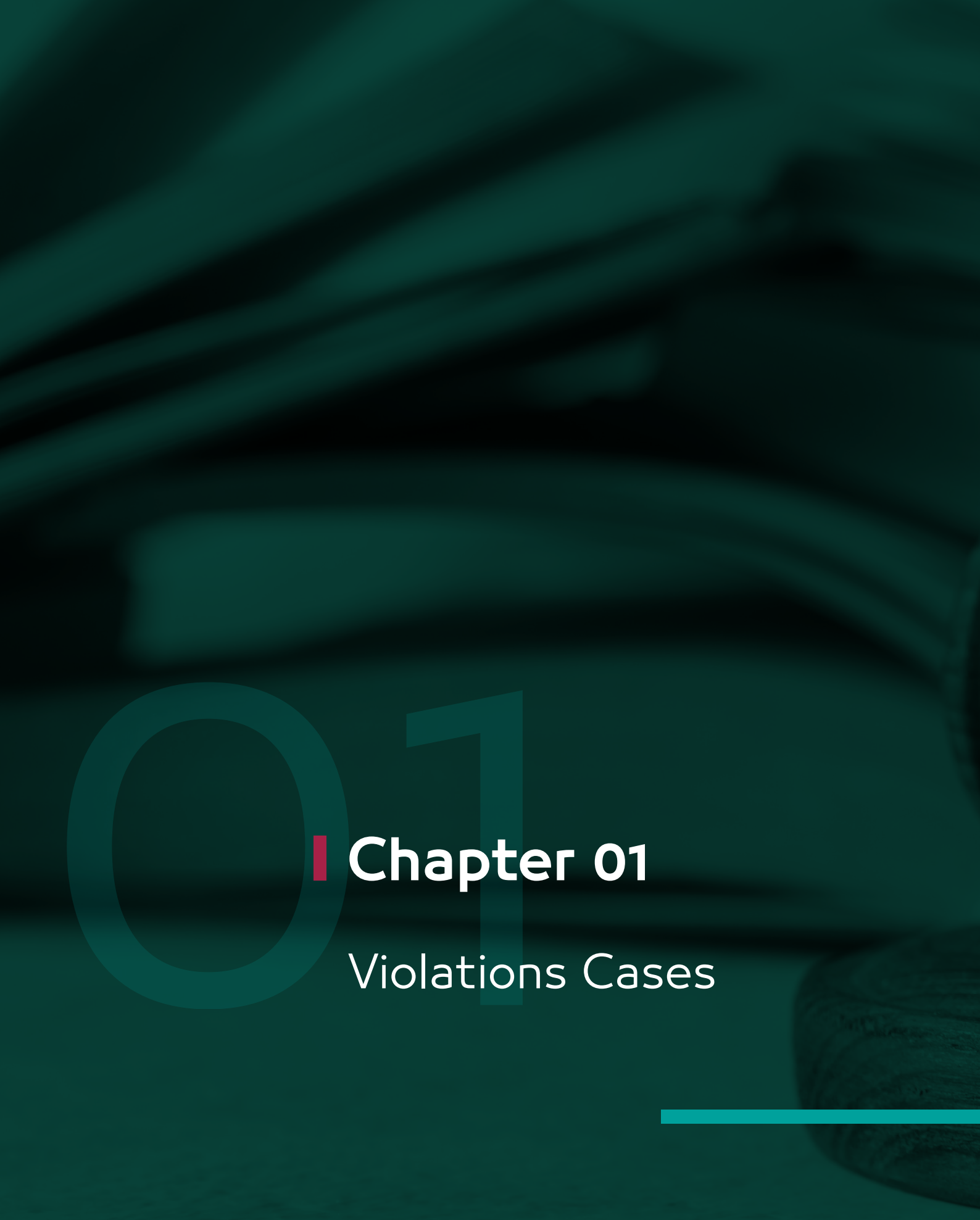
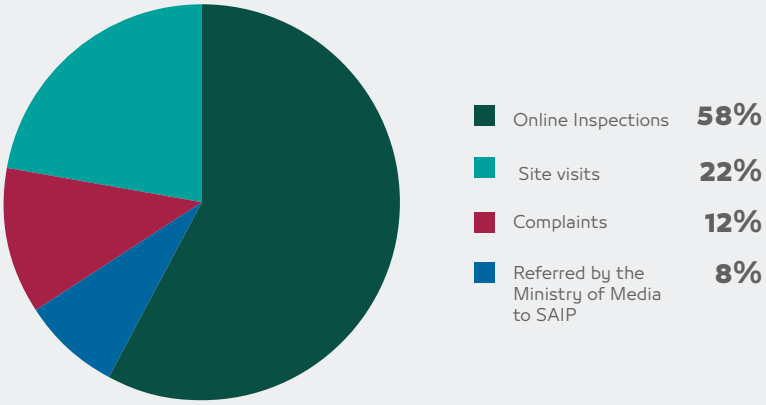


Chapter 01

Violations Cases

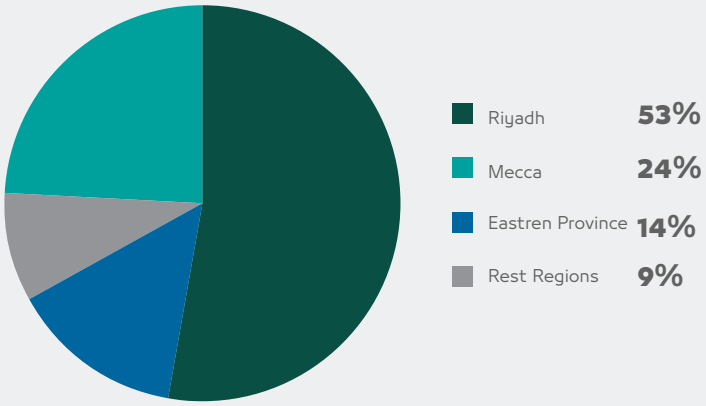
Sources of the cases

SAIP received **67** cases directly from the Plaintiffs at the Authority's premises. **115** cases were conducted through Inspection site visits. **308** cases were conducted through an Online Inspections. Finally, **42** cases referred by the Ministry of Media to SAIP.



IP Infringements Regions

Around **61%** of the copyright violations occur in Riyadh, **24%** in Mecca region, **14%** in Eastern Province, and **9%** in rest regions around Kingdom of Saudi Arabia.



Case Sources

Examination:

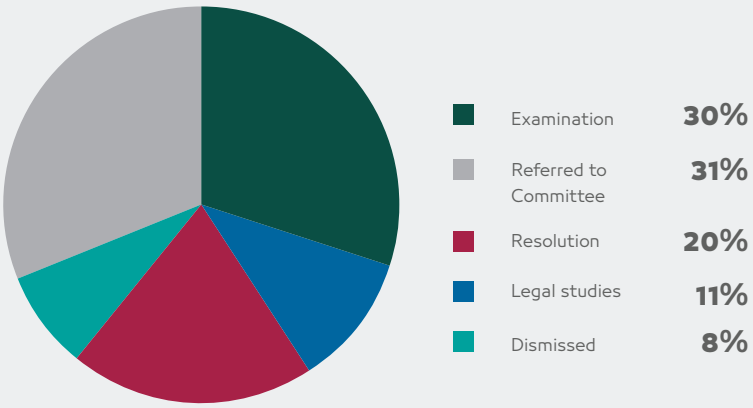
At this stage, carrying out an objective evidences examination and prepare a comprehensive detailed report.

Investigation:

Based on the values of the indication examination reports. At this phase, cases legally studied along with hearings minutes platform reports and exchanging responses between parties, in the case of filing a complaint. Finally, prepare an integrated case file in preparation of submitting it to the in charge responsible Authority.

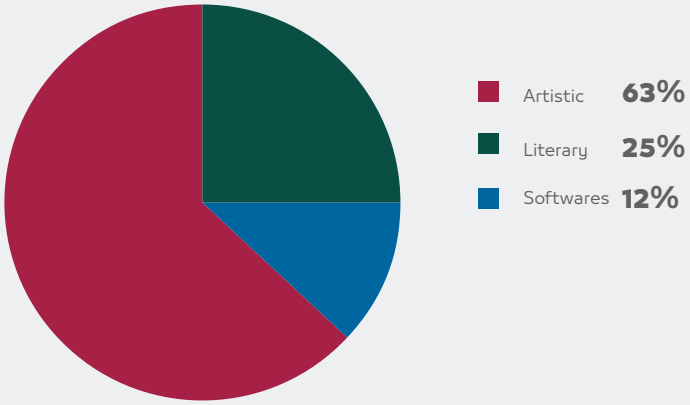
Dismissed:

Some complaints were dismissed due to uncompleted requirements.

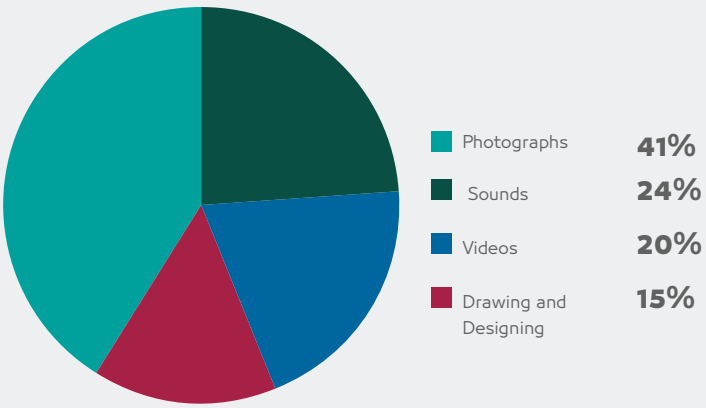


Type of Works

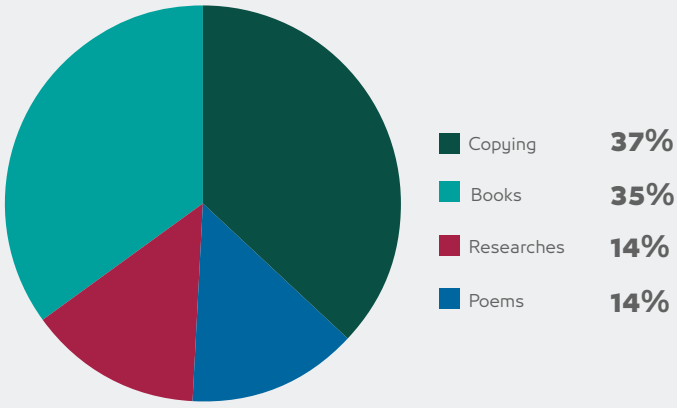
Most cases were Artistic cases at the rate of **63%** of all cases, followed by literary cases at the rate of **25%**, finally Software cases at the rate of **12%**.



Type of Works



Artistic cases



literary cases

الحملة التفتيشية الثانية لحقوق المؤلف

Chapter 02

Public Communication

Customers Communication

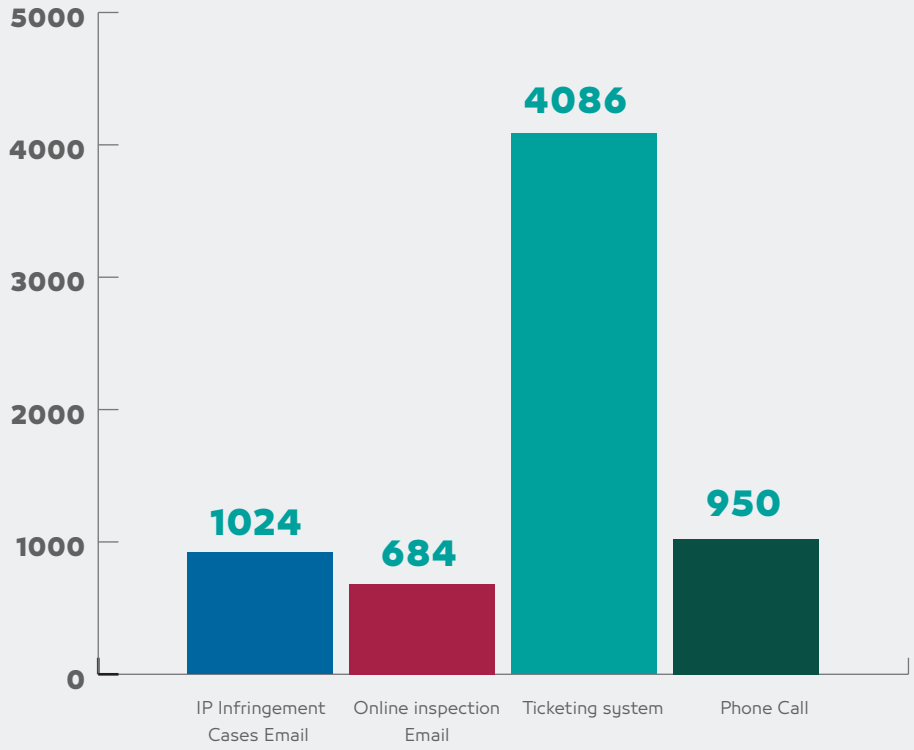
5794 received emails were accomplished.

4086 E-mails were sent to online inspection e-mail: ipenforcement@saip.gov.sa

1024 E-mails were sent to the infringement cases e-mail: iprespect@saip.gov.sa

684 were sent to Intellectual Property Respect Department through the ticketing system.

950 phone calls.



Total of clients contacted SAIP

7428

Email
saip@saip.gov.sa

Visit SAIP's Headquarter

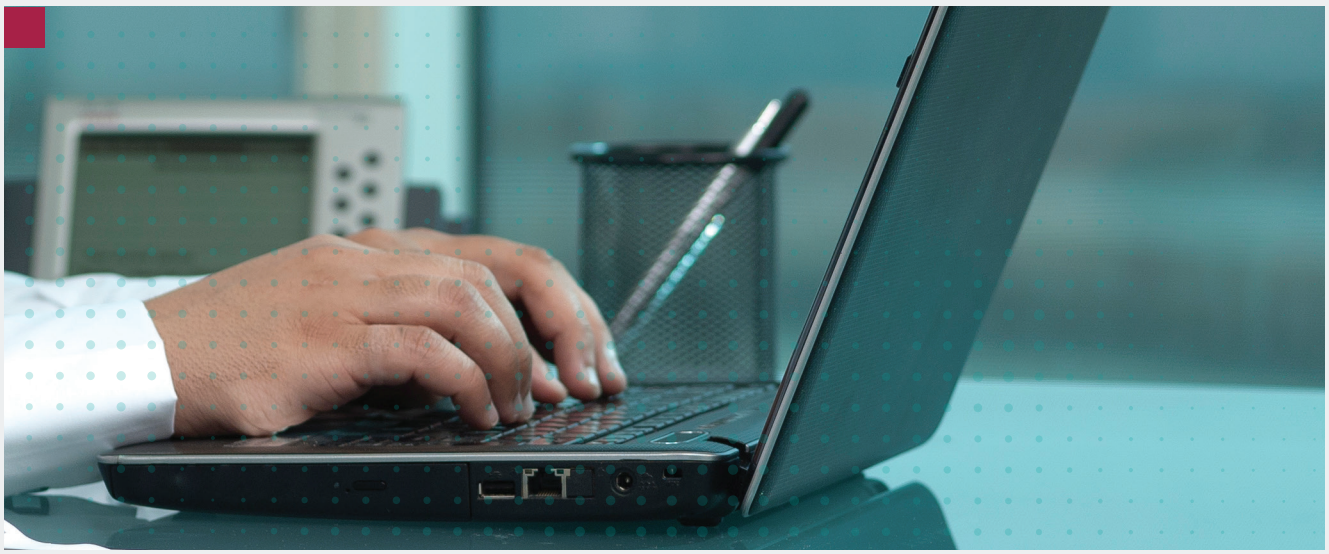
Telephone

SAIP's Website

Ticketing System

Online Inspection Email
ipenforcement@saip.gov.sa

Inspection Email
iprespect@saip.gov.sa



Chapter 03

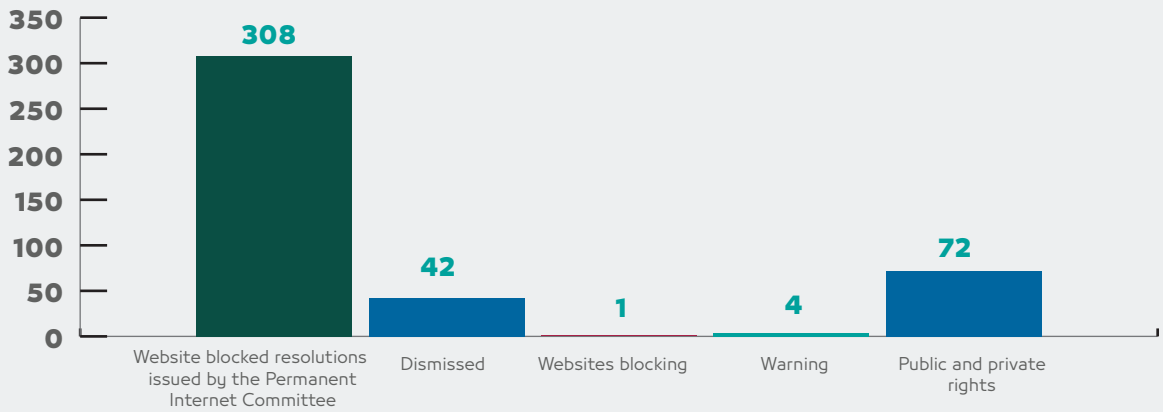
Execution

Execution statistics

119 resolutions were issued by the copyright Committee to Review Violations of the Copyright Law. Which were referred to the Intellectual Property Respect Department for execution.

These executions were varied between **Public and private right, warning, websites blocking , and dismissing the case.**

308 Blocked websites resolutions were issued by the Permanent Internet Committee.



Collected amount: Private right

73,763 Saudi Riyals

Collected amount: Public right

184,386 Saudi Riyals

Chapter 04

Inspection Campaigns

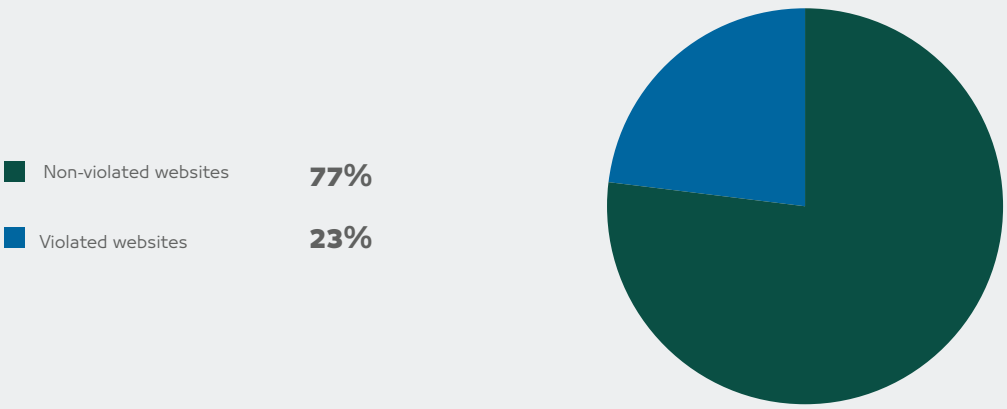
Online Inspection Campaigns

SAIP launched an Online inspection campaign which targeted violated websites copyright.

Research and Investigation | Documents Recording | Evidences analysis | Investigation | Blocking Websites

Online Inspection

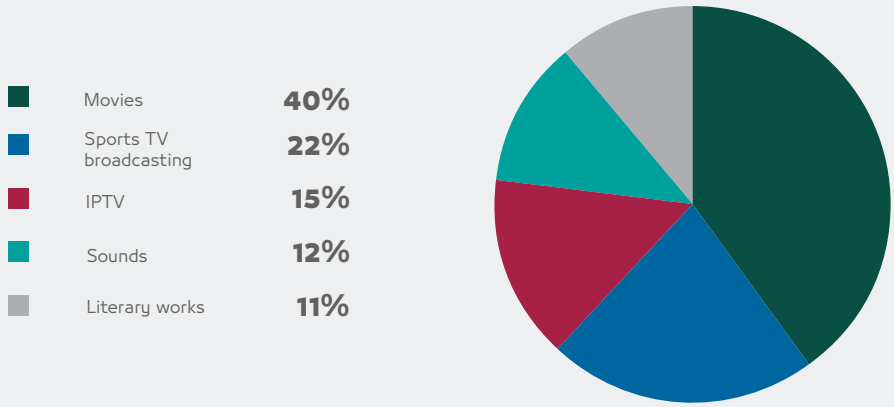
Around **1355** websites were visited.
308 of them were violated copyrights.



Online Inspection

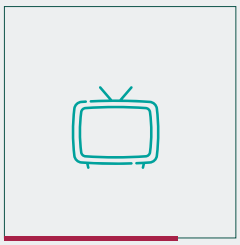
IP violation varies from :

Literary works	Sports TV broadcasting	Literary works	Sounds	IP TV



Websites

Based on its specialties in enforcing IP rights, SAIP launched an online inspection campaigns to block violated websites



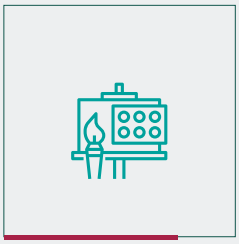
Broadcasting satellite channels

Exhibiting copyrighted audio works without the permission of the owner

View and download copyrighted movies series

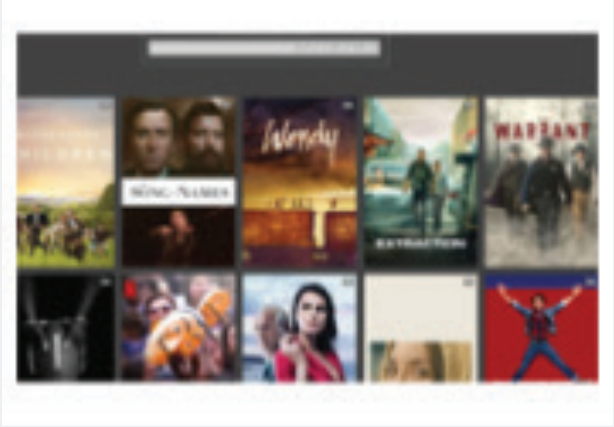
Downloading pirated softwares

Exhibiting copies of copyrighted books and magazines without owner permission



Posting copyrighted pictures and graphics in social media programs without owner permission

VS
اسبانيول
برشلونة
كورة


Identity
WARRANT

Online Inspection

Blocked websites resolutions issued by the Permanent Internet Committee.

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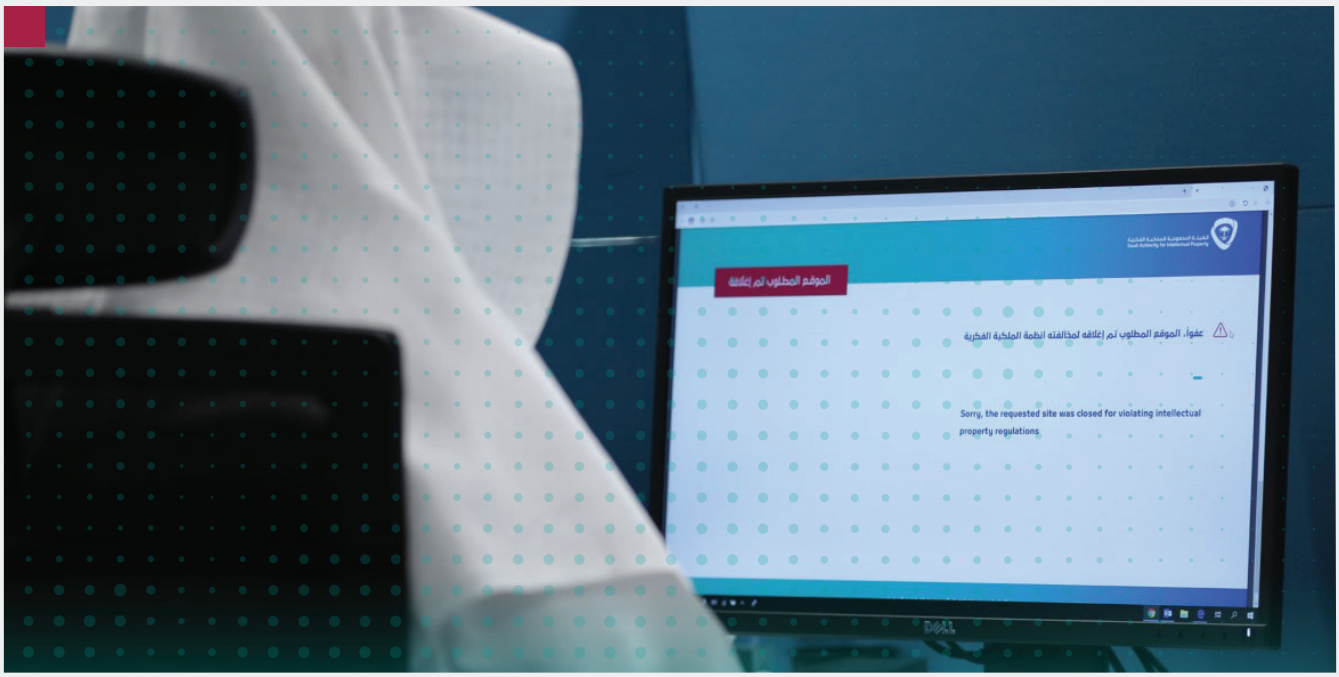
308

Blocked Websites



Copyright Enforcement Campaigns

SAIP launched «Copyright Enforcement» campaigns located in Riyadh, Mecca, Jeddah, Dammam, Khoubar, and Alahsa.
The campaigns targeted all violations related to Copyright computer softwares, satellite broadcasting, Printers and audio-visual materials.
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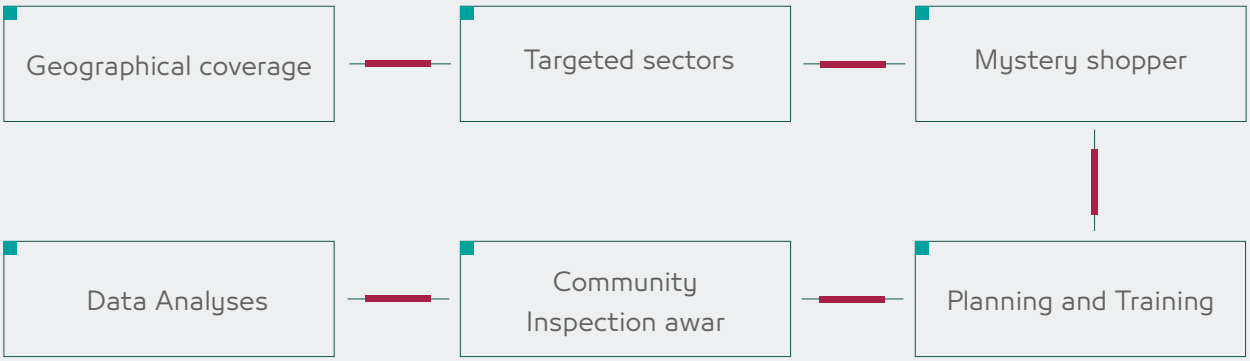
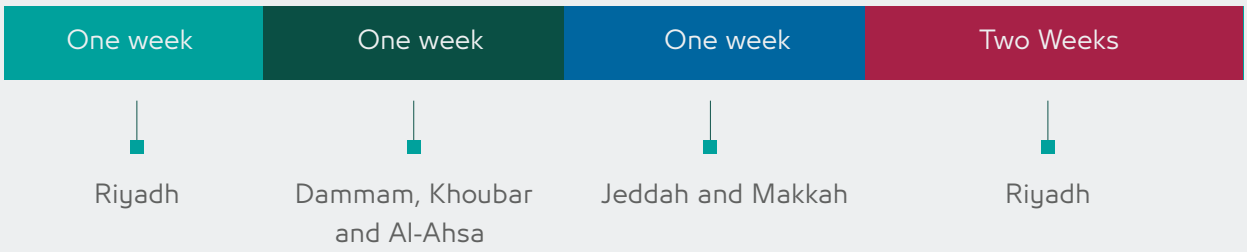
Main Paths

- Media Campaign
- Field Campaign
- Online Campaign

Inspection Paths



Geographical coverage



Target sectors

Sound recordings

- Violated CDs
- The violated Memory Sticks
- The violated CDs Copying Devices

Video stores

- Violated CDs
- The violated Memory Sticks
- The violated CDs Copying Devices

Electronics stores

- Violated TV Channels Receivers

Computer Maintenance shops

- Violated CDs
- The violated Memory Sticks

Student services shops and copies of documents

- Copying registered copyrighted books
- Examining computer storage unites which may contain copyrighted books
- The violated Memory Sticks

Mystery shopper

Gathering Data

- Mystery shopper
- Site visits
- Critical searching to reach the latest tricks or different violation procedures
- Workshops with right holders

Analyzing Information

- Choosing gathered points
- Identifying violation sites
- Finding an accurate ways to examine the evidences

Planning and training

- Inspection plan
- Field survey plan
- Dividing team into groups
- Geographical coverage

Mystery shopper and field Inspection

Procedures

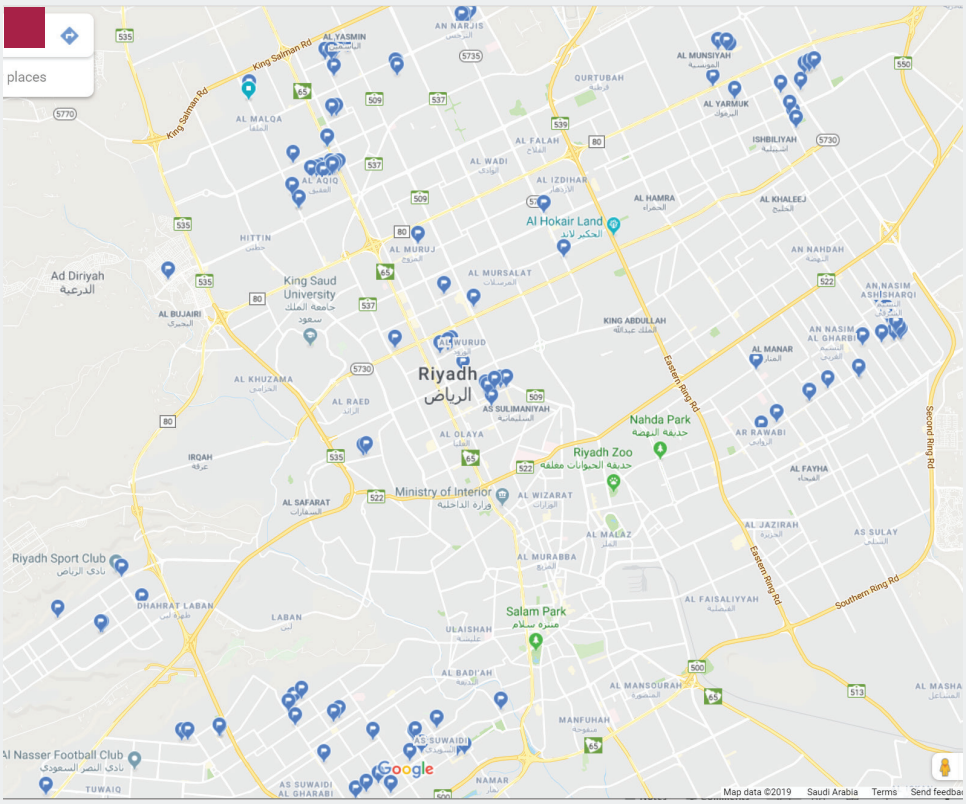
Confidential surveillance process on the suspected shops and areas of violating intellectual property rights, by directing qualified secret spectator to act as a beneficiary or the customer.

Target

Gathering an accurate information which is related to targeted shops and warehouses, using collected methods in order to target the Inspection campaigns.

Outcome

Exploring critical ways of violations along with methods examinations that drives to identify violated areas. Finally. analyzing collected data during campaigns in order to conduct the Inspection successfully.



Mystery shopper tasks

In this stage the team starts collecting information through market studies, field surveys and Preparing a detailed report through a dedicated electronic system.

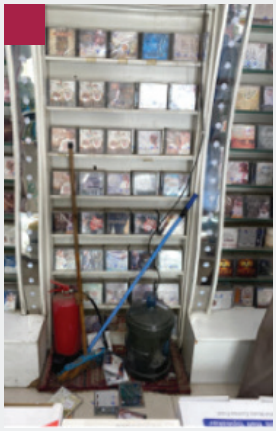
This report contains: Monitoring violating facilities, tracking distributors of violating materials and the method for concealing violating materials.

Which results in: A high level of professional studies that leads violating Inspected markets as well as an accurate study regarding security around the targeted areas.

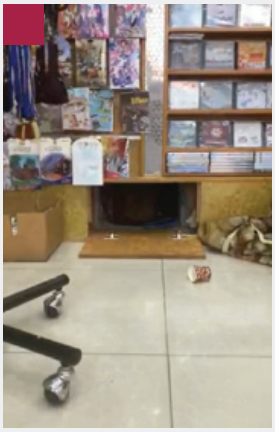
Tracking distributors

Exploring numbers of violating areas

Mystery Shopper Results

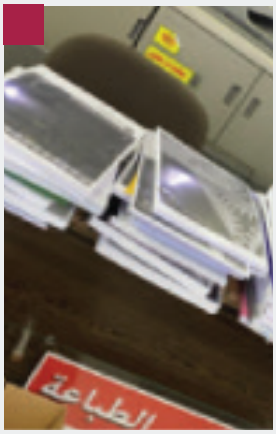


Hidden storage spots



Internal storage entrance to hide violated goods

Revealing Violated PC's



Copyrighted books

Installing violated softwares

Using Legal device boxes to hide illegal .violated devices

Mystery Shopper Results

IP receivers which use illegal software to violate TV channels and entertainment platforms

O icone

X96

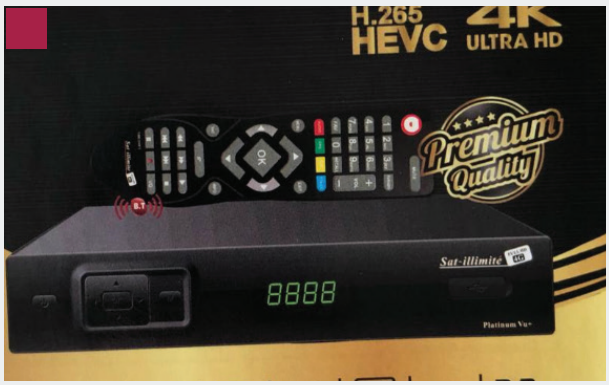
Istar

Clown 9

Mystery Shopper Results

Beout

Venom



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Planning and Training

Training

Highly trained Inspectors starts drawing an accurate plans by using mystery shopper's information after conducting or carrying out an investigation, as this raid will be way easier for Inspectors tracking violated products successfully.

Planning

Planning for a raid is the most important stage because, Inspectors will get along on the exact track and plan to remain conducting the raid efficiently without any corruptions.

Each group distributes tasks among its members to:

- Supporting other inspectors
- Parties hearing sessions
- Process of controlling, filing documents

Team training workshops provided by SAIP's Team

- Workshops for training on filing Inspection forms.
- Workshops for training on mechanism of examining IPTV devices .
- Workshops for training on inspection mechanism to inspect the student services centers.
- Training workshops on inspection mechanism and commitment to inspector ethics.

In order to achieve outstanding results of the inspection campaigns, SAIP has taken the approach of communicating with international stakeholders and enforcement agencies.

Its purpose to build partnerships with entities to help reaching and tracking violated targets. Also, spreading IP Anti-counterfeiting awareness to SAIP and specially Inspectors.

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Training workshops for staff presented by International Firms

- USPTO training on counterfeiting and piracy.
- Training provided by INTA on counterfeiting of Trademarks and industrial designs.
- Training provided by number of law enforcement firms in the United States of America on piracy of satellite broadcasts, the sale of counterfeit goods, ways to verify violations organized by the United States Trademark representative, USTR.
- Training provided by the Japanese office on Opposing Intellectual Property piracy.

Partnership with right holders

- Meeting was held with a representative of Microsoft in Saudi Arabia to discuss the latest methods of piracy for Microsoft software and operating systems.
- Meeting was held with the President of the Saudi Publishers Association and the owner of Al-Rushd Library to discuss methods of piracy by publishing houses and student services centers.
- Meeting was held with OSN agent to discuss controlling pirated IPTV broadcasters.
- Meeting was held with the President of the Saudi Publishers Association and the owner of Al-Rushd Library to discuss methods of piracy by publishing houses and student services centers.
- Held a meeting with MBC.

Public awareness (2)
osn

Training workshops for staff presented by International Firms

- USPTO training on counterfeiting and piracy.
- Legal enforcement firms in the United States provides high quality training on piracy of satellite broadcasts, selling fake goods, clues and signs to verify violation sites or locations.
- Training provided by INTA on counterfeiting of Trademarks and industrial designs.
- Training provided by the Japanese office on combating intellectual property piracy.

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Inspection Campaign Results

Campaign achievements

11,620 Seized Items

441 Mystery Shopper

97 Documents Recorded

359 Inspection Visits

Visited cities

Completion rate

108%

Achieved

11,620

Seized Items

Target

10,738

Violated Items

Results of the second inspection campaign - the most prominent achievements

Riyadh

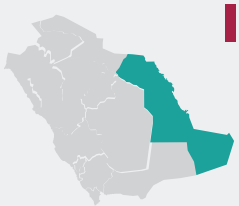
51 Documents Recorded

53%

Jeddah

16 Documents Recorded

16%



Dammam
Khobar
Al-Ahsa

30 Documents Recorded

31%

97

Documents Recorded

30 Electronics

31%

27 Softwares

28%

25 Audiovisuals

26%

15 Photocopying

15%

Results of the second inspection campaign - the most prominent achievements

Seized Items **11620**

Audiovisual Items	**9403** Items	Softwares	**1379** Items
Photocopying	**576** Items	Electronics	**262** Items

Statistic of Intellectual Property Respect - Percentage of violating stores

Riyadh

The Intellectual Property Respect Department had a field inspection campaign on a lot of stores around Riyadh.

A total of **204** stores were visited, resulting in detect **40** violating stores

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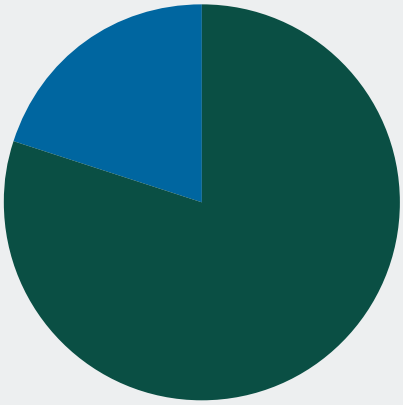
Non-violated stores **80%**

Violated stores **20%**



Jeddah

A total of **73** stores were visited, Results **16** violated stores.

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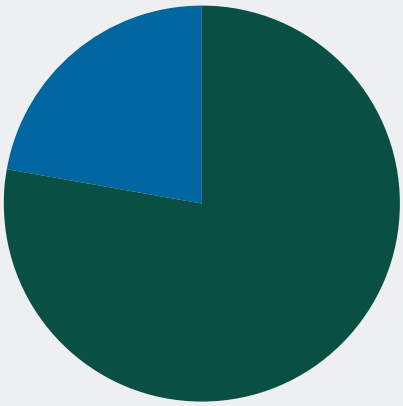
Non-violated stores **78%**

Violated stores **22%**



Affordable
printing
from your
mobile devices
hp
Affordable
printing
from your
mobile devices
hp

The most Important violated practices that detected during the campaign

- Platforms provides the service of uploading any document, even if it is copied and violating IP Rights, and then select one of the centers to print these documents (investigation in progress)

- Monitoring shop workers providing violated IPTV that includes 221 recent subscription.

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- Installing hacked Softwares on PC devices and selling them in a large scale

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- one shop is dedicating devices copying original CD's. .

- Exploring counterfeited books, which are less quality than the original books.

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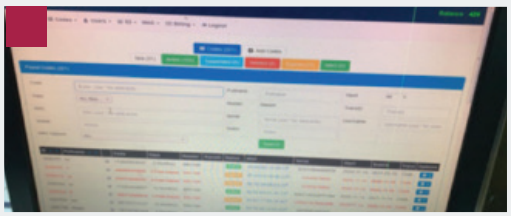
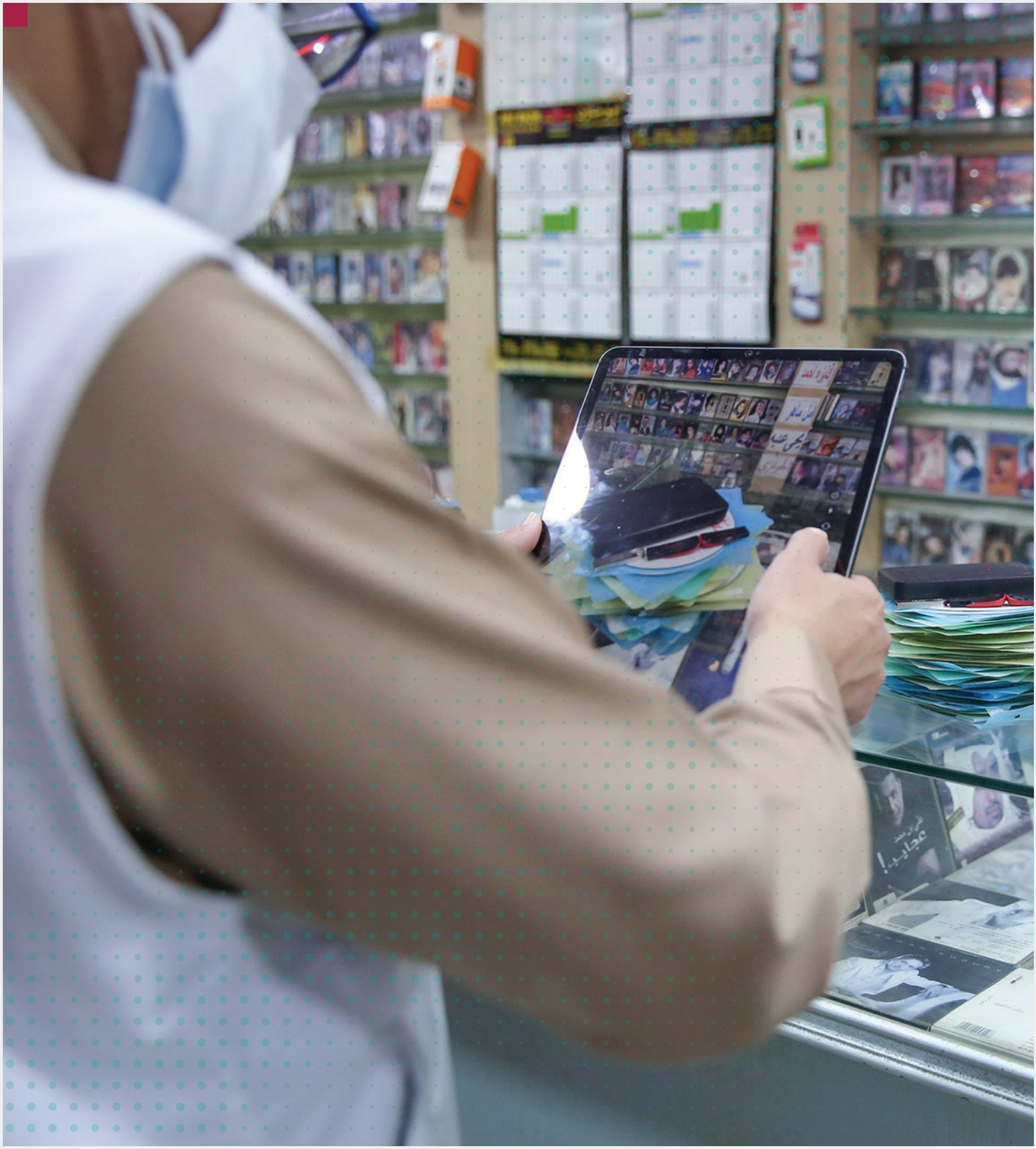
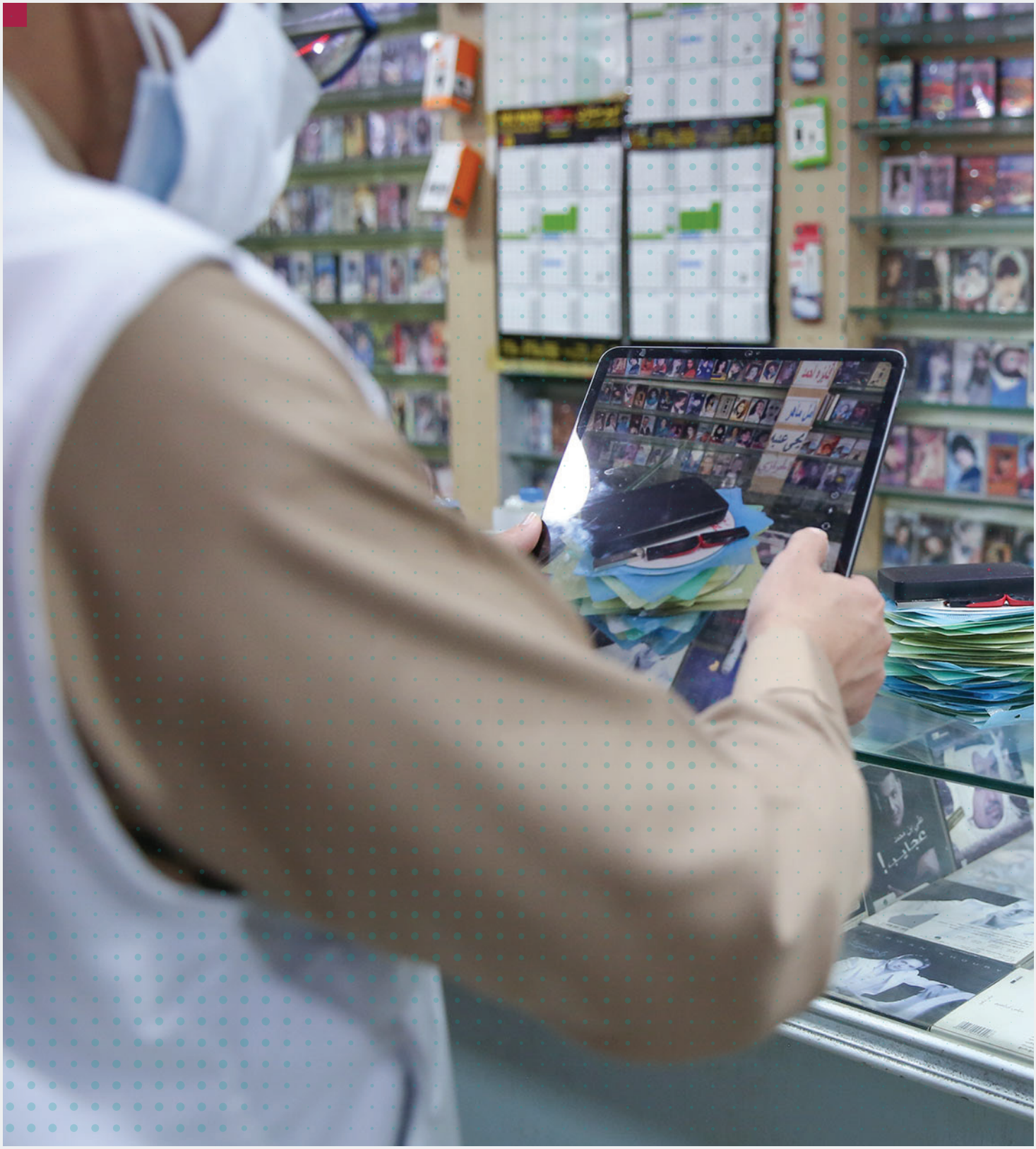




Chapter 05

SAIP's Projects



Intellectual Property Respect Council

The protection of intellectual property is an essential element of the national economic policies in countries, and the Saudi Authority for Intellectual Property seeks to enhance the protection of intellectual property by developing the enforcement system in the authority and ensuring the quality of its operations, by activating the role of the private sector, understanding the obstacles and problems facing it, and enhancing transparency between the private sector and SAIP. And coordinating efforts to raise the rate of compliance with laws and regulations.

Initiative Goals

Challenging

Understanding the challenges facing private sector regard IP and collaborate to solve it

Understanding

Understanding the challenges in deferent fields which is under SAIP supervision

Communication

To increase the communication and the transparency between SAIP and the private sector

Enforcement

To activate the private sector role in improving the enforcement operation

Council Role

- Increase public awareness regarding intellectual property rights
- Communicate with the relevant government agencies to activate the partnership with SAIP and enable the protection of rights holders
- Meeting with rights holders or their representatives from various sectors, knowing the obstacles they face, and working to solve them
- Presenting the initiatives SAIP is working on, taking the opinions of rights holders, and working to improve them to achieve its ultimate goal

The first meeting of the National Committee for the Enforcement of Intellectual Property Rights

SAIP have completed the establishment of the National IP Enforcement Committee.

- Preparing regulations of the committee
- Preparing an explanatory note for the regulations
- Approval of the SAIP's Board of Directors was issued for the regulations
- Preparing letters regard the nomination of members of participating entities in the committee
- Appointed the General Secretary of the committee
- Informing the Ministry of Human Resources regard the formation committee resolution

The first meeting of the National Enforcement Committee was held on Wednesday 30/12/2020

Intellectual Property Respect Council

First meeting

Targeted the pharmaceutical industry sector
It was held on 12/1/2020
18 local and international pharmaceutical companies, government agencies, international associations and committees participated and attended.

Second meeting

Target the "copyright" sector
Dated: 05/11/2020
With the participation of Saudi and international publishing houses, in addition to the relevant government sectors, the meeting dealt with the most prominent issues that the authority is working on and of interest to publishers

The National IP Enforcement Committee

The committee aims to improve the work of the enforcement system and enhance efforts aimed at developing work methods and procedures, achieving harmony and coordination and coordinating efforts between government and private agencies, enforcing intellectual property rights, and upgrading them to a level befitting the status of the Kingdom of Saudi Arabia.

- It raises the level of enforcement to enhance the international recognition of The Kingdom
- Consolidation of responsibility regarding enforcement of intellectual property rights
- Coordination between IP enforcement agencies
- It strengthens the legislation and the regulatory aspect

Members of The National IP Enforcement Committee

وزارة الإعلام
Ministry of Media

الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property

وزارة العدل

وزارة التجارة
Ministry of Commerce

المملكة العربية السعودية
النيابة العامة
KINGDOM OF SAUDI ARABIA
PUBLIC PROSECUTION

الجمارك السعودية
SAUDI CUSTOMS

مجلس الغرف السعودية
Council of Saudi Chambers

الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

GCAM
الهيئة العامة للإعلام المرئي والمسموع

CITC
هيئة الاتصالات وتقنية المعلومات
Communications & Information Technology Commission

IP Enforcement Platform

IP Enforcement Platform

Customs System

The intellectual property protection system organizes and facilitates the communication process between the Saudi Authority for Intellectual Property and Saudi Customs and rights holders and trademark protectors, and contributes to strengthening the authority's enforcement database.

The goals of this system:

- Facilitate and speed up customs procedures
- Stop cross-border infringements
- Participation of rights holders

Internal System

The system responsible for following up on the procedures of the cases internally and the system allows receiving complaints and taking statements electronically without the need for the presence of any party to the case

- **Complaints**
- **Notices**
- **Inspection**

External System

The system is responsible for issues related to field tasks and websites:

- **Field tasks**
- **Notices indicators**
- **Inspection tasks**
- **Execution Tasks**
- **Search and Inspection**
- **Scadule Tasks from Saudi Customs system**

Notices

The reporting system allows consumers to report violations in the markets, the Internet and elsewhere through several channels:

- **Communication Center**
- **Mobile app**
- **SAIP Website**

Reports turn into tasks that are carried out through the internal and external system

Government entities which are member of the platform

الجمارك السعودية
SAUDI CUSTOMS

وزارة التجارة
Ministry of Commerce

المملكة العربية السعودية
النيابة العامة
KINGDOM OF SAUDI ARABIA
PUBLIC PROSECUTION

CITC
هيئة الاتصالات وتقنية المعلومات
Communications & Information Technology Commission

المملكة العربية السعودية
ديوان المظالم

مركز المعلومات الوطني
وزارة الداخلية

وزارة العدل

SASO
الهيئة السعودية للمواصفات والمقاييس والجودة

The Joint Cooperation Program between the Saudi Authority for Intellectual Property and the General Authority for Audiovisual Media

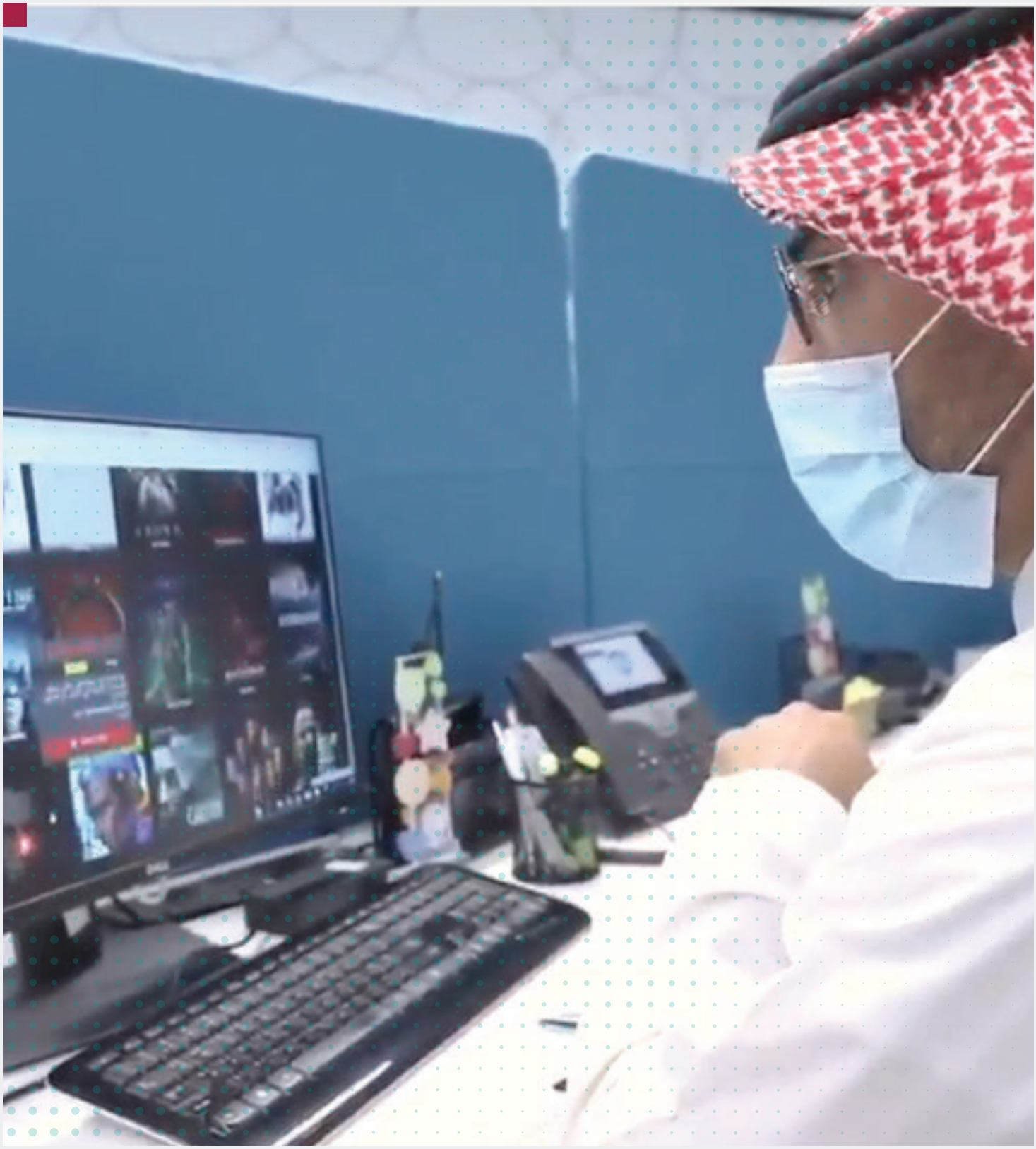
الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property

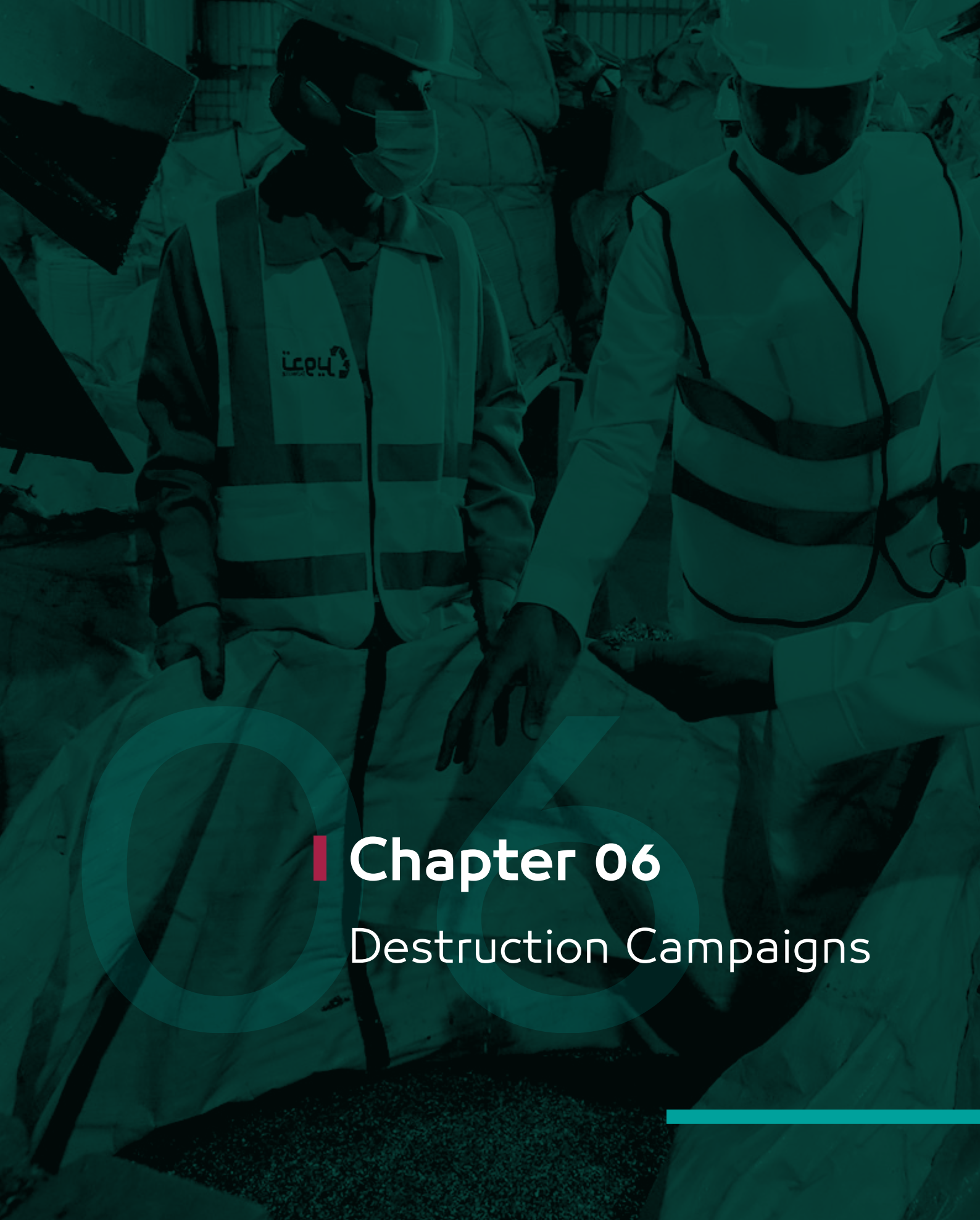
الهيئة العامة للإعلام المرئي والمسموع

The program aims to unify efforts in the fields of IP enforcement, to enhance intellectual property rights respect, and to achieve the strategic objectives of the Kingdom's 2030 vision

SAIP has completed the procedures of the joint program:

- Signing the memorandum of cooperation between the authority and the General Authority for Audiovisual Media
- Holding the initial meeting to discuss the parties' proposals to implement the memorandum of cooperation
- Determine a liaison officer between the two parties
- Agreeing on the operating model





Chapter 06

Destruction Campaigns

The Saudi Authority for Intellectual Property (SAIP), in collaboration with the Ministry of Media confiscated and destroyed

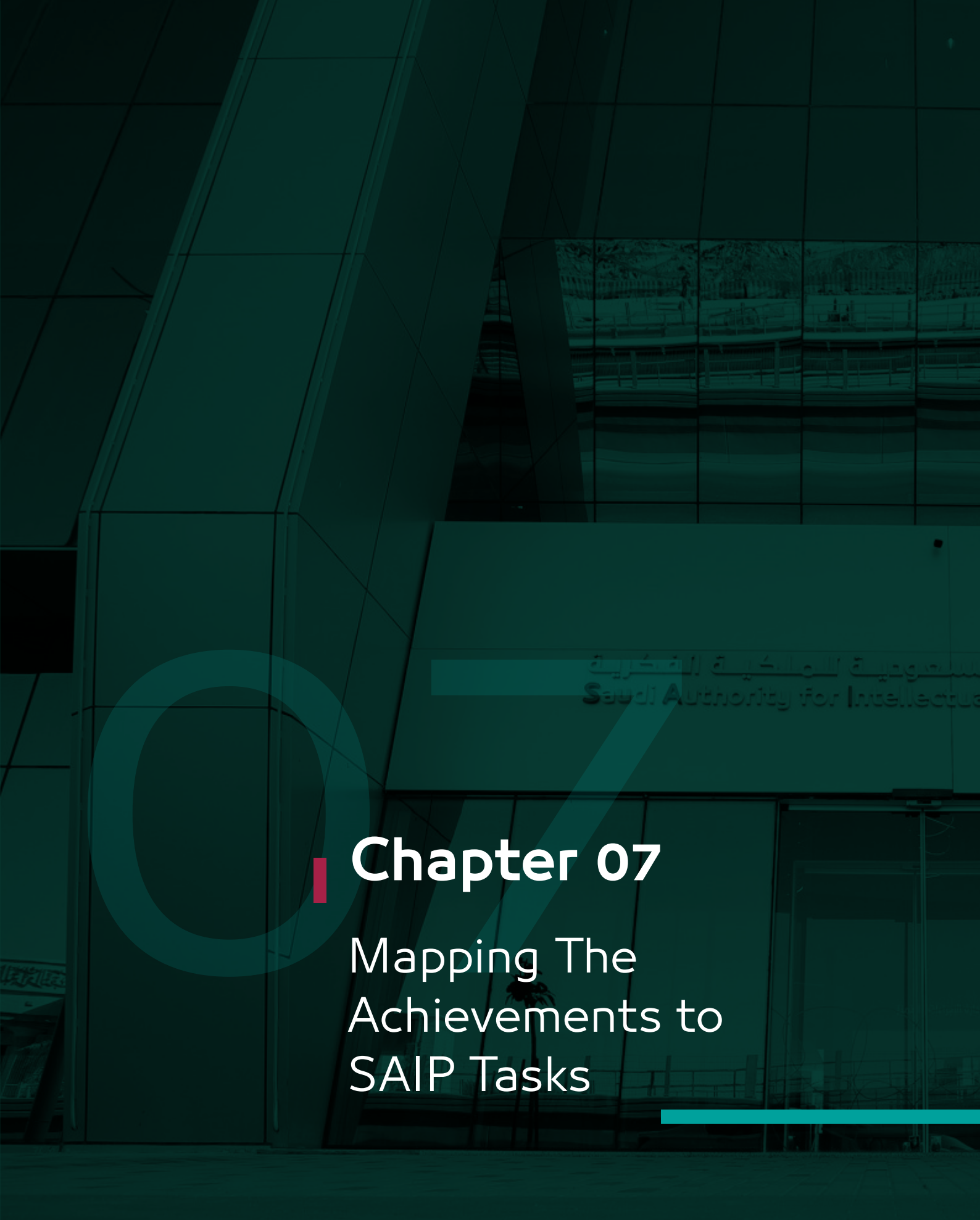
More than 3,500,000

items violating intellectual property rights based on decisions issued by the committee as following:
CDs, Copied books, Desktops, Laptops, Memory Sticks,
TV Channels Receivers, Hard disks, Cassettes, and CDs Copying Devices.
The destruction and recycling operations were supervised by the CEO of SAIP, Dr. Abdulaziz Al-Swailem.

The Saudi Authority for Intellectual Property (SAIP), in collaboration with Saudi Customs destroyed

More than 2 Million

They included counterfeit and adulterated products that were destroyed (shoes, clothes, mobile accessories, sanitary ware, and car filters) all bearing well-known trademarks from major international companies, against which the customs committees have issued decisions that these products are counterfeit with the conviction of their owners according to the unified customs system.



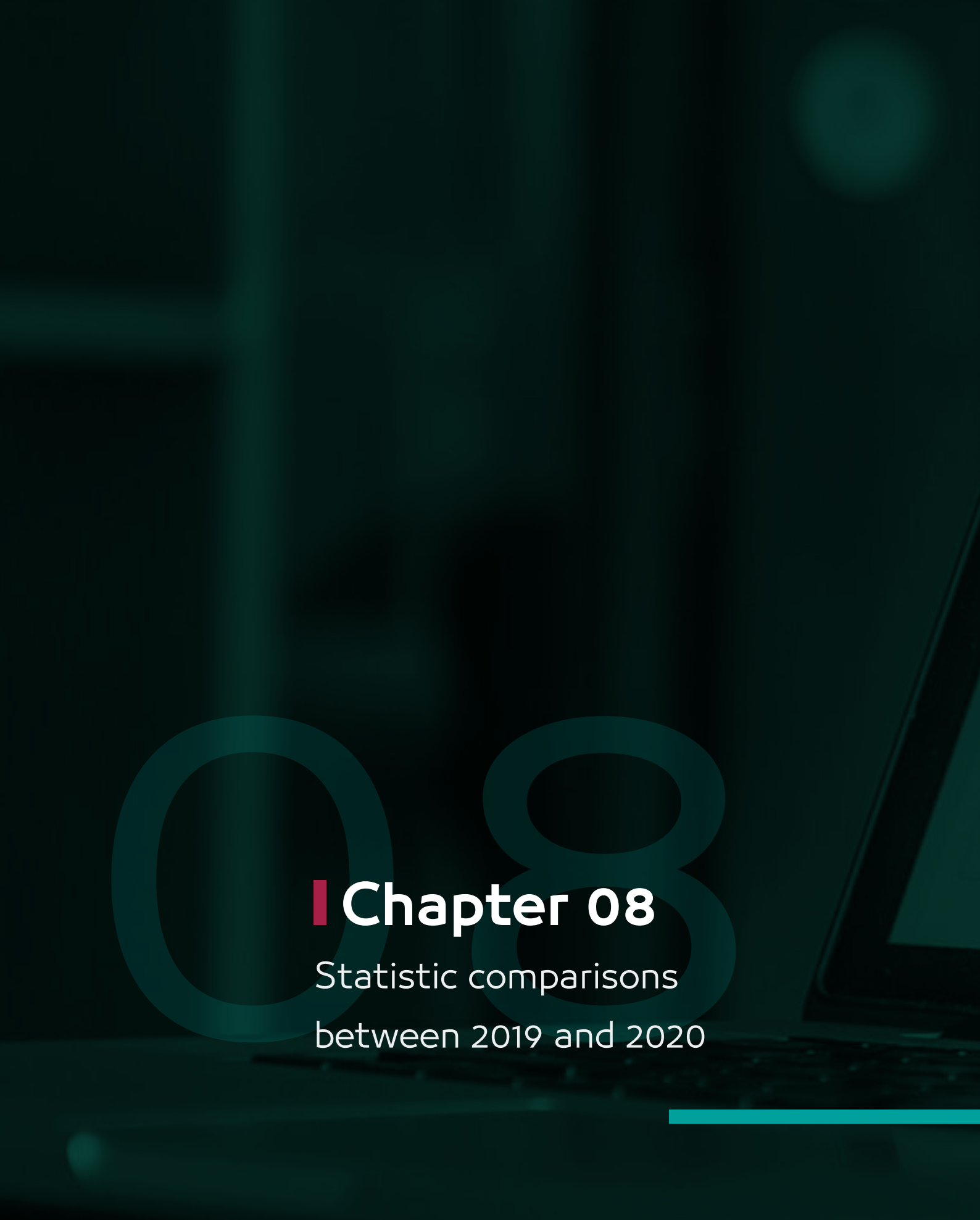
Chapter 07

Mapping The Achievements to SAIP Tasks

Property

Mapping The Achievements to SAIP Tasks

- Improving IPR Enforcement
- Improving Satisfaction Regard IP Respect
- Increasing SAIP's Revenues
- Supporting the Kingdom benefits Internationally regarding IP
- Enhancing IP Enforcement Operations
- Raising the Quality of IP Enforcement Operations
- Raising IP Awareness



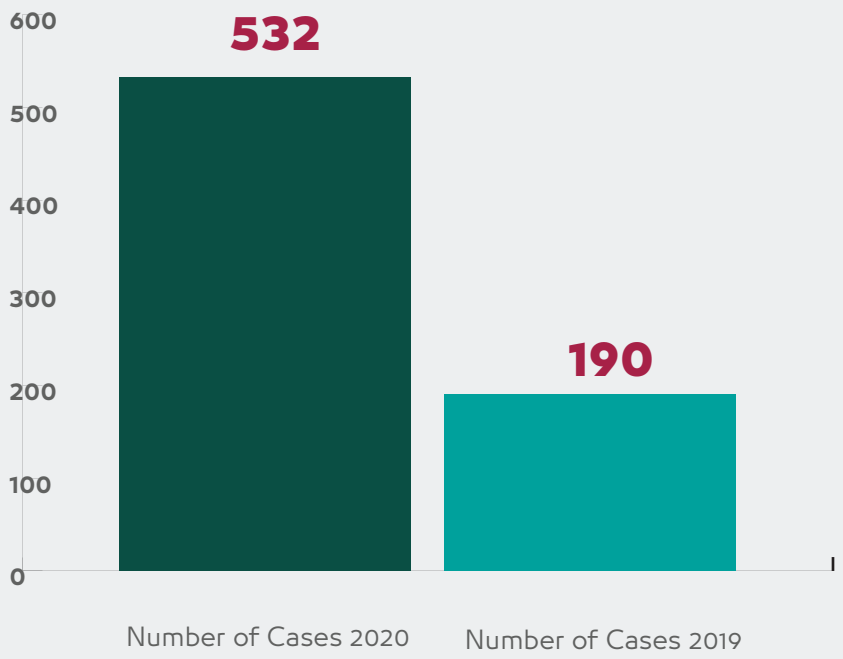
Chapter 08

Statistic comparisons between 2019 and 2020

Number of Cases

By comparing the number of cases in 2019, we note that there was a strong increase of **180%** in the number of cases.

This increase happened because of the new strategy followed by SAIP to deal with the Corona pandemic, in addition to restructuring procedures and developing special policies .



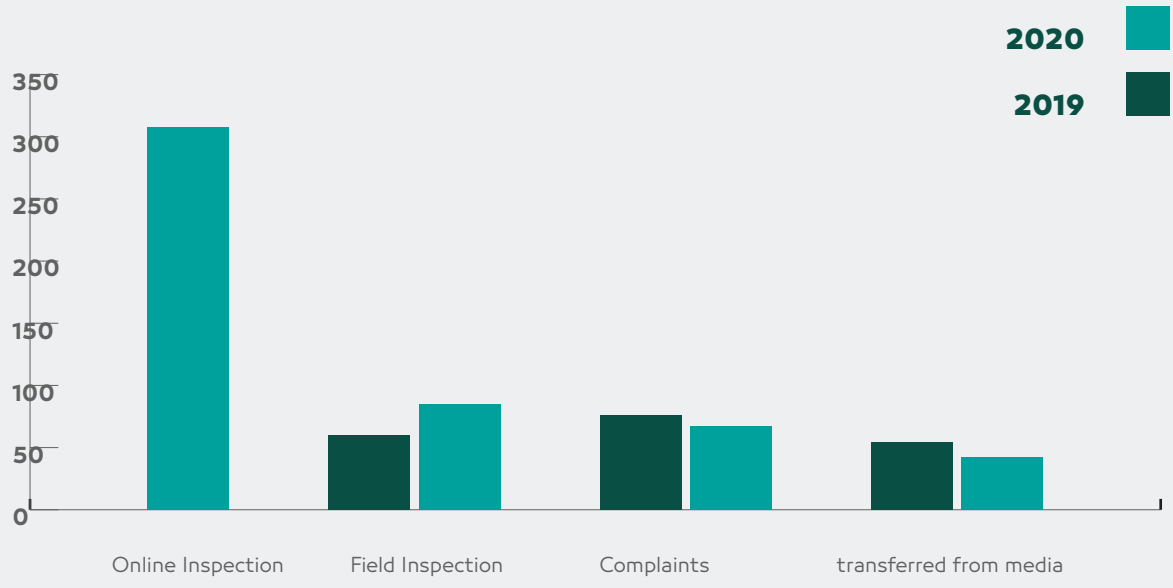
Sources of the Cases

It is noted from the statistic that the focus is on a new path, which is Online inspection, where a special pathway engineering was prepared to deal with issues of website violations, and a policy was prepared for it.

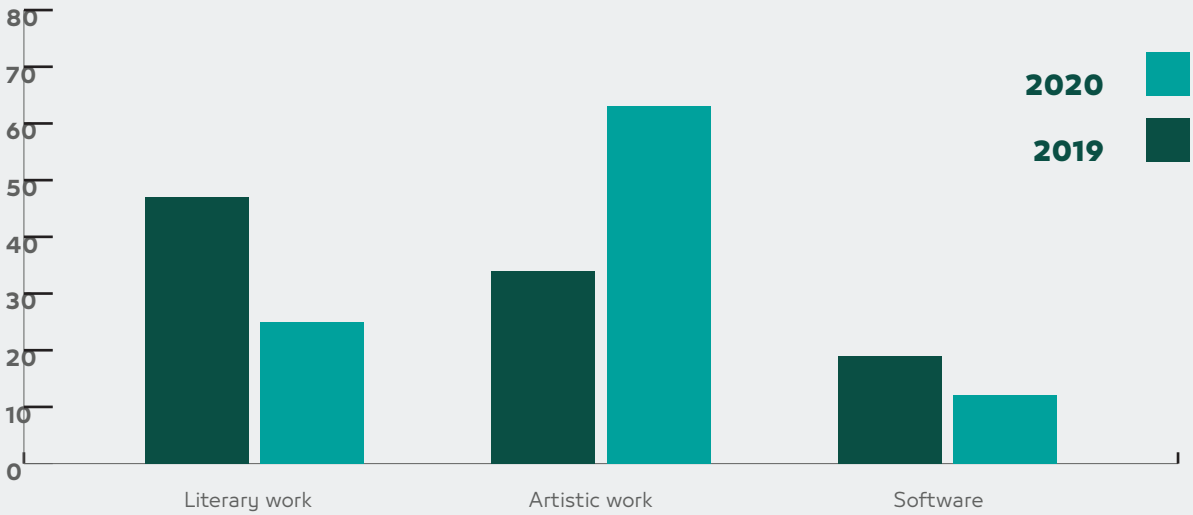
Also, there is an increase in the field of inspections this year, despite the Corona pandemic.

With the issuance of the Supreme Judicial Council's decision, to transfer the jurisdiction to hear civil and criminal cases to the committee to consider violations of the copyright protection system, and the issuance of the commercial court system, this year witnessed a decrease in the number of complaints submitted to the authority

Finally, this year witnessed a decrease in the number of cases referred by the Ministry of Information, which are the last cases that the Ministry has.



It is noticeable that Artistic cases form the biggest number of the cases in 2020.
This is due to SAIP's focus during this period on violations of satellite broadcasting.



Second inspection campaign - main results

Costumers Communication

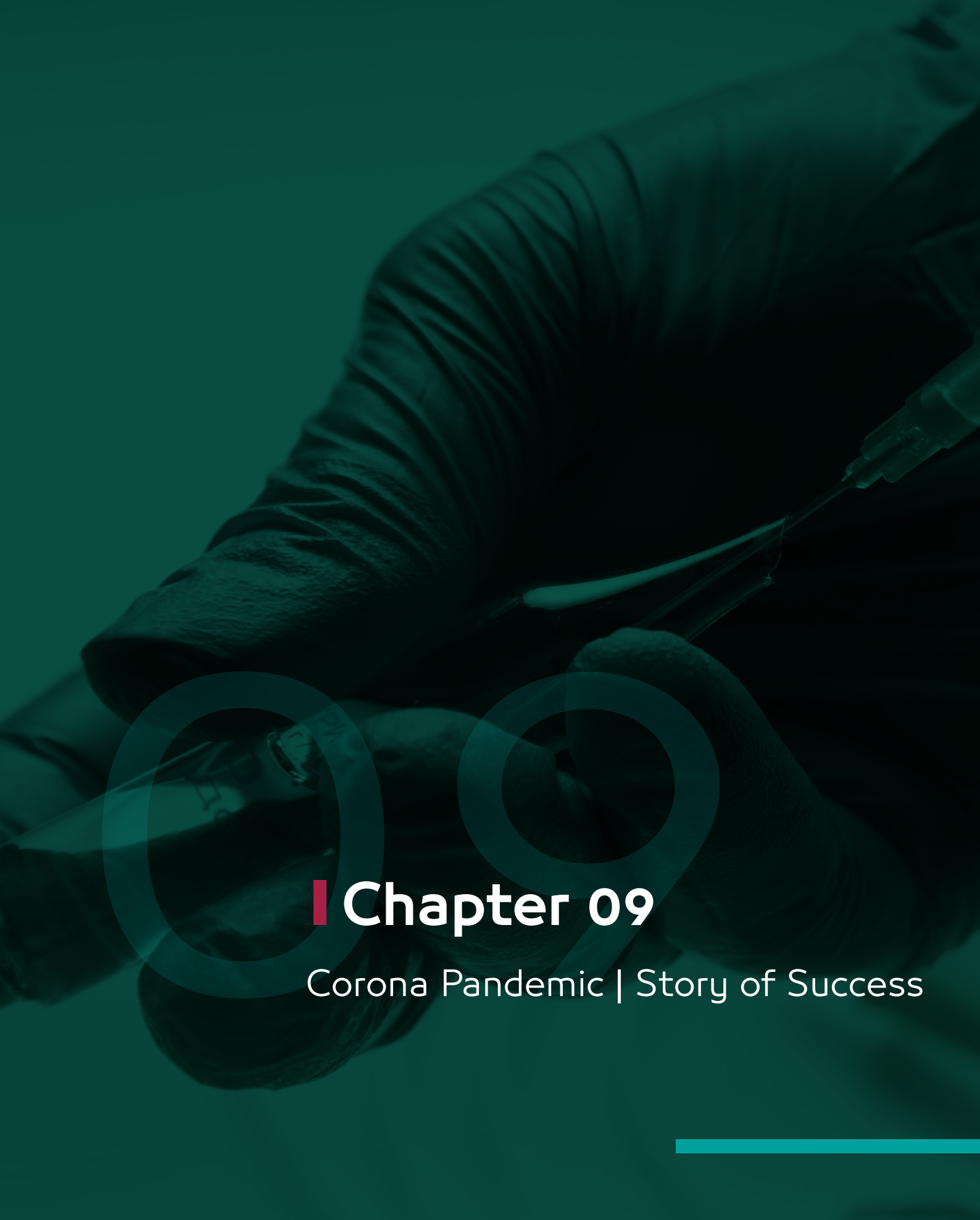
In comparison with 2019, there is an increase in communication paths with the public and stakeholders and an increase in communication.
This is due to the Corona pandemic and communication with the public through electronic and Phone communication.

Inspection Email: **1024**

Online Inspection Email: **4086**

Ticketing system: **684**

Phone Call: **950**



Chapter 09

Corona Pandemic | Story of Success

Corona Pandemic in The Kingdom

The Kingdom of Saudi Arabia has taken several new precautionary and preventive measures to control and limit the spread of Coronavirus (Covid 19), in order to ensure the safety of citizens and residents in the Kingdom.

Among these decisions is the suspension of work in all government Entities, except for limited sectors, In **Monday, March 16, 2020 until May 31, 2020.**

The most prominent measures done during the pandemic period

Business continuity

- Flexibility in regular terms
- Signing an agreement with Saudi Post
- Allowing online litigation of the plaintiff and the defendant to be collected electronically without the need to come to the headquarters of SAIP
- Standardization and automation of complaints reception channels

Focus on online inspection during the quarantine period

This came for several reasons, the most important of which are:

1. Note the change of consumer behavior due to the quarantine period as shown in the next slide
2. (utilization)

The statistics below were made on **30,000** sites, which represent **99%** of the active violated sites around the world, and the data represent a period of 3 months between **(3-2020 to 5-2020)**

Kingdom wide

267,783,667

Visited the violating sites

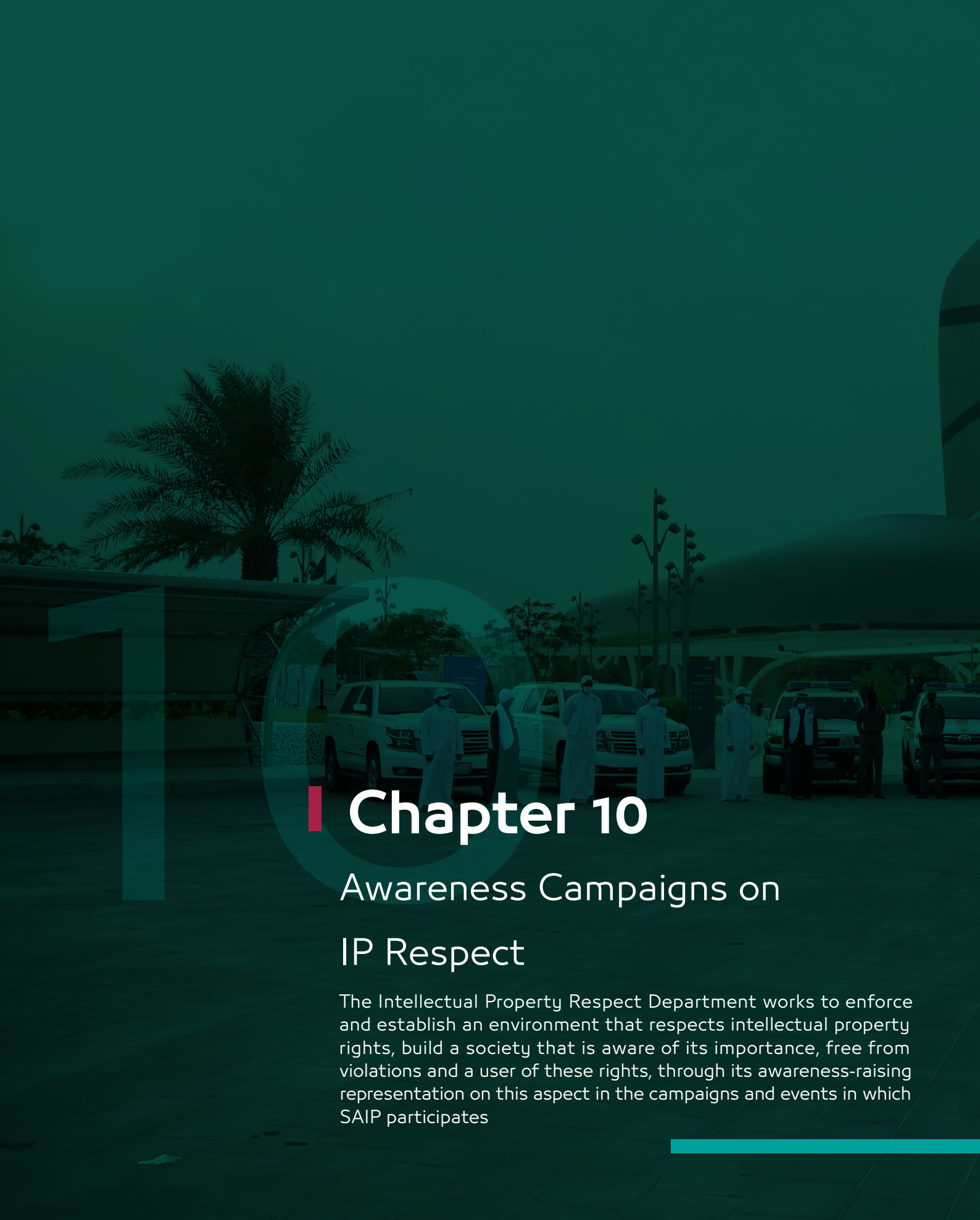
Around the world

34,819,880,571

Visited the violating sites

Internet violations around the world by type

Watching visual workbooks across sites	**3.9%**
Other violations	**0.9%**
Live TV broadcasting	**57.4%**
Direct download of violated works	**26.2%**
Download the violated files via file sharing sites (Torrent)	**11.7%**



Chapter 10

Awareness Campaigns on IP Respect

The Intellectual Property Respect Department works to enforce and establish an environment that respects intellectual property rights, build a society that is aware of its importance, free from violations and a user of these rights, through its awareness-raising representation on this aspect in the campaigns and events in which SAIP participates

Media campaign to receive remote procedures and transactions accompanying Coronavirus

+200k Reaction number

Media campaign to respect intellectual property

26k Reaction number

Penalty Campaign for Intellectual Property Violations

+86k Reaction number

The campaign accompanying the IP Respect Official's initiative

+200k Reaction number

Protecting the intellectual property of sports clubs

+300k Reaction number

Website inspection campaign

+800k Reaction number

The campaign accompanying the field inspection work

+850k Reaction number

Destruction Journey campaign, Ministry of Media

+400k Reaction number

Destruction campaign with Customs

+2M Reaction number

Biban AlRiyadh Media campaign

+500k Reaction number