Towards a renewed consensus on the enforcement of intellectual property rights: an EU action plan

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The Council adopted conclusions on infringements of intellectual property rights (IPR) enforcement.

Recognising that tackling IPR infringement effectively is complex, particularly in the online environment, the Council stressed its commitment in the fight against intellectual property rights infringements while safeguarding the fundamental rights of all parties concerned by IPR enforcement. It shared the Commission's view that **improved collaboration** between Member States and the Commission and sharing good practices will increase the efficiency of IPR enforcement in the EU.

The conclusions focused, in particular, on the following issues:

- the setting up of an expert group on the enforcement of Intellectual Property Rights;
- the importance of accessibility and cost-efficiency of judicial systems, in particular for SMEs;
- the development of new competitive business models;
- preventing and combating piracy.

Lastly, the Commission is encouraged, in close cooperation with the Member States and all stakeholders, including right holders, intermediaries and civil society, to **deliver the actions contained within the EU Action Plan**, giving emphasis to the "Follow the money" approach, due diligence, enhanced cooperation and assistance to SMEs in enforcing their IPR.