



Jurin launches strong alliances with Lazada, Shopee, JD Central and intellectual property rights holders to combat online infringements

On 11 January 2021, Deputy Prime Minister, and Commerce Minister, Mr. Jurin Laksanawisit delivered remarks at a press conference on the signing of the Memorandum of Understanding (MOU) on the Protection of Intellectual Property Rights (IPR) on the Internet at the Ministry of Commerce.

Deputy Prime Minister, and Commerce Minister, revealed, “The Royal Thai Government attaches great importance to the enhancement of Thailand's competitiveness by using innovations and technologies to add values of products and services. In this regard, the Government has moved forward to prevent and suppress both offline and online IPR infringements which may create adverse effects to economic growth, trade and investment as well as lessen consumers’ trust in online trading system.”

Ministry of Commerce, by the Department of Intellectual Property (DIP), establishes a framework for cooperation in form of an MOU signed by 3 leading e-commerce platforms, namely Lazada, Shopee and JD Central and 20 IPR owners, and also integrates collaboration with the Department of Business Development (DBD) and the Department of International Trade Promotion (DITP) which play vital roles in online trade promotion. The MOU has 2 main objectives: to disable sales of IPR infringing products on online platforms and to provide IP knowledge and awareness to online merchants.

Mr. Vuttikrai Leewiraphan, Director General of the DIP, stated, “Public and private sectors, both domestic and international, place strong attention to this cooperation framework. On 14 December 2020, the European Commission (EC) published Counterfeit and Piracy Watch List, indicating marketplaces involving with IPR infringing activities in more than 30 countries. As part of the said publication, the EC praises the positive moves towards signing this MOU.”

“On enforcement, in 2020, the relevant authorities conducted 231 raids and seized 44,953 IPR infringing items, and since 2018 more than 1,500 URLs has been blocked or disabled the access to infringing contents under the Computer Crime Act. All in all, the DIP strongly believes that signing of this MOU is an important milestone in strengthening Thailand’s IP protection and enforcement system which will help ensure appropriate environment for the growth of online trading.” said Mr. Vuttikrai.
