



Q1: January – March 2015

Mexico Delegation Visits Nintendo

In February, at the request of Mexico’s Regional IPR Attaché, Mexican government officials attended a special meeting at NOA. Nintendo gave an overview of its products, discussed IP enforcement in Mexico, identified counterfeit trends, and proposed strategies to improve cooperation with Mexican IP authorities. The delegation provided positive feedback and is another step in strengthening support for Nintendo’s IP protection in Mexico.

Customs Seizes Counterfeit Merchandise in Korea

Nintendo of Korea provided vital support in a seizure of more than 1,400 pieces of counterfeit *Super Mario* merchandise at Incheon Customs in Q1 2015. A late 2014 Customs training workshop in Seoul, hosted by Nintendo of Korea, focused on presenting Nintendo’s brand and products to Intellectual Property Customs field agents. Familiarity with Nintendo’s IP allows Incheon International Airport agents to identify and stop counterfeits before they reach the public.



Counterfeit cell phone cover



Counterfeit backpack

Nintendo Seizes Infringing Cookies in China to Protect Consumers

After receiving a report of cookies being manufactured in China featuring Nintendo’s copyrighted characters, Nintendo took steps to protect consumers. Out of concern that unauthorized cookies could pose possible health and safety issues to consumers, Nintendo contacted the manufacturer to immediately cease manufacturing and distributing the unauthorized cookies. The manufacturer complied and stopped producing the infringing cookies.

Spain Changes Penal Code to Help Combat Piracy

Following months of lobbying and Parliamentary debate, Spain enacted new provisions to its [penal code](#) in March. The revisions clarify the law regarding the import and sale of circumvention devices (already illegal), among other IP offenses, and help facilitate pursuit of web sites that link to pirated video game content. The legislative changes are a step in the right direction for Spain; a country often cited in the top three globally for illegal video game downloads.

Italy Releases AGCOM Regulations Data

In March, Italy’s Communications Authority (“AGCOM”) published [findings](#) on the impact of its Online Anti-Piracy Regulations in the 12 months since they came into force. In response to 207 complaints of websites providing pirated content, AGCOM initiated 134 proceedings, including 57 fast-tracked cases; 55% of complaints led to the removal of infringing content. In 35% of cases, AGCOM ordered major Italian ISPs to block access to offending sites. Though the local video game industry has filed very few AGCOM complaints, Nintendo has already seen a downturn in illegal video game downloads since AGCOM enacted the regulations. The legislative change should help protect and grow the legitimate market in Italy, where piracy levels are among the world’s highest.