

Do or Die

Fighting Piracy in Ghana



Piracy in Ghana



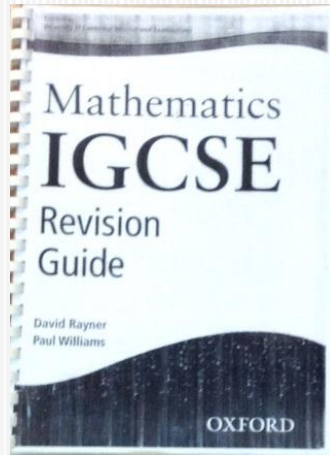
credit: www.globerove.com



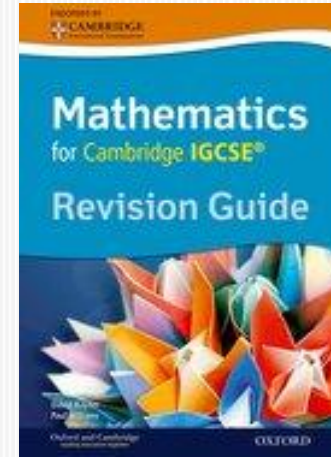
credit: www.aahaamedia.com

- Copyright infringement in Ghana
- Free trade and piracy of everything
- Awareness that books are also pirated

Literary Works not seen as IP



Copy of a full text bound and sold to students
(www.oup.com/oxed)



Original in new cover

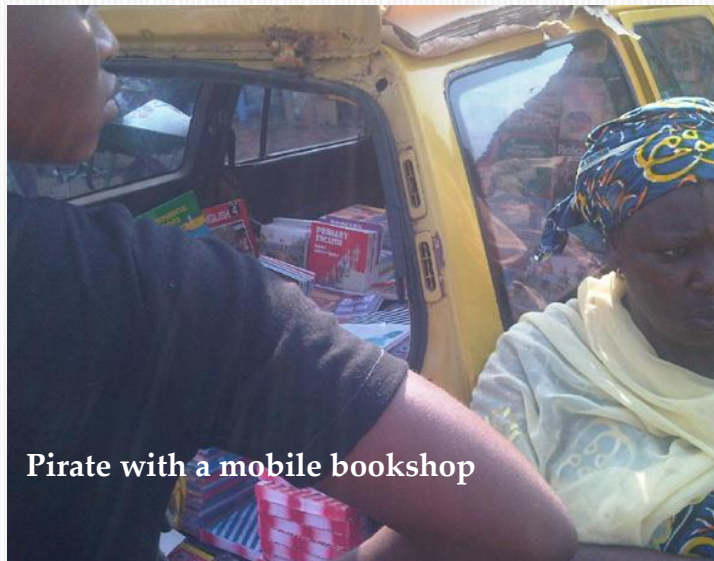
- Literary works still aren't quite seen as IP in Ghana
- Schools
- Workbooks
- University students
- Photocopying vendors
- Digital Content
- Pricing of books to market

Private/Public Partnership

- Together with the Government, the music, movie and wax print industries continue to lead the anti-piracy fight
- Statistics on copyright cases
- Copy Ghana; official Reprographic Rights Organization
- Investigators and prosecutors also have little knowledge of techniques to detect and investigate piracy, and need capacity building.

Private/Public Partnership

- Publishers and other copyright owners of literary works have to use some ingenuity to create awareness to protect their ownership:
 - move around a lot
 - by changing the cover of their books/new editions
 - adding holograms
 - asking schools to buy directly from them
 - educating schools on changes made
 - work with police and copyright office



Private/Public Partnership

- Employ 'actors'
- Remove branding on company vehicles
- We have to educate customs officials on packaging so they know the differences



Example of pirates packaging which is different from original

Private/Public Partnership

- Countrywide education
- Warning posters



Mayan staff at work

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Private/Public Partnership

- Buying from the pirates
- Reducing prices
- Credit sales
- Always have stock
- Radio adverts and flyers
- A call on parents
- Go to schools
- Authors are people

Private/Public Partnership



- Civil law suit
- Routes used by pirates

Risky - Expensive - Difficult

- The pirates feel swindled when we outwit them
- Driving around the country on bad roads has its own risks
- Some police personnel become informants
- Ghanaians prefer settling matters out of court

Copy of an Undertaking

MR MUSTAPHA ODEI TWUMASI
MOTY BOOKSHOP
TUDU/KINBU, ACCRA
0242273393

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Piracy of Oxford University Press (“OUP”) Publications.

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We would like to inform you that Mayan Book Centre Limited is OUP’s only distributor authorised to distribute OUP’s titles within Ghana. If you buy from other unauthorized parties or resellers, the titles/dictionaries are almost certain to be pirated editions. We ask therefore that you buy OUP’s titles/dictionaries only from Mayan Book Centre.

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This is in addition to civil remedies available to Mayan Book Centre Ltd and OUP under the law.

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Yours faithfully,

Adwoa Opoku [Mrs]
Managing Director

UNDERTAKING

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With I.D. [type]..... Number..... Doing business as

.....
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.....Sign
.....Date

Witnessed By
Name:
Occupation:
Address:
Signature:



We have to keep fighting

- Ghana launched the nation's first National Intellectual Property Policy & Strategy document
- Institutions and organizations must apply most of the laws and policies
- We do have a long way to go, but we know our policy makers have heard us
- Still have to continue fighting
- Its Do or Die