



Hungarian Intellectual Property Office



National Board Against Counterfeiting

EXTRAORDINARY HOMEROOM

IT IS ALMOST IMPOSSIBLE TO IMAGINE A WORLD WHERE HIGHSCHOOLERS ARE NOT ALL ABOUT THEIR COOL OUTFITS, PERFECTLY FASHIONABLE HAIR AND MAKEUP. THEY ARE CONSTANTLY ATTACKED BY A STORM OF COMMERCIALS, ALL TELLING THEM ABOUT HOW THE IDEAL PERSON OF THE 21ST CENTURY IS SUPPOSED TO LOOK, AND WHAT THEY ARE SUPPOSED TO BUY TO BECOME THAT PERSON. DO THESE TEENAGERS EVEN KNOW THE RISKS OF BUYING KNOCKOFFS OF A COSTLY BRAND? DO THEY REALIZE THAT THE COUNTERFEIT GOODS MIGHT CAUSE RASHES AND ALLERGIC REACTIONS? THE NATIONAL BOARD AGAINST COUNTERFEITING (NBAC) FOCUSED ON THIS SPECIFIC AGE GROUP, FOR A TWO MONTH PROJECT, OFFERING SPECIAL HOMEROOM SESSIONS AS AN OPPORTUNITY TO GET IN-DEPTH INFORMATION ABOUT BEING A CONSCIENTIOUS CONSUMER, THE DANGERS OF COMMERCIALLY AVAILABLE COUNTERFEIT PRODUCTS, AND LEARNING HOW TO SAY NO TO BOGUS!



The **NBAC** opened their exhibition at the **Hungarian Intellectual Property Office (HIPO)**. The event generated a high level of interest, and in the previous weeks many schools have come to visit the exhibition space, where counterfeit objects are presented to the interested students showcasing the world free of counterfeiting. The exhibition was an absolute success among students, the kids were delighted to participate in the interactive games and listen to the presentations.

The **HIPO**, with the assistance of the **HIPAvilon Hungarian Intellectual Property Agency** hosted 900 students from eight schools in the course of the project. The two-hour events featured presentations by intellectual property and copyright experts, as well as staff of the **National Tax and Customs Administration (NTCA)**, with the lectures tailored to the students' interests, supplemented by interactive exercises on five stations, the "pigging" desk where the students got first-hand experience on how goods arriving in Hungary are inspected by **NTCA** colleagues, at the "touch and feel" table they could learn how counterfeits can be identified. The unfailing shock each time was how many patents, trademarks and designs

are needed for their favorite gizmos, the mobile phones, not even mentioning the softwares affiliated with these. The **Rubik's Cube** booth was popular even with the shy students, and those interested in how much they had learned about intellectual property protection could test their knowledge at the interactive test station.

The main objective of the exhibition is to help students navigate the vast world of commerce, and give more information about the looming dangers, which, according to the feedback has been successful.





Students of **Saint Benedict Secondary School** have also visited the exhibition, and their teacher, **Ms Monika Dobos**, reflects:

„We really enjoyed ourselves, thanks again for the opportunity! If you have a similar program we will be keen to go! The students all said that they really liked everything, and many of them hadn't known why it is dangerous to purchase goods from other than the original manufacturer. As soon as we were done, they already had a chance to put the new knowledge to a test, as an older gentleman approached us on the way back, selling leather belts on the street. We told him "we cannot buy these because we were just in the anti-counterfeiting office that told us we ought not." To this day they are convinced that the man was a spy put there to test them!"

The opportunity of course was open for students not from Budapest as well – the **Radnóti High School of Dunakeszi** also sent a delegation of students to get "trained" on the dangers of counterfeiting. The initiative had been brought to life after a discussion earlier in this year. In 2014, during the **Valley of Arts Festival** highschool teacher **Borbála Kocsis-Pintér** had an opportunity to take a closer look at the work the **NBAC** and **HIPAvilon** does at their tent there, and came up with the idea of the sort of interactive lecture the students would certainly be interested in.

In a country town, in **Veszprém**, interested students of the **Padányi Biro Martin's Roman Catholic High School, Vocational School of Health and Primary School** also had a chance to inspect the counterfeit items at the traveling exhibition.



STUDENTS OF SAINT BENEDICT SECONDARY SCHOOL



STUDENTS OF THE ZSÁMBÉK ST. JOHN BAPTIST HIGH SCHOOL



STUDENTS OF THE PADÁNYI BIRO MARTIN'S ROMAN CATHOLIC HIGH SCHOOL, VOCATIONAL SCHOOL OF HEALTH AND PRIMARY SCHOOL