# European Intellectual Property Review

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A 3D Printed Masterpiece: Consideration of Offences Relating to Cultural Property 213

In May 2017, The Council of Europe Convention on Offences relating to Cultural Property was drawn up in Nicosia, Cyprus. This article examines the adequacy of the provisions set out within session 127 in relation how the Convention provisions may impact upon art produced by the 3D printing method.

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DR SABINE JACQUES, DR KRZYSZTOF GARSTKA, PROF. MORTEN HVIID AND PROF. JOHN STREET Automated Anti-Piracy Systems as Copyright Enforcement Mechanism: A Need to Consider Cultural Diversity 218

This article demonstrates how current copyright enforcement policies often seek to fight piracy while promoting cultural diversity by pushing towards the introduction of automated anti-piracy systems as a copyright enforcement mechanism. This article aims at demonstrating why cultural diversity is likely to be hindered by the introduction of such algorithmic decision-making if the latter is not carefully regulated.

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The article examines the potential role that copyright law might play in protecting personal images that are uploaded and shared on social networks. The article considers the way in which copyright protects personal images that are uploaded online. To do this, it considers the interests that arise between creators and subjects when an image is created. In particular, it will be shown that copyright law provides some protection; however, this protection is limited.

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The Important Place of Information in the Evolving Legal and Policy Framework for the Conservation and Sustainable Use of the World's Plant Genetic Resources for Food and Agriculture 243

The efficient and effective conservation and sustainable use of the world's plant genetic resources for food and agriculture (PGRFA) depends on reliable and accessible information about the resource. An evolving international regulatory framework to access and share the benefits of these PGRFA includes the information dimension. This article traces the likely future developments of the "Global Information System" (GLIS) under the Food and Agriculture Organisation of the United Nations' International Treaty on Plant Genetic Resources for Food and Agriculture as a pointer to the decentralised network of databases and websites about PGRFA, incorporating Genesys, a global portal to information about PGRFA; the Germplasm Resources Information Network (GRIN-Global); the US Department of Agriculture's Agricultural Research Service National Plant Germplasm System as a document and management system; and DivSeek, the new tools and approaches for data exploration, mining and use. Some of the legal challenges, including intellectual property considerations, facing this GLIS are considered.

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This article discusses the remedy of an account of profit awarded at the election of a claimant who successfully pleads infringement of their intellectual property rights. This article will sketch out the essential remedies available where intellectual property rights have been infringed and the fundamental differences between them. This article will then turn to consider the causes of action for which an account of profit is available and the relevant obligations and rights at play. This article then attempts to rationalise the remedy where intellectual property rights have been infringed. It is submitted that, in this context, the remedy is a personal, rather than proprietary, right to disgorge the profit made by the tortfeasor in committing the wrong.

#### Comments

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### UK High Court Rules on Copyright Protection of TV Formats for Game Shows 270

The High Court of England and Wales decided on 19 October 2017 that a particular television format document did not qualify for copyright protection as a dramatic work as its contents were unclear and lacking in specifics. Copyright protection has been notoriously difficult to obtain in respect of TV formats and the case contains useful guidance on the way television formats should be recorded or expressed in order to stand a chance of being protected by copyright as dramatic works. The High Court also considered that the TV format document was too vague and insufficiently developed to be protected as confidential information.

DR JANET STRATH AND REUBEN JACOB Trying Times for Patent Owners in the Court of Appeal: Actavis v ICOS 273 In the course of reaching its decision in Actavis v ICOS, the Court of Appeal considered the question of what made an invention "obvious to try", and found that nothing made the claimed dosage regimen of tadalafil inventive, in the light of the prior art. The question of whether a routine pre-clinical and clinical trial programme had a fair prospect of success was dismissed, as the claimed dosage regime simply equated to the dose at the lower limit of a therapeutic plateau, and therefore was something that would have been investigated as a matter of routine in Phase IIb dose ranging studies during a clinical trial programme. This comment considers the judgment and its implications.

PRATYUSH NATH UPRETI

Philip Morris v Uruguay: A Breathing Space for Domestic IP Regulation 277 Philip Morris v Uruguay is one of the first high-profile cases where IPRs have been litigated in investor-state dispute settlement (ISDS). The tribunal decision reaffirms the state's sovereign right to regulate matters of public interest and held that public health measures do not amount to expropriation and violation of fair and equitable treatment under international investment law. The tribunal decision in favour of Uruguay and in general the success of tobacco plain packaging attracted countries to adopt such measures for unhealthy foods and drinks. This reflects that globally we are moving towards new IP system for health.

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