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Press Release

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U.S. Consulate General Celebrates World Intellectual Property Day

*Flash mob campaign promotes anti-piracy as part of
Thai-U.S. Creative Partnership*

On Sunday, April 24, the U.S. Consulate General organized a “flash mob” at the Major Cineplex in Central Plaza Chiangmai Airport and the Tha Phae Sunday Walking Street to raise awareness of World Intellectual Property Day (April 26). In a publicity performance called “What’s in the Bag?” 20 student volunteers simultaneously spilled the contents of oversized shopping bags to reveal copyrighted products. The volunteers then distributed buttons, stickers, and shopping bags with the message, “Support copyrighted products, support creativity.”

The U.S. Consulate organized the flash mobs – seemingly spontaneous coordinated activities popularized in the United States in the past decade, in two high-traffic shopping areas to gain maximum attention to our anti-piracy message. The event helped mark World Intellectual Property Day, for which this year’s theme is “Designing the Future.” U.S. Consul General Susan Stevenson said, “This creative initiative was designed to raise awareness about the importance of protecting intellectual property rights. By buying copyrighted products, we support designers, artists, and other creators of innovation.” She noted that student volunteers represented an important consumer market targeted by pirated goods.

The U.S. Consulate’s promotion of intellectual property right protection, in collaboration with the U.S. Embassy and U.S. Commercial Service in Bangkok, is part of the Thai-U.S. Creative Partnership, which seeks to enhance partnerships between creative industries in Thailand and the United States. Additionally, the Consulate’s anti-piracy initiative supports the efforts of the Chiang Mai Creative City Development Committee, developed following the Consulate-sponsored Creative Economy conferences in 2010. Consul General Stevenson serves as an adviser to the Committee. Sunday’s flash mob was funded by the U.S. Patent and Trademark Office.

Read more about the Thai-U.S. Creative Partnership at <http://www.creativepartnership.org/>; and World Intellectual Property Day at <http://www.wipo.int/ip-outreach/en/ipday/2011>.

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