

*World Intellectual Property Organizations  
(WIPO)*

*Uncertainty of  
'human representations  
and socialization' as a  
result of modern  
digital identities.*

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Strength in diversity

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## *I. INTRODUCTION*

WIPO, an abbreviation for World Intellectual Property committee, is an organization established on the fourteen of July in 1967 during the Stockholm convention. WIPO operates and is an organ member of the Security Council of the United Nations, whose primary responsibility is to maintain international peace and security (United Nations Security Council, n.d.). With its headquarters located in Ginebra, Switzerland, WIPO determines the development of a balanced and effective international IP system, which enables innovation and creativity for the benefit of the billions of humans currently living in our world (Inside WIPO, n.d.). The World Intellectual Property Organization believes that innovation, in all nations, is one of the most powerful and important forces for human development.

Since its first appearance in 1970, WIPO's objective has been to promote and ensure the protection of intellectual property (IP) throughout the world through cooperation among States and, where appropriate, in collaboration with any other international organizations, to ensure administrative cooperation among the Unions (Convention Establishing The World Intellectual Property Organization, 1979). WIPO provides international global services for the protection of IP, with special attention to business and any individual. It is fundamental, for WIPO, to protect human representation and socialization due to the recent and modern digital identities.

One of the main goals of WIPO is to evolve and fulfil the needs of society as new modern digital identities emerged, along with protecting International Intellectual Property. This is why the World Intellectual Property Organization deals with issues like "Uncertainty of 'human representation and socialization' as a result of modern digital identities' ' since the identity theft and the falsification of profiles (most cases related to social media) are considered crimes and completely illegal.

Culture is the total of all values that may change and regenerate concerning the values that societies keep. Changes in contemporary socioeconomic dynamics have a significant impact on the culture as well. Culture has been instrumentalized and digitized in this age of the internet and mobile devices. The digitalisation of culture largely results in the individual's alienation from reality, the acquisition of digital identities, and pursuing identity reinforcement in that medium. Human beings (most of

the time) will be full-dependent on their digital life, causing these “digital crimes” to be more threatening to the victims’ financial stability and personal information.

Identity theft is a great deal nowadays. Considering identity theft is an element of practically every significant offence, it is regarded as a global threat to the safety of all governments and their people. Stealing an individual’s identity may be dangerous for all human beings since with this personal information, any crime would be easier to commit. Digital identities constructed in a virtual environment had an imperialistic influence on other people and real life, which led to significant changes in the idea of culture. In this aspect, an individual's real-life identity has been modified by the produced digital identity, and on a larger scale, real-life culture is driven by a commonly established digital culture. WIPO is concerned that this puts in danger the IP and the personal information of human beings, something that the World Intellectual Property Organization protects and desires to defend from crimes from the recent and modern evolution of technology.

## *II. HISTORY OF THE PROBLEM*

According to the Oxford dictionary, Identity theft is defined as using somebody else’s name and personal information to obtain an illegal benefit, such as the illegal acquisition of credit cards and other goods, or illegally taking money out of the victim’s bank accounts. (Oxford Advanced Learner’s Dictionary, 2022). Which started with a few lies and impressions, and ended up evolving into ID theft, bank scams for huge amounts of money, or the illegal creation of fake profiles with personal information.

Identity thieves extend back to old times when it was an easy task to just call yourself by a different name, a simple impersonation and lying. However, this one has been evolving into more complicated and serious situations. An example would be, searching among trash cans outside houses and offices in search of dumped mail (otherwise known as dumpster diving) with all of the required important personal information. Any relevant paper and information would be taken advantage of back then, for instance, full name, house direction, or any type of information that criminals would take advantage of. Another example would be phone scams. It is likely that early in the modern history of identity theft, widespread understanding of the dangers of

identity theft and methods for avoiding was not generally conveyed or in-depth. As a consequence, with only a basic set of lies, it would have been far too easy to persuade victims to give over vital information over the phone, like credit card numbers or information that would lead to personal information. Nowadays a person's social profile and gadgets are like a journal of their life that contains critical information that has a risk of theft.

Identity theft has spread beyond national lines, weaving its way via multi-state proxy networks and various groupings of criminals. It is recognized as one of the most prevalent technology issues that people face today, and it shows no signs of abating (CompTIA, 2021). Although certain nations are still regarded to be in more danger of having their people's identities exposed, online identity theft has grown into an issue that everyone who uses the internet faces in any nation. It's a worldwide issue that puts in danger the identity and the safety of billions of human beings all around the globe.

### *III. CURRENT SITUATION*

Since social media creation, identity theft and falsification of profiles (cybercrimes), have always been an issue. But it wasn't until recent years when social media has grown exponentially and has been fundamental for the international community, that this issue has been worrying and has taken the attention of the World Intellectual Property Organization. Cybercrimes that affect IP have a negative impact on the main sectors of society, such as economic, political and, social areas. Online identity theft causes millions of world citizens to lose their vital personal information, causing cyber crimes such as the falsification of profiles to emerge. According to multiple pieces of research, the detection of fake social media accounts can be very tricky, even for law enforcement and governmental authorities. With the personal information in the wrong hands, cybercriminals will be able (in the economical and social areas) to do the following (Europol, December 2021): Firstly, register fake profiles and pages containing the original name (of the individual or brand). Secondly, offer fake products through their fake accounts taking advantage of the brand's name, Thirdly, commit cyber crimes under the name of an innocent individual. Lastly, Online stealing of money using the personal information of the affected individual

For instance, in 2015 alone, 1.1 million Americans alone had their identities fraudulently stolen and exploited, most frequently to open bank accounts. In addition, account theft, which is typically used to steal credit cards, affected 16.4 million Americans. As a result, just in the United States, there have been victims who have lost between \$ 10 billion to \$ 15.4 billion in total. Despite the fact that this information only takes into account one country (the United States of America), 10 billion dollars is a substantial sum of money given how it was obtained (Cybercrime, 2022). However, this problem is not only presented in economical areas but also in social areas such as social media interactions, something that most human beings use. For instance, only on Facebook, approximately 275 million profiles (This represents 11% of all profiles, indicating that **almost one in every eight profiles** is impacted) are considered as illegally duplicated. (Armstrong, 2020). Also, approximately 137 million profiles (This is around one out of every twenty profiles, or 5% of the total number of profiles) are considered “bogus”, “misclassified”, and “disagreeable” (Armstrong, 2020). This gives us a total of **16 per cent of illegal falsification of profiles**, considering that it is simply on the social network Facebook, this sum is enormous.

In the case of politics and juridical areas, the most common crime is to commit illegal actions in the name of another innocent individual. For instance, using the name of an innocent individual to purchase illegal products or services. This results in an innocent person being condemned and punished (depending on the severity of the crime) for an offense they did not commit. This problem is evident also in politics when false users are created for the sake of political party or election propaganda, affecting the voting process. This will negatively affect the electoral process of votation for choosing the representative of the nation. Since the election procedures are being unlawfully altered for the convenience of one set of people, this example has an impact on the direction of whole nations. One divisive example is the "2016 United States presidential election". “The top 20 fake news articles that were going around on social media right before the election had more interaction (likes, comments, sharing) than the top 20 true news pieces that were on social media,” according to research. (Marina Lee, 2020). According to the University of Central Florida, this “engagement” in social media caused undecided voters to be more likely to vote for ex-president Donald Trump if they considered true the fake news about Hillary Clinton on social media. (Marina

Lee, 2020). Showing how fake users and fake news can change the destiny and direction of a whole country.

#### *IV. UN ACTIONS*

The United Nations (more specifically, WIPO) has taken action regarding the situation and issue of uncertainty of ‘human representations and socializations’ as a result of modern digital identities. The issue has made an impact on most social media platforms, which puts at risk the safety and security of the IP (Intellectual Property), it has become a great concern to the individuals and nations that are affected and that fear that their IP is at risk. Since the modernization of technology, there has always been a challenge to WIPO and the UN to fight against cybercrimes, since many misunderstandings due to identity theft crimes emerge. Governments have tried to keep safe the IP of citizens since this puts in safe their personal information, due to the fact that any filtration of personal information could play against people’s financial and juridical stability.

WIPO and the United Nations have agreed to work harder to keep cybersecurity and cyber crimes away from the people by developing multiple strategies with countries that need it the most. For instance, from 2017 to 2019 “the initiative builds on the comprehensive analysis about the actual enforcement and implementation of intellectual property laws in different parts of the world. In partnership with several stakeholders, Nepal was the first country in which the project was carried out in 2017, followed by Senegal in 2019 and Uzbekistan is planned for this year (2019).” (Promoting Intellectual Property Law to Protect Creativity., n.d.)

The creative industries, more notably the fashion sector, are one of the most impacted areas when it comes to intellectual property rights violations. Intellectual property and cultural heritage law consultant named, Brigitte Vézina notices in her article that “for many Indigenous peoples and local communities, making traditional clothes is a source of income; as such, cultural appropriation can wield a significant economic blow, undercutting the ability of communities to earn a living by displacing the sale of authentic products” (Brigitte Vézina, August 2019). This is because many fashion designers are not mindful or do not even consider the cultures that they get

inspiration from, also these fashion designers offer products that may be offensive and disrespectful to their culture's traditions.

However, the scholars mention that there is "a significant increase in the level of awareness regarding this important and sensitive issue, even among government officials and experts working on this matter," based on the interaction between stakeholders at the regional, national, and local levels. They emphasized that the UN's creation of workshops to promote awareness helped the impacted individuals comprehend that their creative work had been stolen and faked, as well as the financial ramifications and detrimental effects it had on the local communities and their lives (Promoting Intellectual Property Law to Protect Creativity., n.d.).

To conclude, the United Nations along with the World Intellectual Property Organization, have implemented various programs and workshops that seek to eradicate the violation of Intellectual Property. Yet, there are still many issues and problems that need to be addressed in order to eradicate this huge problem and crisis that the world is currently facing.

#### ***V. POSSIBLE SOLUTIONS***

The United Nations has found the need to take action regarding the Intellectual Property rights of the global population due to the increasing crimes. According to studies that have taken place globally, the United Nations along with the World Intellectual Property Organization designed some possible solutions to protect the IP of individuals. These are the following solutions proposed in order to solve this issue:

01. It is necessary to provide seminars and campaigns where awareness of any cybercrimes is raised.
  - a. The public and commercial media would execute these seminars on a global scale.
  - b. The seminars would be centered on IP infringement cases in an effort to create a more secure environment across all social media platforms where everyone feels safe sharing their private information and original ideas without them being stolen.

02. Collaborating with the most popular social media sites to improve platform security and stave against potential future cyberattacks

- a. These partnerships would be with the most popular-used platforms, including WhatsApp, Facebook, Instagram, and others.
- b. The user shouldn't experience a cyber assault involving their personal information thanks to the partnership with various social media networks. This would prevent cyberattacks and increase the safety of users.

03. Collaborating with the most necessary nations in order to prevent political and cultural decisions from being copied, faked, and manipulated.

- a. In order to safeguard its artists and traditions, nations should collaborate with technology businesses to invest in systems that can stop the theft of unique creative ideas.
- b. Similar to the political sphere, nations should collaborate with technology firms to invest in tools that can stop user fraud and the diversification of false propaganda to stop political decisions from being influenced.

04. Imposing jail terms on cybercriminals who steal, falsify, and breach the IP of their residents.

- a. However, each nation should decide and specify how to implement these sanctions while taking into account both its unique stance and legal system.

05. Concentrate on educating their young children about the problem of IP infringement and associated cybercriminals.

- a. Children should understand how this affects their lives and the health of their country, thus teaching them how to defend themselves from cyberattacks and safeguard unique ideas should be a top priority in the classroom.
- b. Future generations should be educated on this subject because technology and the internet are an essential part of our daily existence as humans.

## ***VI. COUNTRIES INVOLVED***

### **1. The United States of America**

The United States of America is the number one country that receives the most cyber attacks in the world (Camara Valencia, n.d.) As shown the current situation section of this background paper, shows how these constant cyber attacks have resulted in a total loss of victims of \$ 10 billion to \$ 15.4 billion U.S dollars, solely in the United States of America. This is why it is important to consider this nation.

### **2. Japan**

Japan is the world leader in digital infrastructure and has a high rate of acceptance of cutting-edge technology, therefore it is constantly innovating and advancing technology (Report on Japan: technological capacities and critical policy measures, n.d.). However, being the technologically advanced nation in the world has prevented them from being among the top 5 nations for cyberattacks including plagiarism, financial fraud, or identity theft. Japan is the most technologically advanced country in the world, but it is not the one that is most impacted by these cyberattacks, which is why it is necessary to take this into account. (Report on Japan: technological capacities and critical policy measures, n.d.)

3. Federal Democratic Republic of Nepal

The Federal Democratic Republic of Nepal was the first country to carry out the project of implementing Intellectual Property laws in 2017. The Federal Democratic Republic of Nepal was one of the first countries to protect the artist's original ideas and their IP from fashion designers who falsified their traditions and cultures (Promoting Intellectual Property Law to Protect Creativity, n.d.). This is why it is important to include the Federal Democratic Republic of Nepal as an example of how a nation can contribute to the implementation and regulation of IP crimes to their citizens, as the implementation of the Intellectual Property laws in 2017 (Promoting Intellectual Property Law to Protect Creativity., n.d.). Also, they may encourage and give their point of view on how this decision benefited their country's technological and economical areas.

4. Republic of China

The Republic of China houses the largest number of cyber criminals in the world. In 2012, the Republic of China accounted for **41 per cent of the world's hacking traffic** (ABC news, n.d.) The Republic of China counts almost half of the world's cyber criminals, something that it is worrying and something to discuss. This country deserves careful consideration since it is home to the majority of cybercriminals around the globe, and it is crucial to understand its laws and defences against cyberattacks from these criminals.

5. United Kingdom of England and Northern Ireland

After the United States of America, the United Kingdom of England and Northern Ireland have the second-highest number of cyberattacks globally (Camara Valencia, n.d.). **With an estimated 110,000 victims**, bank fraud and credit card cloning are the most prevalent problems in the United Kingdom of England and Northern Ireland. In order to handle this troubling situation, it is crucial to take into account the United Kingdom of England and Northern Ireland, which play a crucial role on the WIPO committee.

6. Russian Federation
7. Commonwealth of Australia
8. United Mexican States
9. Federal Republic of Germany
10. Republic of South Korea
11. Argentine Republic
12. French Republic
13. Canada
14. Federative Republic of Brazil
15. Republic of Hungary
16. Republic of Chile
17. Italian Republic
18. Kingdom of the Netherlands
19. Kingdom of Spain
20. Kingdom of Sweden
21. Federation of Malaysia
22. Republic of India
23. Republic of Turkey
24. Republic of Uzbekistan
25. Republic of Senegal
26. Republic of South Africa
27. Republic of Indonesia

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