



UNIVERSAL
POSTAL
UNION

Stamp protection measures

According to Article 6
of the UPU Convention



Table of contents

I. Introduction

II. The postage stamp: the various functions

1. Commercial function
2. Cultural and patrimonial function
3. Promotional function

III. The need to protect the postage stamp

1. Protection of the operator's revenues
2. Protection of the interests of interested parties
3. Protection of the identity and image country

IV. Protection measures

1. What?
2. Against what?
3. How?
4. Who is concerned?



I. Introduction

- The postage stamp is of public interest and requires protection as such,
- The legal aspect of stamps includes both moral and economic rights,
- Article 6 of the UPU Convention: the name "postage stamp" is protected under this Convention",
- Any reproduction of the postage stamp is prohibited, unless authorized by the issuing authority,
- The prohibition applies to the reproduction of text, technical or historical notices, drawings, diagrams or graphic documents,
- The current situation of the philatelic market requires urgent measures to protect the stamp,
- Why and how?



II. The postage stamp: the various functions

- The development of the postage stamp has taken a giant step forward in the face of the reality of the international philatelic market,
- It has changed the functions of postage stamps from a traditional role of postage stamps to several roles: economic, cultural and promotional,
- Three main functions.



II. The postage stamp: the various functions

1. Commercial function

- A means of pre-payment of postal charges and postage, a quasi-currency status.
- Can be used as a tax stamp and bears the notion "Fiscal-postal",
- Collector's item and philatelic product,
- Savings and investment vehicle,
- Source of inspiration for other philatelic products
- Source of inspiration for non philatelic products,
- Source of revenue and commercial instrument for the private sector: traders, resellers, printers, industrialists
- Remembrance for non-collectors.



II. The postage stamp: the various functions

2. Cultural and patrimonial function

- Representation of the identity of the country,
- Affirmation of sovereignty,
- Reproduction of commemorative images,
- Artistic and cultural work,
- Brand image of the designated operator.



II. The postage stamp: the various functions

3. Promotional function

- Promotion of the national image,
- Promotion of the image of the postal service,
- Advertising support,
- Heritage promotion,
- Promotion instrument for the private sector.



III. The need to protect the postage stamp

1. Protection of the operator's revenues

- Operators are the main player in the primary philatelic market,
- An estimate by consulting firm "Adrenale Corporation": the global letter-post market would be worth \$300 billion annually,
- The loss of world postal services represents a loss of 5 to 10% of this total because they do not receive all the postage income due to them,
- One of the main causes of this loss is the insecurity of postage stamps,
- The loss of income also concerns philately, many operators do not consider philately as a source of income and lose their position in the international philatelic market worth more than 50 billion dollars.



III. The need to protect the postage stamp

2. Protection of the interests of interested parties

- The interested parties are the secondary market actors that bring together a large number of traders and amateurs: commercial agents, production agents, traders, auctioneers, industrialists, etc., those who make the postage stamp a trade and an industry that must be protected,
- Philately is one of the types of financial investments in the artistic field, a hundred auctions or bids are held each year,
- The stamp can be traded worldwide, in the long term (30 to 40 years) it is one of the best investments possible,
- The quotation is a reference element and represents the selling price charged by a trader including his commercial costs (profit, storage, etc.).



III. The need to protect the postage stamp

3. Protection of the identity and image of the country

- Because the postage stamp represents:
 - An affirmation of the sovereignty of the country, its emblems, its symbols, etc.,
 - An ideal instrument for promoting the country's identity and national image,
 - A cultural and heritage identity,
 - A promotional brand image,
 - An ambassador of the country
 - Any attack on its image is an attack on the country.



VI. Protection measures

1. Protect what?

- Physical protection: the elements constituting the stamp as mentioned in paragraph 3 (country name, value, image, etc.).
- Moral protection: the identity of the country, its sovereignty, its history, its heritage, its culture, etc.



VI. Protection measures

2. Protect against what?

- The estimated market for illegal stamps worldwide is \$500 million per year.
- According to the Fédération Internationale de Philatélie (FIP), there are several concepts of fraud:
 - Fake postage stamps
 - Falsified postage stamp
 - Counterfeit postage stamp (counterfeit)
 - Digital reproductions
 - Fancy stamp
 - Prohibited issues: abusive and illegal issues

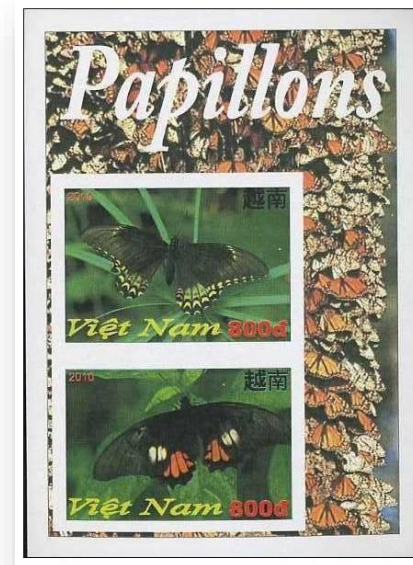
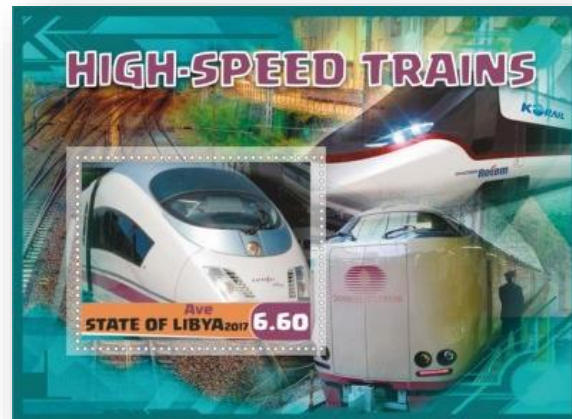
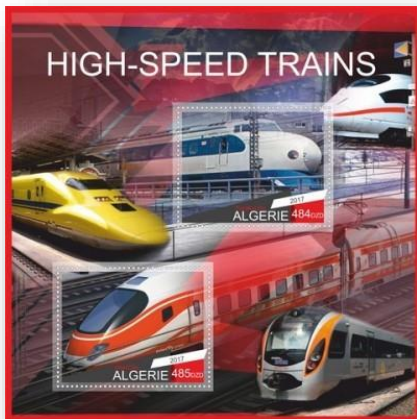




VI. Protection measures

2. Protect against what?

- Examples of illegal issues





VI. Protection measures

3. How to protect?

- The protection measures concern all interested parties in the philatelic sector
- Postal regulators
 - Have a specific internal legal and legal framework for postage stamps
 - Review of contracts with various stakeholders (printers, agents, etc.)
- Designated operators
 - A good planning of stamp issues mentioning themes, facial values, etc.
 - Security measures: choice of printer, agent, traders, etc.
 - A strategic watch on the philatelic market



UPU | UNIVERSAL
POSTAL
UNION

Thank you

Questions?