



# PROTECTION OF INTELLECTUAL AND ARTISTIC PROPERTY IN **PHILATELY**



[WWW.LAPOSTE.TN](http://WWW.LAPOSTE.TN)

# INTRODUCTION

In Philately, the author right (copyright) and image right are requirements because they preserve the authenticity of the Postage stamp, its value, its integrity and its protection especially in an open environment marked by ruthless competition.

## A- Copyright

often indicated by the symbol ©, is the set of exclusive prerogatives available to a natural or legal person on a work of the original spirit. It is the exclusive right of the owner of an original work to exploit or authorize others to exploit his work.

## B- Image right

Registration enables the image right to be protected by legislation



# I/THE CURRENT CONTEXT

The competitive environment under the leadership of digital has either positive impact and negative impact :

## a- Positive impact

Competition offers :

- ✓ the opportunity of new products
- ✓ gives the possibilities of choice for the customer
- ✓ encourages operators to react (regulation - tariffs - program of emissions ...)





## **b- Negative impact**

The competitive environment under the impetus of digital disrupts the philatelic market which is becoming increasingly difficult due to:

- The opening of philatelic market on unknown operators.
- Unfair competition by private operators fascinated by the search for profit.
- A dominance of powerful operators in the market.



- Occurrence of abusive emissions .
- non-respect of copyrights and image rights by some operators.
- The misuse of technology in the design of stamps affects the artistic side of stamps which is a real danger to the art of collecting postage stamps.



## c- Risks

- Decline of the collection and collectors.
- Counterfeiting of TP .
- Conflicts between administration and printer.



## d-Solution

To combat this growing phenomenon, postal administrations must arm themselves to protect philately.

- ✓ Adapt a legal and economic procedure to this changing new environment.
- ✓ Enhance control and legal barriers to counter the fraudulent manipulation of philatelic products.



## II / THE TUNISIAN EXPERIENCE SECURITY IN PHILATELY

The Respect for the author rights and artistic property is an important axis in the policy of the Tunisian Post in the field of philately. It is expressed through :

### *1 / The commitment of the General Direction of the Tunisian Post*

The policy of the Tunisian Post reflects its commitment to implement a Safety and Quality approach in the processes of the design and manufacture of the Postage Stamps.





## *2 / A legal framework*

The Tunisian Post has a legal framework (rules and procedures) for issuing postage stamps inspired by TUNISIAN legislation which states that :



*No one has the right to communicate or to publish or to produce a work belonging to a third party in form or in circumstances which infringe the patrimonial and moral rights of the author.*



# 3 / SECURITY IN DESIGN OF POSTAGE STAMPS

## (PHILATELY CENTER)

### *A/ Stamp design*

*The design of stamps is carried out in accordance with postal regulations by means of a contest addressed to graphic artists and painters, in which the technical specifications of the design and the administrative requirements are specified.*

- ❖ *A prize (a remuneration) is awarded to the holder of the artistic work chosen by the Stamp Selection Committee which gives the Tunisian Post the right to property.*





*Allowing it to*

- ❖ *Reproduce the design by any means, including printing and other means.*
- ❖ *Communicate it to the public*
- ❖ *The name of the author of the original work is indicated on the postage stamp.*



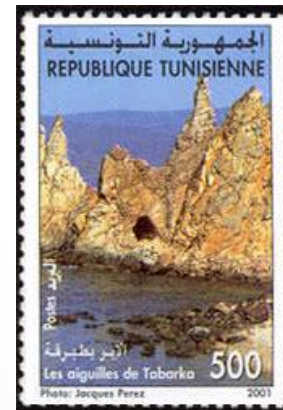
## *B / Reproduction of photos in Postage stamps*

*These photos are provided:*

- *by public departments or organizations that propose stamp issue themes.*
- *On authorization requested by the Tunisian Post to the relevant department (eg Ministry of Culture, Heritage National Agency ...)*



## *Reproduction of photos in Postage stamps*



*Stamps are designed according to the technical and safety requirements of ISO 14298 (2013 version):*

- *Privacy.*
- *Security of the selected product.*
- *Satisfaction of customer requirements in terms of safety and quality.*



## Reproduction of photos in Postage stamps



## 4/ MANAGMENT OF SECURITY PRINTING (PRINTING CENTER)



1° *The Tunisian Post, as it is a public company, reserves the exclusive right to print stamps.*

2° *The Tunisian Post Printer: A valuable asset for the Post Office*

3° *The printing department of the Tunisian Post Office has been issuing stamps since 1958.*

4° *On December 18, 1997, the first stamp of the own production was launched.*





# 20 Years of Printing Postage stamps at the Tunisian Post Printer



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*\* Today , the department prints even for a number of other countries .*



## 5/THE CERTIFICATION FOR ISO 14298



*The Tunisian Post has obtained several certificates of safety and quality in accordance with international standards (ISO 14641 and ISO 14298 and ISO 9001) in design, manufacture and storage of postage stamps.*



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*Tunisian Post was initially certified in 2008 to state a good example and to certify the service with a CWA 14641/2009 certificate, and according to the new standard ISO 14298/22013 in 2017.*



# 5/THE CERTIFICATION FOR ISO 14298



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# 6/THE World Numbering System

## WNS

*It should be noted that since 2002 Tunisian stamps are registered in the worldwide numbering system*





*Amnesty  
International*



*National Day  
for Internet  
Freedom*



*The 53rd  
Session of  
Carthage  
International  
Festival*





*Tunisian Cities : Monastir*



*Pottery and Clay Dolls of Sejnane*





*Thank you*

*SAMIRA CHERIF*

