## 1

#### Interpretation: “medicines” is a generic bare plural. The aff may not defend that member nations of the World Trade Organization ought to reduce intellectual property protections for a medicine or subset of medicines.

Nebel 19. [Jake Nebel is an assistant professor of philosophy at the University of Southern California and executive director of Victory Briefs. He writes a lot of this stuff lol – duh.] “Genericity on the Standardized Tests Resolution.” Vbriefly. August 12, 2019. <https://www.vbriefly.com/2019/08/12/genericity-on-the-standardized-tests-resolution/?fbclid=IwAR0hUkKdDzHWrNeqEVI7m59pwsnmqLl490n4uRLQTe7bWmWDO_avWCNzi14> TG

Both distinctions are important. Generic resolutions can’t be affirmed by specifying particular instances. But, since generics tolerate exceptions, plan-inclusive counterplans (PICs) do not negate generic resolutions.

Bare plurals are typically used to express generic generalizations. But there are two important things to keep in mind. First, generic generalizations are also often expressed via other means (e.g., definite singulars, indefinite singulars, and bare singulars). Second, and more importantly for present purposes, bare plurals can also be used to express existential generalizations. For example, “Birds are singing outside my window” is true just in case there are some birds singing outside my window; it doesn’t require birds in general to be singing outside my window.

So, what about “colleges and universities,” “standardized tests,” and “undergraduate admissions decisions”? Are they generic or existential bare plurals? On other topics I have taken great pains to point out that their bare plurals are generic—because, well, they are. On this topic, though, I think the answer is a bit more nuanced. Let’s see why.

“Colleges and universities” is a generic bare plural. I don’t think this claim should require any argument, when you think about it, but here are a few reasons.

First, ask yourself, honestly, whether the following speech sounds good to you: “Eight colleges and universities—namely, those in the Ivy League—ought not consider standardized tests in undergraduate admissions decisions. Maybe other colleges and universities ought to consider them, but not the Ivies. Therefore, in the United States, colleges and universities ought not consider standardized tests in undergraduate admissions decisions.” That is obviously not a valid argument: the conclusion does not follow. Anyone who sincerely believes that it is valid argument is, to be charitable, deeply confused. But the inference above would be good if “colleges and universities” in the resolution were existential. By way of contrast: “Eight birds are singing outside my window. Maybe lots of birds aren’t singing outside my window, but eight birds are. Therefore, birds are singing outside my window.” Since the bare plural “birds” in the conclusion gets an existential reading, the conclusion follows from the premise that eight birds are singing outside my window: “eight” entails “some.” If the resolution were existential with respect to “colleges and universities,” then the Ivy League argument above would be a valid inference. Since it’s not a valid inference, “colleges and universities” must be a generic bare plural.

Second, “colleges and universities” fails the [upward-entailment test](https://plato.stanford.edu/entries/generics/#IsolGeneInte) for existential uses of bare plurals. Consider the sentence, “Lima beans are on my plate.” This sentence expresses an existential statement that is true just in case there are some lima beans on my plate. One test of this is that it entails the more general sentence, “Beans are on my plate.” Now consider the sentence, “Colleges and universities ought not consider the SAT.” (To isolate “colleges and universities,” I’ve eliminated the other bare plurals in the resolution; it cannot plausibly be generic in the isolated case but existential in the resolution.) This sentence does not entail the more general statement that educational institutions ought not consider the SAT. This shows that “colleges and universities” is generic, because it fails the upward-entailment test for existential bare plurals.

Third, “colleges and universities” fails the adverb of quantification test for existential bare plurals. Consider the sentence, “Dogs are barking outside my window.” This sentence expresses an existential statement that is true just in case there are some dogs barking outside my window. One test of this appeals to the drastic change of meaning caused by inserting any adverb of quantification (e.g., always, sometimes, generally, often, seldom, never, ever). You cannot add any such adverb into the sentence without drastically changing its meaning. To apply this test to the resolution, let’s again isolate the bare plural subject: “Colleges and universities ought not consider the SAT.” Adding generally (“Colleges and universitiesz generally ought not consider the SAT”) or ever (“Colleges and universities ought not ever consider the SAT”) result in comparatively minor changes of meaning. (Note that this test doesn’t require there to be no change of meaning and doesn’t have to work for every adverb of quantification.) This strongly suggests what we already know: that “colleges and universities” is generic rather than existential in the resolution.

#### Violation: They spec diabetes

#### Standards:

#### [1] precision – the counter-interp justifies them arbitrarily doing away with random words in the resolution which decks negative ground and preparation because the aff is no longer bounded by the resolution. Independent voter for jurisdiction – the judge doesn’t have the jurisdiction to vote aff if there wasn’t a legitimate aff.

#### [2] Limits and ground – their model allows affs to defend anything from Covid vaccines to HIV drugs to Insulin— there's no universal DA since each has different functions and political implications — that explodes neg prep and leads to random medicine of the week affs which makes cutting stable neg links impossible — limits key to reciprocal engagement since they create a caselist for neg prep and it takes out ground like DAs to certain medicines which are some of the few neg generics when affs spec medicines.

#### [3] TVA solves – you could’ve read your plan as an advantage under a whole res advocacy. Potential abuse doesn’t justify in round abuse, and having no prep leads to cheaty word PICs and Process Cps which are net worse

#### Fairness – debate is a competitive activity that requires fairness for objective evaluation. Outweighs because it’s the only intrinsic part of debate – all other rules can be debated over but rely on some conception of fairness to be justified.

#### Drop the debater – a] deter future abuse and b] set better norms for debate.

#### Competing interps – [a] reasonability is arbitrary and encourages judge intervention since there’s no clear norm, [b] it creates a race to the top where we create the best possible norms for debate.

#### No RVIs – a] illogical, you don’t win for proving that you meet the burden of being fair, logic outweighs since it’s a prerequisite for evaluating any other argument, b] RVIs incentivize baiting theory and prepping it out which leads to maximally abusive practices

#### Rzn on 1AR theory- 2AR responses to the 2NR CI are new and there’s no 3NR to respond- makes it irresolvable

#### DTA on 1AR theory- they can blow up a blippy 20 second shell to 3 min, while I have to spend 2:30 on it- o/w on quantifiability

## 2

#### WTO consensus on fishing subsidies likely now but requires negotiations- consensus is key to solving overfishing- the brink is now.

Koop 21 [Fermin; Argentine journalist specializing in the environment with experience across diverse publications; “WTO Inches Towards a Deal to End Harmful Fishing Subsidies,” Maritime-Executive; 7/30/21; <https://www.maritime-executive.com/editorials/wto-inches-towards-a-deal-to-end-harmful-fishing-subsidies>] Justin

After more than 20 years of negotiations, the World Trade Organization (WTO) has moved a step closer to an agreement on ending harmful fishing subsidies. The deal would set new rules for the global fishing industry and limit government funding that contributes to unsustainable fishing and the depletion of global fish stocks. In a meeting with government ministers and heads of national delegations, WTO members vowed to finish the negotiations before the WTO’s Twelfth Ministerial Conference (MC12) in late November, and to empower their delegations in Geneva to do so. Members also said the negotiating text currently on the table can be used as the basis to strike a final agreement. “It’s been a successful day,” WTO chief Ngozi Okonjo-Iweala told reporters at the close of the meeting. “In 20 years of negotiations, this is the closest we have ever come towards reaching an outcome – a high-quality outcome that would contribute to building a sustainable blue economy. I feel new hope.” The talks’ chair, Santiago Wills, was also upbeat: “I believe that the answers today have given us the ingredients to reach a successful conclusion. Members now want to move to text-based negotiations. Twenty years has been long enough. If we continue [negotiating] for another 20 years, there won’t be any fish left.” Negotiators at the WTO had been tasked with eliminating subsidies for illegal, unreported and unregulated (IUU) fishing and prohibiting certain subsidies that contribute to overcapacity and overfishing. Talks have been going on since 2001 but differences between governments have hindered progress. 2020 had been set as a deadline to strike an agreement, but talks were delayed due to Covid-19 restrictions and the US presidential elections. A deadline was then set for this July, which was again missed. Now, Okonjo-Iweala, appointed as head of the WTO in March, aims to reach an agreement by year-end in what will be a key test for the organization’s credibility, with members deadlocked on other fronts. “In international negotiations of this type only two things are relevant. The nitty-gritty to make sure everybody is on the same page, and the spirit that prevails. If Ngozi and Wills reflected correctly what happened in the meeting, we can say there’s cautious optimism over an agreement,” Remi Parmentier, director of environmental consultancy The Varda Group, told China Dialogue Ocean. A potential agreement At the meeting, ministers discussed an eight-page draft agreement, which lists a range of subsidy bans and some conditions for exemptions for poorer countries, all of which are yet to be finalised. While some delegations like the EU were positive, several ministers expressed reservations over the content of the text. “Clearly, it will lead to capacity constraints for developing countries, while advanced nations will continue to grant subsidies,” Indian trade minister Piyush Goyal said at the meeting, regarding one part of the text. Pakistan described the draft as “regressive and unbalanced,” while the African coalition said “significant gaps” remain. Countries’ differences were acknowledged by Ngozi and Wills at the meeting. Nevertheless, they remain optimistic and said the issues would be resolved once countries move into text-based negotiations. The agreement on fishing subsidies will require a consensus among all member states, according to WTO rules. The draft deal essentially proposes three categories of prohibited subsidies; those that support IUU fishing, affect overfished stocks, or lead to overcapacity and overfishing. While this may sound simple, the political, economic and cultural complexities represent real challenges. One of the main issues has been the demand for developing countries and the poorest nations to receive so-called special and differential treatment. While this is widely accepted for the poorest countries, demands from self-identified developing countries to be exempt from subsidy constraints has proven to be difficult to accept. Many of the major fishing nations are considered developing countries by the WTO, including China, which has one of the world’s biggest fishing fleets. China’s minister of commerce, Wang Wentao, expressed China’s “support for the conclusion of [fishing subsidies] negotiations before the end of MC12.” Speaking at the meeting on 15 July, Wang stressed that concluding the negotiations would represent a major contribution from the WTO to the United Nations’ 2030 Sustainable Development Goals. “As a developing country and a major fishing power, China will take on obligations commensurate with our level of development," he said. At the meeting, Wang also introduced China’s emphasis on green development in future policies on fishing subsidies and its “zero-tolerance” policy towards IUU. Isabel Jarrett, manager of The Pew Charitable Trusts’ project to end harmful fisheries subsidies, told China Dialogue Ocean that an agreement “with too many loopholes” would undermine the WTO’s sustainability goals. The final text has to ensure that governments aren’t allowed to subsidize “irresponsible practices that can hurt fish populations,” she added. The scale of the problem Subsidies paid to the global fishing industry amount to around $35 billion per year (228 billion yuan). Of this, $20 billion is given in forms that enhance the capacity of large fishing fleets, such as fuel subsidies and tax exemption programmes, according to the European Parliament’s Committee on Fisheries. In 2018, the world’s top 10 providers of harmful fisheries subsidies gave out $15.4 billion in total, according to a report by Oceana. The EU, as a bloc, provided $2 billion, ranking third behind China and Japan. Research by Pew has found that eliminating all harmful subsidies could help fish populations recover. Specifically, it would result in an increase of 12.5 percent in global fish biomass by 2050, which translates into nearly 35 million metric tonnes of fish – almost three times Africa’s entire fish consumption in a single year. The need for progress on an agreement has gained new urgency during the last few years, as the world’s fish populations have continued to fall below sustainable levels. Around 60 percent of assessed stocks are fully exploited and 30 percent are overexploited, according to the latest figures from the UN Food and Agriculture Organization. The termination of harmful subsidies, which is embedded in the UN Sustainable Development Goals (SDGs), would be seen as key progress on ocean sustainability ahead of this year’s UN biodiversity conference in Kunming, scheduled for October, and the COP26 climate summit in Glasgow in November. “This is the year that the agreement has to be delivered. The WTO chief has made positive pronouncements of an agreement this year. There’s light at the end of this 20-year tunnel. The alternative of being in the tunnel shadows is a depressing prospect at the time ocean life is declining,” Peter Thomson,?UN special envoy for the ocean, said in a recent webinar.

#### Negotiations on IPR require tradeoffs- empirics prove.

DC = DEVELOPING COUNTRY

NET = NET EXPORTER OF TECH (advanced countries)

TNC = Trade Negotiations Committee

Anell = Lars Anell the Chair of the TRIPS negotiations

Marcellin 16 Marcellin, Sherry (Professor, London School of Economics). The political economy of pharmaceutical patents: US sectional interests and the African Group at the WTO. Routledge, 2016. SJMS

Regarding the provisions in the section on patents, including that on exclusions from patentability, another DC negotiator maintained that the stipulations should reflect ‘a well-balanced system’ (ibid: 3). Ironically however, he proceeded to categorise the texts as ‘reasonably satisfactory’, contending that a positive attitude of his delegation towards them would depend to a large extent on progress in other areas of the negotiation (ibid). This was the second time in the negotiations that a DC delegate made such an obvious attempt to concede in TRIPS while seeking bargains in other negotiating areas, suggesting that the real access-to-medicines implications of patents were not fully appreciated by all such participants (Abbott 2002: 43–4); and that such participants may have understood that the negotiations would not have culminated in their favour. Immediately after the April TNC of 1989 a similarly affiliated participant had also affirmed that if some participants were to be required to make sacrifices in the area of IPRs, there should be a readiness to make such sacrifices for their benefit in agriculture, natural resources or other negotiating groups (MTN.GNG/NG11/13: 5).10 This first declaration could be construed as a signal of a prejudged outcome that disfavoured DCs. Towards the end of this session another DC participant, supported by several others, pointed out that some other delegations had very high ambitions in the area of TRIPS and that the time had come to review the subject matter in the context of the Uruguay Round negotiations as a whole, particularly in relation to what was being offered in the more traditional areas of the GATT (ibid: 12). At these final stages in the negotiations, DCs were actively seeking trade-offs in other areas in return for agreeing to IPRs in the manner in which the NETs had anticipated (Adede 2003: 30 and Matthews 2002: 109). Anell’s informal consultations and his proposed bilateral bargaining strategies worked in tandem to consolidate the weakening position of DCs propagated during the April TNC meeting in 1989. Anell ended this final session by sharing concerns expressed about the need for results in all areas of the UR, explicitly urging delegations to manufacture consensus through concessionary bargaining. The effects would later be seen in Dunkel’s ‘Draft Final Acts Embodying the Results of the Uruguay Round of Multilateral Trade Negotiations’.11

#### That collapses biodiversity.

Osmanski 20 [Stephanie; Freelance Journaler, Writer at GreenMatters; “How Does Overfishing Affect Biodiversity? Let's Do a Deep Dive,” GreenMatters; 12/29/20; <https://www.greenmatters.com/p/how-overfishing-affects-biodiversity>] Justin

Three out of seven people — about 260 million worldwide — rely on seafood as their primary source of protein, which means the environmental and health impacts of fishing are more relevant than ever. In fact, overfishing is becoming a huge problem; Conservation.org reports that one-third of the world’s wild-caught fisheries are depleted as a direct result of overfishing, pollution, and climate change. As fish populations decline, farmed fisheries have started supplying most of our seafood, which is often plagued with additives, growth hormones, genetically modified organisms, and even food dye. However, overfishing results in other issues, too — mainly, environmental issues. Overfishing significantly affects biodiversity, which in turn, changes the ecosystem. Keep reading to find out more on how overfishing contributes to biodiversity. What is overfishing? Overfishing refers to non-sustainable practices of fishing that result in the depletion of fish species. In layman’s terms, overfishing happens when fishermen catch fish faster than the fish can reproduce. Long ago, when fishing relied on more natural methods (instinct, word-of-mouth, and guesswork), fishing practices were more natural and therefore, sustainable. But due to modern technology, fishermen now get significant help from high-tech machinery that can detect and track schools of fish, enable fishermen to explore new areas of water they had not been able to access before, and also embark in deeper waters. According to the United Nations Food and Agricultural Organization (FAO), over 70 percent of the world’s fisheries are “fully exploited,” “over exploited,” or “significantly depleted” as a direct result of overfishing. What is biodiversity? Biodiversity refers to the variety of life on Earth, referring to our planet’s vast number of biological species and organisms. It's heavily impacted when certain species cease to exist, or become threatened at a rate that is faster than that species can reproduce. Ultimately, the number of plants, animals, and microorganism species on Earth determines biodiversity. According to Global Issues, varying genes in each of these species also contributes to more biodiversity. If ecosystems or species become threatened or cease to exist, biodiversity decreases — and ultimately, all walks of life are impacted — because of the degrading food chain and other necessary biological processes. How does overfishing affect biodiversity? Overfishing impacts biodiversity in more ways than one — per Marine Science Today, overfishing alters the food chain. If a certain species is wiped out due to overfishing, the animals that rely on that species as a food source could starve, or might resort to eating other species of fish, thus altering the ecosystem and food chain as a whole. On the other end of the spectrum, the population generally consumed by the extinct species would grow disproportionately, often making way for an influx of pests. Overfishing creates a domino effect that impacts all living organisms, therefore significantly affecting biodiversity. Why is biodiversity important? Biodiversity is necessary, because every organism plays a role in the eco-system. If one species is compromised, biodiversity becomes compromised as a whole: the food chain, ecosystems, and more. The more biodiversity there is on this planet, the more productive ecosystems are, contributing to a greater availability of biological resources. Apart from food, biodiversity impacts medicinal resources, wood products, and ornamental plants. Biodiversity also helps ecosystems recover in cases of disaster. If a weather event threatens natural disasters, healthy, biodiverse ecosystems have a better chance of bouncing back. It also ensures protection of water resources, soil formation, nutrient storage and recycling, and the necessary breakdown of pollution. Why is marine biodiversity is important to humans? Aside from assuring food security, marine biodiversity also provides social and socioeconomic benefits. Socioeconomically, many areas of the world rely on fisheries to survive. If fishermen cannot sell seafood, fisheries cannot purchase fish, and these ways of life are forced out of business. A side effect of that would be that so many populations that rely on fisheries would be out of their main source of protein. Biodiversity also brings many social benefits to human populations: the opportunities to research and educate about fisheries, natural habitats, ecosystems, and various species. It also increases tourism and recreational activities, while having a lasting cultural impact, too — if specific populations rely on a species for food, loss of that population would affect that population’s culture and food supply. Marine biodiversity is incredibly important — let's take a stand against overfishing to ensure it doesn't plague eco-systems and human populations alike. TBH, might be best to go fish-free. instead.

#### Biodiversity loss causes extinction.

Torres 19[Phil; Affiliate Scholar at the Institute for Ethics and Emerging Technologies, Founder of the X-Risks Institute, Writer Appearing in Skeptic, Free Inquiry, Bulletin of the Atomic Scientists, Salon, Truthout, Erkenntnis, Metaphilosophy; “Biodiversity Loss: An Existential Risk Comparable To Climate Change,” Bulletin of the Atomic Scientists; 4/11/16; <https://thebulletin.org/2016/04/biodiversity-loss-an-existential-risk-comparable-to-climate-change/>] Justin

Catastrophic consequences for civilization. The consequences of this rapid pruning of the evolutionary tree of life extend beyond the obvious. There could be surprising effects of biodiversity loss that scientists are unable to fully anticipate in advance. For example, prior research has shown that localized ecosystems can undergo abrupt and irreversible shifts when they reach a tipping point. According to a 2012 paper published in Nature, there are reasons for thinking that we may be approaching a tipping point of this sort in the global ecosystem, beyond which the consequences could be catastrophic for civilization.

As the authors write, a planetary-scale transition could precipitate “substantial losses of ecosystem services required to sustain the human population.” An ecosystem service is any ecological process that benefits humanity, such as food production and crop pollination. If the global ecosystem were to cross a tipping point and substantial ecosystem services were lost, the results could be “widespread social unrest, economic instability, and loss of human life.” According to Missouri Botanical Garden ecologist Adam Smith, one of the paper’s co-authors, this could occur in a matter of decades—far more quickly than most of the expected consequences of climate change, yet equally destructive.

Biodiversity loss is a “threat multiplier” that, by pushing societies to the brink of collapse, will exacerbate existing conflicts and introduce entirely new struggles between state and non-state actors. Indeed, it could even fuel the rise of terrorism. (After all, climate change has been linked to the emergence of ISIS in Syria, and multiple high-ranking US officials, such as former US Defense Secretary Chuck Hagel and CIA director John Brennan, have affirmed that climate change and terrorism are connected.)

The reality is that we are entering the sixth mass extinction in the 3.8-billion-year history of life on Earth, and the impact of this event could be felt by civilization “in as little as three human lifetimes,” as the aforementioned 2012 Nature paper notes. Furthermore, the widespread decline of biological populations could plausibly initiate a dramatic transformation of the global ecosystem on an even faster timescale: perhaps a single human lifetime.

The unavoidable conclusion is that biodiversity loss constitutes an existential threat in its own right. As such, it ought to be considered alongside climate change and nuclear weapons as one of the most significant contemporary risks to human prosperity and survival.

#### The impact is two pronged- subsidies drive climate change at an unprecedented rate, undermine food security and livelihoods- killing and displacing millions.

Bladon 20 Annabelle Bladon (researcher in IIED’s Shaping Sustainable Markets research group), 1/15/2020, Scrap devastating fishing subsidies to help save the ocean and climate, The International Institute for Environment and Development. <https://www.iied.org/scrap-devastating-fishing-subsidies-help-save-ocean-climate> SJKS

Marine fisheries – particularly industrial operations – rely heavily on fossil fuels. In 2016, global marine fishing fleets emitted more than [200 million tonnes of CO2](https://www.sciencedirect.com/science/article/pii/S0308597X1730893X) from onboard fuel combustion alone. That is almost as much as Belgium and Nigeria’s combined annual carbon emissions. Add the emissions generated from such indirect sources as vessel construction, ice production, refrigeration, processing, packaging and transportation, and its total carbon emissions are even higher. Despite a dramatic decline in global marine fish catches since the mid-1990s, global fuel emissions from fishing fleets have been [steadily rising](https://www.sciencedirect.com/science/article/pii/S0308597X1730893X). Although small-scale fisheries have rapidly become more fuel intensive, the overall rise in emissions is primarily due to industrial fishing’s growth in capacity stimulated by subsidies. Twenty-two per cent of global fisheries subsidies are spent on fuel. Because they reduce the substantial cost of fuel, industrial fishers can travel greater distances and fish for longer using such fuel-intensive methods as bottom trawling and dredging. By scrapping these subsidies, the cost of travel alone would make most high seas fishing unprofitable. Low-income communities hardest hit Not only are subsidies devastating fish stocks and causing emissions to rise, they are also contributing to poverty and malnutrition. In 1974, [10% of fish stocks were overfished, by 2015 this figure rose to 33%](http://www.fao.org/state-of-fisheries-aquaculture). This has had a profound impact on people in low-income coastal and small island nations who depend heavily on marine resources for protein and income. In 2000, an estimated [20 million people](https://link.springer.com/article/10.1007/s10818-010-9090-9) worldwide could have avoided malnutrition if the trend in overfishing was reversed. What’s more, the most fuel-intensive fishing methods tend to be the [most environmentally destructive](https://seas-at-risk.org/16-fisheries/257-moving-towards-low-impact-fisheries.html). The more fish stocks decline, the more fuel-intensive fishing operations become, and the more emissions are released. These emissions are driving changes in the climate that are impacting marine and coastal ecosystems at an unprecedented rate and scale, as the latest [IPCC report on the ocean](https://www.ipcc.ch/srocc/home/) shows. It threatens the livelihoods and food security of vulnerable coastal communities around the world, while hundreds of millions of women, children and men are being displaced by sea level rise and increasingly extreme storm surges. The WTO needs to agree a set of rules that ends harmful subsidies, meaning fishers will need to adopt more fuel-efficient and environmentally sustainable practices. Subsidy reform would also free up money that governments could invest in [rebuilding fish stocks and supporting vulnerable groups](https://pubs.iied.org/16647IIED/) and small-to-medium sized enterprises in their transition to sustainable practices. This year is a watershed for tackling the climate emergency and the biodiversity crisis. Reforming fisheries subsidies would be a significant step forward in both areas. This first in a series of meetings over the next six months gives the new WTO chair, Colombia’s ambassador Santiago Wills, the opportunity to reinvigorate negotiations. It is critical that he does not delay further – the ocean cannot wait.

## 3

#### CP Text: Member States of the WTO ought to reduce intellectual property predictions for diabetes medicines except trademarks

**That solves the aff, their offense only deals with patents which drive up prices and undermine competition.**

#### Yes it’s competitive- WTO TRIPS agreement requires trademark protection

Buckley 13 Buckley, Gillian J. (The National Academies of Sciences, Engineering, and Medicine | IOM · Institute of Medicine (IOM), and Lawrence O. Gostin, eds. "Countering the problem of falsified and substandard drugs." (2013)./SJKS

TRIPS requires World Trade Organization (WTO) member countries to treat “willful trademark counterfeiting … on a commercial scale” as a criminal offense3 (Clift, 2010). This kind of crime may be different from the civil offense of trademark infringement, if the willfulness of the crime is unclear, for example, or if the trademark is not identically copied (Clift, 2010). These distinctions are not important to some stakeholders. As a 2011 Oxfam policy paper explained, “whether a falsely labeled, substandard, or unregistered product is also the result of willful trademark infringement on a commercial scale, as criminalized under the TRIPS Agreement, is irrelevant from the perspective of public health” (Brant and Malpani, 2011, p. 23).

#### Trademarks are the best IP to combat counterfeiting- enforcement and remedies are much better than patents alone

Konski 8 Antoinette Konski (Partner, Biotechnology & Pharmaceutical Practice Foley & Lardner LLP), IP Strategies to Combat Distribution of Counterfeit Drugs, BIOPROCESS INT’L, 1, 4 (2008)/SJKS

Because trademarks seek to prevent exactly what counterfeiters seek to obtain, i.e. the economic benefit and investment in product integrity of the manufacturer, a strong trademark is the most valuable type of intellectual property that can be used to combat counterfeiting. Similar to patents, trademarks are enforceable on a country-by-country basis, and therefore trademark protection must be obtained in each country where the product is made or distributed.11 However, in contrast to patents, trademarks are not limited to a finite period of time but can extend as long as the trademark is used in commerce in connection with the product. Trademarks are used to identify the source of goods or services. Words, names, numbers, symbols, devices, designs, sounds, and colors that function as brands to distinguish the source of goods and their packaging may be registered as trademarks. The colors of pills as well as their shape may be trademarked. In contrast to patents, a trademark cannot be obtained on the process of making the product or medicine and does not protect the innovation of the underlying product. However, trademarks are available to generic manufacturers who identify their products with a unique logo or other identifying mark or property. Misappropriated trademarks mislead consumers by copying the unique name, logo, product packaging, shape and/or color used by the manufacturer on the genuine product or packaging, thus confusing consumers as to the actual source, and quality, of the product. Therefore, all unique aspects of the product and packaging should be considered as worthy of trademark protection and the company’s trademark should be applied as frequently as possible, e.g., on the pill itself, on both inner and outer packaging, etc. All modifications of the label, such as the product logo or other unique identifying descriptive marks should be protected in the language of the country where the product is to be sold. As compared to patents, obtaining and enforcing trademark rights are typically less costly, and a final enforceable judgment is usually obtained faster than in a patent infringement action. Indeed, evaluation of whether a trademark is likely to be infringed can be limited to a visual inspection rather than a complicated analysis of the patented technology. Most significantly, however, in many countries trademark owners can have the counterfeit goods and accompanying documents, and even sometimes manufacturing equipment immediately seized at the outset of the lawsuit. Such powerful preliminary remedies are generally not available in patent lawsuits and can lead to swift resolution of the action.

#### TENS OF THOUSANDS DIE EACH YEAR AS THE RESULT OF FAKE DRUGS

Magdun 21 Melanie Magdun (JD candidate, Indiana University of Law), Trademark Enforcement of Counterfeit Drugs: A Guardian of the Rich and Poor Alike, 9 Ind. J.L. & Soc. Equality 281 (2021)./SJKS

There are more detected cases of counterfeit drugs in Africa than in any other region of the world.100 Along with the reasons mentioned above, these counterfeit drugs are especially prevalent in Africa due to the desire for affordable medicine, so much so that even some pharmacists admit to purchasing medicine from the cheapest, but not always the safest, drug suppliers.101 Furthermore, many African nations are led by corrupt governments that either fail to regulate the counterfeit market or sympathize with small business owners even if they are “engaging in the counterfeit drug trade.”102 The types of drugs counterfeited in Africa are most commonly crucial, life-saving drugs for diseases such as malaria.103 For every one million people who die from malaria, up to forty-five percent of the deaths were affected by counterfeit medicine.104 One WHO report estimated that “at least 72,000 children die of pneumonia and 69,000 people die of malaria each year as a result of falsified or substandard treatments.”105 While counterfeit drugs have been an issue in Africa for decades, the issue is not likely to go away anytime soon, especially due to the incredible growth rate of the continent’s pharmaceutical market.106 It was predicted that the market would triple and reach $65 billion by 2020.107 As Africa becomes more popular for pharmaceutical companies, it will begin to attract additional counterfeiters.1

#### And online access exacerbates the counterfeit diabetes medicines

Fincham 21 Fincham, Jack E. “Negative Consequences of the Widespread and Inappropriate Easy Access to Purchasing Prescription Medications on the Internet.” *American health & drug benefits*vol. 14,1 (2021): 22-28./SJKS

Cheng and Gedeon examined the impact of online access to counterfeit diabetes drugs and supplies.[27](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8025924/#R27)They note that the increasing costs of diabetes medicines and supplies has resulted in patients looking for cheaper alternatives, which often may be counterfeit, to manage their diabetes. Counterfeiters are now entering the mainstream pharmaceutical and device markets with more sophistication, which makes these drugs and devices harder to detect. These drugs and devices may include adulterated oral or injectable diabetes medications, and blood glucose test strips and measuring devices.[27](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8025924/#R27)

#### Plan supercharges the impact- not every counterfeit drug is harmful and some are ineffective, but ineffective diabetes medicines kill.