



COUNTERFEITING INTELLIGENCE BUREAU

**THE INTERNATIONAL ANTI-COUNTERFEITING
DIRECTORY 2005**

COMPRISING

COUNTERFORCE	network of law firms specialising in intellectual property and anti-counterfeiting work
COUNTERTECH	network of firms producing anti-counterfeiting technologies
COUNTERSEARCH	network of firms specialising in investigating counterfeiting
GENERAL INFORMATION	on counterfeiting and organisations providing services



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GETTING A FEEL FOR THE SIZE OF THE PROBLEM

The tobacco industry estimates that 3 per cent of cigarettes sold each year throughout the world are counterfeit. Philip Morris International estimates that around 1.5 per cent of all cigarettes sold in Europe are counterfeit, equivalent to over one million packs a day.

Counterfeit spare car parts are thought to cost the auto industry US\$12 billion a year - Motor & Equipment Manufacturers Association (MEMA).

The spirits industry loses an estimated US\$500 million – US\$700 million each year through counterfeiting - International Federation of Spirits Producers (IFSP).

It is estimated that counterfeit pharmaceuticals account for up to 10 per cent of the global market – United States Food and Drug Administration.

Commercial music piracy of physical formats accounted for an estimated US\$4.5 billion in illegal sales worldwide in 2003 – International Federation of the Phonographic Industry (IFPI).

The global pirate market for recorded music totalled 1.7 billion units in 2003. Disc piracy increased by 45 million units to a record 1.1 billion units, a rise of 4 per cent on 2002.

Pirate products accounted for an estimated 35% of music CDs sold in 2003.

European clothing and footwear companies lose an estimated •7.5 billion per year to counterfeiting - The World Customs Organization.

Counterfeit watches cost the Swiss watch industry approximately 800 million Swiss francs (•530 million) each year and account for 8 per cent of the overall value of Swiss watch exports - Federation of the Swiss Watch Industry.

MEMORABLE QUOTES ON COUNTERFEITING OVER THE PAST YEAR

“What I find absolutely amazing is that this is a multi-billion dollar problem that affects the safety of people, the security of governments, that is connected to organised crime, drug trafficking and terrorism ... and nobody pressures me to say what I’m doing about this problem. There is no pressure to produce results.”

RON NOBLE, INTERPOL

*“We don’t have a mandate to stop counterfeiting.
We have a patchwork, which has holes in it.”*

**MICHEL DANET, SECRETARY GENERAL,
WORLD CUSTOMS ORGANISATION**

*“The private sector has to let us know exactly what we’re looking for.
How do you get governments to pay attention if you don’t have good statistics?”*

**RITA HAYES, DEPUTY DIRECTOR GENERAL,
WORLD INTELLECTUAL PROPERTY ORGANISATION**

“We also recognized the need to fight counterfeiting and piracy of intellectual property.”

**US PRESIDENT GEORGE BUSH,
CHAIR’S SUMMARY (DATED 10 JUNE) ON THE SEA ISLAND G8 SUMMIT**

*“J’ai par ailleurs insisté sur l’indispensable protection de la propriété intellectuelle.”
[Moreover, I insisted on the key importance of protecting intellectual property].*

**JACQUES CHIRAC IN A RECENT LETTER TO ICC FRANCE PRESIDENT FRANÇOIS DE
LAAGE DE MEUX ABOUT THE DISCUSSIONS AT SEA ISLAND**

“The effective protection of intellectual property is vital to encourage research and innovation, international trade and investment, and sound economic growth and development.”

**JEAN-RENÉ FOURTOU, CHAIRMAN OF THE BOARD AND CEO, VIVENDI UNIVERSAL;
CHAIRMAN, ICC**

“In recent decades, the fraction of the total output of (the US) economy that is essentially conceptual rather than physical has been rising. This trend has, of necessity, shifted the emphasis in asset valuation from physical property to intellectual property and to the legal rights inherent in intellectual property ... We must begin the important work of developing a framework capable of analyzing the growth of an economy increasingly dominated by conceptual product.”

REMARKS BY US FEDERAL RESERVE CHAIRMAN ALAN GREENSPAN, 27 FEBRUARY 2004

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Continuing The Fight Against Fakes By Peter Lowe, CIB



As we look back over the counterfeiting landscape of the past year what stands out? 2004 was above all a year that symbolises all that is best about the fight against counterfeiting and also some of the worst aspects of the unequal struggle against the trade in fakes. It was a year that started with despair over double standards, progressed with growing public concern, was tempered by deaths, inspired by bravery and ended with hope. Let me expand and elaborate:

Double standards in the anti-counterfeiting field are not hard to find amongst the willing victims who eagerly snap up fake watches and designer clothes but recoil at the thought of counterfeit pharmaceuticals. But when those double standards are exhibited by someone who should know better they send a very bad signal

Many disturbing stories about counterfeiting have emanated from China in recent years but perhaps one of the most worrying from a counterfeiting perspective emerged at the beginning of 2004. It wasn't about a dramatic raid or a killer fake product - it wasn't even Chinese. It was a newspaper report in Agence France Presse about the Italian Foreign Minister Franco Frattini.

The report described how Signor Frattini whilst in China for trade talks which included proposals to stamp out the trade in counterfeit goods was seen by journalists as he purchased a fake luxury watch from a shop in Beijing's Pearl Market. What was more he freely admitted it, even though this was just before a high level EU-China meeting where he was scheduled to sign an agreement on trade piracy on behalf of the European Union!

What sort of a message does this send to the Chinese government? They can only conclude that Italy and the EU really are not serious about counterfeiting and piracy and simply do not practice what they preach. It really is a very sad reflection that someone so senior tasked with negotiating on this issue should behave in such a way. Signor Frattini has recently been nominated to become Italy's commissioner to the EU.

Concern prompts action

Concern about counterfeiting was much in evidence during the year. 2004 was above all a year of anti counterfeiting initiatives fuelled by a number of high profile conferences and the events. The catalyst was almost certainly the first Global Congress on Combating Counterfeiting, which convened at the headquarters of the World Customs Organisation in Brussels on 25 and 26th May and brought together one of the largest groups of experts on counterfeiting ever assembled. With more than 350 delegates from across the world from industry and law enforcement, it could well be seen as something of a landmark in the annals of anti counterfeiting.

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Brought together by Interpol, the World Customs Organisation and the recently formed Global Business Leaders Alliance Against Counterfeiting, the overall theme was forging partnerships between law enforcement and industry to tackle an enormous problem, which is getting worse daily. A whole gamut of different counterfeiting issues were touched upon by a galaxy of speakers including the difficulty of quantifying the phenomenon, health and safety and the growing impact of organised criminals and terrorists. There were also insights into the problems of specific industries and countries and some lively roundtable discussions.

Sound bites from different speakers were also much in evidence. Perhaps the most striking was that from Ron Noble the Secretary General of Interpol:

“What I find absolutely amazing is that this is a multi billion dollar problem that affects the safety of people, the security of governments, that is connected to organised crime drug trafficking and terrorism, and no one pressures me to say what I’m doing about this problem. There is no pressure to produce results”

The outcome of the Congress was a string of conclusions and recommendations. These included a call for greater communication and cooperation between the private and public sectors, effective laws and enforcement, more enforcement resources and better training, and greater awareness of the economic and social impact to generate increased political will to tackle the problem. Whilst there was nothing particularly new in the conclusions and recommendations what has changed is the way in which Interpol and the World Customs organisation are now working more actively together on the counterfeiting issue. The emergence of the Global Leaders Alliance has also served to emphasise the seriousness with which the issue is being addressed at the corporate level. This must bode well for the future.

As if to reinforce the impact that counterfeiting is having on the corporate psyche, the biannual ICC World Congress that took place in Marrakesh at the beginning of June had a prominent workshop on Knowledge Crimes, which explored the counterfeiting issue in a particularly well-attended panel session. Many of the same issues discussed in Brussels were covered in Marrakesh and similar conclusions were drawn.

Finding ways to make an impact

So what are we to make of the escalating interest in counterfeiting mirrored in the two Congresses? There certainly seems to be a greater desire by many stakeholders to find improved ways of making an impact and that is to be welcomed and encouraged.

All too often in the past we have seen some government officials viewing counterfeiting as a problem for rights owners and not a public policy issue that affects society as a whole. Organised crime and terrorist involvement in counterfeiting is changing this perception and the loss of tax revenue caused by counterfeiting is becoming more evident, encouraging governments to understand the social and economic damage caused. But governments cannot act alone and must work with rights owners who bear the main financial burden.

Deaths caused by counterfeit products are always tragic and are becoming more common. Sadly, many of these caused by counterfeit medicines in third world countries go unreported, the victims (and their families) being unaware that the pharmaceuticals taken are either harmful or more usually without active ingredient. During 2004 the most

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significant losses of life from counterfeit products both came from China.

In May, we reported on the deaths of up to 60 babies from fake baby milk powder formula in and around the city of Fuyang in Eastern China. The fake formula contained inadequate nutritional content and the infants died from malnutrition. Chinese enforcement officers shut down three underground factories producing the fake product and made 22 arrests. The following month there were 11 further deaths in Guangzhou in Southern China caused by a fake liquor called Baijiu. The fake liquor was made in a number of small distilleries and contained industrial alcohol mixed with rice wine and poisonous formaldehyde. The size of the potential problem was illustrated by the fact that enforcement officers seized 21 tonnes of substandard or fake alcohol from 3,000 outlets in the city.

The Nigerian example

Anti counterfeiting was though inspired by the example of Dr Dora Akunyili. She is perhaps one of the most courageous individuals to take a stand against counterfeiting in recent times in a country whose very name has sadly become a byword for fraud and corruption. Dr Dora Akunyili is the Director of Nigeria's National Agency for Food and Drug Administration (NAFDAC) and has become something of a legend in the annals of anti counterfeiting.

Four years ago, before Dr Akunyili became Director General, counterfeit pharmaceuticals was a thriving business worth billions of Naira to the local drug czars and NAFDAC was a sleepy relatively unknown government department.

Everything changed with the arrival of Dr Akunyili who embarked on a zealous crusade to put an end to the appalling traffic in fake drugs that killed or deformed so many Nigerians. Indeed Dr Akunyili's own sister had died after inadvertently taking spurious drugs.

In three years NAFDAC achieved a remarkable degree of success in stamping out the trade in counterfeits through raids and seizures, but this success came at a heavy personal cost to Dr Akunyili.

As she recounted:

"I have experienced serious threats in the course of doing my job as Head of Food and Drugs in Nigeria. For example, in August 2001 six armed men invaded my residence but fortunately I was not there. There have also been numerous threats through mails, telephone calls, depositing of fetish objects in my office. Our laboratories in Oshodi Lagos and the biggest in West Africa were vandalised, destroying our highly sophisticated equipment."

The climax of it all was the assassination attempt on my life on 26th December 2003. Gunman fired at the vehicle that I was travelling in, but by God's grace the bullet pierced through my head gear without wounding me."

To make matters worse, in mid March 2004, NAFDAC 's offices were gutted by a fire which was started by arsonists in the Director General's office. At the time there was no electricity in the building but the inferno quickly consumed many key offices and records which were a vital part of the Agency. As if this was not bad enough within 48 hours of this fire, a further fire consumed NAFDAC's laboratory in Kaduna. Given the timing, the

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fact that there were five separate seats of fire and the conspicuous absence of security police on the night, arson looks a foregone conclusion.

This sad tale highlights the risks to which those who confront counterfeiting are often exposed and the almost insurmountable problems they have to overcome. We can only applaud the action taken by Dr Akunyili and her team in tackling the evil of counterfeit pharmaceuticals and hope that their courage and resolve will prevail against the well resourced criminal gangs to whom they are exposed.

When Edmund Burke the eighteenth century philosopher and politician said “All that is necessary for the triumph of evil is that good men do nothing”. He failed to add that the price of doing good could very often be exposure to personal harm. But then of course the battle between good and evil has always been costly. Dr Akunyili was a very worthy first recipient of the ICC Commercial Crime Services Special Award for combating economic crime which was presented to her in London in June.

Forward with hope

Despite the many problems that those involved in anti-counterfeiting face, we nevertheless start 2005 with hope. Although we can never expect to totally eradicate the counterfeiting phenomenon - it is far too profitable and deeply ingrained, we can and must contain it and make a difference where possible.

2004 closed with a whole raft of new initiatives that seek to do just that and we will see what fruit these bear in the new year. The music industry announced a major escalation in its campaign against illegal file sharing by unveiling 459 legal actions it was taking against “music uploaders” and for the first time targeting Europe’s two largest music markets – the UK and France. The industry warned that this was only the start of a rolling campaign which would extend into other countries in the coming months. It called upon music fans to buy their music online legitimately rather than risk the consequences of illegal file sharing. Suing file sharers is certainly controversial but it may well yield results in the short term, although whether it is sustainable in the long terms remains to be seen.

The US government also launched its STOP initiative. The acronym stands for Strategy Targeting Organised Piracy and aims to smash criminal networks dealing in pirated and counterfeited goods, stopping the trade of those goods at US borders and helping small businesses secure and enforce their rights in overseas markets.

The ICC has also pledged to increase its efforts to fight against intellectual property theft with the introduction of **Business Action to Stop Counterfeiting and Piracy (BASCAP)**. The initiative aims to provide an operational platform to leverage individual company and organizational efforts toward ensuring that adequate government resources are dedicated to enforcement activities at local, national and international levels.

2005 will see a new Global Forum on Pharmaceutical Anti Counterfeiting in Paris in March and perhaps another Global Congress on Combating Counterfeiting.

Let’s hope that more talk is combined with increased action.

Counterfeiting and Piracy: An Overview

By Professor Michael Blakeney,
Queen Mary's College, University of London



The terms “counterfeiting” and “piracy” in relation to goods, refer to the manufacture, distribution and sale of copies of goods which have been made without the authority of the owner of the intellectual property. These goods are intended to appear to be so similar to the original as to be passed off as genuine items. This includes use of famous brands on pharmaceutical products, clothing, perfumes, and household products, not manufactured by or on behalf of the owner of the trade mark, as well as exact copies of CDs containing music or software, which are traded in a form intended to be indistinguishable to ordinary consumers from the genuine product.

In a criminal law context, intellectual property counterfeiting and piracy is defined as contraband activities which centre on the illegal production and sale of goods which are intended to pass for the real product. In this context “contraband” is goods whose importation, exportation or possession is forbidden. Dealings in contraband invariably involve smuggling, where the manufacturers and distributors of these products also seek to evade taxes on the production and wholesaling of these products.

Causes of Piracy and Counterfeiting

The principal cause of piracy and counterfeiting is the incentive to unscrupulous traders of the considerable business profits which may be made from free-riding on the creative efforts and investment of others, by passing off imitations of desired products at a lower cost than those which are incurred by the producer of genuine products. Obviously, this trade would not exist without consumer demand and the public perception that piracy and counterfeiting are innocuous infractions. The theft of intellectual property is not yet equated in the public mind with other offences against property, crimes such as fraud, theft or trespass. This is exacerbated by (i) a failure of the public authorities and commercial organisations to communicate to the consuming public the dangers from the use of unauthorised products and of the deleterious social welfare effects from this trade; and (ii) the imposition of inadequate deterrent penalties by the judicial authorities.

The World Customs Organization observes that the evolution of many contraband markets is typically a progression through one or more of the following stages:

- Grey market, or parallel, trading
- Smuggling
- Counterfeiting and piracy

Thus, some markets, like those for contraband cigarettes, alcohol and pharmaceuticals, evolve through all three stages. Others – like the contraband markets for branded apparel and software – may move directly from grey market trading to counterfeiting.

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In Western Europe and North America, the easiest way to meet consumer demand for a cheaper product is through so-called grey market, or parallel, trading. Grey market goods are sold outside established distribution agreements, and their purveyors take advantage of the fact that companies charge different prices for their products in different markets.

In a number of jurisdictions, strong links have been noted between the grey market and smuggling and in a number of sectors grey market channels have been used to camouflage counterfeit products. In the fashion sportswear and software sectors, it is not uncommon in the grey market for traders to send genuine samples to the importer and mix the consignment with counterfeits.

In markets for high tax products, such as tobacco and alcohol products, where grey market products may not be available, smuggling becomes the primary means of meeting the demand for those products. In smuggling, organised crime groups establish elaborate means of concealing their diversion of products from the legal to the illegal market. This is to avoid law enforcement initiatives and those by private industries seeking to maintain the integrity of their supply chains. The smuggling techniques are complex and trans-national in scope and may involve complex transactions with the involvement of legitimate as well as illicit enterprises. The objective is to make smuggling routes and the structure of transactions as complicated as possible, with the largest possible range of owners in a very short space of time, in order to make police and customs investigations as difficult as they can. The primary objective is to make the final owner untraceable and to make the links between the successive owners as ambiguous as possible.

In some cases, grey market goods may not be available, in which case, organised crime groups may decide to ensure a steady source of supply by becoming vertically integrated for the purposes of producing and distributing counterfeit and pirate products. This involves developing a supply chain that is wholly in the hands of organised crime groups from rogue manufacturing, through to smuggling the contraband across international borders, to illegal distribution and retailing to consumers.

The development of digitisation and the availability of used manufacturing equipment has facilitated the counterfeiting and piracy of a variety of products – from traditional industries like cigarettes and apparel, to high-tech sectors like computer software and music CDs.

Rogue manufacturing sectors, which produce counterfeit and pirated products, have much, much lower production costs:

- They are usually located in developing nations with extremely low labour and material costs.
- The quality of material inputs is extremely low.
- Quality control is virtually non-existent and the production facilities are often dirty, squalid workshops.
- They are virtually a cash business. Payment is received either in cash, or within eight to ten days of a shipment being delivered. There is little need to finance receivables on a long-term basis.
- There is little, if any, inventory. Production is closely tied to orders. This reduces the need to finance inventories and makes detection very difficult.

There are no costs associated with the oversight and accountability under which lawful businesses operate.

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Economic Impacts of Counterfeiting and Piracy

The costs to those businesses whose products are pirated and counterfeited include:

- (i) loss of sales;
- (ii) competitive disadvantage to those enterprises which free-ride on the research and development and marketing expenses of legitimate enterprises;
- (iii) the possibility of product liability from defective imitation products;
- (iv) loss of goodwill and prestige by a brand, where counterfeits are freely available;
- (v) the expense of monitoring the market and instituting legal proceedings against infringers.

These costs will be incurred in both developed and developing countries.

The losses sustained by industry will be reflected in losses to the public revenue, as well as in unemployment in the affected industries.

The prevalence of infringing activities in a country will also discourage investment from those industries in which proprietary rights are important. Thus for example, the pirating of music CDs and computer software will discourage investment in the music and information technology sectors.

As counterfeiting and piracy are illicit activities, they will be engaged in by criminals, who will use their gains from these activities to subsidise further criminal activities. As these activities are not engaged in by ethical businesses, they will not observe basic employment standards, will avoid contributing to public revenues through the payment of taxes and excise and they will have no concern that the products which they produce are of an acceptable consumer standard.

(a) Trade Diversion

The 1998 EC Green Paper on counterfeiting and piracy refers to the report of the Counterfeiting Intelligence Bureau set up by the International Chamber of Commerce (ICC) that counterfeiting accounts for between 5% and 7% of world trade in value terms. The immediate impact of this global trade is the loss of sales and the consequent impact upon employment. The US copyright industry puts its losses due to piracy at between USD 12 billion and USD 15 billion a year. According to the International Federation of the Phonographic Industry (IFPI) sales of illegal CDs account for 14% of the relevant market at world level. In May 2003, the UK music industry reported that sales of pirate CDs have outstripped sales of genuine products.

In the light of the responses which the Commission received to its Green Paper on the fight against counterfeiting and piracy in the Internal Market, it transpires that, within the European Union, counterfeit and pirated goods account for 5 to 10% of vehicle spare parts sales, 10% of sales of CDs and MCs, 16% of film (video and DVD) sales and 22% of those of shoes and clothing.

The Commission in its proposal for a counterfeiting Directive refers to a survey carried out in France in 1998 by KPMG, Sofres and the Union des Fabricants which reported that the average loss to the businesses which replied to the survey was put at 6.4% of turnover. It also refers to a 2000 study by the Centre for Economics and Business Research (CEBR) on behalf of the Global Anti-Counterfeiting Group (GACG), which quantified the average annual reduction in profits was: EUR 1,266 million in the clothing and footwear sector; EUR 555 million in the perfumes and cosmetics sector; EUR 627 million in the toys and sports articles sector; EUR 292 million in the pharmaceuticals

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sector. Finally it reported a study carried out by the International Planning and Research Corporation (IPR), on behalf of the Business Software Alliance (BSA) which quantified the losses in western Europe (EU + Norway + Switzerland) from software piracy in 2000 to be more than USD 3 billion.

All countries, whether developed, developing or least developed are vulnerable to trade diversion from piracy and counterfeiting. For example, the development of extensive computer software and movie industries in India has spawned equally extensive developments in copyright piracy, affecting those industries. The global market for folkloric works, whether music, art, sculptures, textile products and other artifacts, has spawned a global industry for the counterfeiting of these products. With the development of niche markets for agricultural products, an illicit market has developed in which geographical indications are counterfeited.

(b) Revenue Effects of Counterfeiting and Piracy

It is estimated that the tax and excise losses caused by counterfeiting and piracy are considerable. The paper accompanying the Commission proposal for a Directive on the enforcement of intellectual property rights, estimated that in the phonographic sector VAT losses incurred by EU governments as a result of counterfeiting and piracy are said to amount to EUR 100 million. It refers to the study conducted in June 2000 by the CEBR on behalf of the GACG which estimated the average loss of tax revenue in the EU to be: EUR 7,581 million in the clothing and footwear sector; EUR 3,017 million in the perfumes and cosmetics sector; EUR 3,731 million in the toys and sports articles sector; EUR 1,554 million in the pharmaceuticals sector. The survey carried out in the United Kingdom in 1999 by the CEBR on behalf of the ACG estimated that counterfeiting led to a reduction in GNP of GBP 143 million per year and to a GBP 77 million increase in government borrowing.

Revenue losses are also incurred in those countries in which counterfeit and pirated products are produced. As this trade tends to be clandestine, the producers of infringing products will hide the size their production output also from the tax authorities. False documentation will accompany the false products, understating their sale price, for the purpose of reducing tax imposts in both the producing and importing countries.

(c) Investment Effects

The major cost to those developing countries in which piracy and counterfeiting occur is the loss of access to foreign investment because of concerns by investors that intellectual property which is produced as the result of the relevant investment will be stolen by others. This discouragement of investment has the obvious short-term effect of reducing taxes and revenues and the longer-term effect of stifling economic development. More specifically, the establishment of key industries in developing countries, such as those in the IT, biotechnology and pharmaceutical areas, where intellectual property rights play a key role, will be difficult to establish in the absence of effective intellectual property laws or enforcement.

Similarly, technology transfer arrangements will be difficult to secure, where the basis of those arrangements is the bundling of proprietary technologies as part of the technology package. If there is an ineffective legal regime for the protection of those technologies, their transfer will be discouraged.

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(d) Employment Effects

In social terms, the damage suffered by businesses because of counterfeiting and piracy is reflected ultimately in its impact upon employment. Initially, employment may improve in those countries where pirate and counterfeit goods are produced. However, where local industries are developed which are dependent upon intellectual property rights, the local capacity to produce infringing products may have an ultimately harmful effect upon employment. For example, the development of computer, electronics and film industries in India are vulnerable to the piratical activities of local imitators, which then have an adverse impact upon investment in those industries. Similarly, local music and art industries are vulnerable to the pirating and counterfeiting activities of copyists.

To some extent, the production of counterfeited goods in developing countries arises from the fact that the production of legitimate branded products in those countries makes available to the authorised factory outlets the brands and the tools of the trade mark proprietor. Sometimes, unauthorised use is made of this equipment in the production of counterfeit products. To recover control over the integrity of its products, the brand proprietors will relocate that production in countries where control over the intellectual property rights can be assured.

In addition to loss of revenue to the State (customs duties, VAT), there may also be infringements of labour legislation where the counterfeit or pirated goods are made in sweatshops by undeclared workers. The phenomenon is a serious threat to economies in general as it may destabilise the markets, including such fragile markets as that in textiles, and clothing.

Copyright and Piracy and the Criminal Economy

Counterfeiting and piracy has an adverse effect upon public security, where profits from this trade are appropriated by organised crime, which uses them as a means of recycling and laundering the proceeds of other unlawful activities (arms, drugs, etc.). Counterfeiting and piracy, which were once craft activities, have become almost industrial-scale activities offering criminals the prospect of large economic profit without excessive risk. With the advent of e-commerce the rapidity of illegal operations and the difficulty of tracking the operations further reduce the risks for the criminal. Counterfeiting and piracy carried out on a commercial scale are even said to have become more attractive nowadays than drug trafficking, since high potential profits can be obtained without the risk of major legal penalties. Counterfeiting and piracy thus appear to be a factor in promoting crime, including terrorism.

Organised criminals often combine counterfeiting and piracy with smuggling. The trade routes that were developed for the smuggling of drugs and arms have provided an existing infrastructure for the trade in counterfeit and pirate products. Indeed, the profitability of infringing products is now beginning to exceed that of drugs and arms, on a profit/weight basis.

The structure and commercial strategies of these organised crime groups is similar to those of licit enterprises. In response to market forces, participants in each are equally intent on being profitable. But the key difference between legitimate commercial enterprises and criminal ones involves the manner in which commercial disputes are settled, contracts enforced and dealings with the authorities are regulated. As those of criminal enterprises have to occur outside the court system, violence, coercion and corruption

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are a pronounced feature of this trade. Because manufacture is illegal, labour standards are not observed, reducing labour costs and taxes are not paid on the illicit manufacture, minimising revenue expenses, thus those involved in illicit trading in infringing products have a number of economic advantages over legitimate manufacturers, wholesalers and retailers.

The most serious consequences of the trade in counterfeit and pirate products is the stimulation of organised criminal activity and the consequential effects upon public and private corruption. This penetration of organised crime into otherwise lawful economic sectors also has a pernicious impact on public morality. As a contraband market develops, it puts significant pressure on retailers to either participate or go out of business. If they decide to join in, they may be forced to do other kinds of business with organised crime. Legitimate businesses see their prices undercut by cheaper contraband products and feel obliged to enter the black market to protect their businesses and their livelihoods. Once they have entered this trade it becomes difficult to withdraw.

The World Economic Forum in Davos, January 2003, was informed by the World Customs Organization (WCO) that the trade in counterfeit and pirate products was as high as US\$450 billion per annum and was controlled by organised crime and was being used to fund terrorist activity.

To the extent that consumers participate in a contraband market, this undermines respect among ordinary citizens for the law. Studies have shown that the initial act of law-breaking can influence subsequent behaviour. Once people develop a taste for cheating, they keep on cheating. Thus, a key societal consequence of participating in a contraband market is that it serves to sanction tax evasion and other forms of law breaking.

A European survey by the Alliance Against Contraband (AAC) on the significance and influence of organised crime in counterfeiting and piracy identified the penetration of organized crime in the following industries:

- Branded goods, including clothing, footwear, perfume, and household consumer products;
- Cigarettes;
- Alcoholic beverages;
- Pharmaceuticals;
- Software; and
- Recorded music

Branded goods

A difficulty in detecting this illicit trade is the use of subcontractors or outworkers who produce more goods than those ordered by the trade mark proprietor and for which the subcontractor is licensed. The outworking system is not uncommon in many developing countries, where a consolidator will accept a contract to deliver a quantity of branded products to a rights holder and then will subcontract the production of that quantity to smaller production units. This provides an opportunity for outworkers, who may be provided with moulds and dies for the authorised production of protected brands, to produce additional unauthorised quantities, which are counterfeit. In Europe, clothing and footwear companies are estimated to lose EUR 7.5 billion a year to counterfeiting.

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Cigarettes

The trade in contraband cigarettes is one of the most lucrative organised crime sectors. In Europe, annual losses in tax revenues from cigarette smuggling are estimated at EUR 4.0 billion in Italy, EUR 3.9 billion in the UK, EUR 230 million in Germany, EUR 208 million in Spain.

Alcoholic Beverages

As with cigarette smuggling, the trade in counterfeit alcoholic beverages is tax driven. In all countries in which counterfeit alcohol is produced and sold, there are health concerns about noxious additives.

Contraband Pharmaceuticals

The World Customs Organisation estimates that around 5% of the world trade in pharmaceuticals involves counterfeit products. Contraband activities in the pharmaceutical sector are an especially great concern to law enforcement because of the public safety dangers involved. The production of counterfeit drugs from inert or noxious substances is a particular problem in developing countries.

Contraband Software

Software counterfeiters operate on a commercial scale in most parts of the world. There is a major problem, particularly in developing countries, involving small-scale manufacturers using relatively low-cost technology that allows duplication of software using recordable CD burners. Pirated software is often sold at flea markets, through mail order and newspaper advertisements and through the Internet. In many instances this software is substandard and infected with viruses, which involve the purchaser in the unforeseen expense of sanitising infected systems.

Contraband Recorded Music

It is estimated that worldwide one in three recordings is pirated. The estimated CD manufacturing capacity of a number of countries vastly outstrips local market needs. This product inevitably finds its way into the hands of pirate manufacturers. In developing countries, the pirating of local music has the effect of undermining the establishment of a local music industry.

Globalisation of the trade in counterfeit and pirate products

The survey by the Alliance Against Contraband (AAC) on the significance and influence of organised crime in counterfeiting and piracy identifies the established trend of global trading in infringing products. Improvements in transportation, particularly with the development of containerization, has made it far cheaper and easier to ship goods around the world. At the same time, crime groups are able to shift production facilities to take advantage of market opportunities. It reports, by way of example, that a Chinese crime group dismantled a factory in Hong Kong which was producing pirate CDs and rebuilt it in Paraguay and staffed with Hong Kong engineers. In January 2000, police in Germany seized 500,000 counterfeit CDs manufactured in the Ukraine and destined for Uruguay. In China, 190 billion counterfeit cigarettes are produced each year, making it a major source country for European-destined fakes. Malaysia, Singapore and Taiwan are major locations for counterfeiters of audio and software products. Major counterfeiters of Western designer apparel goods are located in China and Hong Kong.

Counterfeiting Perspectives

Consumer Protection

Counterfeiting and piracy likewise have damaging consequences for consumers. They generally involve:

- (i) extorting a higher price from consumers for the infringing product than they would be prepared to pay for copies;
- (ii) consumer deception about the quality of the counterfeit product, with the consequent risk to health and safety;
- (iii) the absence of after-sales service or any effective recourse in the event of damage or injury.

Counterfeiting and piracy are generally accompanied by deliberate cheating of the consumer as to the quality entitled to be expected from branded products since counterfeit or pirated products are produced without the quality checks imposed by public standards authorities and by the brand proprietor, which will inevitably be concerned to protect the quality standards associated with registered brands. In addition to its economic impact, counterfeiting and piracy has been identified as having a damaging effect upon public health in both developing and developed countries. The ICC has reported that:

- ◆ Dozens of people died in Cambodia through taking ineffective, counterfeit malaria medicines.
- ◆ Law enforcement in Zambia seized counterfeit shampoo containing acid.
- ◆ Body-builders and others buying steroids on the black market in Australia were sold repackaged livestock steroids as human steroids.
- ◆ Diseased pig meat was used in counterfeit cans of pork luncheon meat in China.
- ◆ In India, counterfeit drugs were used to fight antibodies in Rh-D negative mothers.

The EC Green Paper “Combating Counterfeiting and Piracy in the Single Market” identified the following examples of counterfeiting of medicines:

- ◆ In 1998, at least 60 counterfeit drugs including several popular painkillers and antibiotics, were reported by the Brazilian Health Ministry as being distributed by Brazil’s pharmacies and hospitals;
- ◆ In Uganda, the National Drug Authority discovered expired anti-bacterial drugs labelled as a quinine mixture;
- ◆ Asian Pacific markets suffer from trade in vials of injectable antibiotic, retrieved from hospital waste and refilled - with low-cost streptomycin, non-sterile starch powder, talc, or other ingredients which can have serious, even fatal, consequences when injected.
- ◆ Deaths in India, Pakistan, Bangladesh and Philippines have been directly linked to talc-filled vials with clear signs of illicit recycling, plugs, plastic and aluminium blisters reassembled, and labels replaced to provide new, later, expiry dates.

The World Health Organization reported that the use of ethylene glycol instead of glycerine led to the deaths of more than 500 patients in Argentina, Bangladesh, India, Nigeria and Haiti. In a report on counterfeit drugs in Brazil, the WHO reported that between 10% and 30% of drugs are counterfeit. It appears that non-generics are counterfeited more than generics. Specifically, the report referred to: birth control pills made with wheat; Prostate cancer drug without the active ingredient; and diet pills comprising dangerous concoctions of thyroid hormones, tranquilizers, diuretics and

Counterfeiting Perspectives

laxatives to ensure rapid weight loss, leaving users suffering from anxiety and other side effects like hepatotoxicity.

A similar WHO report on counterfeit drugs in Nigeria estimated counterfeits to number 40-60% of all the drugs in the country. Counterfeit drugs include products with little or no active ingredients or products for which active ingredients have been replaced by less expensive alternatives, giving as examples: children's deaths at Jos University Teaching Hospital from ingestion of paracetamol syrup adulterated with diethylene glycol; the seizure of blood pressure medication containing chalk; insulin vials filled with sugar water; analgesics passed off as antimalarials; and medicines that have long expired are put back in the market, relabeled with new dates.

The World Customs Organization reported: 89 people were killed in Haiti in 1995, having taken a paracetamol-based syrup contaminated with glycol diethylene (a toxic chemical used in antifreeze).

A number of cases of counterfeit pharmaceuticals have been reported in China, including:

- ◆ Deaths from Chinese-made counterfeit diet pills that were found to contain banned substances.
- ◆ The *Shenzhen Evening News*, reported that approximately 192,000 people died in China in 2001 because of fake drugs.
- ◆ On June 7, 2001, one major drug company (Novartis) testified in a House Subcommittee that a counterfeit ring they uncovered produced "millions of yellow tablets that were virtually indistinguishable from the genuine product made of boric acid, floor wax and lead-based yellow paint used for road markings."

Almost 2500 people were killed in Nigeria in 1995 through injecting a supposed anti-meningitis drug during an international vaccination campaign. A batch of this vaccine was counterfeit.

The Anti-counterfeiting Group (ACG) UK reported finds in Nigeria of: Brake shoes and linings made from compressed grass rather than friction material, which burst into flames on testing, as well as eye drops which contained no active ingredient and made from contaminated water, which could cause blindness if put into an infected eye.

Cultural Effects

Intellectual property rights hold particular relevance for the cultural sector, especially in the audiovisual sphere. The audiovisual medium is a particularly potent means for the preservation of records of music, dance, performance, ritual and other non-written folkloric forms. The lack of adequate protection of these cultural forms would not only severely undermine the development of a major economic sector but would, above all, pose a threat to our heritage and cultural diversity. This is particularly the case where unauthorised audiovisual works ignore the cultural sensitivity which may be required in the revelation and depiction of these subjects.

This sector is particularly under threat from piracy, particularly in smaller states where there are no economies of scale. The replacement of analogue by digital media has considerably exacerbated the problem in that it has rendered copying both cheap and easy.

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Impacts upon competition

Innovation has become one of the most important vectors of sustainable growth for businesses, and of economic prosperity for society as a whole. Businesses must constantly improve or renew their products if they wish to keep or capture market shares. Sustained inventive and innovatory activity, leading to the development of new products or services, puts businesses at an advantage in technological terms and is a major factor in their competitiveness. Businesses often invest large amounts of money in research and development and in the advertising and marketing of their products. This investment will not be undertaken unless they are in a position to recoup their expenditures. Appropriate and effective protection of intellectual property helps to establish the confidence of businesses, inventors and creators and is a powerful incentive for investment, and hence for economic progress.

Counterfeiting and piracy are detrimental to the proper functioning of competition. Since counterfeit and pirated goods are, by definition, substitutes in the economic sense for lawfully marketed goods which they imitate, the divergences in the cost base for illegal operators will also give rise to differences in the conditions of competition for the lawful operators. Counterfeiters and the producers of pirate goods are saved the research and development costs and the marketing costs of legitimate traders. Their free-riding enables them to capture an increasing share of the market, thereby producing distortions in the conditions of competition and to diversions of the natural trade flows of legal goods. The phenomena of counterfeiting and piracy thus leads to the loss of turnover and market shares by legitimate businesses. Additionally, they suffer the loss of future sales from the loss of brand image with their customers. The spread of counterfeit and pirated products leads to a prejudicial downgrading of the reputation and originality of the genuine products, particularly when businesses gear their publicity to the quality and rarity of their products. This phenomenon also involves additional transaction costs for businesses (costs of protection, investigations, expert opinions and disputes) and in certain cases may even lead to tort actions against the *de facto* right holder of the products marketed by the counterfeiter or pirate where the proof of good faith is in doubt.

Fighting Back: Little by Little

By Steven Matz, CIB



For small and medium size companies, or even sizeable organisations that fall short of multinational status, the effects of counterfeiting can be particularly damaging, not least because they lack the financial muscle of large corporations to wage a sustained campaign to protect their intellectual property rights.

An example of the plight faced by such companies was given by Burton Snowboards' IP specialist Vanessa Price at a US Senate Committee hearing on counterfeiting in March 2004.

Ms Price said that Burton Snowboards, which employs just over 500 people, had noticed growing problems with small-scale counterfeiting in the US. Typically, this involved the manufacture and sale of fake Burton, Gravis, and Analog stickers, accessories, and clothing on internet auction sites, specifically eBay. However, while eBay would remove items from auction sites that proved to be counterfeit, Burton Snowboards did not have the resources to pursue every instance of counterfeiting on eBay.

Burton Snowboards also found that counterfeiting was damaging the cachet of its brand. As Ms Price explained, the company manufactures limited editions of specific stickers and products and these items stood to lose their consumer appeal if counterfeit versions routinely showed up in large quantities on eBay.

Ways to reduce the workload

The workload generated by constantly monitoring online auctions and websites can be huge, making manual searching using a standard search engine nigh on impossible. For this reason, where the problem justifies the expense, many companies will employ the services of a specialist company that provides a bespoke search engine specifically tailored to flagging up suspicious websites or goods.

Another problem is that while it is often a case of simply writing to the internet service provider or contacting the online auction site to have the offending website or goods removed, pursuing the perpetrators through the courts can be overly time consuming and expensive, especially where the website operates from an overseas location.

Sometimes tackling counterfeiting on the internet can turn into a war of attrition, as sites that have been shut down may reappear elsewhere at a later date. However, even if this proves to be the case, the constant disruption caused to the counterfeiters will at least damage their potential sales rather than yours.

Last summer, acting in a pro bono capacity, the ICC Counterfeiting Intelligence Bureau (CIB) won a small but important battle against the trade in fake degree certificates when it succeeded in getting the website of a prolific and well-known counterfeiter of certificates shut down. As part of the services it offers, the CIB can investigate and have

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illegal websites removed on behalf of brand owners. This service is particularly useful for smaller companies that lack the resources to act themselves.

Another company which has experienced the consequences of counterfeiting is Ohio-based pump manufacturer Gorman-Rupp, which has a turnover of \$200 million and a staff of 1,000. Speaking at a hearing of a US Senate Committee on Governmental Affairs entitled *Pirates of the 21st Century: The Curse of the Black Market*, Jeff Gorman, president and CEO of Gorman-Rupp, said that importation into the US of unauthorised foreign-made duplicates and near duplicates of its products had cost the company sales of some \$5 million and caused the loss of 25 jobs.

Turning detective

In many cases of counterfeiting the illegal items will have been manufactured abroad, making it difficult, time-consuming and expensive for a variety of reasons to shut down the source. Where the sale of counterfeit goods takes place in the company's own country or one with strong IP laws, an effective strategy may be to concentrate efforts on discovering the identity of the importer(s) and taking appropriate legal action to make it financially unviable for them to continue to deal in counterfeits of your products.

Monitoring the sale and distribution of counterfeit products across towns, cities and countries, and in markets, shops, wholesalers and factories can be time consuming and expensive. Where it is a consumer product that has been counterfeited, one strategy that has proved successful in the past effectively uses members of the public as unpaid investigators, providing intelligence on the source and the scale of any counterfeiting. While this strategy is suitable for companies of all sizes, because of its relatively low cost factor, smaller organisations may find it particularly useful. In essence, it involves incorporating covert anti-counterfeiting technologies into promotional material on or in the packaging, for example registration forms or coupons, which consumers are encouraged to return by the offer of an incentive such as a free gift or discount on a future purchase. As the counterfeiter will usually try to mimic the entirety of the packaging, the promotional offers to consumers are also likely to be copied. However, the use of covert anti-counterfeiting technologies will allow the brand owner/right holder to easily spot any copies. Thus if the company receives, for example, fake coupons or registration forms, a picture can be built up of the location, source and prevalence of the counterfeit products.

Recruiting allies

Irrespective of size, to stop counterfeits before they have a chance to enter a particular country, companies should lodge an IPR application with the respective customs. While this will not eliminate the problem, it does mean that customs will be able to detain goods suspected of being counterfeit for a certain period of time, allowing the brand owner/right holder to confirm whether or not the goods are counterfeit.

In the EU, the administration fee for lodging an application has been abolished. Once an application has been accepted, EU customs can detain goods suspected of being counterfeit for up to ten days, which runs from the time the brand owner/right holder is notified of the detention of the goods. This is subject to giving an undertaking to indemnify customs against any liability or expenses that may result from the detention. It is helpful if companies provide customs with a detailed description of products they wish to be covered by the application to aid customs in distinguishing them from infringing goods. If there has been a previous counterfeiting problem and there are known

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differences or mistakes on the packaging or product, for example, spelling errors or incorrect batch numbers, or there is other intelligence such as suspected suppliers of counterfeit goods or expected routes of suspected goods these should also be given to customs. Customs should also be provided with details of who should be contacted in the event that goods suspected of being counterfeit are detained so that the goods may be inspected and confirmation given as to whether or not they are counterfeit. An out-of-office-hours telephone number at which the contact person can be reached may also prove useful.

Another way in which smaller size companies can mount a more effective fight against fakes is to join, or form, a trade association dedicated to combating counterfeiting. This will allow resources to be pooled, as well as giving greater political clout. In addition, membership organisations such as the CIB can provide help on preventative, investigative and legal matters to companies which may not be able to afford their own in-house brand protection department.

Many of the world's biggest multinationals are members of anti-counterfeiting organisations and one of the most effective is the International Federation of the Phonographic Industry (IFPI), which represents the record industry. IFPI estimates that physical piracy accounted for US\$4.5 billion in illegal sales worldwide in 2003. Anti-piracy efforts are spearheaded through a team of 50 investigators and analysts, and a dedicated litigation department. IFPI has a forensic laboratory to pinpoint the manufacturing source of pirate CDs, a pirate product database and a training unit which works with enforcement authorities and customs in different parts of the world. It also has a number of regional offices around the world.

Recording progress

The record industry has also been hit hard by individuals using peer-to-peer networks such as KaZaA to illegally upload material which can then be downloaded by others for free. The enormity of this non-commercial piracy has led the record industry to pursue through the courts those who it regards as the prime offenders – the serial uploaders who make the tracks available to others.

Since September 2003, the US recording industry has brought copyright infringement lawsuits against over 5,700 alleged illegal file sharers. To date, there have been hundreds of settlements, averaging several thousand US dollars each. Illegal file sharers in Europe have also been targeted, with the highest settlement so far being the •13,000 paid by a Danish uploader. In October 2004, legal action against illegal file sharers in Europe's two largest music markets – the UK and France, was taken for the first time.

In the long term the record industry is well aware of the need to win over those illegally downloading music. It is doing this by providing legitimate online services where tracks can be bought at reasonable cost. In Europe there are now over 100 legal music online sites, which have already attracted over four million paying customers.

It remains to be seen whether those who have grown accustomed to getting their music for free and who continue to infringe IP rights can be persuaded to make the switch. However, there is evidence that coming down hard on illegal file sharers is beginning to bear fruit. Since January 2004, there has been a 20 per cent drop in simultaneous users on KaZaA, the record industry says. Users of other peer-to-peer networks have also been targeted.

Counterfeiting Perspectives

Taxing Times

Counterfeiting not only steals from companies, it also deprives governments of revenue from both direct and indirect tax. For example, cigarette counterfeiting causes the UK government to lose tax revenue of around •4 billion each year.

The tobacco industry approximates that 3 per cent of cigarettes sold each year throughout the world are counterfeit. Philip Morris International estimates that around 1.5 per cent of all cigarettes sold in Europe are counterfeit, equivalent to over one million packs a day. The World Customs Organization estimates that 190 billion counterfeit cigarettes are produced in China alone each year, making it the leading source country for European-destined fakes.

Upping the Odds

Smugglers know and take advantage of the fact that customs officers only have a limited amount of time and manpower to carry out checks on containers and freight and that decisions on which containers to inspect have to be made very quickly. This stacks the odds very much in favour of the smuggler. However, the introduction of state-of-the-art scanning equipment at a number of seaports and airports around the world has considerably enhanced customs chances of success at those localities.

The speed of scanners varies depending upon the model and cost, but for example a scanner used at a port in the north of England can check ten 40ft containers in the time it takes to manually examine a single container.

The use of high-tech equipment is becoming increasingly important as smugglers resort to ever more ingenious methods to avoid detection. In recent years shipments of counterfeit cigarettes have been discovered hidden in laminate doors, in cases purportedly containing micro-scooters and catering-size tins of mushrooms. Importantly, therefore, today's scanners are capable of distinguishing between different materials as well as the outline of objects and detecting contraband hidden in insulation.

Last year a scanner played a vital role in the largest ever seizure of counterfeit cigarettes in Europe. Some 27 million counterfeit Gauloises Blondes were seized at Malta Freeport after the port's gamma ray image system VACIS (Vehicle and Cargo Inspection System) scanned three 40-foot containers that were being transhipped from Asia to Algeria. On the manifest the contents of the containers were declared as DVD players, which made up the top two layers of each container, with the counterfeit cigarettes hidden beneath.

Scanners have also been successfully used to detect other counterfeit goods. For example, in April 2004, customs at Malta Freeport seized over 14,000 counterfeit Rolex watches that had arrived from the Far East and were en route to Greece. Customs became suspicious after noticing a discrepancy between the goods listed on the manifest, which was socks, and the weight of the container. The container was scanned and customs discovered 47 boxes each containing 300 counterfeit watches.

Counterfeiting Perspectives

Summary

A company's approach to tackling counterfeiting will largely be dependant on its financial resources. Companies such as Burton Snowboards are unlikely to be able to muster the anti-counterfeiting firepower of organisations the size of IFPI. However, that does not mean they cannot fight back. Some of measures that can be taken to combat counterfeiting include:

- **Strength in Numbers**

Join a trade association or organisation that acts on behalf of its members to fight counterfeiting through activities such as political lobbying, intelligence gathering, and legal and strategic advice.

- **Forewarned is Forearmed**

Lodge an IPR application so customs can report suspicious consignments of goods before the items enter the country.

- **Go for the Weakest Link in the Counterfeiting Distribution Chain**

Where counterfeits are produced overseas and the source is out of reach, target the importer.

- **Protect Your Products**

Use anti-counterfeiting technologies to make it harder and more expensive for counterfeits of your products to be made.

**DEVISING AN EFFECTIVE
ANTI-COUNTERFEITING STRATEGY**

ANTI-COUNTERFEITING FLOW CHART



Devising an Effective Anti-Counterfeiting Strategy

Corporate Overview

Various factors need to be considered and weighed up before implementing an effective anti-counterfeiting strategy using security technologies. For most rights owners the first indication that they may have a problem with counterfeiting will come when an otherwise unaccountable fall in sales takes place in a country or region. Evidence may also come to light of counterfeiting from sales field staff, law enforcement or private investigators. There may be an anonymous tip off. Having established that a counterfeiting problem exists the next stage is some basic analysis to ascertain so far as possible:

- Who is involved in producing the counterfeits?
- Where are they producing and distributing the fakes?
- What quantities are involved?
- Why they have chosen the product in question?
- How the counterfeiting problems can best be tackled and by what means?

Other questions that companies considering using authenticating technologies need to address include:

- Is the problem just related to counterfeiting or does it include diversion or a combination of the two?
- How seriously is the problem impacting on the company's sales and brand and what financial resources is the company prepared to devote to tackling it?

Often a good deal of research and investigation is necessary before these questions can be satisfactorily answered. However, this is an important first stage in any anti-counterfeiting strategy since management must be convinced that a serious problem exists before a firm commitment is made to tackle it and make the necessary financial resources available.

An effective anti-counterfeiting strategy must have authorisation and direction from the very top of the corporation and involve different parts of the organisation if it is to succeed. Typically it will involve setting up a project team consisting of individuals from different parts of the corporation who can function as an interdepartmental unit.

Often such a team will include figures from the following areas:

- ◆ Legal
- ◆ Security
- ◆ Product development and packaging design
- ◆ Production
- ◆ Sales and marketing
- ◆ Finance
- ◆ Public Relations

The team's task is not only to select the most effective technologies but also to implement the overall corporate anti-counterfeiting/diversion strategy. They will need to assess the evidence to hand relating to specific problems, including falling sales figures in particular markets and determine the measures that they will take and their likely cost and the benefits that will accrue. This calls for detailed economic analysis.

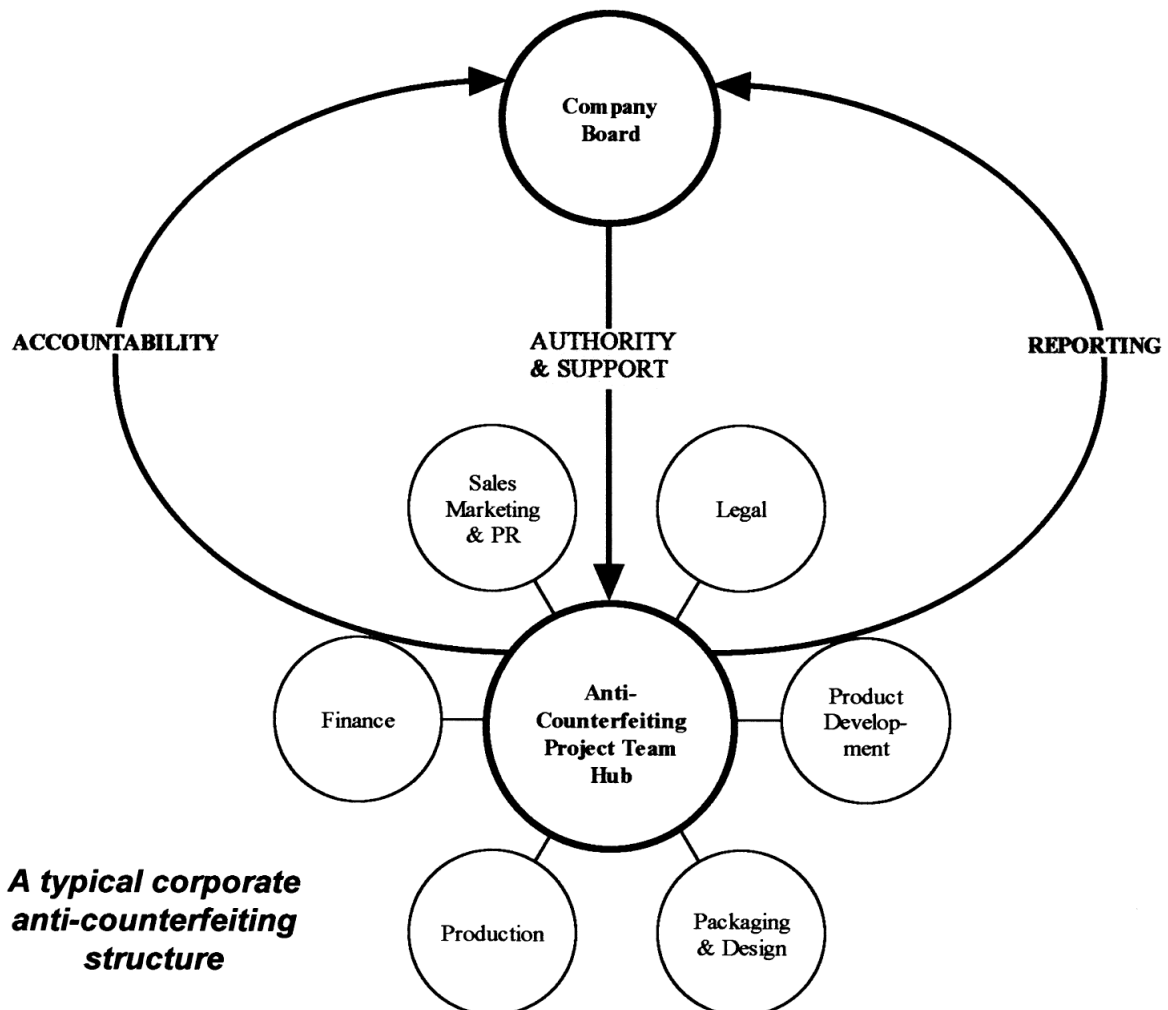
Devising an Effective Anti-Counterfeiting Strategy

The project team will need to ensure that the corporation's intellectual property rights are registered in all the appropriate countries and decide how they will measure the success of the strategy. This is likely to be twofold both in terms of number and value of seizures and better cooperation with law enforcement.

The team may also determine whether or not to formulate a corporate policy statement on counterfeiting and post it on the corporation's website. Some companies, notably Glaxo Wellcome, have done this and it serves to highlight the company's policy on this issue.

Where a company's products have health and safety implications, such as pharmaceuticals, liquor and aviation spares, there is a heightened need to confront counterfeiting issues and product protection becomes not just a matter of choice but one of necessity. Brands of this type face potentially catastrophic consequences if they are counterfeited and these cause death and injury which is widely publicised.

A top down policy backed by firm resolve and backing from a company's board is thus vital if an anti-counterfeiting strategy is to succeed. To do so it must involve key individuals in different parts of the company who need to work as a team to implement an effective anti-counterfeiting strategy.



Devising an Effective Anti-Counterfeiting Strategy

Product protection is an important starting point in an overall anti-counterfeiting programme and aims to harden the target by making the product extremely difficult to counterfeit in its entirety. It makes the task of the sophisticated counterfeiter that much harder and more expensive and encourages some counterfeiters to look elsewhere for softer and thus easier targets. Effective overt authenticating technologies will enable the public at large to recognise, avoid and hopefully report instances of counterfeiting, whereas covert technologies will alert company representatives and enforcement authorities to counterfeiting activity. Most importantly, though, anti-counterfeiting technologies will provide vital evidential support in a court of law where issues of product genuineness and liability may be at stake.

Having protected its products with authenticating technology, a company is able to crucially distinguish between genuine and fake products and take effective action to stop and punish counterfeiters, whilst at the same time conveying a message of zero tolerance to would be counterfeiters.

An effective anti-counterfeiting strategy must therefore by its very nature involve a blend of product protection coupled with aggressive enforcement action.

Example of a real-life brand protection programme using security labels (name of company withheld)			
	Before Program	After Program	
Product Price	\$50	\$50	
Annual Volume	10,000,000	10,500,000	5% increase
Annual Revenue	\$500,000,000	\$525,000,000	5% increase
Cost of goods sold	\$200,000,000	\$210,000,000	
Gross Margin	\$300,000,000	\$315,000,000	
Fixed Costs	\$100,000,000	\$100,000,000	
Variable Costs	\$150,000,000	\$157,500,000	
Brand Protection Program*	-	\$1,015,256	
Profit	\$50,000,000	\$56,484,744	13% increase
* Includes cost of quality seals, application of seals, application equipment, shipping of seals, inventory costs, training materials, and investigative services.			

Source 3M

Overview of Anti-Counterfeiting Technologies

By Richard Jotcham, Axess Technologies Ltd



This article only reviews anti-counterfeiting technologies and it should be noted that they are only part of a wider technology portfolio that can be utilised as part of a comprehensive brand protection technology programme.

Categories of Authentication

Authentication technologies that determine whether an item is genuine or counterfeit can be split into three specific categories:

Overt security features are apparent and visible and do not require additional readers or instruments to detect them. The general public or untrained personnel can verify them.

Covert features are concealed, they are not immediately apparent and may require a relatively simple reader or verifier (such as a UV lamp or magnifier) or a more sophisticated device to locate and identify them. Covert tagging is particularly useful to Customs Inspectors and Company Investigators so long as they are fully trained to use the readers and testing kits.

Forensic level features are extremely covert and are often present on a 'need to know' basis only. They may comprise the addition of unique taggant material or imperceptible changes to a substrate or print that requires a very specialized reader to detect them. The quantity of taggant is so small that it cannot be detected using available analytical techniques and requires a specific and secret test method to determine its presence. One of the main benefits of forensic level tagging is that it can provide unequivocal evidence that a seized product is or is not genuine. This information can be very valuable in the prosecution of counterfeiting cases where the counterfeit products and packaging are very similar to the genuine article.

Authentication features may be combined with a wide range of substrates, carriers and application processes. These can include direct application into packaging, films, metals or glass, as an integral part of the material, or may involve addition to a material such as foil, adhesive or ink that is subsequently applied to the substrate.

Overt Authentication Features

Overt authentication features are used when the product has to be authenticated by the general public or as a quick authentication device for untrained law enforcement officers, including customs.

Examples of overt authentication features include:

- ◆ Optically variable coatings that change colour when the viewing angle is changed.
- ◆ Print and coatings directly applied to items, containers or tablets.

Devising an Effective Anti-Counterfeiting Strategy

- ◆ Holographic foils attached to labels and tamper evident seals.
- ◆ Tear tapes containing printed, coloured or optically variable effects.
- ◆ Thermochromic inks and coatings that decolorize on warming.
- ◆ Perforations, embossings or watermarks.

Covert Authentication Features

Covert authentication features are particularly useful to Company Inspectors and trained Enforcement Agencies. They represent the second line of defence against counterfeiters and are often ignored by the criminals, who may not realize they are present or find them too difficult to reproduce.



A hologram with a covert embedded image, courtesy of Schreiner ProSecure

Examples of covert authentication features include:

- ◆ Microscopic particles of specific colours or coloured layers (physical taggant).
- ◆ Tiny planchettes or narrow threads containing micro-text.
- ◆ Labels printed with colour combinations or line structures that will not resolve on a normal scanner or colour copier.
- ◆ Holograms containing microtext that is only readable under magnification.
- ◆ Inclusions or print containing materials with characteristic spectroscopic properties that are either activated and authenticated visually or detected using a dedicated verifier, for example UV (Ultra Violet) and IR (Infra Red) features.

Forensic Authentication Features

Forensic level authentication may involve the chemical identification of a particular component within the product such as an ingredient. Alternatively a taggant may be added during the manufacturing of the product or packaging.

Examples of forensic level authentication features include:

- ◆ Paper and packaging containing parts-per-million levels of a taggant that is undetectable by conventional analysis but may be extracted and identified using a dedicated test procedure.
- ◆ Identifying the isotopic composition of naturally occurring materials providing information about the authenticity and source of the material.
- ◆ Infra-red analysis compared against a library of spectra held on a database.
- ◆ Elemental analysis using X-ray fluorescence.
- ◆ Additions of DNA fragments to products and packaging.

Taggants – an overview

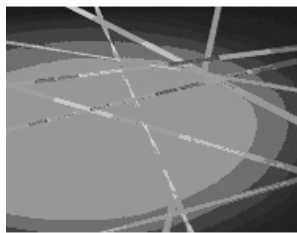
One class of technology that appears to be causing much confusion is taggants. There are a number of different types that can be used as covert or forensic level authentication:

Inks can incorporate *spectroscopic taggants* that may be UV absorbers, emitting in the visible spectrum, or upconvertors that are irradiated by IR and emit in either the near

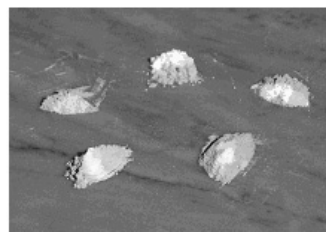
Devising an Effective Anti-Counterfeiting Strategy

IR or visible spectrum. More complex spectroscopic taggants make use of particular properties of the emitting substance such as the spectral decay rate, which is measured using bespoke detectors.

Spectroscopic taggants may also be incorporated into particles, fibres, planchettes or security threads which are embedded directly into paper or packaging. Batch tagging may also be achieved by the addition of specific biological, chemical or particulate features to both the product itself or the packaging. Health and Safety and FDA approval must be considered where appropriate.



*Threads viewed under UV light
(Courtesy TGST)*

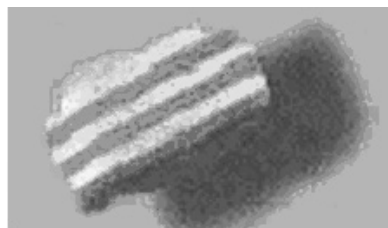


*Powders viewed using IR light
(Courtesy Stardust)*

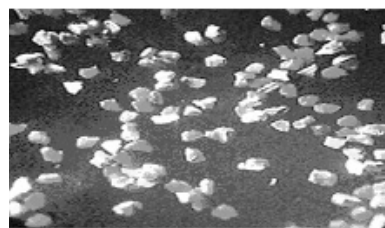
Biological taggants may include strands of specific DNA or the addition of chemicals that use biological techniques in their verification. For example, one company has developed a technique of producing mono-clonal antibodies of particular molecules. A very low concentration (parts per million) of the taggant is dispersed throughout the product or packaging. In order to verify its presence a small sample is taken and the taggant extracted, a few drops of which are subsequently placed onto a lateral flow device. The liquid flows up the slide and comes into contact with the mono-clonal anti-body. If the taggant is present then a visual indication appears on the lateral flow device.

Chemical taggants may involve indicators that are pH sensitive or are detected using precise analytical techniques such as IR spectroscopy or X-ray fluorescence. Here a measure of the concentration of the taggant may be made indicating if the product has been tampered with or diluted.

Physical taggants were originally developed to identify explosives after detonation. One example comprises microscopic plastic particles that are only visible under magnification that contain coloured layers or coloured sections. The colours represent a numeric code allowing rapid authentication without complex equipment.



*Layered Physical Taggant
(Courtesy Inotec)*



*Coloured Physical Taggant
(Courtesy Tracking Technologies)*

Devising an Effective Anti-Counterfeiting Strategy

Print Design

Another way of embedding security directly into labels and packaging is through print design. It can therefore be argued that this is just another form of tagging. For example, digital watermarking is a term used to describe a technology directly associated with print design. There are a number of companies that employ differing technologies but offer the end user a similar result.

Simplistically, if an image can be converted into digital format then it is possible to manipulate the components of that digital data. This allows a characteristic to be embedded into the design which does not affect the visual appearance of the printed image but can subsequently be recognized and read using digital equipment such as a scanner or video camera. This means that a normal litho, flexo or gravure image can have a 'watermark' embedded into it without adding any additional feature or process during manufacture. This could have particular advantages for companies who do not want security features interfering with the visual appearance of the packaging.

In this format the embedded data represents a simple tag. However, if the printer was able to put down a variable image using a digital printer or as a result of multiple plate changes, then a series of tags could be embedded into identical images and the system used to batch track product.

RFID

A number of RFID track and trace systems are under development to meet the requirements for improved supply chain visibility. Some vendors are claiming that RFID may provide the ultimate anti-counterfeiting capability. To date this has not been shown as RFID is currently targeted at pallet and case level tracking and will provide little counterfeit protection until it is adopted at item level. In addition verification of RFID systems requires dedicated readers and is of little use as an overt security technology.

Conclusion

This review describes just a few of the categories of technology that are available to protect branded products. There are a large number of security technologies that have been developed and these possess varying attributes and levels of complexity as well as costs. It is important that any technology that is selected meets the specific needs of the brand owner and that security technology is never considered in isolation.

Overt, covert and forensic features are used to meet different needs and their application entirely depends on who will authenticate, where it will be authenticated and how the feature will be authenticated. Counterfeiters will attempt to reproduce overt features in order to produce copies that look like the genuine product and packaging, they may (or may not) ignore covert features and invariably they remain unaware of forensic level features. Layering of security technology is therefore important to provide comprehensive protection and is by far the most effective way of deterring and defeating the most capable criminals.

Security Technology as part of Brand Protection

By Susanne Hasselmann, Axess Technologies Ltd



This article describes a process for selecting appropriate security technologies and the challenges that often have to be overcome during this process. In addition it explains the role that security technology plays as part of an overall brand protection strategy.

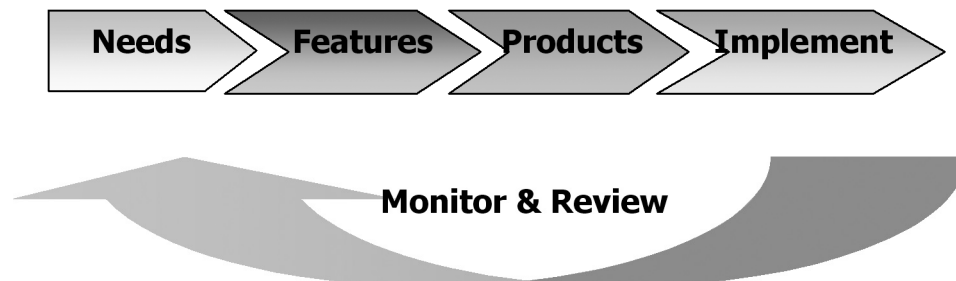
Technology Selection

Anyone can select a security technology. There are a large number of suppliers in the market and it is therefore not difficult to find what looks like the right product. However, selecting the most appropriate technology that cost effectively deals with an individual and often company-specific set of problems is much more difficult. It requires time, research and resources.

The chosen technology has to be fit for purpose. It must address the threats to the products, it has to comply with regulatory requirements, it must be suitable for existing manufacturing processes and it must withstand the environmental conditions experienced during distribution. It is therefore essential to have a rigorous selection process in place that delivers the optimum solution for a particular company's needs and that, at the same time, allows a company to set up a system of continuous monitoring and review once the security technology solution has been implemented.

The ATL 4 Step Selection Process

Axess Technologies has developed a process (The ATL 4 Step Process) that ensures all relevant client needs are taken into account when designing a technology programme. It is a mature step-by-step elimination process that has been successfully implemented many times.



Establishing the Need

The "needs analysis" is the first and most important step in the process. It clearly defines and documents the company's requirements for a security technology solution. It provides the basis for technology selection and makes the long term review and monitoring of a solution much easier.

Devising an Effective Anti-Counterfeiting Strategy

Many organisations try and skip this step in the process. Especially if they have just been hit by counterfeiting they demand a quick solution. This may be done, but will only act as a temporary “sticking plaster” and therefore should be followed up by a more thorough consideration of appropriate security technologies and by establishing a long term programme.

The “needs analysis” will address a number of factors. These include the following:

- ◆ How does the product move through the supply chain?
- ◆ Where are the risk points?
- ◆ What data/ historical evidence is available in respect of criminal/ unauthorised activities?
- ◆ How does technology need to support existing activities?
- ◆ How and where is the product currently authenticated?
- ◆ How and where will the product be authenticated in the future?
- ◆ What are the product/ packaging components and how are these manufactured?

These and other needs are established through a series of interviews, supply chain mapping, data gathering and analysis. It takes time, but once this part of the process has been completed it is relatively straight forward, with the necessary technical expertise, to identify suitable features that respond directly to the threats and that support existing brand protection activities.

Brand Protection reaches across a company’s functional boundaries and it is therefore important to build an organisational consensus. The “needs analysis” permits this to happen as it takes into account all views of stakeholders within the organisation. It also allows for thinking outside the box: what appeared to be a technology solution in the first instance might be better served by a tightening of procedures or agreements.

Feature Selection

The findings from the “needs analysis” above are translated into technical requirements that are then matched with appropriate packaging or product components. This is how we derive a shortlist of features. These are reviewed in terms of advantages and disadvantages of each feature in relation to the brand owner’s individual requirements and a final shortlist of features is selected.

Product Selection

Once the features have been selected, detailed technical specifications are drawn up and sent to relevant suppliers. It is common to start with a list of between 20 and 50 suppliers who will then be screened according to the brand owner’s internal requirements. These may include size of company, financial viability, geographic presence, etc. Once this initial screening process has been carried out, suppliers are contacted and asked to respond to the technical specifications provided. Following receipt of replies a further screening process is adopted before a final short list is drawn up. This will be provided to the company’s brand protection team and their purchasing managers to make final selections.

It is not always necessary to source security technologies from third parties. It is often possible to adapt existing manufacturing processes and packaging specifications to incorporate a number of security features. In some cases it may even be possible to develop more sophisticated features internally, just using the company’s own resources and expertise.

SECTION 1

COUNTERFORCE

COUNTERFORCE

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COUNTERFORCE

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Background of Firm

GASSAUER-FLEISSNER Rechtsanwalt is an independent Austrian partnership of business lawyers assisting multinational groups and Austrian companies, public corporations and private individuals with tailor-made and economically viable solutions on an international standard. The firm's aim is to blend a dynamic approach with experience, and modern solution strategies with sound legal advice. Client oriented legal assistance is founded on the two mainstays of efficiency and swift action, and the firm is organised according to those principles.

Another particularity of Gassauer-Fleissner Rechtsanwalt is the provision of services at the cross over point between corporate/commercial law on the one hand and the protection of industrial property and new technologies on the other hand. Other areas of specialisation – apart from IP/Corporate/Commercial – are new media and technologies, labour law, public procurement, Austrian and EU-competition, litigation and real estate.

In the area of IP law there are three partners supported by associates in particular advising on matters pertaining to the protection of industrial property, the enforcement of patents, designs and trademarks in disputes, the fight against product piracy; advice in the field of fair trading and advertising law, as well as copyright law; technology transfers and the law of licensing agreements.

Languages Spoken

German
English
French
Italian
Portuguese
Spanish

COUNTERFORCE

BRUNEI

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Background of Firm

Y C LEE & LEE was established in 1992 and is a partnership with 6 practicing lawyers and 12 support staff. It is particularly active in handling IP infringement cases and works closely with the Commercial Crime Unit of the Royal Brunei Police Force.

Principal Areas of Work

Banking and finance, civil litigation, commercial/trade/shipping, companies and securities, insolvency, Intellectual Property and arbitration.

Languages Spoken

English
Malay
Mandarin

COUNTERFORCE

CHINA

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Background of Firm

CUIPPC, the first organisation specialising in IP-related investigation in Mainland China, was established in August 1994 in Beijing. It is and has remained the sole member of the ICC-Counterfeiting Intelligence Bureau in Mainland China since 1996.

CUIPPC has established five branch offices in Guangzhou, Shanghai, Hangzhou, Shenyang and Xiamen respectively, to augment its Beijing headquarters. Altogether, CUIPPC's staff encompasses more than 100 investigators and administrators.

As of June 2002, CUIPPC had successfully resolved a large number of IP infringement cases, in the process amassing a wealth of experience in conducting raids against counterfeiters. Among these cases, over 2,700 targeting manufacturers and over 2,100 wholesalers, criminal proceedings have been initiated in over 360 cases, with over 20 persons becoming subject to criminal charges. The efforts of CUIPPC have enabled clients to obtain financial compensation from counterfeiters amounting to RMB14,500,000.

Many cases handled by CUIPPC have been designated by high government agencies as being model law enforcement cases of either national or provincial scope.

CUIPPC has thus by right become one of the most influential IP-related investigation firms in the PRC.

Principal Areas of Work

CUIPPC has grown fast and has become a major privately run IP enforcement force in China. CUIPPC provides the following services, namely, company search; market research; credit investigation; investigation of trademark use; investigation of infringement; organising raids against counterfeiters; filing administrative complaints in cases relating to trademarks, patents, copyrights and computer software infringement and unfair competition on behalf of clients etc, subjects including personal sanitary products; cosmetics; shoes; garments; food; telecommunication equipment; machinery; books; audio-visual products; computer parts; software; stationery; chemical products, etc.

COUNTERFORCE

CUIPPC's investigators come from all walks of life and from all regions in China. They are familiar with the local environments, dialects and customs in key areas. Since they are not outsiders, they are thus able to deal with the parties investigated under the particular localised circumstances obtaining in each case.

CUIPPC's investigation executives all have extensive backgrounds and work experience in government law enforcement departments and agencies. This factor positions us to rapidly identify the most appropriate enforcement authorities and personages to mobilise in view of the unique set of circumstances present in any given case.

Languages Spoken

Chinese
English
Japanese

COUNTERFORCE

CYPRUS

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Background of Firm

LELLOS P. DEMETRIADES LAW OFFICE was established in 1955 and has been advising and litigating on behalf of local and overseas clients in commercial matters. It is a medium size firm and consists of 9 members, 3 of whom have been called to the English Bar (Gray's Inn).

Principal Areas of Work

LELLOS P. DEMETRIADES LAW OFFICE concentrates on Commercial work with specialisation in Intellectual Property, Insurance, Company, Tax, Trusts and Business matters.

Intellectual Property Profile

LELLOS P. DEMETRIADES LAW OFFICE has, over the last 15 years, developed an expertise in Intellectual Property matters in which 3 members are involved and, in particular, anti-piracy/counterfeiting. It acts on behalf of International Organisations representing the Film, Software and Music Industries and has been involved in the latest amendments to the Cyprus Copyright Law, and the Cyprus Patent Law. It is also advising members of the Pharmaceutical and Clothing Industry.

It heads the local Anti-piracy Organisation in relation to Film and Software and has been active in the training of the Police and Customs in the Copyright field.

The office registers trademarks/service marks as well as patents and is qualified to undertake relevant litigation.

It has been using the traditional courses of action for intellectual property in a creative combination within the existing legal and administrative framework to fight piracy.

Languages Spoken

Dutch	English
French	German
Greek	Spanish
Turkish	

COUNTERFORCE

DENMARK

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Background of Firm

PLESNER was established in 1918 and consists of 135 lawyers, including 39 partners

Principal Areas of Work

As one of the largest law offices in Denmark, PLESNER has expertise in all areas of Commercial Law. PLESNER Intellectual Property Department consists of 5 partners and 14 associates involved in all aspects of intellectual property rights, including IT law.

Intellectual Property Profile

PLESNER have assisted clients in a number of cases and litigation concerning Patents, Design, Trademarks, Unfair Marketing, Counterfeiting, Piracy etc. The firm has extensive experience in Licensing Agreements, Company Acquisitions, Protection of Industrial Property Rights, Computer Law, Information Technology, Internet, Media and Telecommunications. We file CTM applications in the EU Trademark Office in Alicante and handle all necessary searches in relation hereto.

The IP Partners are engaged in national and international IP organisations. Peter-Ulrik Plesner is president of the Danish AIPPI and chairman of the Danish Association for the Protection of Intellectual Property. Per Hakon Schmidt is chairman of the Danish Anti-Counterfeiting Association and secretary to the Danish Association for Computers and Law and co-editor of NIR (Nordic Intellectual Property Law Review).

Languages Spoken

English
German
French
Scandinavian Languages

COUNTERFORCE

FINLAND

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Background of Firm

HH PARTNERS, Attorneys-at-law Ltd provides high-quality legal services for both Finnish and international clients. With a team of lawyers whose combined expertise covers a broad range of legal areas, we are dedicated to cost-effectiveness and efficiency in all our services. The firm operates on the principle of True Partnership. This system contributes to internal cooperation, and provides an environment where assignments are allocated and performed with the objective of ensuring that the client shall receive qualified and cost efficient service in the shortest possible time.

Intellectual Property Profile

The Intellectual Property and Marketing Law Practise Group of HH Partners is specialised in legal issues connected with Copyright, Patents, Trademarks, Designs, Unfair Competition, Consumer Protection, Franchising, Advertising and Marketing. The group supports other competence groups within the firm by providing due diligence of Intellectual Property aspects in Mergers and Acquisitions and joint venture transactions.

Members of the Intellectual Property and Market Law Practise Group have comprehensive expertise in anti-counterfeiting litigation, including cease and desist measures and search and seizure actions. The group has well-established contacts with the Police and the Customs Authorities. Manager of the group, Mr Esa Korkeamäki, is a former chairman of the Finnish Anti-Counterfeiting Group. Also non-piracy infringement litigation, including matters related with grey imports and unfair competition, are regularly being handled by the firm.

The clients of HH Partners includes a large number of Finnish and international principals operating in sectors such as banking and financial services, food and pharmaceuticals industries, information technology, telecommunications, media, publishing and insurance, as well as international trade and transport.

Languages Spoken

Finnish
Swedish
English
French
German

COUNTERFORCE

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Background of Firm

Since its establishment, BUSSE & PARTNERS (three partners), have dealt almost exclusively with the protection of intellectual property, copyright law and competition law, as well as media and press law. Busse & Partners is the permanent legal consultancy of the Action Plagiarius e.V.

Principal Areas of Work

- Design Patent Law
- Patent Law/Utility Patent Law
- Trademark Law
- Copyright Law
- Competition Law
- Press Law/Media Law

Intellectual Property Profile

BUSSE & PARTNERS work closely together with patent attorneys who have their residence in the same office.

Through worldwide cooperation with specialists, government, agencies, associations and organisations working in the field of industrial property law, Busse & Partners can also ensure efficient and competent handling of the matters assigned to them in the international sphere.

Languages Spoken

German
English
French
Italian

COUNTERFORCE

GREECE

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Background of Firm

Formerly named "Simitis Law Offices" the firm was established in 1930 and since then has concentrated its services in the area of Business Law. The firm has two partners, fourteen associates, two trainee lawyers and five administrative support assistants.

Principal Areas of Work

BALLAS, PELECANOS & ASSOCIATES specialises in Industrial and Intellectual Property, Greek and EU competition law, tax law, commercial contract law, IT law, aviation law, litigation (civil and criminal) and arbitration, employment and general business law.

Intellectual Property Profile

Since the firm was established in 1930, it has developed a strong industrial and intellectual property practice (including competition law) and has pioneered Greek Legal Practice in IT law. The firm has been recommended for its experience in litigation and has gained considerable reputation in combating counterfeits on behalf of clients such as Levi Strauss & Co, Diesel SpA, Philip Morris Products Inc, Fiat Auto SpA, Toyota, Microsoft Corporation, and others.

BALLAS, PELECANOS & ASSOCIATES experience covers all areas of industrial and intellectual property and related competition and contract law, including trademark and patent registrations, licensing, advertising law, franchise law, distribution systems, software development and licensing, etc.

Languages Spoken

Greek	French
German	English
Italian	Spanish

COUNTERFORCE

HONG KONG

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Background of Firm

MARGOLIS & ASSOCIATES was established in 1993 as an internationally orientated firm including professional staff with major law firm experience in intellectual property, technology and media law, with particular emphasis on IP enforcement. The firm works closely with private investigators throughout Asia, including the Indian sub-continent.

Principal Areas of Work

The firm practices exclusively in the area of intellectual property

Intellectual Property Profile

MARGOLIS & ASSOCIATES practices exclusively in the area of intellectual property law. The firm's clients include owners of major internationally famous trademarks, cutting-edge technology companies and media conglomerates. The firm strives to provide services tailored to each client's particular needs and to keep legal costs as low as possible. The firm deals with issues of the law of copyright, trademark, patent, design, trade secrets, data protection and unfair competition. This includes all aspects of protection and licensing of these rights. We focus on areas of international intellectual property law and transborder enforcement.

In those cases where it is useful to collaborate with lawyers in other jurisdictions, we select our associates individually, based on their merit in the particular area of intellectual property law with which we are dealing. The firm's lawyers' practical experience in intellectual property law in the context of systems of civil law, as well as in systems based on the common law, is particularly relevant. China's intellectual property law system is of largely civilian origin and not always easily grasped by lawyers with only a common law background.

MARGOLIS & ASSOCIATES has a very active internal anti-counterfeiting practice in Asia. Jared Richard Margolis obtained the first Anton Piller seizure order ever executed in a civil law jurisdiction.

MARGOLIS & ASSOCIATES is dedicated to the practice of intellectual property law and the enforcement of intellectual property rights. Our multi-national staff share a passion for intellectual property work and have practised in this field throughout their careers.

Languages Spoken

English	Hindi	Japanese
Cantonese	French	Mandarin
Singhalese	German	

HUNGARY

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Background of Firm

DANUBIA was established in 1949 as Patentbureau Danubia and transformed into a partnership in the form of a professional corporation in 1989 under the name of Danubia Patent and Trademark Attorneys. The firm has grown to be the largest IP firm in Hungary and probably in the whole of Europe.

The activities can be grouped in three main branches: representing foreign clients in Hungarian proceedings, foreign clients in foreign countries, mainly in Central and Eastern Europe, and acting for Hungarian companies to obtain, defend and maintain rights in foreign countries. The firm has a broad IP enforcement practice in Hungary. The firm has 30 patent attorneys covering all fields of technology, three trademark lawyers and a total staff of about 130. There is a close co-operation between Danubia and Bogsch & Partners, a law firm of high reputation. A four person management team, including a managing partner and three deputies, is elected to run the firm in every third year.

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COUNTERFORCE

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COUNTERFORCE



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Background of Firm

STUDIO LEGALE SUTTI was established in 1952 by Dr Angelo Sutti, Knight of the Italian Republic, and has focused its practice from the outset on company-commercial law and on intellectual property and competition law. In the late seventies, the firm began an uninterrupted trend of growth, making it today one of the largest independent Italian firms.

In the mid-eighties SLS's practice, albeit retaining most of its original features, including its emphasis on human resources and teamwork, its commitment to excellence in contentious work and its loyalty to a substantial core of domestic clientele, became increasingly involved in the international arena and began interviewing foreign candidates in its recruitment operations. This also led the firm to establish in 1992 its first two offices abroad, namely in London and Tokyo, and in 2001 its office in Sofia.

The domestic operations of SLS, which had already included two regional offices serving Northern Italy, respectively situated in the area of Bergamo and Brescia (in Trescore Balneario) and in the area of Pavla and southern Milanese province (in Abbiategrasso), were significantly reinforced in 1993, when the firm merged with Monti & Partners, another well-known Milan-based law firm established in 1927, specialising in international investments and trade, as well as banking and financial law. Lastly, the new century brought the establishment of new Italian offices, namely in Rome and in Genoa, where another merger has taken place with Studio Pennisi.

Principal Areas of Work

STUDIO LEGALE SUTTI is currently organised into three departments: Intellectual Property and Competition, Company-Commercial & Public Law, Employment & Related Matters. Specialised interdisciplinary groups deal with Litigation and Criminal Defence, IT & TLC, Environmental Law.

Intellectual Property Profile

A number of peculiar features identify Studio Legale Sutti in the Italian market of anti-counterfeiting services

Firstly, SLS is the Italian full-service business law firm with the largest Intellectual Property and Competition Department, which is based in the firm's Head Office at via Montenapoleone in Milan, right in the heart of the city's fashion district. Its Head is Dr Simona Cazzaniga (author of, inter alia, a number of articles and essays on the legal protection of models, industrial designs and architectural works, on seizures by custom officers, and on misleading "country of origin" indications on products). The same department has obtained from 2000 the prestigious collaboration of Prof. Gustavo Ghidini, one of the best known Italian scholars in the area of unfair competition and lavish limitation.

COUNTERFORCE

Secondly, it is the only Italian law firm having implemented in-house patent and trademark agency services and recruited to this effect MBAs and engineers admitted as patent attorneys or patent and trademark agents. The same services are active in the frame of the firm's Intellectual Property and Competition Department and are led by Roberto Dini, Ph.D., especially known for worldwide IP enforcement campaigns in the areas of high-tech and consumer electronics (with a distinct responsibility of Licio Zambon, Ph.D., for biochemical and pharmaceutical products, and of Masako Nishina, MBA, for brand name and luxury products).

Thirdly, according to Legalease's "Legal 500 in Europe", SLS "is the only major Italian firm to operate a high profile white collar crime operation." This operation actually concentrates on IP prosecution and anti-counterfeiting. While in Italy the victims of counterfeiting cannot literally prosecute the perpetrators but only press charges against the same and file complaint with public prosecutors, they are allowed to be represented by counsel, as well as ask for urgent measures and for damages, in the connected criminal proceedings, so that recourse to criminal justice is often (along with custom seizures) the most effective and expeditious way to deal with petty or racket counterfeiting of products and trademarks. Cesare Bulgheroni, the partner in charge of SLS's criminal law work, is himself known for high profile counterfeiting, patent fraud and passing-off cases.

It will therefore be no surprise that Studio Legale Sutti has become the Italian member of Counterforce and is in the forefront of anti-counterfeiting in Italy. Thus, for instance, on 18 April 2000 Stefano Sutti, in his position as SLS's Managing Partner, was on the air interviewed by Daniela Cuzzolin of TG3, one of RTAI TV news broadcast services, on Counterforce's position with respect to a recent decision of the Italian Supreme Court on low-quality counterfeiting. Besides her everyday involvement in advising and civil litigation in this area, Simona Cazzaniga herself has recently participated in continuing education seminars aimed at raising awareness of IP crimes among Milanese public prosecutors. Other SLS members are often lecturing in public conferences and congresses on Italian legislation on the protection trademarks, copyright, domain names, models and designs, as well as on passing-offs and lavish imitation of products.

Languages Spoken

Italian
French
English
German
Spanish
Japanese
Romanian
Dutch
Flemish
Bulgarian
Serbian
Croatian

COUNTERFORCE

JAPAN

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Fax	+ 81 3 3214 6358
Email	tsujii@nakapat.gr.jp
Contact Partner(s)	Koichi Tsujii

Background of Firm

NAKAMURA & PARTNERS was established in 1917 by Mr M Nakamatsu who was the ninth Commissioner of the Patent Office. The firm was first mainly involved in prosecution but expanded the litigation practice since Mr K Nakamatsu succeeded to his father. Now the firm is managed as a partnership consisting of 20 partners specialised in every area of Intellectual Property Law.

Principal Areas of Work

NAKAMURA & PARTNERS are involved in Intellectual Property Law, Anti-trust Law, International Transactions & Litigation

Intellectual Property Profile

NAKAMURA & PARTNERS have more than 30 patent attorneys and 14 general attorneys. The patent attorneys are specialised in prosecuting in any field of technology and trademarks. The general attorneys are specialised in intellectual property litigation, licensing negotiation and counselling. They are also specialised in transactions involving intellectual property such as mergers & acquisitions and joint ventures.

The firm represents major foreign companies as well as major domestic companies. The members of the firm have an international perspective and sufficient English language skill and establish good relationships with foreign clients. Some of the members have studied intellectual property law in the U.S. and Europe and obtained qualifications as attorneys or patent agents.

Languages Spoken

English
German

COUNTERFORCE

KENYA

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Background of Firm

SAIFAM LTD – IP Africa Middle East is a boutique IP firm providing a one-stop, multi-networked regional synergy to secure and protect your intellectual property rights in all African, Middle East and Mediterranean countries. We harness the talents and tap the experience of our trademark and patent experts to establish a regional IP practice, hence clients are in capable hands with a recognisable personalised service.

To achieve excellence, we continually improve the quality of our services not only to meet clients' needs, but also to exceed them. By building on our core values of dedication, loyalty, teamwork and responsibility, a strong IP practice has been established with a recognisable personalised service.

Our strength is the successful combination of the disciplines and the unique talents in every team member:

- Our ability to understand our clients' business
- Our ability to develop and maintain close relations with our clients
- Our ability to focus on clients' needs and concerns

Benefits in working with Saifam Ltd – IP Africa Middle East

Competitive – Our fee tariff is designed to be able to provide not only competitive costs but, at the same time, provide a good budget calculator.

Single Point Contact – With a single point of contact, you save undue pressure on your resources.

Personal Approach – We handle each project on an individual basis.

Dedicated – We believe that clients need to be well informed and we provide filing reports, progress reports and naturally we are always available to keep in touch with clients.

Intellectual Property Profile

In keeping with our objective, we service clientele for all types of Intellectual Property rights, namely Patents, Trademarks, Copyrights, Designs and Domains.

Our services cover searches, new applications, renewals, paying annuities, recording assignment, license, registered user, change of name, change of address, investigation, consultation, litigation coordination, etc.

Locations

We have three regional centres. These are located in South Africa, Kenya and the United Arab Emirates. They coordinate IP rights protection with the firm's associates who are based in all African, Middle East and Mediterranean countries.

Memberships

Memberships include International Trademark Association (INTA) and International Chamber of Commerce-Counterfeiting Intelligence Bureau (ICC-CIB). We are the exclusive Counter-force member of ICC-CIB in Kenya. This helps us in the fight against counterfeits in our region.

COUNTERFORCE

KOREA

Name of Firm	KIMS AND LEES
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Website	www.kimsandlees.com
Contact Partner(s)	Mr Yoon Bae Kim, Managing Partner Ms Sun Ryung Kim, Partner

Background of Firm

KIMS AND LEES has been exclusively engaged in the intellectual property field since its founding in 1973 and has grown to become one of Asia's leading IP law firms. Based in Seoul, Korea, Kims and Lees is a full service IP law firm staffed by highly trained and experienced IP professionals, including former members of the judiciary and the Korean Intellectual Property Office, attorneys and technical experts. We have a staff of 60 people including 14 professional members consisting of patent attorneys and attorneys at law. We work with a broad spectrum of domestic and international clients, including owners of well-known brands, inventors, business start-ups, major conglomerates, academic institutions and government bodies and offer efficient and effective service in the fields of patents, trademarks, copyright, trade secrets, unfair competition prevention, licensing and technology transfer in Korea and overseas.

Principal Areas of Work

Patent, Trademark, Domain Name, Dispute Issues, Copyright, Anti-Counterfeiting, Trade Secret, Licensing and Technology Transfer, Litigation and Unfair Competition.

Intellectual Property Profile

- Patent – Chemical/pharmaceutical patents (biochemistry, medicine compositions, chemical materials and chemical engineering, agricultural chemicals, fibre, textile, food technology, etc). Electric/Electronic patents (computer related technology and data communication, electric and electronic application, electronic circuit, sem-conductor and integrated circuit technology). Mechanical patents (apparatus and components for manufacturing process, apparatus and components for fluid, heat transfer, automobile and transporting vehicles, nuclear power plants, marine, aeronautical structures and their components). Automatic control devices for industrial facilities, various devices and apparatus for life and information, copyright and computer program design.
- Technology transfer, Licensing, unfair competition, trade secrets.
- Trademark matters such as searching, watching, filing and prosecuting applications to registration, post-registration procedures, counselling on all states of trade Protection, Litigation and Anti-counterfeiting.

Partners

Mr Kim, Yoon Bae, Patent Attorney
Mr Lee, Bom Il, Patent Attorney

Ms Kim, Sun Ryung, Attorney at Law
Mr Chang, Doo Hyun, Patent Attorney
Ms Cho, Young Shin, Patent Attorney
Mr Song, Se Geun, Patent Attorney
Ms Bahn, Il Hee, Patent Attorney
Ms Ahn, Hye Won, Patent Attorney

Mr Kang, Chul Joong, Patent Attorney
Mr Yang, Hyun Ghook, Attorney at Law
Ms Park, Ji Young, Patent Attorney
Mr Oh, Young Su, Patent Attorney
Mr Choi, Duk Bin, Attorney at Law
Ms Min, Ra Hong, Patent Attorney

Anti-Counterfeiting Counsels

Yoon Bae Kim

Mr Kim is the managing partner of Kims and Lees. He is an experienced intellectual property attorney, specializing in trademark prosecution and litigation, trade secret protection, anti-counterfeiting matters, as well as mechanical patent prosecution. He has written and edited numerous publications, including *“Current Trends in Counterfeiting Practices and the Intellectual Property System in Korea”* and *“Efforts to Combat Counterfeiting Activities and Piracy in APAA Member Countries.”* He served as Chairman of Anti-Counterfeiting Committee of APAA (1993, 2003), President of AIPPI-Korea (1990-1996, 2002-), Vice Chairman of Anti-Counterfeiting Council of Republic of Korea (ACCK-KCCCI, 1985-2000), President of LES-Korea (1996-2002) and Vice President of LES International (2000-2001).

Sun Ryung Kim

Ms Kim is a member of New York Bar experienced in all aspects of Intellectual Property practice, including trademark prosecution, IP litigation and biotechnology licensing transaction. Before joining Kims and Lee she worked at a New York law firm and trained in law firms in 15 countries, including France, Germany and Belgium. She has served as the Secretary of Licensing Executives Society (LES) Korea since 2002 and is on the board of directors of AIPPI-Korea. She is an author of *“A Guide to Trademark Filing and Registration World Wide.”*

Languages Spoken

English
French
Japanese
Korean

LATVIA

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Website	www.triarobit.com
Contact Partner(s)	Vladimir Anohin

Background of Firm

Agency TRIA ROBIT was founded in 1991 and is one of the leading IP firms in the Baltic States and former USSR. The firm has its head office in Riga, the capital of Latvia, which is one of the three Baltic States and also has an office in Moscow, Russia. Agency TRIA ROBIT has the largest IP practice in Latvia and the Baltic States and one of the largest networks of associates in the countries of the former USSR and Central and Eastern Europe. The expertise of the firm comprises the experience of forty patent and trademark attorneys and specialists along with other staff that work in the offices of Agency TRIA ROBIT in Riga and Moscow, as well as the experience of the firm’s associates in other former USSR countries, which in number exceeds two hundred professionals. The firm also employs other legal professions so that we can provide not only assistance in prosecuting applications but also the expertise necessary to conduct litigation before the courts

Intellectual Property Profile

Agency TRIA ROBIT offers its clients a full range of services in the field of intellectual property in the Baltic States, Russia, other ex-USSR states and Central and Eastern European countries.

Active work in these countries allowed the firm to create a carefully selected network of associate patent attorneys and practitioners, which was tested by a wide range of problems and refined over many years. Working independently, our offices in these countries enjoy the experience and expertise accumulated under the service mark TRIA ROBIT®.

Agency TRIA ROBIT provides a full range of intellectual property services in the areas of patents, designs, trademarks, domain names and related matters. These include filing and prosecuting applications for patents, designs and trademarks, dealing with oppositions, infringements, revocations and other proceedings relating to granted IP rights, and searching and watching services.

Agency TRIA ROBIT actively works in the field of intellectual property rights enforcement. During the past few years, the firm successfully completed a number of assignments fighting counterfeiters in the area.

Agency TRIA ROBIT is internationally recognised, as evidenced by the top positions achieved by the company in the Baltic States and Russia in the rankings in the surveys published by Euromoney’s Managing Intellectual Property magazine.

Languages Spoken

English	French	German	
Russian	Latvian	Lithuanian	Japanese

COUNTERFORCE

LEBANON

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Contact Partner(s)	Moussa Raphaël

Background of Firm

The law firm of RAPHAËL & ASSOCIÉS, formerly known as Raphaël, Ziadé, Abirached, Rifaat et Associés, was established in its current form in 1992 as the result of the gradual integration of three distinct law firms. At present, the firm is composed of seven senior partners and 17 associates from a variety of academic and professional backgrounds.

The firm is affiliated with Ernst & Young's legal branch, EY Law, and has cooperation agreements with law firms in other Arab countries.

RAPHAËL & ASSOCIÉS provides comprehensive legal services and support to clients doing business in Lebanon and the Arab world. The firm has a strong commitment to bringing quality services in the most efficient manner.

Principal Areas of Work

Banking and Finance, Corporate, Commercial and Contract, Intellectual Property, International Transactions, Litigation and Arbitration.

Intellectual Property Profile

The firm handles a variety of intellectual property issues, most notably in the electronics and computer/technology fields.

Languages Spoken

Arabic
English
French
Italian
Portuguese
Greek
Spanish

LIECHTENSTEIN

Name of Firm	WANGER ADVOKATURBÜRO
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Tel	+ 32 2 541 03 36
Fax	+ 32 2 538 49 80
Contact Partner(s)	Dr Markus Wanger

Principal Areas of Work

WANGER® ADVOKATURBÜRO have a general practice, including arbitration and mediation, administration, banking, securities and finance, bankruptcy and insolvency, Central and Eastern European projects, commercial litigation, company and commercial work (including off-shore), contracts, corporate finance and tax, EU law, financial services, franchising inheritance, international law, insurance and reinsurance, investment, information technology, intellectual property, joint ventures, litigation, media and entertainment, mergers, acquisitions and disposals, patent, private client, property and construction, telecommunication, trademark and copy-right, products liability, real estate, taxation, unfair competition and sports law.

Intellectual Property Profile

<i>Senior Partner</i>	Dr Markus H Wanger, Lawyer, FCI Arb
<i>Lawyers</i>	Dr Ingrid Gassner Mag Birgitta Gassner
<i>Associates</i>	Dr Markus Mayer Dr Johannes Dötzer Philipp Schnyder Dr Christiane Peter Dr Peter Zimmermann

Dr Ingrid Gassner, is based in the associated office Austria, and speaks German, English, Dutch and French.

Valéria Horácicová is based in the Bratislava, Slovak Republic, office and speaks Slovak, Czech, Hungarian, Russian and German

Languages Spoken

German
English
French

LITHUANIA



Name of Firm	METIDA PATENT & TRADEMARK AGENCY
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Email	patent@metida.lt
Website	www.metida.lt
Contact Partner(s)	Mr Reda Zabolienė

Background of Firm

METIDA PATENT & TRADEMARK AGENCY is a Private Company (Ltd) and comprises three partners, three lawyers and two patent Attorneys

Principal Areas of Work

All aspects of Intellectual Property matters.

Intellectual Property Profile

Preparation of documents for the registration of company names, trademarks, domain names, industrial design and inventions. The execution of the registration process in Lithuania as well as in other Baltic States and CIS.

Research of trademarks, industrial designs and inventions in Lithuania as well as in other Baltic States and CIS.

Litigation in all IP matters.

Preparation of licence agreements, copyright agreements and technology transfer documents.

Legal consultations on Intellectual Property issues.

Languages Spoken

English
German
Russian
Lithuanian

LUXEMBOURG

Name of Firm	LINKLATERS LOESCH
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Website	www.linklaters.com

Background of Firm

The firm is the merger between Linklaters and De Bandt, van Hecke, Lagae & Loesch, Belgium and Luxembourg.

LINKLATERS is a law firm which specialises in advising the world's leading companies, financial institutions and governments on their most challenging transactions and assignments. With offices in major business and financial centres, we deliver an outstanding service to our clients worldwide.

LINKLATERS LOESCH is particularly strong in the areas of Finance - Capital Markets and Banking, regulated investment and pension funds, unit linked insurance products, insurance - as well as Corporate & Mergers and Acquisitions law. In addition, the Structured Finance Group spans both these two main practice areas, focusing on closely linked projects such as securities listed by Luxembourg SPVs investing in certain assets or unregulated fund schemes.

The firm engages exclusively in a business-oriented practice and has developed specialised knowledge covering all legal services required by the business and financial community in Luxembourg.

Departments of the Firm

Linklaters Loesch is organised into core practice areas, which reflect our client's needs, and allow our lawyers to become experts in their fields. When projects demand in-depth knowledge across a number of fields, project groups are formed by members of each relevant practice group.

Practice Areas: Asset & Structured Finance, Banking, Capital markets, Corporate/M7A, Environment, Investment Management, Employment, Pensions and Incentives, Litigation & Arbitration, Real Estate, Tax.

Partners

Jacques Loesch	Marc Loesch	Janine Biver
Guy Loesch	Rene Diederich	Francine Keiser
Tom Loesch	Hermann Beythan	Freddy Brausch
Jean-Paul Spang	Patrick Geortay	

Associates

Emmanuel-Frédéric Henrion	Sandra Czich	Laurent Metzler	Michèle Hansen
Josiane Schroeder	Jean-Michel Schmit	Laurent Schummer	Pierre Reuter
Emmanuelle Ragot	Nicki Kayser	Helène Weydert	Esther Boujard
Isabel Hog-Jensen	Michèle Feider	Nicolas Gauzès	Martine Kraus
Sam Weissen	Isabelle Jaspert	Anne Calteux	Claudine Elcheroth
Marie Régin	Máire Gallagher	Gregory Surply	Isabelle Lentz
Max Welbes	Anthony Braesch	Goll Arbab-Khabirpour	
Delphine Horn	Annick May	Arnaud Schmitt	

Languages Spoken

French English German

MOROCCO



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Contact Partner(s)	M Mehdi Salmouni-Zerhouni

Background of Firm

The Office was established in Morocco in 1986 and founded by Mr M Mehdi Salmouni-Zerhouni who studied in France at the Law University of Strasbourg and obtained a post-graduate diploma (D.E.S.S.) of CEIPI (Centre d'Etudes Internationales de Propriété Industrielle). Mr Salmouni-Zerhouni was appointed Judicial Expert in industrial property before Moroccan Courts. The Office also has external partners.

Principal Areas of Work

The Office specialises in intellectual property:

- Filing and registration of patents, trademarks, industrial designs and models in Morocco, Algeria, Tunisia and in African countries (OAPI); licensing, technology transfer;
- Actions before Moroccan courts in matters of infringement, unfair competition, litigation relating to industrial and intellectual property rights

Intellectual Property Profile

Since the Office was established in 1986, it has developed an expertise in industrial property matters. It acts on behalf of multinational companies.

Additional Information

M Mehdi Salmouni-Zerhouni is Founder Chairman of IMAREF (Institut Marocain des Réseaux de Franchise et de Partenariat).

Member of FICPI (Fédération Internationale des Conseils en Propriété Industrielle) and of INTA (International Trademark Association).

Languages Spoken

French
Arabic
English

COUNTERFORCE

THE NETHERLANDS

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Contact Partner	Remco M R van Leeuwen

Background of Firm

VAN DOORNE's Intellectual Property and Information Technology department, represents a wide variety of multinational clients on legal issues involved in the development, protection and commercialisation of intellectual property rights, including information technology, media and entertainment. Its lawyers have expertise in copyrights, trademarks, patents, designs, software and database protection, E-commerce, IT contracts, privacy, trade secrets and unfair competition, as well as all forms of development, licensing and other commercialisation of such rights. In addition, the group has expertise in media-related matters, such as advertising, libel, merchandising, and entertainment law. The firm has an extensive practice in anti-counterfeiting litigation, including cease and desist measures and search and seizure actions, and has regular contact with customs authorities at the key entry ports of Schiphol Airport and Rotterdam harbour. The firm also represents clients in non-piracy infringement counselling and litigation; due diligence of intellectual property aspects of M & A and joint venture transactions.

VAN DOORNE's intellectual property department has developed specialised inter-disciplinary task forces in the areas of computer law, media/entertainment law, E-commerce and privacy in order to efficiently and effectively address the needs of its various clients.

COUNTERFORCE

NIGERIA

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Contact Partner(s)	Lawrence Fubara Anga: lfanga@aelex.com Theophilus Ifeanyi Emuwa: tiemuwa@aelex.com

Background of Firm

AELEX is a full service commercial and litigation law firm that was formed as a result of the merger of four leading commercial law firms – Anga & Emuwa; A Adekoya & Co; Victor & Charles; and Adegbite Adeniji & Co. It is one of the largest law firms in West Africa with offices in Lagos and Port Harcourt, Nigeria, and in Accra, Ghana. The firm also has representation in Abuja, Nigeria.

The lawyers in the firm are admitted to practice in jurisdictions such as Nigeria, Ghana, England and Wales, Delaware and Massachusetts, USA. In addition to qualifying in law, lawyers in the firm have qualifications in subjects such as political science, economics and engineering.

The firm is the Nigerian member of the law firm section of the World Services Group (www.worldservicesgroup.com). The World Services Group is an international grouping of some of the largest service providers in the world. The firm is also the Nigerian member of Meritas (www.meritas.org). Meritas is an affiliation of independent business and litigation law firms with over 200 members in more than 70 countries. The firm is the Reviser of the Nigeria Law Digest published by Martindale-Hubbell in its International Law Directory.

Continued on page 32

Principal Areas of Work

Admiralty and Maritime; Anti-counterfeiting; Arbitration and Litigation; Aviation; Banking and Finance; Corporate; Construction and Engineering; Energy; Environmental Franchising and Licensing; Fraud; Insurance; Intellectual Property; Foreign Investments; Mining; Oil and Gas; Patents; Pharmaceuticals; Securities; Taxation; Technology; Telecommunications; Trademarks.

Intellectual Property Profile

AELEX handles all matters (both of a contentious and non-contentious nature) relating to trademarks, patents, copyright, franchising, licensing, distributorship agreements and technology transfer. The firm files trademark, patent and design applications in Nigeria and in Ghana directly and in OAPI countries through an agent; and has considerable experience in civil and criminal actions against infringement in these jurisdictions. The firm is a member of the International Trademark Association (INTA), the Pharmaceutical Trade Marks Group, the AIPPI Nigeria Chapter and the Intellectual Property Law Association of Nigeria.

Mr Theophilus I Emuwa who heads the IP Practice Group is also a qualified engineer. He is a member of the Nigerian Society of Engineers, the Editorial Board of the Trademark Reporter and a member of the WIPO Arbitration & Mediation Centre. He is the contributor of the Nigeria section of the International Annual Review of Trademark Jurisprudence published by the INTA. He is admitted to practise in Nigeria, Ghana, England and Wales.

Mr L Fubara Anga advises clients on all aspects of business fraud and represents them in contentious intellectual property proceedings in Nigeria. He is a member of the Intellectual Property Law Section of the American Bar Association. He is also on the Editorial Board of the L.I.N.K., (www.thelink.lu) an online newsletter on intellectual property and commercial law matters. He is a member of the Chartered Institute of Arbitrators, UK, and is admitted to practice in Nigeria, England and Wales and Ghana.

Members of the firm contribute to the Ghana section of the International Annual Review of Trademark Jurisprudence published by the INTA.

COUNTERFORCE

NORWAY

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Contact Partner(s)	Anders Mediaas Wagle Kjell Torkildse Harald Bjelke

Background of Firm

As of 1 January 2000 Advokatene Haavind & Haga DA, established in 1893, merged with Advokatfirmaet Vislie Ødegaard & Kolrud ANS, Advokatfirmaet Hauge & Co and Advokatfirmaet Lowzow & Co to establish the firm ADVOKATFIRMAET HAAVIND VISLIE DA.

ADVOKATFIRMAET HAAVIND VISLIE DA ranks among the largest business and litigation law firms in Norway. The partners hold positions as board members in important Norwegian industrial and trade companies, insurance companies, publishing houses, banks, etc. All lawyers in the firm conduct litigation. The new firm has 40 partners and a legal staff of 40 associates from the year 2001.

Principal Areas of Work

General Business Law, Contract Law, Tax Law, Company Law, Commercial and International Law, Mergers and Acquisition, Finance Law, Intellectual Property Law, IT and Telecommunications Law, Competition Law, including EU/EEA Law, Employment Law, Energy Law., Public Procurement, Construction, Planning and Concession Law, including Real Estate issues, and Building Law.

Intellectual Property Profile

Mr Harald Bjelke	Copyright, Entertainment, Advertising, Patent (litigation only) Competition, Trademark, Broadcasting and Media Law, Anti-Piracy Group.
Mr Kjell Torkildsen	Copyright, Competition, Advertising, Broadcasting and Media, IT and Telecommunication, Anti-Piracy Group
Ms Anne Merete Nicolaysen	Copyright, Competition and Trademarks Law
Mr Geir Steinberg	Copyright, Competition, Design, Trademarks Law and IT and Telecommunications
Mr Frode Sæter	Copyright, Competition, IT and Telecommunications Law
Mr Helge Olav Bergan	Copyright, Broadcasting and Media Law, Anti-Piracy Group
Ms Toril Melander Stene	Copyright, Competition and Trademark Law, Anti-Piracy Group
Ms Nina Melandsø.	Competition, Design and Trademark Law.

Languages Spoken

All Scandinavian languages
English
French

**PARAGUAY**

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Contact Partner(s)	Hugo T Berkemeyer

Background of Firm

From its foundation in 1951, BERKEMEYER, Attorneys and Counselors, has been recognised as one of the leading firms providing services to international clients. A substantial part of its practice involves counselling multinational and foreign corporations and individuals in Paraguay and the MERCOSUR. In recent years the firm has assisted important multinational corporations in connection with the most significant privatisations processes and public bids concluded in Paraguay.

The reputation of Berkemeyer, Attorneys and Counselors, rests solidly on the accomplishment of its members – all of the firm's attorneys, paralegals and administrative personnel have extensive experience in their areas of specialisation. The diverse group of qualified progressive and talented lawyers are from a wide range of nationalities and many have pursued studies in recognised law schools of the United States, Europe and Latin America.

The members of the firm frequently attend international conferences of leading bar associations and organisations in order to keep abreast of current legal issues, whilst also engaging in the exchange of information and ideas with legal practitioners around the world. This enhances the possibility to better serve its international clients in more complex and modern subjects, as well as to contribute to the lawmaking in Paraguay.

Principal Area of Work

Agency, Distributorship and Franchising, Antitrust and Trade Regulation, Arbitration and Mediation, Banking and Finance, Commercial Law, Corporate and Project Finance, Corporate Law, Energy and Natural resources, Environmental Law, Immigration, Intellectual Property, International Business Transactions, Insurance, Investments, Government Procurement and Contracts, Labour, Litigation, Mercosur Law, Mergers and Acquisitions, Privatisations and Concessions, Real Estate Securities, Taxation, Telecommunications.

Intellectual Property Profile

From the outset, intellectual property law has been one of the pillars of our firm's practice. Our clientele in this area of practice ranges from start-up ventures to Fortune 500 corporations whom we assist in all areas of intellectual property law, including: trademark and domain name registrations; patent and copyright procurement; licensing; litigation; the protection and international assignment of property rights in technology, software, literary and artistic works, trademarks, designs and trade secrets. In this area of specialisation, we further provide counsel in the related areas of: industrial designs; computer and software patents; electronic and mechanical patents; chemical, biochemical and pharmaceutical patents; intellectual property licensing; anti-piracy and intellectual property infringement; and intellectual property litigation, including proceedings to impose border measures for the protection of trademark rights.

Representative clients: Altria Group, Inc; Coca-Cola de Paraguay SA; Dow Elanco SA; Nortel Networks; McDonald's Corporation; Gillette Argentina SA; Monsanto Argentina SA; Anheuser Busch Companies, Inc; Dtecom GMBH; Caterpillar Financial Services.

Languages Spoken

Spanish
English
French
German
Portuguese

COUNTERFORCE

POLAND

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Contact Partner(s)	Mr Lech Bury Mrs Agnieszka Skrzypczak Mrs Janina Kossowska

Background of Firm

PATENT ATTORNEYS COMPANY PATPOL was established in 1966. Today PATPOL is one of the largest private patent attorneys office in Poland specialising in all aspects of industrial property protection. The firm at present consists of 98 dedicated employees, including 30 patent attorneys with the highest qualifications and professional experience.

Principal Areas of Work

All aspects of industrial property protection, particularly in obtaining and maintaining protection rights for inventions, utility models, designs, trademarks, geographical indications, domain names, topographics of integrated circuits, new plant varieties as well as all the issues pertaining to intellectual property protection, seizure of goods at the border, infringement of exclusive rights and unfair competition.

Intellectual Property Profile

The Patent Attorneys number 30, file applications with the Polish Patent Office for all types of items falling within the scope of intellectual property rights in all fields of technics.

Regarding combating piracy and unfair competition, we cooperate with selected investigation agencies and lawyers offices.

Languages Spoken

English
German
French
Italian
Polish
Spanish

COUNTERFORCE

PORTUGAL

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Background of Firm

Banking law - Capital markets, Competition law, Corporate law, Distributorship, Agency and Franchise law. Mergers and acquisitions. Foreign investment. Industrial relations and labour, Insurance law. Property and real estate law. Social security, General legal practice, international contracts, Litigation, Taxation, Telecommunications.

Intellectual Property Profile

Copyright law, Industrial models and designs, License negotiation, Franchising, Counterfeiting, Trademark litigation, Trademark prosecution, Transfer of technology, General intellectual property and IT practice.

Partners

César Bessa Monteiro
Pedro Cardigos dos Reis
Miguel Teixeira de Abreu
Miguel Castro Pereira
Carmo Sousa Machado



QATAR

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Background of Firm

AL KAABI LAW FIRM was established in 1988 in Qatar by Nasser Al Kaabi, a Qatari national. It is one of the largest and leading practices in Qatar, advising individuals, partnerships and companies. The practice has a diverse client base representing the interests of clients in the Gulf States, Europe, Asia and the Far East. AL KAABI LAW FIRM employs thirteen lawyers and trainees, together with support staff of ten members. The practice is equipped with the latest technology enabling it to provide the flexibility and back-up of a large law office. In 2000 the practice moved to larger premises in Doha to accommodate both the Litigation Department and the Consultation Department

Principal Areas of Work

Commercial and criminal litigation; company and commercial law; corporate finance; foreign investment; intellectual property; arbitration; banking; documentation of contracts; insurance.

Intellectual Property Profile

In 2000, AL KAABI LAW FIRM established the Doha Centre for Intellectual Property Studies, which is considered the first private institution in the area. The Doha Centre, together with AL KAABI LAW FIRM, are engaged in matters of patents and trademarks. A team of three principals are managing this practice.

Languages Spoken

Arabic
English
French
German

COUNTERFORCE

ROMANIA

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Background of Firm

ROMINVENT SA is the oldest and one of the most prominent firms engaged in the practice of industrial property in Romania.

The firm was established in 1953 to assist Romanian and foreign clients in industrial property matters.

Principal Areas of Work

The firm practices exclusively in the area of intellectual property.

Intellectual Property Profile

The firm has a total staff of 45 of which over 20 are attorneys and agents and has the capacity to handle all industrial property services and serve its clients with technical and legal requirements. All essential work is entirely handled in-house. ROMINVENT SA also cooperates with an efficient and flexible network of high level, specialised external co-workers: translators, investigators, experts in different fields, as well as litigators.

ROMINVENT offers a full range of services relating to the prosecution and protection of industrial property rights in Romania and abroad concerning: patents, trademarks, industrial design, domain names, integrated circuits topographies, searches, unfair competition, infringements, anti-counterfeiting, litigation.

ROMINVENT is a member of such international associations as INTA; AIPPI; ACG; LES, EPI.

Languages Spoken

English
French
German
Spanish
Italian

COUNTERFORCE

SAUDI ARABIA

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Contact Partner(s)	Majed M Garoub

Background of Firm

THE LAW FIRM OF MAJED M GAROUB was established in 1995 with offices in Jeddah and Riyadh, with 10 educated lawyers of different schools of law.

Principal Areas of Work

The firm specialises in Commercial Law, Company Law, Intellectual Property, and Protection of Trademarks, Litigation, Corporate Law, Finance, Alternative Dispute Resolution, Joint Venture and WTO issues.

Intellectual Property Profile

THE LAW FIRM OF MAJED M GAROUB is the biggest law firm in Saudi Arabia, specialising in tracing and bringing to law those who deal in counterfeit products. It has undertaken several such protection programmes for major multi-national companies in Europe, North America, Japan and Asia in various brands, such as spare parts, watches, cosmetics, perfumes, clothes and electronic devices. The firm also provided legal opinions in this field to many other companies in Saudi Arabia.

There are four senior lawyers handling matters related to the protection of trade-marks and products – Majed Garoub, Adel Khider, Wael Al Saledi and Adnan Yasin.

Languages Spoken

Arabic
English
French

COUNTERFORCE

SINGAPORE

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Background of Firm

Established in 1889, DREW & NAPIER LLC, is a multi-disciplinary law corporation providing a full range of comprehensive and integrated legal services to meet the unique needs of individual clients. One of the oldest, largest and most well-known law practices in Singapore, Drew & Napier LLC is recognised as a leader.

Principal Areas of Work

Patent litigation, as well as all aspects of Intellectual Property Litigation, Trademark, Copyright and Design Infringement and passing off cases. The firm is also experienced in General and Civil Litigation and has a niche practice in Insurance Litigation.

Intellectual Property Profile

Extensive litigation experience. Some of the cases handled include:

- Representation of One.99 Shop in a passing-off action against Lifestyle 1.99 Pte Ltd.
- A claim by V-Pile Technology (Luxembourg) SA in respect of an alleged patent infringement by a local company.
- Representation of Creative Technology Ltd in a copyright infringement action against Aztech Systems Ltd.
- Representation of Abbott Laboratories Inc against an Indonesian company in an alleged breach of contract action.
- Several multi-national companies in trademark infringement cases.

Languages Spoken

English
Mandarin
Malay

COUNTERFORCE

SPAIN

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Background of Firm

ELZABURU is a multi-disciplinary Spanish professional firm established in 1865, made up of industrial property attorneys, lawyers, engineers, chemists and biologists.

The firm includes 53 partners under the general management of Alberto de Elzaburu, who represents the fourth family generation in the leadership of the firm. The firm's main office is located in Madrid, with a branch office in Alicante, to attend to community work in situ.

Principal Areas of Work

Industrial property, intellectual property, licensing, technology transfer, unfair competition and general litigation relating to industrial and intellectual property rights in the Spanish courts at all levels and in all jurisdictions.

Intellectual Property Profile

In its capacity as a firm of industrial property attorneys, ELZABURU acts directly before the Spanish Patent and Trademark Office (OEPM) in Madrid; the World Intellectual Property Organisation (WIPO) in Geneva; The European Patent Office (EPO) in Munich; the Office for Harmonisation in the Internal Market (Trade Marks and Designs - OHIM) in Alicante; and the Court of First Instance and Court of Justice of the European Communities in Luxembourg. As a law firm, Elzaburu offers full services, advice in the areas of industrial property, intellectual property, licensing, technology transfer, unfair competition and general litigation relating to industrial and intellectual property rights in the Spanish courts at all levels and in all jurisdictions. Altogether, the firm has a current staffing level of over 240, including qualified administrative and clerical personnel with substantial experience in the field of industrial property in Spain and abroad, and an in-house team of translators.

Languages Spoken

Spanish
German
English
Italian
French

COUNTERFORCE

SWEDEN

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Background of Firm

LINDBERG & SAXON is an independent Swedish commercial law firm. The practice was established in 1974 by Jan Lindberg and Anders Saxon and has been operating under its present name since 1989. The firm has grown successively and has seven lawyers.

Principal Areas of Work

Commercial contracts, corporate law, intellectual property, litigation and arbitration, labour and employment law.

Intellectual Property Profile

All lawyers in the firm are involved in intellectual property work. The main areas covered are copyright and trademarks and IT law. Our clients are Swedish and foreign companies, listed as well as small and middle-sized companies, financial institutions, organisations, central and local governmental entities.

Languages Spoken

Scandinavian
English

SWITZERLAND

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Background of Firm

PESTALOZZI LACHENAL PATRY ("PLP") is one of the most prominent and largest Swiss law firms, with main offices in Zurich and Geneva and an office in Brussels. The Zurich office currently counts 60 lawyers, and the Geneva office 35.

Principal Areas of Work

Banking and finance, competition, corporate and commercial, intellectual property and new technologies, litigation, tax and services regarding public law and private clients.

Intellectual Property Profile

The Intellectual Property Practice Group currently consists of two partners, Dr Peter A Pestalozzi and Dr Robert G Briner. On an associate level, there are Dr Lorenza Ferrari Hofer, lic. iur. Clara-Ann Gordon and dipl.sc.nat./ Dr Stefan Kohler.

Dr Peter Pestalozzi's most important clients rank among international corporations in the field of commodity trading, IT services and consumer products. His main practice areas are contract and corporate law, industrial property, copyright and unfair competition law.

Dr Robert Briner has always focused his work on industrial property matters and, in particular, on computer law. He is a frequent lecturer at conferences and author of articles on topics such as software inventions, copyright on works for hire and the legal position of internet service providers. His book, "*Verträge und Haftung im Internet*" (Contracts and Liability in the Internet) was published in 2002.

In addition to his legal degrees Stefan Kohler also has a degree from the Federal Technical Institute Zurich ("ETH") in natural science, with an emphasis in biotechnology and gene technology. He is "our man" when it comes to understanding scientific issues and breaking them down for lawyers and courts.

COUNTERFORCE

Lorenza Ferrari worked for many years for Swatch, overseeing Swatch's worldwide IP and licensing, which explains her broad experience in a transnational approach to problems and solutions which has made her a first choice in particular where corporate and commercial clients need IP advice.

Ann Gordon was previously with another large Zurich law firm, where she was in charge of all IP matters of a Swiss "bluechip" telecom firm. She has a particularly broad view and is quick to understand issues from the full company perspective.

Our IP paralegal, Denise Mathieu, works with all members of the team and, in particular, handles our client trademark database.

Languages Spoken

German

English

French

Italian

COUNTERFORCE

THAILAND

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Background of Firm

Founded in 1893, TILLEKE & GIBBINS is one of the largest independent law firms in Thailand offering a wide range of legal services to its clients. The firm has a track record extending more than 100 years of providing advice, knowledge, and judgement to best accomplish its clients' objectives. Through its affiliate, Tilleke & Gibbins Consultants Limited in Hanoi and Ho Chi Minh City, Vietnam, the firm also assists clients with commercial interests in that country.

Principal Areas of Work

Intellectual Property:	Patents, trademarks, geographical indications, trade secrets
IP Enforcement:	Due diligence, entertainment law, pre-litigation, litigation, IP licensing and contracts, copyrights
Dispute Resolution:	Litigation, arbitration
Commercial:	Banking and finance, construction, corporate, environment, international trade, labour, private client, property, taxation, transportation, immigration and work permits

Intellectual Property Profile

TILLEKE & GIBBINS has one of the largest and most active IP practices in Thailand and is consistently voted by its peers as among the top two IP firms in trademark/copyright and patent work in Thailand. Handling all aspects of intellectual property work, both of a contentious and non-contentious nature, the IP Department prides itself on being a one-stop shop for any clients' needs for IP services, including registration, litigation, enforcement and licensing. Representing more than 5,000 leading firms and corporations in more than 100 countries with internationally recognised brand names, the firm also has special expertise in anti-counterfeiting, anti-piracy, and enforcement work. The IP Litigation Section has considerable experience in civil and criminal actions against infringements in Thailand and Vietnam. The firm also handles transactions relating to franchising, distributorship agreements, and technology transfer.

The Trademark and Patent Registration practice is led by Vipa Chuenjaipanich, while the IP Enforcement Practice is led by Edward J Kelly. In addition, there is a High-Tech Enforcement Team, a group of specialists with legal and technical expertise dedicated to handling complex matters involving theft of trade secrets and infringement of copyrighted software, which is headed by Isabella Ho. Ms Chuenjaipanich, Mr Kelly and Ms Ho have been identified or nominated as leading lawyers/practitioners in the IP field in Thailand for their outstanding work in this area.

Languages Spoken

Thai	English	Japanese
French	Cantonese	Mandarin
Taichew	Malay	Fujianese
Putonghua	Filipino	

COUNTERFORCE

TURKEY

Name of Firm	DERIS PATENTS & TRADEMARKS AGENCY LIMITED
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Background of Firm

DERIS PATENTS & TRADEMARKS AGENCY LIMITED was initiated by Celal Dervis Deris, Lawyers in 1912 in Istanbul. The firm was incorporated by Dr Etem Dervis Deris on 17 January 1959 in Istanbul. Mr M N Aydin Deris, the senior partner of the firm, has acted and taken part in his capacity of lawyer and legal counsel whether for matters involving litigations, court proceedings or for matters involving the establishment, licensing and follow-up of industrial/intellectual property rights in Turkey and abroad, on behalf of foreign and Turkish clients.

Principal Areas of Work

DERIS PATENTS & TRADEMARKS AGENCY LIMITED is one of the oldest and largest in Turkey operating exclusively in the fields of intellectual and industrial property and provides services in all aspects in respect of trademarks, patents utility models, design patents, copyright and other types of protection available in Turkey, in Cyprus (Turkish and Greek parts) and in any other country of interest, such as: search; filing and registration; record of status change/license; renewals for trademarks, patents, design patents; oppositions; contractual and licensing matters; legal contentious and non-contentious matters; legal counsel and assistance.

Intellectual Property Profile

DERIS PATENTS & TRADEMARKS AGENCY presently employs 53 people operating under different departments.

The staff includes:

- 5 lawyers for legal representation before the Courts;
- 3 law graduates (2 from Geneva, Switzerland, and 1 from Strasbourg, France Law Faculties);
- 1 BA in modern languages graduate from North Eastern USA;
- 10 chartered patent and trademark agents authorised to act before the Turkish Patent Institute in all industrial property matters;

COUNTERFORCE

4 of the chartered patent and trademark agents are lawyers, 2 are law graduates and 4 are graduates from Turkish Universities with degrees in languages.

Mr M N Aydin Deris, the Senior Partner and Lawyer/Legal Counsel of the Firm has acted in all matters involving litigation, court proceedings, licensing, industrial/intellectual property rights in Turkey and abroad on behalf of foreign and Turkish clients.

Mr M N Aydin Deris has been an active member since the early 1980s of different commissions engaged in the establishment of the new legislation concerning the field of industrial property at the State Planning Organisation and the Ministry of Trade and Industry, preparing studies pertaining to diverse subjects to be submitted to concerned commissions.

Mr M N Aydin Deris has participated in the meetings as a member of the Intellectual Property Commission of the Turkish National Group of the International Chamber of Commerce (ICC).

Mr M N Aydin Deris is a member of AIPPI; FICPI; LES ITALIA, INTA and has prepared and contributed for Turkey to the survey of INTA regarding "The suspension of release procedure before the customs."

Languages Spoken

Turkish
French
English
Italian
Spanish
German
Greek

The firm has many sworn translators in French, English, Italian, Spanish and German.

COUNTERFORCE

UKRAINE

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Background of Firm

PAKHARENKO & PARTNERS was established in 1992 after Ukraine's declaration of independence and is currently the biggest IP law firm in Ukraine. Being in the core of worldwide IP practices, Pakharenko & Partners has acquired a wealth of experience representing companies from diverse industries in the IP field.

Intellectual Property Profile

The company handles matters relating to patents, designs, utility models, trademarks, domain names, copyright, plant breeders' rights, IP searches, licensing, IP valuation, unfair competition, anti-counterfeiting activities, and has experience in actions against infringement of IP rights in the civil, criminal and commercial courts. Pakharenko & Partners provides assistance to national and foreign clients in securing their intellectual property rights in Ukraine, CIS and Baltic States.

Languages Spoken

Ukrainian
Russian
English
German
French

COUNTERFORCE

UNITED ARAB EMIRATES

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Background of Firm

The legal consultancy firm of AFRIDI & ANGELL, established in 1991, is a partnership with many years of experience (since 1975) practising law in the United Arab Emirates. The legal staff of Afridi & Angell currently consist of 7 partners and several associates. Afridi & Angell has offices in Dubai, Abu Dhabi and Sharjah in the United Arab Emirates.

Principal Areas of Work

Main areas of Afridi & Angell's practice comprise corporate and commercial, banking and financial services, maritime and shipping, capital markets and privatisation, dispute resolution, energy, project development, intellectual property, e-commerce, government licensing and registration. The firm also does substantial work in the areas of employment, Islamic Law, construction, insurance, arbitration and litigation support. In addition, the firm has considerable experience with aspects of US Law relevant to US companies doing business in the UAE.

Intellectual Property Profile

Federal Legislation for the protection of Intellectual Property has been enacted in the UAE. The firm actively represents a number of overseas and local clients in trademark, patent and copyright matters.

Languages Spoken

English	Arabic	French
Pushtu	German	Urdu
Tamil	Farsi	



UNITED KINGDOM

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Background of Firm

ROITER ZUCKER provides a comprehensive legal service for business and private clients and adopts a commercial and creative approach to legal problems. The firm maintains close relationships with its clients and offers a wide range of expertise, undertaking work in the commercial and private sectors of English law, as well as work involving European law and foreign jurisdictions. In 1990 Roiter Zucker formed Lawspan International EEIG enabling the firm to have the benefit of associate offices throughout the European Community, whilst continuing to maintain excellent connections with lawyers in many other parts of the world.

Principal Areas of Work

Roiter Zucker offers contentious and non-contentious services in the following areas: intellectual property including patents, trademarks, copyright, designs, licences, branding and re-branding, auditing of IPR, pharmaceuticals product liability, pharmaceutical regulatory work, competition law, restrictive trade practices, European law, media, company law including mergers and acquisitions, directors' liabilities, shareholder disputes, shareholder agreements, formations onshore and offshore, commercial law, including joint ventures, sale of goods, terms of business, contracts and tax, banking including corporate and asset finance, leasing agreements and mortgages, employment law including immigration, property law including domestic conveyancing and commercial property, wills and probate and commercial litigation.

Intellectual Property Profile

Roiter Zucker has strong expertise in the field of intellectual property and an impressive reputation. Warren Roiter and Clare Tunstall head the intellectual property department. It carries out a very broad range of work for clients engaged in a wide variety of sectors, including the media, entertainment, communications, sport, pharmaceuticals, electronics, fashion and manufacturing generally. Advice covers intellectual property law relating to patents, trademarks including brand protection, development and enforcement, re-branding, anti-counterfeiting and IPR auditing, copyright and trade secrets, design rights, European law issues, competition and anti-trust matters. The department regularly conducts proceedings on behalf of clients before the UK national courts, OHIM and EPO.

Languages Spoken

French, German, Italian, Spanish, Portuguese, Hebrew

SECTION 2

COUNTERTECH

COUNTERTECH

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COUNTERTECH

AUSTRIA

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Background of Firm

JURA JSP GmbH is an international corporation involved since the early 1980's in computer-based solutions for high security printed products.

The company has approximately 60 employees in Budapest and Vienna.

Anti-Counterfeiting & Security Technologies

JURA JSP GmbH offers different solutions for anti-counterfeiting and security technologies:

Software Products (high security design, prepress SW, personalisation SW).

High security prepress turnkey-solutions (including Hardware and Software, networking, proofing and high-resolution film output image setter)

Personalisation systems (passports/driver licenses/ID cards)

Patented anti-counterfeiting technologies to hide information in printed products

AUSTRIA

Name of Firm SECURIKETT ULRICH & HORN GmbH

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Background of Firm

Securikett, standing for “security” and “etikett” (=label), is a member of the Ulrich label group and was founded in 2001.

The Ulrich label group has its roots back in 1868 and could be qualified as today’s leading label printing house in Austria, not only in size, but also with regard to quality and versatility. All in all more than 250 people are employed.

Anti-Counterfeiting & Security Technologies

Securikett’s strength is cost efficient production of labels in reel-fed printing, integrating security features at the same time under appropriate secure conditions.

The tailored combination of prints (flexographic, letterpress, screen) with special security features, allows the following product range:

Product Range	Security Features
<ul style="list-style-type: none"> - self adhesive labels of various forms and materials - tags - sleeve labels - tickets and vouchers - windshield stickers - self-adhesive stamps - multilayer labels - closure seals - hanging tags for infusion 	<ul style="list-style-type: none"> - holograms - holographic hotfoil stamping (endlessdesign or in register) - numbering and barcoding - random numbering - taggants - RFID - VOI - security prints (microtext, special raster dots, guilloches ...)

Additionally, Securikett offers the patented “**Authentikett**”, where a hologram in register is accurately integrated in a printed image. It is both very difficult to copy and easy to remember by customers, because of the attractive coloured image.

Especially for logistic solutions Securikett developed labels called “**Intellikett**”. The intelligent idea behind is to combine the label with different kinds of numbering. For example, a special secure random number can be verified via Internet or SMS.

Last but not least, the brand name “**Securikett**” stands for a cost efficient security solution where f.e. an endless hologram or a hologram in register is integrated.

COUNTERTECH

FRANCE

Name of Firm	ARJO WIGGINS SA
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Contact Person(s)	Ms Nathalie Vast, R & D Manager

Background of Firm

ARJO WIGGINS SA was founded five hundred years ago and has specialised in security papermaking for two centuries.

Requisitioned in 1790 by French authorities, the "Old Moulin du Marais" manufactured "Assignats", the country's first paper money. Today, six factories of the Arjo Wiggins Group produce more than 20,000 tons of Banknotes and Security Papers based on cylinder mould and Fourdrinier process to more than 120 countries around the world.

FRANCE

Name of Firm	HOLOGRAM INDUSTRIES
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Fax	+ 33 1 6476 3570
Email	sales@hologram-industries.com
Website	www.hologram-industries.com
Contact Person(s)	Marie-Laure Maquaire, Marketing Mngr

Background of Firm

HOLOGRAM INDUSTRIES was created in 1982 and specialises in creating and producing high quality and high security holograms dedicated to security.

There are five directors: Hugues Souparis, President; Gregory Wagemans, Chief Financial Officer; Philippe Huet, Industrial Operations Manager; Bernd Mainzer, Commercial & Marketing Director; Hadj Smail, Plant Manager. There are approximately 100 employees.

Anti-Counterfeiting & Security Technologies

Hologram Industries proposes a large range of products which are completely adapted to the needs of the customers in 3 main fields:

- Fiduciary Documents: with the range of Optofoil® products, we can provide the different levels of security required for banknotes, credit cards, cheques, tickets or vouchers.
- Identity Documents: our wide range of Optoseal® hot stamping foils enables you to protect the variable data of any kind of ID documents.
- Brand Protection: with our Optoproof® self-adhesive labels, you can authenticate and trace your original products.

GERMANY



Name of Company	HOLOGRAM COMPANY RAKO GmbH
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Email	wschipper@hologram-company.com
Website	www.hologram-company.com
Contact	Wilfried Schipper, Managing Director Heiko Eggers, Sales and Marketing email:heggers@hologram-company.com

Background of the Company

HOLOGRAM COMPANY was founded in 1993 and is part of the RAKO-Group with more than 600 employees on seven production sites in Europe.

Anti-counterfeiting and Security Technologies

HOLOGRAM COMPANY produces high technology state of the art holographic security labels both on rolls and sheets; alternatively, they can be applied to labels, hang tags, entrance tickets, or shrink sleeves.

Self-destruct foils and different adhesives can be adapted to customers' requirements and needs. Transparent holographic foils or coloured foils, as well as those with individual effects, are at the top of our product range.

In addition, we offer new technologies, including partial-transparent holograms with demetallization in exact register or overprint with special colours reacting to light, temperature, solvents or hidden chemical substances. Our manipulation-proof laser numbering, whether in transparent, transparent with UV-fluorescent features or coloured (red, yellow, green, blue, black, white) serves as basis for our internet-based track and trace system HOLOTRACK, which ensures a seamless worldwide control and follow-up.

COUNTERTECH

GERMANY

Name of Firm	SCHREINER GROUP GmbH & CO KG
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Website	www.schreiner-online.de
Contact Person(s)	Mr Thomas Voelcker
Other Office(s)	SCHREINER LABEL TECH INC 4140 S Lapeer Road - Orion Michigan 48359, USA

Background of Firm

SCHREINER GmbH & CO KG was established in 1951, and the owner and Managing Director is Mr Helmut F Schreiner. With more than 400 employees and approximately 28,000 square metres of plant area Schreiner reached a turnover of 51 million Euro in 2001. Schreiner currently exports products to 33 countries around the globe.

Schreiner constantly strives to achieve better solutions for its customers' requirements. To reach this goal, Schreiner is committed to values such as innovation, performance and quality. ProSecure is a special business unit for security solutions.

For more than six years, Schreiner ProSecure has been successfully involved in the development and production of security labels and seals. ProSecure develops and produces self-adhesive PIN-covers, fixing pads, specific solutions for the smart card industry, as well as being focused on product and document protection against counterfeiting, tampering and theft.

Schreiner ProSecure offers a full range of overt, covert and forensic security features for authentication of original products and documents as easy visible indicators labels, may carry guilloche and microtext printing, holograms, embedded threats or other optical variable imprints. Hidden features include luminescent or infrared-readable inks, thermal-reactive or pen-reactive colours. Forensic features, such as DNA-based or micro-taggent based features, offers a legal proof of original versus counterfeited products.

Additional Information

- Separate security area with CCTV surveillance and access control.
- Certified according to QS-9000, VDA 6.1, ISO 9001, ISO 14001 and the EU Ecological Audit Scheme, production in compliance with the GMP guidelines.
- Letterpress, flexographic, silk-screen and digital printing.
- 16 colours label printing machine (the only one in Europe).
- Company owned R&D Department with 6 engineers and sophisticated laboratory.

COUNTERTECH

GERMANY

Name of Firm	SCHWARZ DRUCK GmbH & CO KG
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Email	e.paech@schwarz-druck.de
Contact Person(s)	Mr Eberhard Paech

Background of Firm

SCHWARZ DRUCK was founded in 1898 and is a security printing company with world-wide activities and a high reputation.

Anti-Counterfeiting & Security Technologies

A variety of different anti-counterfeiting and security technologies is available to the special needs of our customers.

COUNTERTECH

GERMANY

Name of Firm	tesa scribos GmbH
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Website	www.tesa-scribos.de
Contact Person(s)	Frank Steffen Waegner
Other Offices	Quickbornstr.24 D-20253 Hamburg

Background of Firm

Established in 2001, tesa scribos GmbH is an affiliate of tesa AG of Hamburg, Germany, a global leader in adhesive tape and label solutions. The company focuses exclusively on innovative solutions in the fields of product security and identification. There are four company directors and approximately 40 employees.

Anti-Counterfeiting & Security Technologies

tesa scribos GmbH offers a range of solutions for overt and covert product protection, identification and tracing.

The **tesa Holospot® - System** is a new and unique technology based on laser inscription of computer-generated holograms into very small, special polymeric data carriers. It combines maximum anti-counterfeit performance with the possibility to identify every single product individually – at an economic cost level suitable for a mass production environment.

Brand owners can define and store up to 1 Kbytes of information in a single tesa Holospot® - on just one mm² surface area – with full control of data content using special laser-lithographic writing devices. Stored information is analogue or machine readable, mobile or on site in line. Optionally micro text can be added to allow several stages of information and data access under full control of the user. Finally, the tesa Holospot® data carrier can be additionally equipped with a tamper-evident feature.

Visible laser inscriptions on special lacquer seals represent a second unique technology: **tesa®laser seals** offer excellent overt product protection and identification, combined with an effective tamper-evident feature. Company logos, barcodes, or other information is laser-written into the seals at high speed, also allowing for easy individualisation of information content. Optional embossing techniques can add even more protection with “imprints” specific to the brand owner, which can either be read with the human eye or under UV light.

Finally, **tesa® tamper-evident tapes and labels** are offered in standard of customised versions.

GREECE



Name of Firm	TAURUS SecureSolutionS
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Email	secure@taurus.com.gr
Website	www.taurus.com.gr
Contact Person(s)	Mr Alkiviadis N Lembessis Mrs Betty Antoniou

Background of Firm

TAURUS SecureSolutionS, a specialised affiliate of CAVOMIT, commenced operations during the summer of 1999. The sales office is located centrally in Athens, Greece. With a staff of eight, TAURUS continues to capitalise on the increasing demand for specialised projects and applications with emphasis in the security printing field.

One of the core activities of TAURUS SecureSolutionS is promoting Cavomit's hot-stamping machinery abroad. The success of this objective seems to be confirmed by the increasing number of installations of our prestigious security printers around Europe. Cavomit's product line ranges from simple mechanical hot-stamping attachments, to complete electronic conversions, to foiling equipment with hologram registration. An overview of such products and activities can be found by visiting Cavomit's website at www.cavomit.gr.

Branching off TAURUS SecureSolutionS, has capitalised on a niche market in Greece. The company is the sole provider of multi-disciplinary systems and applications for documents and products authentication. Such speciality services include: holographic solutions for flexible and rigid packaging, labels and tags, and lenticular applications for advertising.

TAURUS SecureSolutionS reputation is strong and growing as customers are placing increasing confidence in the equipment and services. For more information visit our secure website at www.taurus.com.gr. This website offers controlled access for registered bone fide visitors.

Anti-Counterfeiting & Security Technologies

- OVD security
- Microthread
- Biocode



HUNGARY

Name of Firm	HUNGARIAN BANKNOTE PRINTING CORPORATION
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Fax	+ 36 1 332 0593
Email	zsuszsanna.halabrin@penzjegynyomda.hu
Website	www.datanet.hu/banknote
Contact Person(s)	Zsuszsanna Halabrin, Head of Development Department Zoltán Olach, Deputy Managing Director

Background of Firm

HUNGARIAN BANKNOTE PRINTING CORPORATION is Hungary's sole banknote printer and largest printer of all kinds of security papers and documents. The company is owned 100% by the National Bank of Hungary and was founded in 1925 and currently has five directors and approximately 500 employees.

Anti-Counterfeiting & Security Technologies

Production of security printed products such as:

- Banknotes
- Passports
- Shares
- Bonds
- Postage stamps
- Tax banderols
- Doctor's prescriptions
- Tickets, etc

Security technologies:

- Offset
- Intaglio
- Silk-screen
- Letterpress printing
- Special design
- Security inks and substrates
- Hologram application
- Personalisation
- Document book-binding

COUNTERTECH

THE NETHERLANDS

Name of Firm	3M NEDERLAND BV
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Contact Person(s)	Michael P Delkosky, USA John D Yorkovich, USA Tel: +1 651 736 71 68 Kevin Newman, USA Tel: +1 651 7337 573 Steve Harrold, Europe/MENA Tel: +44 1344 858265 Robert Koch, Europe/MENA Tel: +31 71 5450 408

Background of Firm

3M Security Systems Division is a full-line supplier of security solutions for Product and Document Authentication, Brand Protection, Asset Management, Theft Prevention, Personal Identification and Border Control. 3M has a long history providing security solutions rooted in a wide range of expertise, proprietary chemistries, raw materials and processes, which are backed by strong global technical support systems to ensure accessible geographic representation all over the world.

3M is a \$18.2 billion diversified technology company with leading positions in health care, safety, electronics, telecommunications, industrial, consumer and office, and other markets. Headquartered in St Paul, Minnesota, the company has operations in more than 60 countries and serves customers in nearly 200 countries. 3M is one of the 30 stocks that make up the Dow Jones Industrial Average and also is a component of the Standard & Poor's 500 Index.

For more information about 3M, go to www.3M.com, or www.3M.com/profile/pressbox/index.jhtml.

For more information, email: securitysolutions@mmm.com, call: 1-800-328-7098, extension 5, or visit www.3m.com/security.

3M is a trademark of 3M company.


NORWAY

Name of Firm	KEZZLER AS
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Website	www.kezzler.com
Contact Person(s)	Magnar Loken d.y., CEO Dag Locka, COO Jorgen Wendt, CFO

Background of Firm

KEZZLER has roots back to 1995 where the initial technology concept was conceived. In 2001 the company was formally founded to commercialise services and products based on the research and development up to that time. The basic approach adopted by Kezzler is to use the Internet and computers for anti-counterfeit products.

Anti-counterfeiting and Security Technologies

Product lines: Product Authentication
 Track-and-Trace
 Marketing

Kezzlercoding is an Internet based authentication system specially designed for protecting mass volume products. Every single product item is marked with a unique, randomised and non-reoccurring alphanumeric code. The codes are grouped (ie ordered) in discreet orders and are normally associated with a logically managed group of product items, such as production batches, shipments, sales area, customers, product names or similar. Consumers, brand owners, customers or authorities using a free-of-charge web interface instantly authenticate the codes. No special reading apparatus is required for the consumer (key-in); however, bar coding, RFID, etc, as a data carrier can be utilised for more automated environments. The number of allowed authentications for one single specific unique code before revalidation ranges from one to an unlimited number. Upon authentication, targeted additional information is launched: documents, warnings, product recalls, user manuals, links, e-mails, text, etc. The brand owner carries out ordering and generation of kezzlercodes on demand, and all associated information is managed online by the brand owner/authorities. Business logic handles information behaviour based on rules and dates, and expiry dates will, for instance, be automatically controlled.

Track-and-Trace

Track-and-trace gives the brand owner control over the supply chain. The products are marked with a kezzlercode and individual transportation units are tracked as they progress from manufacturing to the consumer. Kezzler's track-and-trace system manages "splits" in units. Splits of units takes place when, for instance, 25 pallets are split up from one container. One of the special advantages with Kezzler's Track-and-Trace is the seamless combination of Product Authentication and Track-and-Trace. All product items marked with kezzlercodes are able to display their complete tracing history, even if they are not tracked themselves. This feature makes it very easy for the brand owner to establish the tracing history of any item in the supply chain, even on the shop shelves.

Track-and-trace gives the brand owner crucial minute-by-minute information and tools concerning products flowing through the supply chain. The management software has extensive functionality for supply chain analysis, such as automatic diversion surveillance.

Marketing

The marketing suite gives the brand owner a targeted way to communicate with customers and consumers by linking business opportunity to each and every product item. Every kezzlercode can be associated with different types of values offered to the consumer after verification of the product. The Kezzler software easily manages vouchers, discounts, loyalty points, special offers, consumer competitions and warranties. A special Central Clearing supports automatic reimbursement and accounting for all participants in the supply chain.

Technology

Generated/authenticated Kezzlercodes are never stored in any database system. Using the new *Catalytic Digital Information (CDI)* technology developed by Kezzler, the codes are self-contained and are securely reconstructed on demand. Due to the fact that the kezzlercodes are not stored in any database, the scale of the system is extreme.

All Kezzler products are developed and based on the same core CDI technology.

COUNTERTECH

PORTUGAL

Name of Firm	INETI
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Website	www.ineti.pt
Contact Person(s)	Ana Alexandra Andrade (Researcher) Prof Jose Manuel Rebordao (Director of LAER)

Background of Firm

INETI - National Institute of Engineering and Industrial Technology - was established in 1979 by the Ministry of Economy. INETI has 860 employees devoted to applied scientific and technological research in the fields of Optics, Computer Sciences, Biotechnology, Chemistry, Food Technology, Materials and Processes, Energy and Environmental Technologies.

Within INETI, LAER specialises in Optics and Aerospace research, namely Holography, Remote Sensing and Image Processing. LAER cooperates with the Forensic Laboratory of the Police and with INCM (the Portuguese Mint) providing technological support, optimisation of operational methodologies, training in specific fields and preparation of new activities.

Anti-Counterfeiting & Security Technologies

INETI operates part of the production chain owned by INCM, namely the design and the origination by holography (2D/3D, stereograms, numerical) dot matrix and direct laser writing. INETI owns proprietary technologies, such as maskless interferometric lithography and upgrades and develops technologies and new system concepts. INETI is currently striving to implement quantitative methods to evaluate the security actually provided by such devices. In addition to these capabilities, INETI has strong analytical capabilities in chemistry and biotechnology, which are used at forensic level and biomarkers, respectively.

COUNTERTECH

RUSSIA



Name of Firm	MK-SP LTD
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Website	www.mk-sp.ru
Contact Person(s)	Alexey V Salimon, Deputy Director General
Office(s)	Representatives in USA, Switzerland, Germany, Cyprus, Laos, Cambodia, Vietnam

Background of Firm

MK-SP LTD (MEZHDUNARODNAYA KNIGA - SECURITY PAPERS) was established in 1997. MK-SP is the leading company of Mezhdunarodnaya Kniga holding established in 1923.

MK-SP LTD has 4 directors and 35 employees.

Anti-Counterfeiting & Security Technologies

Production of banknotes, development of special paper for manufacturing banknotes, federal tax forms, postage stamps, etc. Pre-printing processes.

COUNTERTECH

SPAIN

Name of Firm	SIGNE S.A.
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Telephone	+ 34 91 8060099
Fax	+ 34 91 8060102/3
Contact Person(s)	Carlos Santurino - General Manager Eduardo Quintero - Marketing Department

Background of Firm

SIGNE S.A. was established in 1979 and consists of 5 Directors and 56 Employees.

Anti-Counterfeiting & Security Technologies

Security Documents. Development and manufacturing of security papers, security printing and personalisation of security documents.

- Specialist in Security Documents in the educational and scientific sector
- University Titles
- Bank Certificates
- Academic Certificates
- Identifications
- Professional Certificates
- Security Labels
- Manufacture of Multi-layer Security Paper
- Access Controls
- Manufacture of Security Paper
- Bill of Exchange manufacturers
- Paper for notarial use
- Documental security training for professionals in police forces, research, banking, etc
- Manufacture of paper with opaque watermark and without cylinder cost

Technologies

Three coat papers with printing under stucco, papers with chemical reactives. Papers with luminescent reaction, papers with biological reaction, papers with water mark. Inks with chemical reactives. Invisible inks with remitting thermic reaction. Invisible inks with luminescent reaction. Metameric inks.

Invisible Holograms (cryptograms). Visible Holograms. Mixed Holograms.

Printing Techniques by Laser

Fixe 20 System (guaranteed stability during 20 years in adverse conditions). Fixe 20 System SCT (Security Toner with magnetic and luminescent reaction). Fixe 20 System SCT-EX (Security toner with magnetic and luminescent reaction customised).

Dry Sealing

(Artistic and Security). Manufacturing and application of dry seals for automatic and manual machines.

Verification Equipment

Laser Verifiers. Magnetic Verifiers. Infrared verifiers. Ultraviolet verifiers.

Software

Specialised in automated multilingual issuing and personalisation of University, educational, professional, etc. Diplomas and Certificates.

Our Language Server which is the most useful tool for automatic translation of educational and professional specialised terms. The application allows the user to obtain all equivalent terms and its context in 12 languages.

Adapted development for automatic application of all systems.

SWITZERLAND

Name of Firm	OVD KINEGRAM AG
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Email	mail@kinegram.com
Website	www.kinegram.com
Contact Person(s)	Mr Rolf Sonderer, Managing Director Mr Christian Saxer, Product Manager ID-Documents

Background of Firm

OVD KINEGRAM AG, a Swiss company, is a pioneer and innovative world market leader in the field of visual security devices (OVDs) for banknotes, governmental documents and banking products. Since 1 October 1999, OVD Kinegram AG is a member of the KURZ Group (Germany).

The company's experience in banknote technology goes back to 1968 when the first banknote acceptors were developed. In the search for new visual security devices which are easy to verify for the man in the street, we started in 1981 a large research and development project for a new Optically Variable Device (OVD) based on diffraction optics. This R&D project resulted in the release of a new product back in 1985: the KINEGRAM®.

With our growth and expansion strategy and due to the fast increase of counterfeited high-value goods and brand products, the company decided in 1996 to build up a second strategic business unit in the Commercial Security segment. The visual security device TRUSTSEAL® has been developed to protect commercially available products which are in danger of being imitated or copied.

OVD Kinegram AG is ISO-9001 certified.

Anti-Counterfeiting & Security Technologies

Now that colour copiers and laser scanners are becoming more readily available to the general public, it is hardly surprising that traditional security printing methods are being challenged.

The KINEGRAM® is a high-level optical security feature created to secure banknotes, passports, Visas, ID-cards and other security documents against counterfeiting and tampering. Its outstanding and unique OVG (Optically Variable Graphics) image and its powerful security capabilities place the product clearly above others state-of-the-art OVD (Optically Variable Devices). As the name KINEGRAM® suggests, its image presents distinctive dynamic optical effects which are easily visualised by the observer.

It is visibly different from holograms now widely produced by many holographic "studios" for non-security promotional purposes.

The KINEGRAM® is based on a unique (not commercially available) process to generate optically variable ultra-high-resolution lines. These lines are infrastructured and arranged to form dynamic pictures of high motion resolution. The dynamic effects thus obtained are of infinite variety and accommodate any graphist's wishes. They are custom tailored according to the clients imagination and the universal capabilities of the KINEGRAM® generating process.

The KINEGRAM® is not a 3-dimensional image of an existing object or simply of a set of 2-dimensional masks which could easily be forged. Due to the upgradability of the underlying high-tech process, the security can be set to meet the customer's need. Several security levels can be used simultaneously:

- Type of obvious effects best shown by guilloches, the security printers art. Instead of the printed static guilloche, the KINEGRAM® OVG guilloches become alive: they move in a programmable way when the observer tilts the substrate onto which the KINEGRAM® is affixed. The registered trademark KINEGRAM® has been created on that particular base effect.
- Other movements can be produced: linear, radial, rotating movements can be composed to predictably moving images.
- Fine lines can be infra-structured by alphanumeric micro-writings.
- Type of less obvious and less overt features. Particular micro structures which cannot be copied even by sophisticated optical techniques without losing their characteristic appearance can be built into a KINEGRAM®.

The design and manufacturing procedures of the original is proprietary and not available commercially.

The KINEGRAM® image is composed of invisibly small elementary areas of micro-profiles which diffract illuminating light. The areas are used to compose lines and graphical elements. For each area or line element, the micro-profiles, the angles of diffraction and the diffraction intensities are calculated to produce the overall image. Customer specific software is created for each origination.

In a KINEGRAM®, every individual surface element can be made to diffract light efficiently and only into a sharply defined beam of light. This results in an extreme brilliance, ie brightness and contrast, if the observer's eye is located on the diffracted beam. If the KINEGRAM® is now tilted, that particular surface element disappears but the neighbouring elements light up with full efficiency. Thus a brilliant and moving pattern can be seen under all practical conditions of illumination and observation. The resulting movements can be programmed in the process of designing a KINEGRAM®.

Thus, the KINEGRAM® features the highest possible relative visibility under practically all conditions of observation compared to other competing diffractive OVDs.

Product Authentication

TRUSTSEAL® is a sophisticated security device based on diffraction optics. It offers manufacturers a very efficient and cost-effective tool to fight against unauthorised reproduction of their brand names and high-value goods. Based on a non-holographic production process, TRUSTSEAL® is the exclusive property of OVD Kinegram Corp which has extensive experience in the field of security applications. This exclusivity is the customer's guarantee of secure technology. Due to its high brilliance, sharpness and controlled optical effects the device makes verification easy, even for untrained people.

Typical applications are: tickets/vouchers, merchandise products, spare parts, luxury goods, pharmaceuticals, compact discs, videocassettes and commodities of all sorts.

Being a member of the Kurz Group, the product and sales management for Brand Protection projects is located at: Leonhard Kurz GmbH & Co, Fürth, Germany

Please contact: "Sicherheitskonzepte" – Fax:+ 49 911 7141 507

SWITZERLAND

Name of Firm	3D AG
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Website	www.3dag.ch
Contact Person(s)	Erik B Mezger, Chairman and Managing Director Rene Wilde, Director Marketing and Sales Dominic Wethi, Sales Executive

Background of Firm

As an internationally active company based in Baar, Switzerland, 3D AG aims for market leadership and technological top performance by offering the highest quality of products and the maximum of security for its clients.

Founded in 1989 by a team of holographic professionals, 3D AG currently employs 25 people in its modern facilities. One of the few remaining independent companies in the industry, the combination of the firm's expertise and exclusive in-house production (from design concept through hologram origination to label manufacture) allows it to offer a wide variety of holographic products and services, offering unlimited opportunities for the customers' specific promotional, packaging and security needs, whilst assuring absolute protection for their ideas and security requirements.

3D AG is ISO-9001 certified.

Anti-Counterfeiting & Security Technologies

3D AG is one of the world's leading creators of high security holographic images and decorative diffractive patterns. It is one of a limited number of companies qualified to make foil-based security structures for the protection against counterfeiting of currency. In addition, 3D AG produces authentication devices for bank checks, credit cards and identity documents, including visas, passports, drivers licenses, as well as for validation of access control systems and critical pharmaceuticals.

COUNTERTECH

SWITZERLAND

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Europe and Asia:	Francoise Murat, Business Development
USA:	Mary Ann Allen, Sales Director
UK:	Paul Ashcroft, Sales Director

Background of Firm

The SICPA GROUP is a private Swiss company founded in 1927. The Group comprises two divisions, Commercial and Security and has 3,755 employees operating in 38 countries on the five continents. The primary business of the Group is ink manufacturing.

SICPA Product Security operates through two primary companies, SICPA Product Security SA, handling all activities outside of the Americas and SICPA Product Security Inc handling the Americas.

Anti-Counterfeiting & Security Technologies

SICPA are the world leader in the provision of security inks for high security printing, providing in excess of 85% of the world's currency inks.

SICPA Product Security marries the security and commercial application expertise to make high security features available for application directly to products or to product packaging.

The solutions offered include overt and covert features and cover the fields of anti-counterfeit and anti-diversion.

SICPA currently supplies solutions to the following industries:

- Tobacco
- Luxury goods and apparel
- Sporting goods and apparel
- Computers and software
- Ticketing
- Pharmaceuticals

COUNTERTECH

UKRAINE

Name of Firm	SPECIALIZED ENTERPRISE "HOLOGRAPHY" LTD
Address	office 29 34/1 Grushevskogo St Kiev 01021
Telephone	+ 380 44 561 2520 + 380 44 561 2521
Fax	+ 380 44 561 2545
Email	holo@hologr.com
Website	www.hologr.com
Contact Person(s)	Stus Yury, Head of Marketing Department Sergiy Buyan, Director of Sales and Marketing

Background of Firm

SPECIALIZED ENTERPRISE "HOLOGRAPHY" LTD was originally established on the initiative of the government of Ukraine with the involvement of the National Academy of Sciences of Ukraine. The company was launched in order to create a domestic hologram manufacturing industry to meet the needs of government.

Whilst in operation (2000-2002), the company has built a plant, purchased manufacturing equipment and launched mass hologram production. As of today, the company firmly holds over 95% of state awards and approximately 75% of the business market share.

The company has accumulated significant experience and improved technologies; the company has a strong position in the Ukrainian market and is gaining a foothold in new foreign markets.

The company produces holograms for the protection of licensed audio and video products, notary documents, diplomas of education, drivers' licenses and other documents issued by the Ministry of Interior, etc. Security holograms made by the company have proved to be highly efficient; owing to this fact new large-scale state document security programmes have emerged. The company has 8 directors and 80 employees.

Anti-Counterfeiting & Security Technologies

SPECIALIZED ENTERPRISE "HOLOGRAPHY" LTD originates and produces embossed holograms with a wide range of application. Security holograms are used for protection against counterfeiting of security printed documents, sealing to prevent unauthorised access to objects and devices, protecting trade marks, decorating and promotion of the printed matter and branded goods.

A variety of advanced design and origination techniques is also available.

Additional Information

SPECIALIZED ENTERPRISE "HOLOGRAPHY" LTD is accredited to ISO 9001 2000 quality standards.

The entire holographic process is carried out in-house. To meet the standards of confidentiality and security, the company's production facilities are equipped with security and monitoring systems in line with the world's most strict standards.

The company is the exclusive provider of security holograms for marking of audio and video products in line with a large-scale State programme against audio and video piracy.

COUNTERTECH

UNITED KINGDOM

Name of Firm	APPLIED OPTICAL TECHNOLOGIES PLC
Address	Braxted House 2 Penman Way, Grove Park Enderby, Leicester LE9 5SY
Telephone	+ 44 (0) 116 282 2000
Fax	+ 44 (0) 116 282 2100
Email	sales@appliedopsec.co.uk
Website	www.appliedopsec.com
Office(s)	21132 Old York Road P O Box 700 Parkton MD21120-0770 USA
Contact Person(s)	Mr Peter Emerson, Managing Director – Europe & Asia Mr Mark Turnage, Chief Executive Officer Mr Tim Farmoy, Sales Director – Europe & Asia

Background of Firm

APPLIED OPTICAL TECHNOLOGIES PLC was established in 1983 and has been listed on the UK Stock Exchange since 1984. The company has 5 directors (3 executive and 2 non-executive), 260 employees, and two subsidiaries in the USA. AOT has a turnover in excess of £28million.

Anti-Counterfeiting & Security Technologies

APPLIED OPTICAL TECHNOLOGIES PLC produce holographic OVDs (Optically Variable Devices) for application to security printed documents and packaging of branded goods.

A variety of proprietary design and origination techniques - including the Multigram (the most secure form of holographic OVD) is also available.

Images are manufactured as :-

- Hot stamping foil
- Tamper evident label stock
- Semi-transparent laminates
- Laminating film
- Transfer film

The latter two are converted to holographic thread (for banknotes), lidding foils (eg for blisterpacks), tear tapes and overwraps.

Additional Information

APPLIED OPTICAL TECHNOLOGIES PLC is accredited to ISO 9002.

Apacs - Approved Manufacturing Facilities.

The entire holographic process (including production of base materials) is carried out in-house.

ECB (Euro Central Bank) accredited supplier for the Euro.

UNITED KINGDOM

Name of Firm	FLYING NULL LTD
Address	Harston Mill Harston Cambridge CB2 5GG
Telephone	+ 44 (0)1223 875200
Fax	+ 44 (0)1223 875201
Email	fn@flying-null.com
Website	www.flying-null.com
Contact Person(s)	Ian Wills

Background of Firm

FLYING NULL LIMITED was formed as a spin-out company from Scientific Generics in 1996 to exploit Flying Null technology - a new concept in remote magnetic sensing.

The Board consists of 6 Directors who have extensive technical and market experience in the fields of Technology and Tagging and in the Development of New Companies.

FLYING NULL LIMITED received a major equity injection in May 1997 from a Venture Capitalist. Flying Null signed its first major licence in June 1998.

Anti-Counterfeiting & Security Technologies

FLYING NULL is a new concept in magnetic sensing and enables the remote (contactless) reading of magnetic features. It provides a significant benefit over conventional magnetic reading technologies where the sensor and the media have to be in virtual contact (less than 50 microns). In Flying Null systems separation distances of centimeters between the sensor and the media are practical. This remote reading capability enables coded magnetic tags to be read when they are embedded into products and packaging. This provides a true covert technology which can be used for product tracking and/or product authentication.

The magnetic tags used are small (typically a few centimeters long by millimeters wide) and are very thin (twenty five microns or less). The sourcing of tags is highly secure and more than adequate for product protection purposes.

Key attributes of the technology include:

- The ability to encode just prior to embodiment
- Compatibility with plastics and paper
- The ability to read product identification codes whilst the product is still in its packaging
- The technology is not susceptible to dust, moisture, dirt, etc.
- The ability to withstand high temperatures and pressures

More details on the technology can be found on the web site: www.flying-null.com

COUNTERTECH

UNITED STATES OF AMERICA

Name of Firm	AUTHENTIX
Address	Corporate HQ: 4355 Excel Parkway Suite 100 AddisonTX 75001
Telephone	+1 469 737 4400
Fax	+1 468 737 4409
Website	www.authentix.com
Office(s)	European HQ:7 Chessingham Park Dunnington YorkYO 19 5SE
Telephone	+ 44 (0)1904 486 800
Fax	+ 44 (0)1904 486 839
Contact Persons	Consumer Goods – Robin Jenkins Petroleum – Lal Pearce Pharmaceuticals – Jim Rittenburg Govt. Security – Craig Stamm

Background of Firm

Formed in November 2003 from the merger of Isotag, Biocode and Calyx, AUTHENTIX combined over twenty years experience in delivering Authentication Solutions to clients who were suffering from the harmful effects of product counterfeiting, adulteration and diversion. The creation of AUTHENTIX brought together the world's leading authentication technologies used in counterfeit detection and product protection, many of which were invented, developed and applied by members of our management team, together with a wealth of commercial experience in the markets we serve. AUTHENTIX is the market leader for authentication and product tracking in the oil and gas industry, and is poised to lead the pharmaceuticals, spirits, agrochemical and government security industries.

The successful combination of our industry experience and our technology base has recovered nearly \$3 billion for clients to date.

Anti-Counterfeit & Security Technologies.

AUTHENTIX provides the most comprehensive authentication solutions and services within the brand security industry. Each client solution is custom designed and integrated for their unique circumstances whether for brand security, product tracking or fiscal recovery. Our range of products and services includes.

- Risk analysis.
- Solutions design.
- Application engineering.
- On-package marking – including overt, covert & forensic technologies.
- In-product marking – including ingestible markers for e.g. pharmaceuticals
- Unique product coding for supply chain tracking.
- Field surveillance.
- Internet monitoring & enforcement
- Data management & analysis.
- Chain of evidence custody.
- Programme management.

Our continued investment in Research and Development reflects our commitment to providing clients with best in class solutions for the protection of their business.

COUNTERTECH

UNITED STATES OF AMERICA

Name of Firm	DUPONT SECURITY & SOLUTIONS
Address	Barley Mill Plaza 26 Wilmington, DE 19805
Telephone	+1 302 992 2333
Fax	+1 302 992 4794
Email	carolyn.a.burns@usa.dupont.com
Contact Person(s)	Carolyn Burns
Other Offices	DUPONT AUTHENTICATION SYSTEMS 56 Cherry Street Bridgeport, CT 06605
Tel	+1 203 333 5503
Fax	+1 203 336 8570
Email	rzucker@labelsysinc.com
Contact Person(s)	Richard Zucker

Anti-Counterfeiting & Security Technologies

DuPont Security & Solutions and DuPont Authentication Systems are uniquely positioned to protect the public from counterfeited and diverted products and retrieve lost revenue for brand owners. Together we offer a portfolio of unique security technologies for overt, covert and forensic solutions. We also provide consulting services related to program management, risk management, crisis management and education. By combining the strength and stability of DuPont with innovative solutions to the counterfeiting problems we can solve any brand security situation. Contact us to learn about how our technology portfolio can solve your problems.

COUNTERTECH

UNITED STATES OF AMERICA

Name of Firm	FLEX PRODUCTS INC
Address	1402 Mariner Way Santa Rosa, CA 95407
Telephone	+1 707 525 7007
Fax	+1 707 525 7537
Email	Andrew_Rink@flexprod.com
Website	www.SecureShift.com
Other Offices	Eching, Germany
Contact Person(s)	Andrew Rink, Marketing Manager
Telephone	+1 707 525 7656
Fax	+1 707 525 7537

Background of Firm

FLEX PRODUCTS INC combines five decades of experience in optical design, interference physics, and high tech manufacturing to produce a line of specialty pigments with outstanding colour shifting properties. The company pioneered Optically Variable Pigment® technology used to protect the United States currency against counterfeiting. Today, this anti-counterfeit technology has become a world standard protecting 25 billion banknotes in 89 countries. Flex has adapted Optically Variable Pigment® technology to create **SecureShift® Technology**, a highly flexible light interference technology that provides brand owners with a unique solution for counterfeit protection.

Flex Products has secure manufacturing facilities in California and Beijing, China, that ensure worldwide supply for global clients. Flex is part of the JDS Uniphase Company, a leader in the fiber optic communications industry, with 5,500 employees and annual revenues of nearly US\$700 million.

Anti-Counterfeiting and Security Technologies

SecureShift® Technology utilises the power and simplicity of Optically Variable Pigment®, pioneered by Flex Products, to provide a wide range of anti-counterfeit solutions. Flex offers various additional security features that can be incorporated to design a multi-layered solution allowing overt, covert and forensic authentication of branded products.

SecureShift Technology is designed to integrate easily into security programmes and product packaging. The SecureShift Solution offers positive **Authentication, Application**, flexibility, design **Aesthetics** and **Affordability** to ensure the highest level of security. Flex's secure printing facility also offers the highest quality flexographic printing for fully vertically integrated solutions that are unique in the market.

Flex Products commits significant resources each year to research and development and continues to invent new technologies to help brand owners in the fight against fraud. The company has over 150 US and international patents at present. Partnering with Flex products means building a relationship not just for today, but also into the future.

UNITED STATES OF AMERICA

Name of Firm	INKSURE TECHNOLOGIES INC
Address	32 Broadway Suite 1314 New York, NY 10004
Telephone	+1 212 269 0370
Fax	+1 212 269 0371
Email	info@inksure.com
Website	www.inksure.com
Other Offices	Inksure R & D Site 5 Oppenheimer Street Suite 38, Science Park Rehovot 76701 ISRAEL
Contact Person(s)	Mr Russ Kobela, North America Operations Mr Ira Nissel, Sales Director of Far East & Europe

Anti-Counterfeiting and Security Technologies

INKSURE specialises in comprehensive security solutions and Supply Chain Management (SCM) tools, protecting documents and high profile brands from counterfeiting, fraud and diversion. Through customised, state-of-the-art authentication and tracking systems, Inksure helps companies worldwide regain control over their valuable assets: their products, reputation and their revenues.

INKSURE understand that different needs call for different measures. From need analysis through system design and implementation to full return on investment and revenue increase, they work together with partners to provide the best service to fit their needs:

- Overall security programme outline
- Technological design and product customisation
- System integration
- Continual performance monitoring tools
- Post implementation support

Addressing diverse industries such as Financial, Pharmaceutical, Branded Products, Transportation, Government, and many others, Inksure utilises cross-disciplinary technological innovations to implement customised and cost effective security systems for data and asset integrity within existing infrastructure and environment. Innovative technology enables the embedding of highly effective anti-counterfeiting “signatures” within all ink-based products and labels for covert protection. Using low-cost proprietary readers, authorities can easily verify the authenticity of documents and products. Inksure’s patented solutions are recognised as the most secure high performance products available in the market, with a successful track record of providing system integrations and dedicated service worldwide.

COUNTERTECH

UNITED STATES OF AMERICA

Name of Firm	SPECTRA SYSTEMS CORPORATION
Address	321 South Main Street Suite 102 Providence Rhode Island 02903
Telephone	+ 1 401 274 4700
Fax	+ 1 401 274 3127
Email	info@spsy.com
Website	www.spsy.com
Contact Person(s)	Heidi Porrazzo, Marketing Specialist Tel: + 1 401274 4700 x3008

Background of Firm

SPECTRA SYSTEMS CORPORATION was founded in late 1996 by Dr Nabil M Lawandy to commercialise a breakthrough optical technology. Spectra Systems develops, manufactures and markets its products across a spectrum of industries, including banknote authentication and processing, identification document authentication and tracking, flat mail processing, brand protection, coatings for optical media-entertainment and software and textile services.

Anti-Counterfeiting & Security Technologies

SPECTRA SYSTEMS CORPORATION provides integrated solutions for the marking, sensing, tracking and security industries. Our solutions are based on the integration of our patented and proprietary digital encryption signatures, taggants and highly functional "smart" materials with our photonics-based readers. By controlling the interaction of light and materials, we enable our customers to mark, code and track products and information to improve security and realise manufacturing and other operational efficiencies.

SECTION 3

COUNTERSEARCH

COUNTERSEARCH

INDEX INVESTIGATION COMPANIES BY COUNTRY

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ITALY	Pyramid International	122

COUNTERSEARCH

CHINA (HONG KONG)

Name of Firm	HILL & ASSOCIATES LTD
Address	1604-8 Harbour Centre No 25 Harbour Road Wanchai
Telephone	+ 852 2802 2133
Fax	+ 852 2802 2133
Email	colin.hill@hill-assoc.com
Contact Person(s)	Colin Hill Neil Maloney

Background of Firm

In operation since 1992 and re-launched as HILL & ASSOCIATES in 1999, the company was established to meet the growing demand for risk management services with an Asian focus and expertise. Hill & Associates has quickly established itself as the pre-eminent authority on issues ranging from security and risk management, to due diligence and investigations, throughout the region. Our reputation has been built on an impressive track record of managing and mitigating the risks of globalisation for many of the world's largest corporations operating in Asia.

Details of Types of Investigations Carried Out

Brand Protection

Hill & Associates protects the Intellectual Property of some of the world's largest corporations. With a strong network of local contacts, and access to local governments, our ability to combat the manufacture and sale of counterfeit goods in Asia is unequalled.

The Brand Protection Services provided by Hill & Associates consist of the following:

- Intellectual Property Rights Protection
- Protection and enforcement of intellectual property rights
- Grey Market Analysis and Consultation
- A complete analysis and consultation of a client's grey market problems

In addition, Hill & Associates provide:

Protective Services, Risk Assessments and Review Services, Training Services, Kidnap, Ransom and Extortion Response Service, Commercial Enquiries, Screening Services, Corporate Reputation Protection, Information Security Review, BS7799 Compliance Guidance, Contingency Planning Support, Forensic Services, Penetration Testing, Application Risk Analysis, Risk Management Services, Technical Projects.

COUNTERSEARCH

ITALY

Name of Firm	PYRAMID INTERNATIONAL
Address	Viale Masini No 20 40126 Bologna
Telephone	+ 39 051 254568
Fax	+ 39 051 254948
Email	pyramid@pyramid.it
Website	www.pyramid.it
Contact Person(s)	Roger D Warwick, CPP warick@pyramid.it Daniela Valenti valenti@pyramid.it Gian Luca Morotti morotti@pyramid.it Joe Gorry gorry@pyramid.it Christian Fimiak fimiak@pyramid.it

Background of Firm

PYRAMID INTERNATIONAL is a leading British managed Investigation and Security Consultancy for Business Security, strategically located in Italy since 1978. Thanks to experience gained in many countries, PYRAMID offers professional support and quality Security Investigations and Consultancy for Italian operations and elsewhere in the world.

Details of Types of Investigations Carried Out

Due diligence, business risk consultancy, fraud investigation, counterfeit investigation, asset searching.

Specialised in Italy, France and the United Kingdom, with an extensive intelligence network in South East Europe ranging from Hungary to Ukraine.

SECTION 4

GENERAL INFORMATION

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**ANTI-COUNTERFEITING
INTERNATIONAL ORGANISATIONS**

BUSINESS SOFTWARE ALLIANCE	1150 18 th Street NW Suite 700 Washington DC 20036 UNITED STATES OF AMERICA Tel: +1 202 872 5500 Fax: +1 202 872 5501 Email: software@bsa.org Website: www.bsa.org.usa
COALITION FOR INTERNATIONAL PROPERTY RIGHTS (CIPR)	Peter B Necarsulmer President CIPR Chairman & CEO The PBN Company 3 Uspensky Perulok Building 4 Moscow 127006 RUSSIA Tel: +7 095 775 0077 Fax: +7 095 775 0075 Email: peter.necarsulmer@cipr.org Website: www.cipr.org
EUROPEAN BRANDS ASSOCIATION AIM	9 Avenue des Gaulois Brussels 1040 BELGIUM Tel: +32 2 736 0305 Fax: +32 2 734 6702 Email: marie.pattulo@aim.be Website: www.aim.be
FEDERATION INTERNATIONALE DES ASSOCIATIONS DE PRODUCTEURS DE FILMS (FIAPF)	9 Rue de L'Echelle 75001 Paris FRANCE Tel: +33 1 4477 9750 Fax: +33 1 4477 9755 Email: info@fiapf.org Website: www.fiapf
GLOBAL ANTI-COUNTERFEITING GROUP	16 rue de la Faisanderie 75116 Paris FRANCE Tel: +33 1 5626 1400 Fax: +33 1 5626 1401 Chairman: John Anderson Email: janderson.gacg@btinternet.com Website: www.gacg.org
(THE) GLOBAL BUSINESS LEADERS ALLIANCE AGAINST COUNTERFEITING (GBLAAC)	NORTH AMERICA Tel: +1 905 726 3438 Cell: +1 416 893 8772 Contact: Joe Clark Email: joseph.clark@the-acc.com

**ANTI-COUNTERFEITING
INTERNATIONAL ORGANISATIONS**

ICC-COUNTERFEITING
INTELLIGENCE BUREAU

Maritime House
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Barking, Essex IG11 8HG
UNITED KINGDOM
Tel: +44 20 8591 3000
Fax: +44 20 8594 2833
Email: cib@icc-ccs.org.uk
Website: www.icc-ccs.org

IMAGING SUPPLIES COALITION

P O Box 35
2123 Dune Drive, Suite 7
Avalon, NJ 08202-0035
USA
Tel: +1 609 967 3222
Fax: +1 609 967 7011

INTERNATIONAL FEDERATION OF
THE PHONOGRAPHIC INDUSTRY (IFPI)

54-62 Regent Street
5th Floor
London W1B 5RE
UNITED KINGDOM
Tel: +44 20 7878 7900
Fax: +44 20 7878 7950
Email: info@ifpi.org
Website: www.ifpi.org

INTERNATIONAL HOLOGRAM
MANUFACTURERS ASSOCIATION (IHMA)

Runnymede Malthouse
Off Hummer Road
Egham
Surrey TW20 9BD
UNITED KINGDOM
Tel: +44 (0) 1784 497008
Fax: +44 (0) 1784 497001
Email: info@IHMA.org
Website: www.IHMA.org

INTERPOL

200 quai Charles de Gaulle
69006 Lyon
FRANCE
Tel: +33 4 7244 7000
Fax: +33 4 7244 7163

TOY MANUFACTURERS OF EUROPE (TME)

Avenue de Tervueren 13A
1040 Brussels
BELGIUM
Tel: +32 2 732 7040
Fax: +32 2 736 9068

**ANTI-COUNTERFEITING
INTERNATIONAL ORGANISATIONS**

WORLD CUSTOMS ORGANISATION (WCO)	Rue du Marche 30 1210 Brussels BELGIUM Tel: +32 2 209 9211 Fax: +32 2 209 9292
WORLD INTELLECTUAL PROPERTY ORGANISATION (WIPO)	34 Chemin des Colombettes 1211 Geneva 20 SWITZERLAND Tel: +41 22 338 9111 Fax: +41 22 338 8830
WORLD TRADE ORGANISATION (WTO)	Centre William Rappard Rue de Lausanne 154 1211 Geneva 21 SWITZERLAND Tel: +41 22 739 5115 Fax: +41 22 739 5790 Website: www.wto.org

**ORGANISATIONS PROVIDING CONSULTANCY
SERVICES, CONFERENCES AND PUBLICATIONS
IN THE ANTI-COUNTERFEITING FIELD**

AXESS TECHNOLOGIES LTD

Norman Court Barns
Norman Court Lane
Upper Clatford

Andover, Hampshire
SP11 7HB

UNITED KINGDOM

Tel: +44 (0) 1264 369005

Fax: +44 (0) 1264 366750

Contact: *Susanne Hasselmann, Richard Jotcham*

Email: *shasselmann@axesstechnologies.com*

Website: *www.axesstechnologies.com*

Strategic and technical consultancy
and provider of Axess DATA service

RECONNAISSANCE INTERNATIONAL

Runnymede Malthouse

Off Hummer Road

Egham, Surrey

TW20 9BD

UNITED KINGDOM

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Fax: +44 (0) 1784 497001

Contact: *Ian Lancaster*

Email: *Ian.Lancaster@reconnaissance-intl.com*

Website: *www.reconnaissance-intl.com*

Publishers of *Authentication
News and Holography News*,
Consultancy Services,
Conferences

RECONNAISSANCE INTERNATIONAL

5650 Greenwood Plaza Blvd 225K

Greenwood Village

CO 80111

UNITED STATES OF AMERICA

Tel: +1 303 779 1096

Fax: +1 303 779 3647

Contact: *Lew Kontnik*

Email: *LTKontnik@Reconnaissance.Intl.com*

PRODUCT & IMAGE SECURITY FOUNDATION LTD

81 Houting

Dosthill

Tamworth

Staffordshire B77 1PB

UNITED KINGDOM

Tel/Fax: +44 1827 281143

Contact: *Jeremy Plimmer*

Email: *jeremyplimmer@aol.com*

Website: *www.worldwidesecurityexchange.com*

Conferences, Publishers of
Product Image Security
Consultancy Services

PIRA INTERNATIONAL

Randalls Road

Leatherhead

Surrey KT22 7RU

UNITED KINGDOM

Tel: +44 (0) 1372 802290

Fax: +44 (0) 1372 802243

Contact: *Anthony Parker, Philip Swinden*

Email: *AnthonyP@pira.co.uk*

Website: *piranet.com*

Conferences, publishers
Consultancy Services

**ANTI-COUNTERFEITING
NATIONAL ORGANISATIONS**

BELGIUM
Association Belge Anti Contrefacon
(ABAC-BAAN)

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Tel: +32 2 230 7420
Fax: +32 2 230 7119
Email: kg1530@glo.be

DENMARK
Danish Anti-Counterfeiting Group

C/o Plesner
Advokatfirma
Amerika Plads 37
2100 København Ø
Tel: +45 33 12 11 33
Fax: +45 33 12 00 14
Email: phs@plesner.com
Website: www.plesner.com

FINLAND
Finnish Anti-Counterfeiting Group

C/o Heinonen Law & Co Oy
Fredrikinkatu 61, 3rd Floor
P O Box 671
F-00101 Helsinki
Tel: +358 9 25 300 652
Fax: +358 9 685 3300
Email: hanna-majja-elo@heinonen.com
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FRANCE
Committee Colbert

2 bis, rue de la Baume
75008 Paris
Tel: +33 1 538 90760
Fax: +33 1 538 90761
Website: www.comitecolbert.com

FRANCE
Union des Fabricants

16 Rue de la Faisanderie
75016 Paris
Tel: +33 1 5626 1400
Fax: +33 1 5626 1401
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Website: www.unifab.com

GERMANY
APM/REACT Germany

Breite Strasse 29
10178 Berlin
Tel: +49 30 2 03 08 27 17
Fax: +49 30 2 03 08 27 18
Or: +49 30 2 03 08 5 27 17
Email: roeer.lennart@berlin.dihk.de
Website: www.markenpiraterie-apm.de

Tel: +49 30 2 03 08 27 05
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Email: moeller.doris@berlin.dihk.de

**ANTI-COUNTERFEITING
NATIONAL ORGANISATIONS**

GERMANY German Anti-Counterfeiting Association (VBP)	Rückertstrasse 1 80336 Munchen Tel: +49 89 185 30 Fax: +49 89 185 33 Email: message@vbp.org Website: www.vbp.org
ITALY Indicam	Via Serbelloni 5 20122 Milan Tel: +39 02 7601 4174 Fax: +39 02 7601 4314 Email: silvio.paschi@indicam.it Website: www.indicam.it
JORDAN Arab Society for Intellectual Property (ASIP)	C/o Abu Ghazaleh Intellectual Property P O Box 921100 Amman 11192 Tel: +962 6 5100900 Ext: 2140 Fax: +962 6 5677822 Email: info@aspip.org Website: www.aspip.org
NETHERLANDS Stichting Namaakbestrijding (SNB)/REACT	Alpen Rondweg 102 1186EA Amstelveen Tel: +31 20 640 6363 Fax: +31 20 640 6216
NORWAY Norwegian Anti-Counterfeiting Group	C/o Onsagers Patent Kontor Box 265 Sentrum N-0103 Oslo Tel: +47 2332 7700 Fax: +47 2332 7701 Email: brit.alstad@onsagers.no
PAKISTAN Anti-Counterfeiting Group	305 Amber Estate, KCHS 7&8 Shahrah-e-Faisal Karachi 75350 Tel: +92 21 453 3665 Fax: +92 21 454 9272 Email: trademarks@pakistanlaw.com
SPAIN Asociacion Nacional para la Defensa de la Marca (ANDEMA)	Consejo Superior de Cámaras de Comercio Industria y Navegación de España Ribera del Loira 12 28042 Madrid Tel: +34 91 590 6939 Fax: +34 91 590 6908 Email: andema@cscamaras.es

**ANTI-COUNTERFEITING
NATIONAL ORGANISATIONS**

SWEDEN

Swedish Anti-Counterfeiting Group

C/o Grunen & Gozzo Advokater
Box 35019
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Tel: +46 31 194 110
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Email: soderlundlaw@telia.com
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UNITED KINGDOM

Anti-Counterfeiting Group

P O Box 578
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Buckinghamshire
HP11 1YD
Tel: +44 (0)1494 449165
Fax: +44 (0)1494 465052
Director General: Ruth Orchard
Email: admin@a-cg.com
Website: www.a-cg.com

UNITED STATES OF AMERICA

The International Anti-Counterfeiting
Coalition Inc (IACC)

1001 Pennsylvania Ave NW, 6th Floor
Washington DC 20004
Tel: +1 202 661 7099
Fax: +1 202 624 7222

**OTHER ORGANISATIONS AND FIRMS
INVOLVED IN ANTI-COUNTERFEITING**

CHINA

QUALITY BRANDS PROTECTION
COMMITTEE (CHINA)
APCO WORLDWIDE INC
Beijing Representative Office
2005 China World Tower 2
1 Jianguomenwai Avenue
Beijing 10004
PR CHINA
Tel: +86 10 6505 5127
Fax: +86 10 6505 5257
Email: QBPC@apcochina.com
Website: www.QBPC.org.cn

THE NETHERLANDS

FIOD-ECD/kantoor Schiphol
Team Opsporing Piraterij
Postbus 75737
1118 ZT Schiphol-Centrum
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Email: top50@tiscali.nl

STICHTING BREIN
Postbus 3080
2130 Hoofddorp
Tel: +31 23 799 7870
Fax: +31 23 799 7720
Website: www.brein.linfo

JAPAN
Customs IP Information Centre
(CIPIC)

JAPAN TARIFF ASSOCIATION
Jibiki No 2 Building
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UNITED KINGDOM

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AND PIRACY (THE)
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BRITISH COPYRIGHT COUNCIL (THE)
Copyright House
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LONDON W1P 4AA
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BUSINESS SOFTWARE ALLIANCE [BSA]
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CUSTOMS AND EXCISE
National Advice Service
Tel: +44 (0) 845 0109000
Website: www.hmce.gov.uk

FEDERATION AGAINST COPYRIGHT
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TW7 6DB
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ASSOCIATION
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Fax: +1 212 768 7796
Website: www.inta.org

PHARMACEUTICAL SECURITY
INSTITUTE
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Tel: +1 703 848 0160
Fax: +1 703 848 0164
Email: psi@psi-inc.org
Website: www.psi-inc.org

SMART CARD INDUSTRY
ASSOCIATION
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Princeton Junction
NJ 08550
Tel: +1 609 7995654
Fax: +1 609 7997032

**FORTHCOMING INTERNATIONAL
COUNTERFEITING CONFERENCES**

Organised by PIRA International
(www.piranet.com for up-to-date information)

**BRAND PROTECTION USA
AND SECURITY DAYS**

February 2005
Leatherhead, Surrey, UK

BRAND PROTECTION ASIA

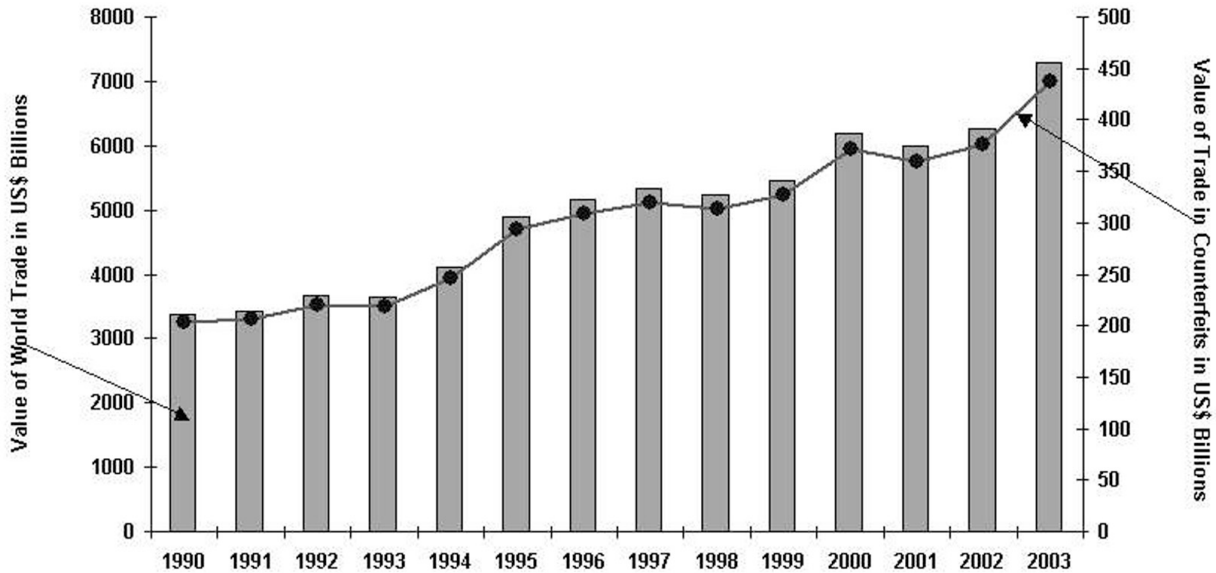
September 2005
Hong Kong

SECURE DOCUMENTS

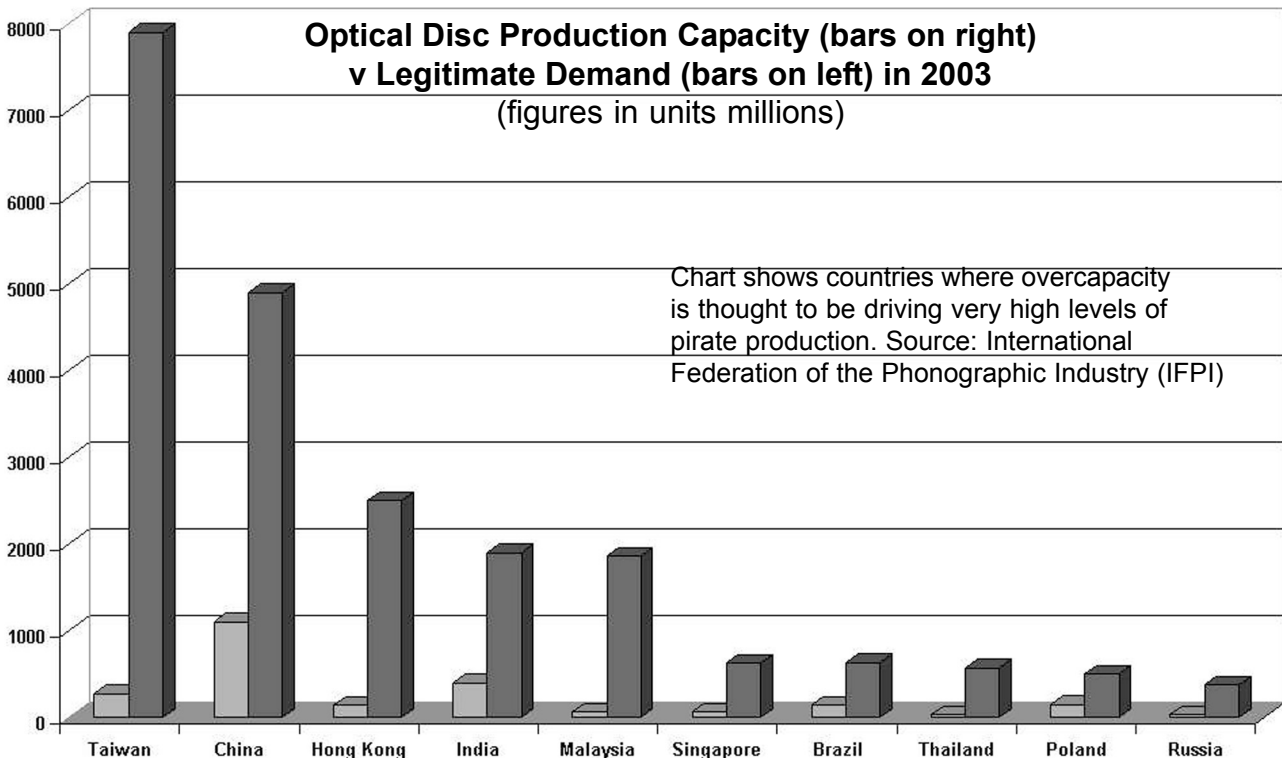
November 2005
USA

CHARTS AND STATISTICS

Value of Counterfeits as a Proportion of World Trade
Compiled by ICC Counterfeiting Intelligence Bureau

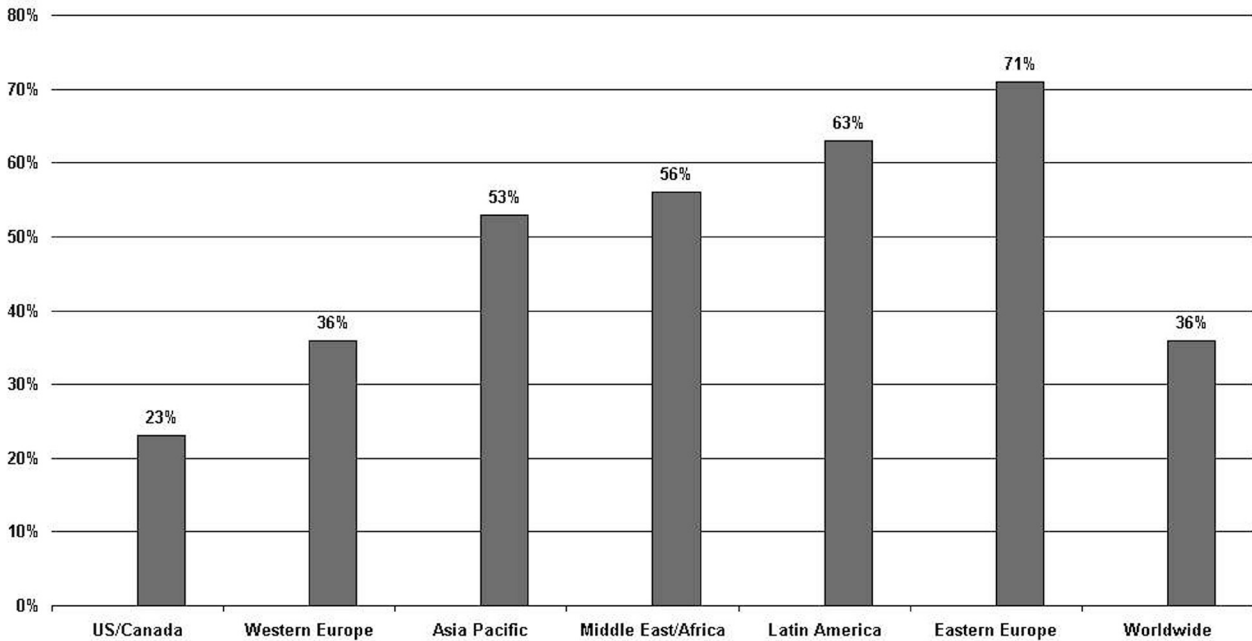


Few today doubt that counterfeiting is a serious and growing problem. However, while accurate statistics are difficult to obtain, not least because of the clandestine nature of the activity, the overall level of counterfeiting in the world today is generally estimated at 5-7 per cent of world trade. Using the average of 6 per cent, the chart plots the cost to world trade of counterfeiting and piracy. With world merchandise exports of US\$ 7294 billion in 2003 (WTO figures), counterfeiting would steal US\$ 437.64 billion from legitimate traders. It should be remembered, though, that certain industries suffer much higher levels of intellectual property theft, in particular the music and computer software industries.



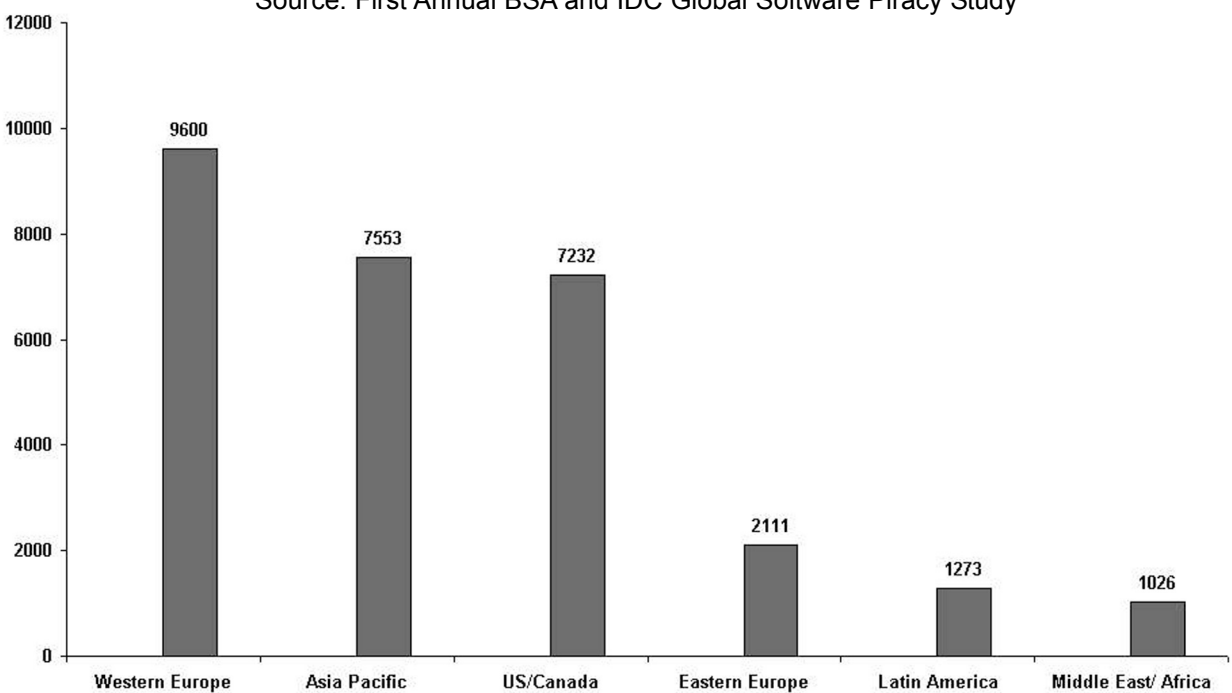
Business Software Piracy Rate in 2003 by Region

Source: First Annual BSA and IDC Global Software Piracy Study



Business Software Dollar Losses by Region in 2003 (figures in US\$ millions)

Source: First Annual BSA and IDC Global Software Piracy Study



COUNTERFEITING - GENERAL INFORMATION

Seizures at the EU's External Border by Number of Items
(Source: European Commission Taxation and Customs Union)

PRODUCT TYPE	2000	2001	2002	2003 First Half
Foodstuffs, Alcoholic and other Drinks	2,340,334	4,106,663	841,259	77,127
Perfumes and Cosmetics	92,650	26,417	112,132	586,917
Clothing and Accessories	4,622,181	4,782,672	9,243,074	1,892,924
Electrical Equipment	292,022	1,026,517	1,763,054	369,202
Computer Equipment	66,115	103,327	47,184	22,013
CDs (audio, games, software...) DVDs...	8,842,075	39,737,512	11,975,237	24,586,597
Watches and Jewellery	3,488,748	746,942	424,168	445,607
Toys and Games	6,819,113	1,565,578	1,124,756	1,761,538
Other Goods	41,227,308	42,325,869	28,059,765	2,523,526
Cigarettes	-	-	31,360,411	14,990,390
TOTAL EU	67,790,546	94,421,497	84,951,039	50,314,886

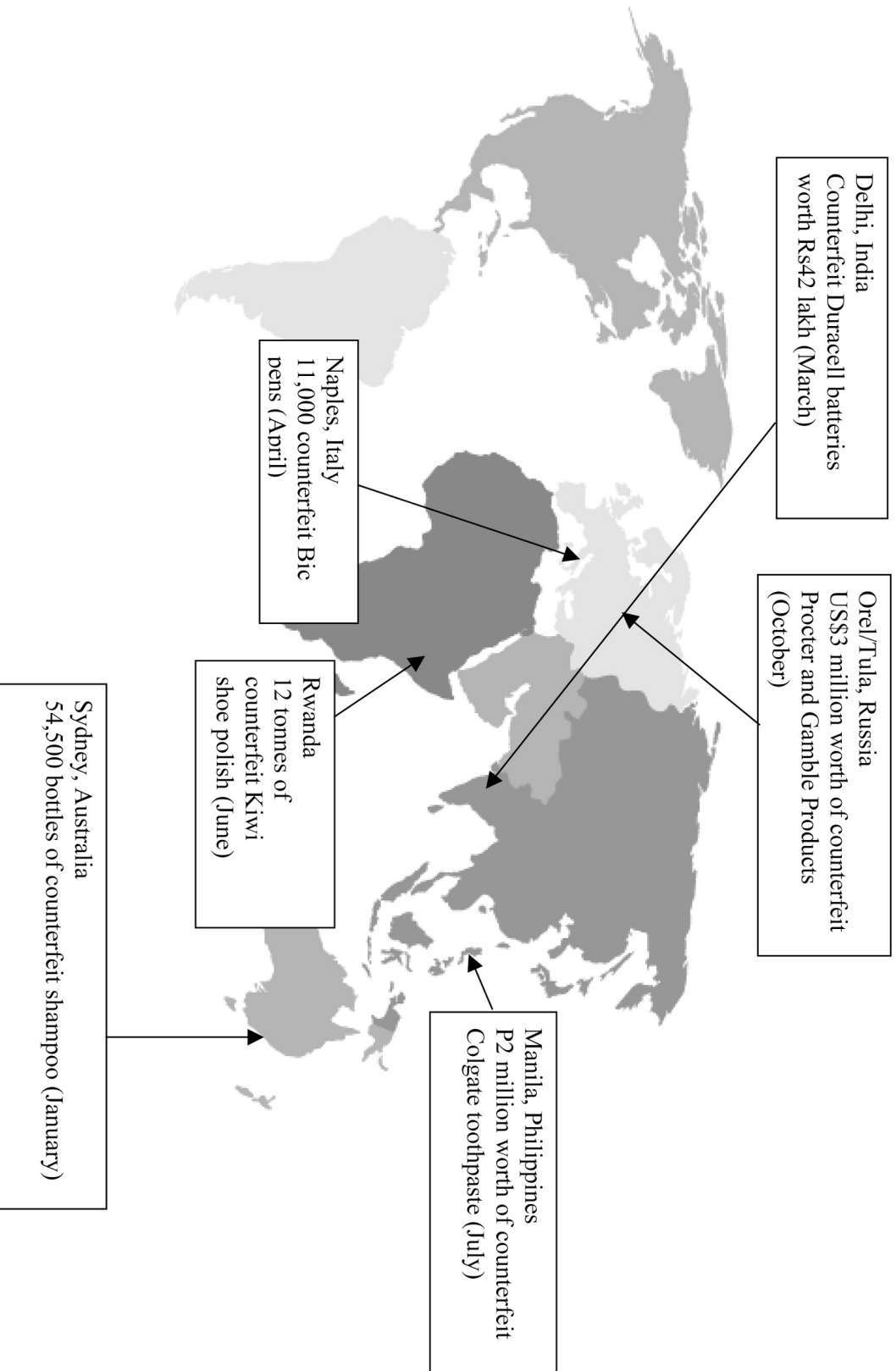
US IPR Seizures for FY 2004

(Source: US Customs and Border Protection)

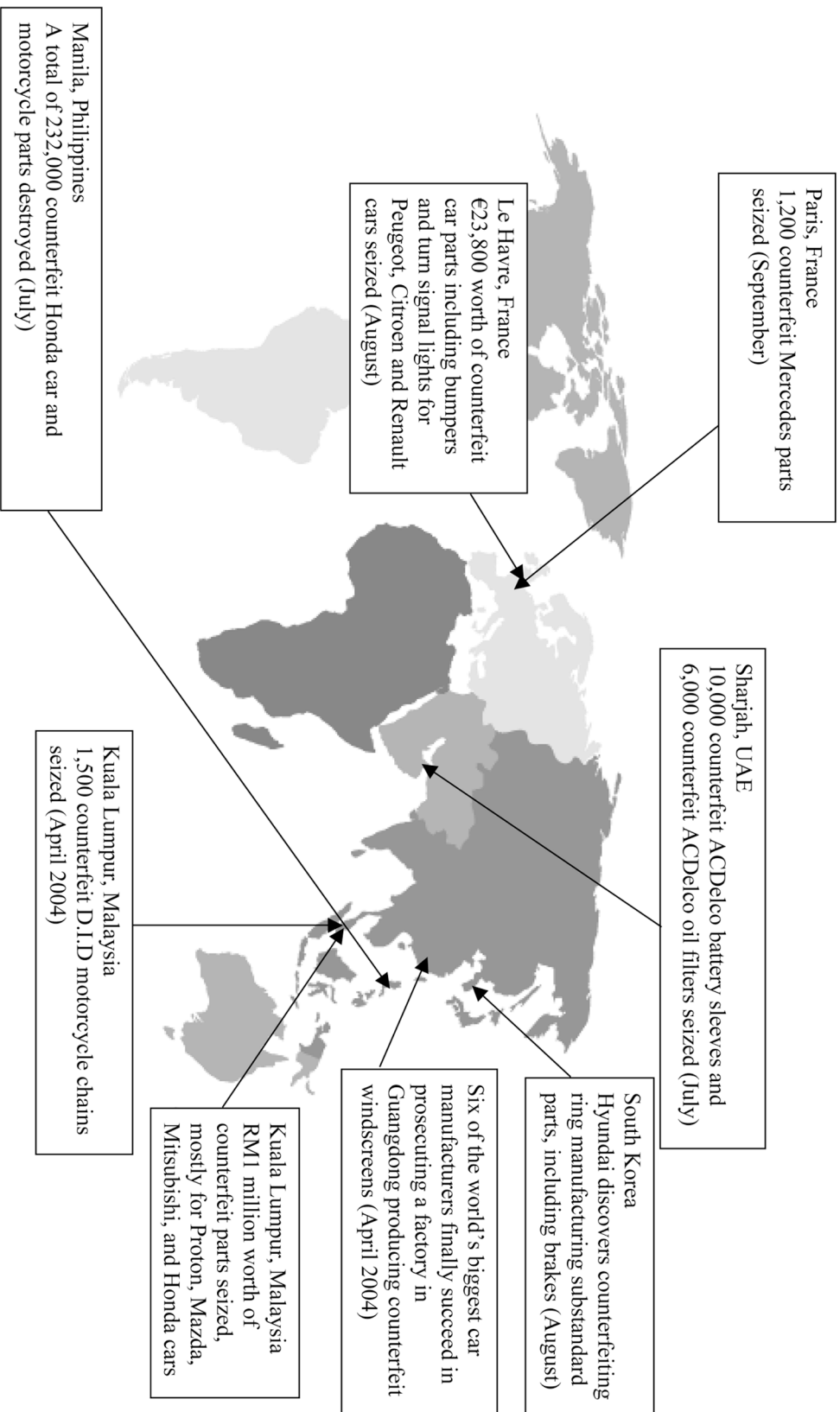
Product	Value Seized	Percentage of Total
Wearing Apparel	\$51,736,651	37%
Cigarettes	\$24,161,416	17%
Handbags/Wallets/Backpacks	\$23,189,817	17%
Consumer Electronics	\$8,880,113	6%
Media	\$5,050,269	4%
Toys/Electronic Games	\$3,971,321	3%
Watches/Parts	\$2,543,387	2%
Batteries	\$2,318,603	2%
Footwear	\$2,048,523	1%
Computers/Hardware	\$1,683,811	1%
All Others	\$13,183,974	10%
TOTAL	\$138,767,885	

Trading Partner	Domestic Value	Percentage of Total
China	\$87,274,373	63%
Russia	\$7,304,746	5%
Hong Kong	\$7,019,670	5%
South Africa	\$4,444,218	3%
Vietnam	\$2,599,561	2%
Korea	\$1,960,980	1%
Philippines	\$1,352,021	1%
Kuwait	\$1,071,068	Less than 1%
Mexico	\$1,018,107	Less than 1%
Netherlands Antilles	\$1,013,539	Less than 1%
All Other Countries	\$23,709,602	17%
TOTAL	\$138,767,885	
Number of Seizures	7,255	

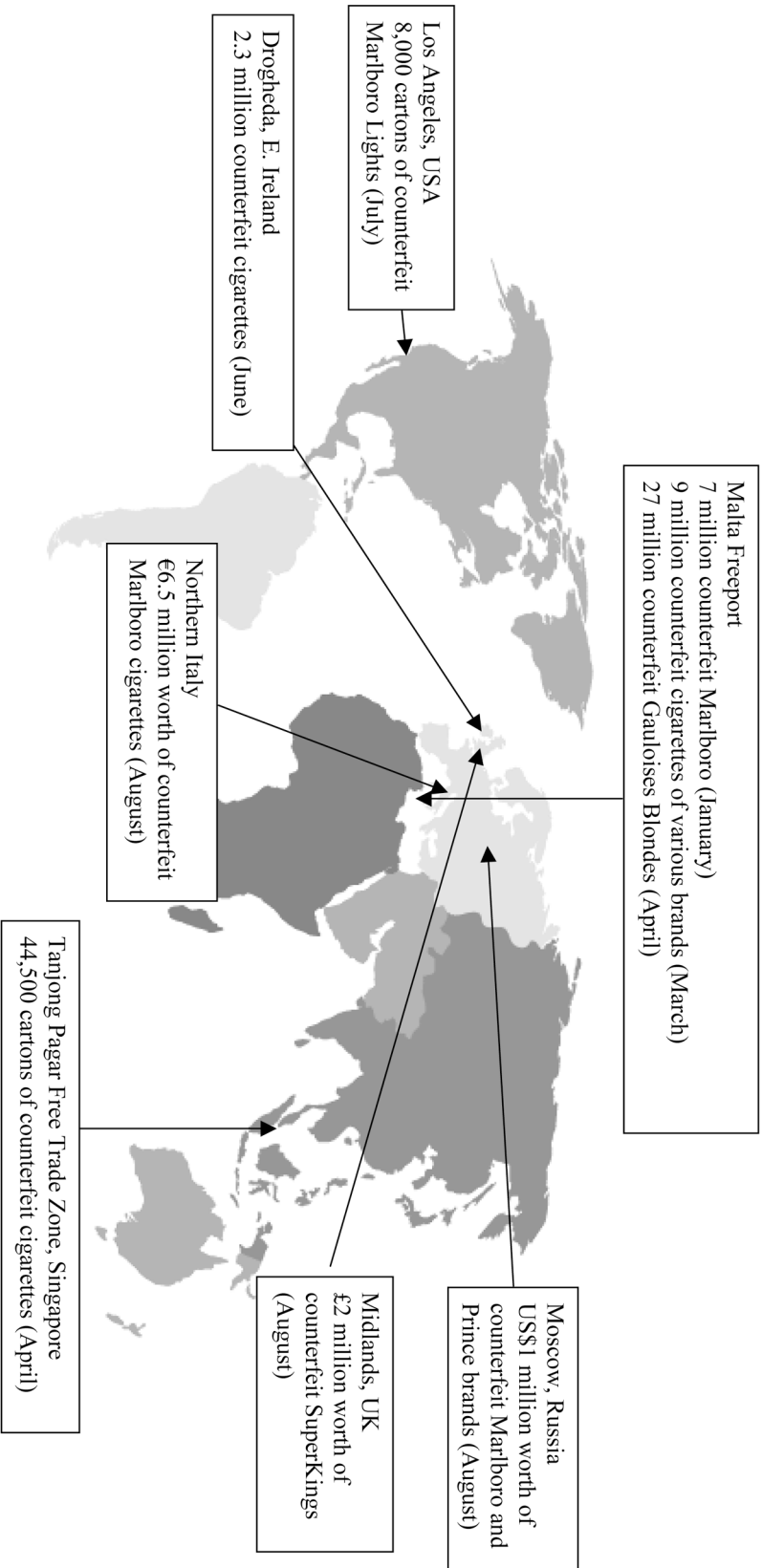
Some of the seizures of counterfeit consumer goods reported during 2004 by the Counterfeiting Intelligence Bureau



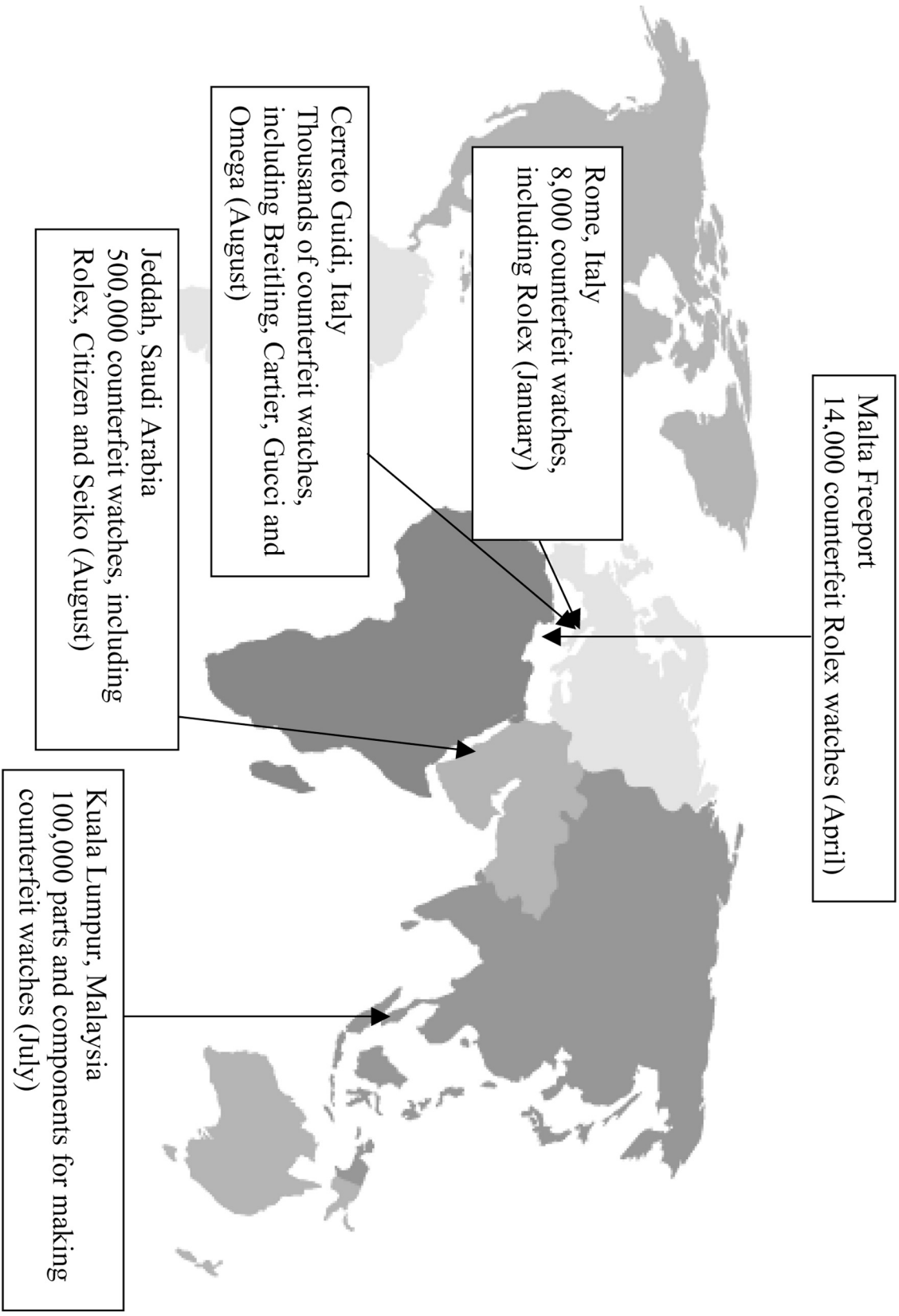
Incidents involving counterfeit car and motorcycle spare parts reported during 2004 by the Counterfeiting Intelligence Bureau



Some of the seizures of counterfeit cigarettes reported during 2004 by the Counterfeiting Intelligence Bureau



Some of the seizures of counterfeit watches reported during 2004 by the Counterfeiting Intelligence Bureau



COUNTERFEITING MILESTONES OVER THE PAST 25 YEARS

- In 1976, fake transistors are discovered in the US Space Shuttle programme.
- In 1977, US Federal Aviation Administration discovers fake fire detection and control systems in the flight decks of over 100 Boeing 737 aircraft.
- In 1978, heart pumps are recalled by the US Food and Drug Administration from 266 hospitals throughout the country after the discovery of fake valves.
- In 1978, counterfeit parts discovered in the US Army's "Lance" and "Chapparral" Guided missile systems.
- In 1979, Kenya's coffee crop is decimated after fake "Chevron" insecticide is applied to it.
- In the early 1980's, more than one million fake birth control pills were distributed throughout the world resulting in unwanted pregnancies.
- In 1980, an ill fated attempt to rescue US hostages in Iran is believed to have failed due to fake parts in rescue helicopters.
- In 1982, FBI agents seize fake "Qualude" pharmaceuticals worth US\$5 million in a factory in Florida.
- In 1987, US investigators discover fake parts to have been installed in more than 600 helicopters in service with NATO forces.
- In 1989, Norwegian Convair 580 aircraft crashes whilst enroute from Norway to Germany. Fifty-five passengers and crew die. Crash later found to have been caused by a fake bolt in the tailplane assembly.
- In 1990, one hundred and nine children die in Nigeria after taking a fatal pharmaceutical preparation containing paracetamol and an industrial solvent.
- In 1994, Blue Horizon washing powder was counterfeited in the UK. The counterfeit contained caustic soda which burned the hands of those who used it
- In 1993 following the bombing of the World Trade Centre in New York, the FBI established links between 20 alleged counterfeiters and Sheikh Omar Abdul Rahman who, along with others, was convicted of the offence. It is believed that the sale of counterfeit clothing was used to finance the operation.
- In 1996 more than 3,000 deaths are believed to have resulted from a fake meningitis vaccine distributed in Niger.
- In 1997, five counterfeiters were executed in China after being found guilty of producing and selling a fake liquor which caused 36 deaths in Huize County, Yunnan Province in the south west part of the country.

COUNTERFEITING MILESTONES OVER THE PAST 25 YEARS

- In 1997, criminal proceedings brought against a supplier of counterfeit blades involved in a helicopter crash in New Zealand.
- In 1998, a growing number of child workers involved in counterfeiting in Italy.
- In 1998, 27 people die and 200 are hospitalised in China's Shanxi Province after consuming counterfeit alcohol containing a high methanol content.
- In 1998, two businessmen pleaded guilty to selling fake aviation parts to the Boeing Company.
- In 1998, MacGregor, a leading marine equipment manufacturer, renowned for its hatch systems on cargo vessels, issues a warning over the dangers of using unauthorised spares, which it says could represent a threat to the lives of seafarers.
- In 1999, the Malawi Pharmacy Medicines and Poisons Board issues a warning that the country is being flooded by fake medicines.
- In 1999, law enforcement officers in Indonesia seize millions of counterfeit painkillers and anti-impotence drugs in a raid on a warehouse in the Sunter sub-district of North Jakarta.
- In 1999, diseased pig meat was used in counterfeit cans of pork luncheon meat in China.
- In 2000, the Federation of Automotive Products Manufacturers of Australia warns of the increasing prevalence of counterfeit car wheels, with the incidence of sub-standard wheels falling off new cars or cracking at the rim, becoming more common.
- In 2000, a counterfeit gas cylinder killed two people and injured six when it fell and burst open in the courtyard of a house of Ghaziabad, India.
- In 2000, body-builders and others buying steroids on the black market in Australia were sold repackaged livestock steroids as human steroids.
- In 2000, dozens of people die in Cambodia through taking ineffective, fake malaria medicines. The fake drugs were being sold as Mefloquine and Artesunate.
- In 2000, law enforcement in Zambia seize fake shampoo containing acid.
- In 2000, farmers in the Plateau State, Nigeria, hit by a fake fertilizer scam that caused crops to wither.

COUNTERFEITING MILESTONES OVER THE PAST 25 YEARS

- 2000, the five conspirators behind Britain's biggest counterfeit food racket were given sentences ranging from seven to three years. Between 1993 and 1996 huge quantities of poultry unfit for human consumption was sold nationwide to unsuspecting butchers, restaurants and other retailers.
- 2001, in Thailand a banned substance was discovered in fake acne cream being sold under the brand names Stong and Panjoice. The cream contained the prohibited chemical hydroquinone, which can cause numerous serious side effects. The cream was being manufactured in a five-storey shop/house in the Bang Kholaem district of Bangkok.
- 2001, counterfeits of the AIDS treatment Serostim were discovered circulating in California, Ohio, Kentucky, Michigan, New Jersey, Florida and Missouri. Two other medicines on sale in the US were also found to have been counterfeited: Nutropin AQ (somatropin) and Neupogen.
- 2001, in India, a drug used to fight antibodies in Rh-D negative mothers is counterfeited. The drug is used immediately after childbirth in cases where the newborn's blood group is Rh positive and may pass into maternal blood.
- 2001, around 308 tons of toxic, counterfeit rice was seized in South China's Guangdong Province. Processed from mouldy rice, the counterfeit rice had been bleached, polished and had mineral oil and other substances added. It contained excessive levels of the carcinogen aflatoxin B1.
- 2001, at least 60 people die in Estonia after drinking illicit vodka. The vodka contained poisonous methyl alcohol and was sold in refilled half-litre plastic bottles in the seaside resort of Parnu, which is about 125km from Tallinn.
- In 2002, Italian police smashed a counterfeit airline parts ring that used falsified papers to sell substandard parts. Among the thousands of counterfeit parts that the ring attempted to sell as airworthy were an air data computer, accompanied by documents falsely stating its efficiency, and an unreliable fuel gauge. Many of the substandard parts were bought from a Sicilian scrap yard and had undergone cosmetic changes in order to dupe airlines.
- In 2002, counterfeit drugs worth Rs one crore were seized from premises in Jagatpuri in east Delhi, India. The haul included 10,000 vials of a very expensive antibiotic called Netromycin. Machines used to make vials are considerably more costly than those used to produce tablets and represent a step-up in investment by the counterfeiters.
- In 2002, NUMAST, the seafarers union, expressed increasing concern over counterfeit marine spare parts, which it said have caused major equipment failures and endanger the lives of its members.

COUNTERFEITING MILESTONES OVER THE PAST 25 YEARS

- In 2002, several vials of fake anti-rabies injections were seized from a godown in Andheri, India. Police said that the injections were packaged to look like the genuine injection, including labels bearing manufacturing, expiry dates and the composition of the product.
- In 2002, Amgen Inc issued a warning that counterfeit vials of its drug Epogen had been discovered on sale in the US. Epogen is primarily used for treatment of anaemia associated with chronic renal failure for patients on dialysis. The counterfeit vials contained the active ingredient but at a level 20 times lower than the genuine drug.
- In 2002, in Turkey, a counterfeit liqueur was cited as the possible cause of death of a British tourist after toxic methanol was found in the bloodstream during an autopsy. An official from the Kusadasi prosecutors office, who wished to remain anonymous, said that they believed the woman suffered alcohol poisoning after drinking a cocktail that contained counterfeit Malibu, a rum and coconut based drink.
- In 2002, counterfeit Johnnie Walker Black Label whisky containing very high levels of methanol was found on sale in London. Analysis of the seized whisky revealed that three out of five bottles had a methanol presence of 4.3%.
- In 2003, fake artesunate tablets were discovered in Laos and Cambodia. Artesunate is used to treat a particular strain of malaria that is resistant to other treatments.
- In 2003, counterfeit shampoo contaminated with potentially harmful bacteria was found in drug stores in Canada in British Columbia and Saskatchewan and in hair salons in the Greater Toronto Area. The counterfeit shampoo was found to contain *Enterobacter gergoviae* - a potentially harmful bacteria that could pose a health risk if it came in contact with open wounds or the eyes.
- In 2003, various quantities of counterfeit Procrit were discovered in the US. Procrit is used to treat anaemia.
- In 2003, counterfeit Lipitor was discovered in the US. Lipitor is used to lower cholesterol.
- In 2003, a Los Angeles federal grand jury returned a guilty verdict in a seven-count indictment against a distributor of aircraft parts and two of its officers for selling counterfeit civil and military aircraft parts.
- In 2003, two people died in Thailand after drinking counterfeit La Santé wine. Analysis of the counterfeit wine revealed that it contained gamma butyrolactone (GBL). GBL is commonly used in the production of industrial chemicals, such as cleaners, adhesives and paint thinner.

COUNTERFEITING MILESTONES OVER THE PAST 25 YEARS

- In 2003, one person died in Finland after drinking counterfeit Captain Morgan Black Label Jamaica Rum. The counterfeit rum contained ethyl glycol, which is used in varnish removers, lacquers and as a solvent for printing inks.
- In 2004, a university graduate of animal husbandry and his wife were arrested for manufacturing and selling fake bird flu vaccinations. The couple, from central China's Henan Province, were tracked down following an investigation into why hundreds of chickens died after being given what appeared to be genuine vaccine at a farm in the village of Dazhao.
- In 2004, the US Food and Drug Administration shut down four internet sites in connection with the sale of counterfeit contraceptive patches containing no active ingredient.
- In 2004, at least 13 babies died from being given fake baby milk-powder formula containing virtually no nutritional value. Most of the reported deaths and incidents of severe malnutrition occurred in and around the city of Fuyang in Anhui Province, eastern China, which is one of the country's poorest regions.
- In 2004, fake liquor claimed the lives of at least eleven people in southern China and led to the hospitalisation of dozens more. The first death occurred in the southern city of Guangzhou, capital of southern China's Guangdong Province, after a 58-year old man drank fake baijiu liquor containing formaldehyde that had been bought at a rural market.
- In 2004, an insecticide used to kill encephalitis-carrying ticks in Barnaul, West Siberia, was found to be counterfeit. Parks, gardens and children's camps were sprayed with a chemical thought to be Sipaz Super, which is made in the Netherlands, but Altay Territory police later discovered that the insecticide used was fake. At least 12 people were admitted to regional hospitals with suspected tick-borne encephalitis, a virus which causes inflammation of the brain.
- In 2004, a defence contractor was given a two-and-a-half-year prison sentence for supplying the Pentagon with counterfeit aircraft parts. Investigators said the counterfeit seals had marginal stress tolerance capabilities and questionable ability to withstand the exposure to intense heat and hydraulic fluids normally associated with military aviation. The defendant admitted that the counterfeit parts were sufficiently critical and substandard so as to present a conscious or reckless risk of death or serious bodily injury.

MUSEUMS AND EXHIBITIONS ON COUNTERFEITING

At present all too little is being done to educate consumers about the impact of counterfeiting and the consequences of buying counterfeit goods. By and large, the public are unaware of the more damaging and sinister effects of counterfeiting, in particular:

- * The involvement of organised crime.
- * Health and safety issues.
- * Job losses.
- * Loss of tax revenue by governments.
- * Social costs through the exploitation of workers producing counterfeits.

There are though a number of museums which display counterfeits in different parts of the world, the most well known of which are the Union des Fabricants *Counterfeiting Museum* in Paris which was founded in 1951 and the *Museo del Falso* in Salerno Italy. A new *Museum Plagiarius* opened in Berlin Germany at the end of last year featuring a range of different design counterfeits.

In addition to these, there a number of private collections of counterfeits held by anti counterfeiting organisations, law enforcement, lawyers and investigators. One of the best is the Tilleke and Gibbins *Museum of Counterfeit Goods* in Bangkok, Thailand

The Counterfeiting Intelligence Bureau has its own collection of counterfeits and set up the *International Exhibition of Counterfeiting* (IEC) in 1998 to increase public awareness of the damage and loss caused by counterfeiting and piracy. It also serves as an educational tool for governments, judiciaries and law enforcement. The exhibition is available for display at conferences, museums and anti counterfeiting events throughout the world

The CIB's collection of counterfeit exhibits gathers together a whole range of fake goods from those commonly sold by street vendors such as sunglasses and perfumes through to car parts, pesticides, pharmaceuticals and electrical goods. Recent additions to the exhibition include red pepper powder mixed with brick dust and coffee powder which was prepared in a wood processing plant.

Exhibits from the IEC have previously been on display at conferences and museums in different parts of the world most recently in Prague, Bremen, Yokohama, Atlanta and New York.

ICC COMMERCIAL CRIME SERVICES COUNTERFEITING INTELLIGENCE BUREAU (CIB)

Counterfeiting is one of the fastest growing economic crimes worldwide. It threatens the economies of developed and developing countries alike, undermines trading relations, scares off vital new investment, and increasingly endangers public health and safety. What was once a “cottage industry” has developed into a sophisticated network of organised crime.

Not only clothing and other fashion accessories are affected. Counterfeiting has spread at an alarming rate to electrical and electronic goods and components, machines and equipment, spare parts of all types, pharmaceuticals and even high technology products.

Counterfeit products account for between 5-7% of world trade. Counterfeiting also destroys jobs in the industries on which it preys. Estimated job losses are 120,000 per year in the United States, and 100,000 per year in Europe over the last 10 years.

PURPOSE

In response to demands from world business, the International Chamber of Commerce formed the ICC Counterfeiting Intelligence Bureau (CIB) in 1985 as a focal point for industries and other affected interests worldwide to fight this growing problem.

The CIB is unique. It is the first international business initiative to go beyond political lobbying with practical prevention and enforcement support for police and customs authorities - a vital element in the campaign against the manufacture and distribution of counterfeit goods around the world.

A non-profit making membership organisation comprising members from various countries and sectors. The CIB includes large multinational companies, trade associations, law firms and technology producers.

KEY SERVICES

- *Information* on counterfeits and counterfeiting throughout the world.
- *Investigations* aimed at targeting production and shipments of counterfeits world-wide, monitoring markets and taking enforcement action.
- *Publications* - a monthly Confidential Bulletin which deals with all aspects and issues relating to counterfeiting, including counterfeiting techniques, anti-counterfeiting strategies, legal developments and anti-counterfeiting technologies. In addition, the annual CIB Anti-Counterfeiting Directory, as well as Guides and Special Reports on counterfeiting.
- *Research and Consultancy Services* including market surveys, authentication of documents and security holograms and devising effective anti-counterfeiting strategies.
- *Legal advice* - providing legal advice and coordinating litigation in different jurisdictions against those involved in counterfeiting. Liaising with government departments and law enforcement agencies in actions against counterfeiters.
- *Network* access to the Counterfeiting Intelligence Bureau's Counterforce Network of law firms throughout the world who specialise in intellectual property and anti-counterfeiting work. In addition, advice and assistance from the CIB's Countertech Network who produce technologies which protect and authenticate products. Countersearch, the CIB's latest network, brings together the resources of specialist investigators throughout the world.
- *Conferences and Workshops* - Annual lecture and Conference held annually in London - providing education and networking opportunities. In addition, an annual intensive workshop in the United Kingdom.

OPERATIONS

The CIB protects industry from the damage done by international counterfeiting by gathering intelligence, making undercover enquiries and providing expert advice and training. It conducts vigorous investigations worldwide into the sources and distribution of fake products. CIB investigators compile the criminal evidence necessary to enable national law enforcement agencies, either police or customs, to make arrests and to seize counterfeit goods.

The CIB is recognised by the British Home Office as a bona fide agency and has a formal memorandum of understanding with the World Customs Organisation (WCO). In addition, the CIB organises regular seminars to promote awareness of the problems posed by counterfeiting and ways in which companies can minimise their vulnerability. As part of its anti-counterfeiting operations, the Counterfeiting Intelligence Bureau operates the Hologram Image Register (HIR) for the International Hologram Manufacturers' Association (IHMA). It also encourages the use and development of anti-counterfeiting technologies which provide product authentication and protection. The CIB provides a complete range of consultancy services, including market research and analysis and market monitoring.

The CIB has created three world-wide networks to assist victims of counterfeiting, "Counterforce", "Countertech" and "Countersearch."

RECENT ACHIEVEMENTS

Since its inception, the CIB has undertaken over 600 investigations in more than 35 countries of counterfeit products ranging from wall coverings and furniture to alcoholic beverages and pharmaceuticals. Notably, the CIB has:

- Worked on behalf of a leading sunglass manufacturer in investigating the production and distribution of fake products and arranging for their seizure.
- Investigated the illegal sale of French electrical components through unauthorised distributors in Hong Kong.
- Monitored the sale of counterfeit sportswear in markets for a leading international sportswear manufacturer and worked closely with local law enforcement to effect seizures.
- Investigated the sale of infringing wall covering designs in China and carried out raids and seizures on infringing manufacturers.

Such successes have earned the CIB official recognition and cooperation from many governments and international organisations. CIB investigators enjoy close professional links with senior officials in government and law enforcement agencies in many countries.

THE ICC and the CIB

The ICC, the world business organisation, complements the practical work of the CIB through its Commission on Intellectual and Industrial Property. The commission brings together experts from business and private practice all over the world and promotes appropriate legislation for the protection of all kinds of intellectual property, including trademarks, patents and copyrights, at regional, national and international levels.

The ICC has members in more than 130 countries and enjoys first category consultative status with the United Nations and its agencies.

MEMBERSHIP

Membership of the CIB is offered at two levels with differing subscription scales depending on the size of the organisation in question. Members are entitled to unlimited access to the centralised databases of ICC Commercial Crime Services, all investigative and other services at reduced rates, and monthly Confidential Bulletins on recent cases and suspect persons and activities.

PUBLICATIONS

The CIB provides members with regular information to keep them in touch with all aspects of counterfeiting world-wide. This includes monthly CIB Confidential Bulletins and periodic Special Reports.

ORGANISATION

The CIB has the support of its sister organisations, the International Maritime Bureau (IMB), Commercial Crime Bureau (CCB) and, as with the CIB, they provide specialised services. The IMB looks into shipping and trading fraud, whilst the CCB advises banks on investment and other banking frauds. All Bureaux are supported by a Cyber Crime Unit (CCU) which looks into computer and internet fraud.

CIB CONTACT DETAILS

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COUNTERFEITING - GENERAL INFORMATION