Counterfeit Products
The Hidden Cost

Kenny Wright
Objective

To examine the threat of counterfeit products to society and identify tools that can assist market surveillance.
Agenda

- Threats.
- Support.
- Cooperation.
- Conclusion.
Threats

2010 - $ 1.43 Billion USD.

2011 - $ 1.69 Billion USD.

2012 - $ 1.33 Billion USD.
Threats

2009 Study.

$ 250 Billion USD.

150 out of 185 economies.
Threats

$ 650 Billion USD.
Threats

- Tax Revenues.
- 2.5 Million Jobs.
- Foreign Investment.
Threats

- Three or more persons.
- Existing for a period of time.
- Acting together to commit crimes.
- To obtain an economic benefit.
**Threats**

More profitable than Cocaine…
Growing Black Market "Counterfeit Pharmaceuticals"
Threats

- Low Risk
- High Profit.
Threats
Threats
Threats
Threats
Threats
Agenda

- Threats.
- Support.
- Cooperation.
- Conclusion.
**What is TMview?**

TMview shares trademark information. It is:
- Free to use.
- Available 24 hours a day, seven days a week.
- Updated daily by the trade mark offices.
- Available in 22 languages.

**How can TMview help you?**

Use TMview to:
- Check the availability of your idea for a trade mark name.
- Find out the goods and services protected by your competitors’ trade marks.
- Receive updates on selected trade marks for: Change of status, change of name and end of opposition period.

**Trade mark offices**

- APA Austria
- BIP Sweden
- BOIP Belgium
- EUIPO France
- IMCO Cyprus
- INPI Czech Republic
- EUIPO Germany
- DPA Denmark
- EPA Estonia
- EUEP Spain
- INPI France
- IRINMT Malta
- INP Poland
- INP Portugal
- INP Romania
- SISIPO Belgium
- JEGE Greece
- HGPO Hungary
- IMPO Ireland
- UOBM Italy
- VBP Lithuania
- UBP Latvia
- WIPO WIPO
- SIPO Slovenia
- WIPO WIPO
- SIPO Croatia
### Global Brand Database

**Search By**

<table>
<thead>
<tr>
<th>Field</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>Text, Logo, Goods</td>
</tr>
<tr>
<td>Names</td>
<td>Stemming, lookup</td>
</tr>
<tr>
<td>Numbers</td>
<td>Date, Class, Country</td>
</tr>
</tbody>
</table>

**Filter By**

<table>
<thead>
<tr>
<th>Source</th>
<th>Status</th>
<th>App. Date</th>
<th>Origin</th>
<th>Designation</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE Marks (AETM)</td>
<td>39,540 AU Marks (ALTM)</td>
<td>1,340,206</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CA Marks (CATM)</td>
<td>1,323,615 CH Marks (CHTM)</td>
<td>328,190</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DZ Marks (DZTM)</td>
<td>18,080 EE Marks (EETM)</td>
<td>52,870</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EG Marks (EGTM)</td>
<td>38,615 IL Marks (ILTM)</td>
<td>225,658</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA Marks (MATM)</td>
<td>135,386 SG Marks (SGTM)</td>
<td>567,807</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Marks (USTM)</td>
<td>7,332,910 WO A.O. (LIS)</td>
<td>914</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WO Emblems (6TER)</td>
<td>3,008 WO Marks (MAD)</td>
<td>742,719</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Current Search**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Source</th>
<th>Status</th>
<th>Score</th>
<th>Origin</th>
<th>Holder</th>
<th>Number</th>
<th>Reg. Date</th>
<th>Image Class</th>
<th>Nice Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNITY ATHLETE</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Team X.T.R.E.M.E., Inc.</td>
<td>86001166</td>
<td>2013-12-10</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>COBBLE HILL LIFECARE</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Cobble Hill LifeCare, Inc.</td>
<td>85959908</td>
<td>2013-12-03</td>
<td>43, 44, 45</td>
<td></td>
</tr>
<tr>
<td>LECCIA TOBACCO</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Chasam Tobacco, LLC</td>
<td>85934894</td>
<td>2013-12-03</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>EVEIN SCREENING</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Vein Specialists at Royal Palm Square</td>
<td>85792706</td>
<td>2013-12-03</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>INFINITE SOCIETY CLOTHING CO.</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Mulcare, Jerrod</td>
<td>85579741</td>
<td>2013-12-03</td>
<td>25, US.01.07, US.20.03, US.24.11</td>
<td></td>
</tr>
<tr>
<td>HOCK SHIELD</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Click Horse Products, Inc.</td>
<td>85974071</td>
<td>2013-12-03</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>TOP YOUTH SPEAKERS</td>
<td>US TM</td>
<td>Pending</td>
<td>1</td>
<td>US</td>
<td>Josh Shipp Productions LLC</td>
<td>86007732</td>
<td>2013-11-26</td>
<td>41</td>
<td></td>
</tr>
</tbody>
</table>
The World Customs Organization has a unique position in respect of national customs authorities. Providing Customs with the best available tools to combat counterfeiting and piracy is at the core of the WCO's strategy. In 2010, the WCO introduced the Interface Public-Members (IPM), an online tool serving as an interface between frontline Customs officers and the private sector. Since then, over 60 countries have joined and around 3,000 Customs officers are now connected to IPM.
The tool holds data on registered IP rights, contact information, supplementary product information and logistics. This information can be used by enforcement authorities in order to detect counterfeit products. This exchange of information is the core functionality but it is worth mentioning the next additional features:

- The tool guides the right holders in the process of filing an application for action and overcome some of the translation issues that they currently have.
- The tool is connected with several intellectual property databases (TMView, geographical indications, DesignView...) where updated information about the validity of the different rights can be found.
- The tool provides the user with an alert module.
- The tool has a repository of enforcement authorities that can be used by the different users.
Welcome to the IP Platform

We wish you an interactive 2013 on the platform

Purpose of the IPC

The purpose of the IPC community is to develop strategic analytical knowledge and best-practices on IP criminality and counterfeit products.

This purpose shall be achieved with the contribution of its community of users and only through the exchange of non-personal and non-operational information.

The Europol will provide a secured environment for its expert users to build a comprehensive and interactive pool of non-personal and non-operational information.

Activities

February 18

[org] Joao Pedro Cruz wrote a new message forum post. Homemate trade: Data from the Guardian
Agenda

- Threats.
- Support.
- Cooperation.
- Conclusion.
Cooperation
Agenda

- Threats.
- Support.
- Cooperation.
- Conclusion.
Conclusion
The tool holds data on registered IP rights, contact information, supplementary product information and logistics. This information can be used by enforcement authorities in order to detect counterfeit products. This exchange of information is the core functionality but it is worth mentioning the next additional features:

- The tool guides the right holders in the process of filing an application for action and overcome some of the translation issues that they currently have.
- The tool is connected with several intellectual property databases (TMView, geographical indications, DesignView...) where updated information about the validity of the different rights can be found.
- The tool provides the user with an alert module.
- The tool has a repository of enforcement authorities that can be used by the different users.
Conclusion
Thank you.

Kenny Wright
Mob: +44 7590 482551
Email: kwr@dkpto.dk