



# International Law Enforcement: Working with Brand Owners to Protect IP

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# Agenda

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- The counterfeit problem
- HP counterfeit issues
- Our ACF programme
- Recommendations



## Some interesting facts

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- The most profitable items to counterfeit (based on seizures and losses) include:
  - a. Financial Instruments
  - b. Entertainment & Software
  - c. Drugs
  - d. Clothing & Accessories
  - e. Computer Equipment & Supplies
  - f. Cigarettes
  - g. Electronic Equipment & Supplies, Toys, Other Goods, Jewelry & Watches, Food & Alcohol



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# Why this problem?

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**Opportunity** to make easy money with least risk.



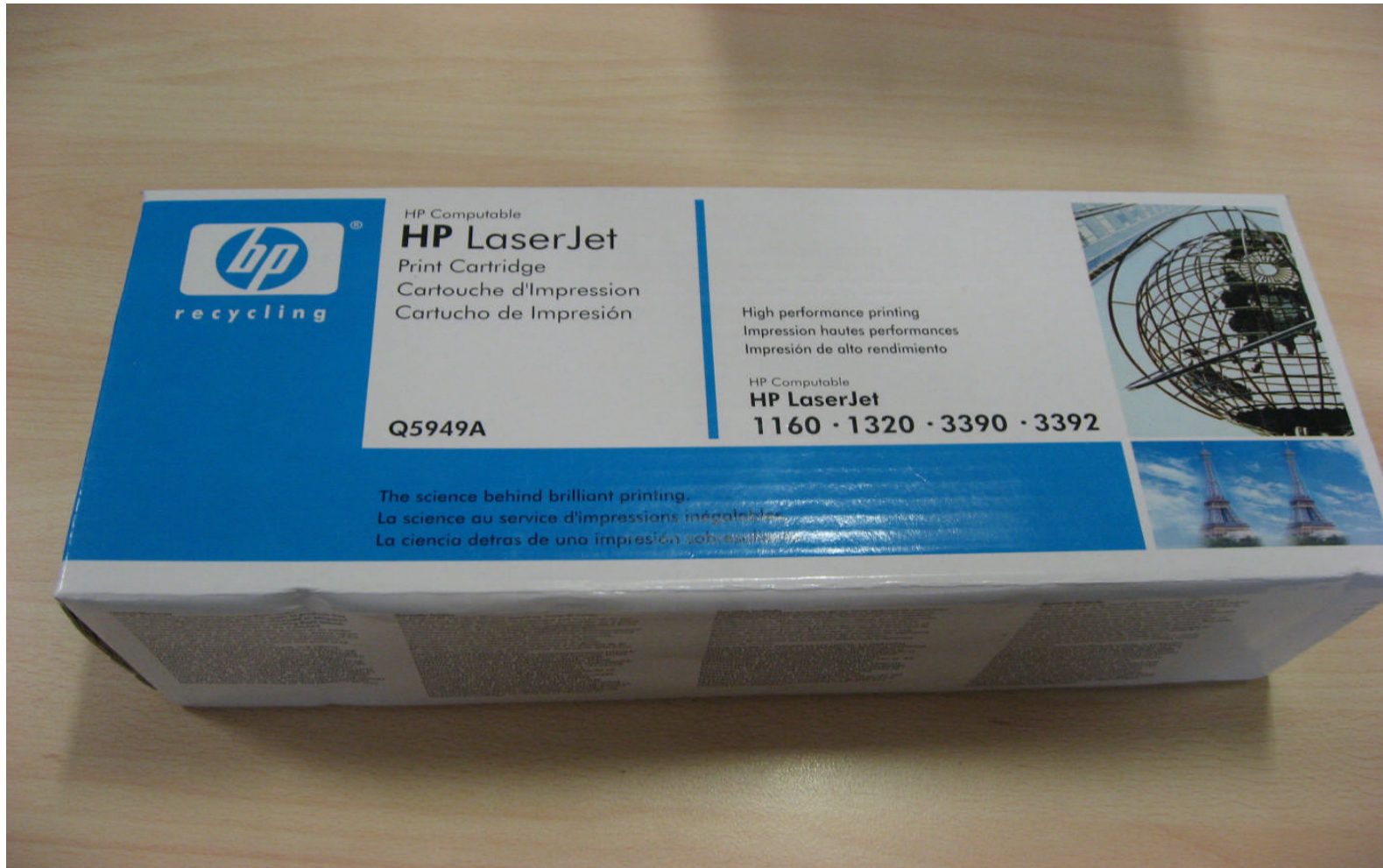
# Opportunity?

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- Lack of seriousness among rightholders.
- Lack of IPR knowledge in enforcers of law.
- Least priority for enforcement authorities.
- Lack of serious IPR culture in the country.



# Whose brand is this?



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# Current trends in counterfeits

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- Counterfeiters are getting smarter
- Internet trade picking up
- Job segregation
- Dealing with only known people
- Small quantity manufacturing
- Manufacturing at night
- Quick disposal of goods



# Global reach

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- Counterfeit trade is fast becoming global.
- More global players are involved.
- Risk reduction through import/export
- Outsource jobwork



# Hp's counterfeit problem

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- Its highly profitable to counterfeit.
- Excellent printing facilities available to make boxes/holograms.
- Wide reach of our products.



# Our success story

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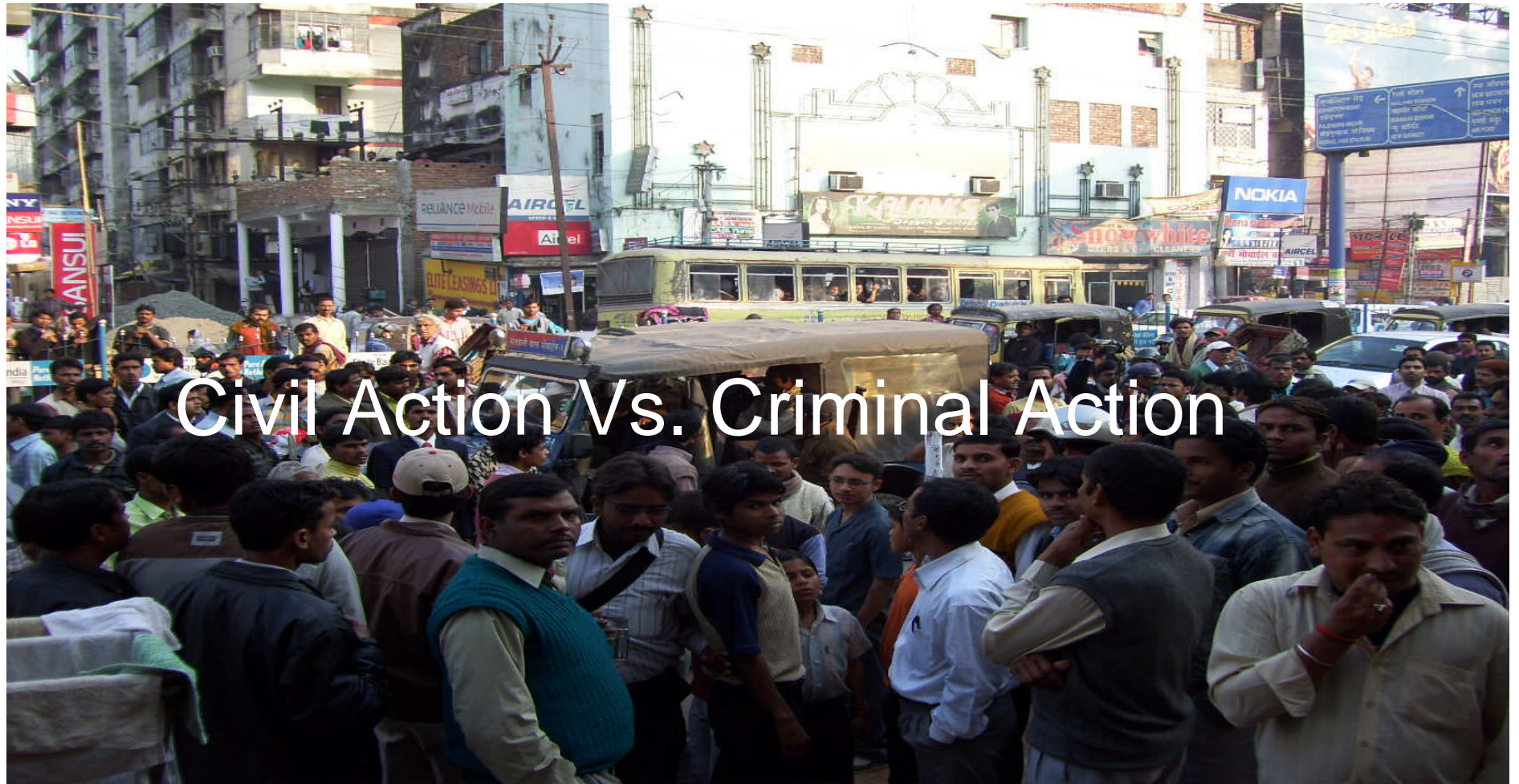
- From 20% counterfeits share to less than 5% in last 6 years.



# Source Vs. Market impact

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- It all depends on overall strategy
- Both are important
- Market impact - Deterrent & creates impact
- Source raid – reduces availability



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# HP's ACF programme

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- Regional Programme Managers to manage each region.
- It's a global and independent programme.
- We focus on reducing counterfeit share in the market.
- Creating deterrent by in-depth investigations and criminal actions.



# Ingredients of Anti-counterfeit program

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- Management support
- Top down approach
- Clarity of objective
- Right choice of vendors/agency



# How Industry can help each other

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- Share intelligence.
- Stand together and fight counterfeits.
- Make joint representations to the government.



# Need to evolve and change

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- The strategies should evolve with time to keep pace with counterfeiters.



# Recommendation

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- Brand owner to have independent, focussed programme with dedicated team and clear objective.



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Thank you

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