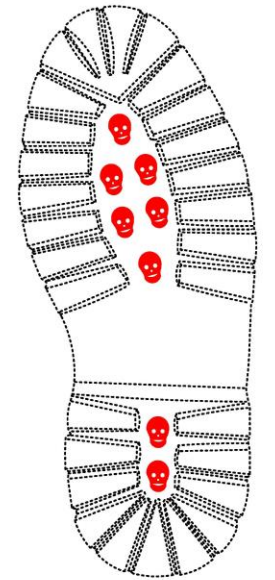


A large outdoor market stall with many handbags and hats on display. The stall is filled with various styles of handbags, including Louis Vuitton and Gucci, and a large collection of hats, including straw hats and fedoras. The background shows a busy outdoor market with many people and other stalls.

DEVELOPING A GLOBAL ANTI-COUNTERFEITING PROGRAM FOR THE FIRST TIME

DECEMBER 2, 2020

HELLRANGER TRADEMARKS AND DESIGNS



PROGRAMME PREPAREDNESS: EVALUATE YOUR IPR

- **Audit your IPR**
- **Identify any gaps in protection**
- **Bolster your protection**
- **Consider copyright and design protection**

PROGRAMME PREPAREDNESS: PRODUCT ASSESSMENT PLANNING

- **Product assessment arrangements**
- **Counterfeit indicators**
- **Lab testing?**
- **Product information documents**

DETERMINING PROGRAMME SCOPE

- **Geography**
- **Types of Rights**
- **Product types**
- **Thresholds**

DETERMINING PROGRAMME SCOPE



DETERMINING PROGRAMME SCOPE



ACF PROGRAMME CONSIDERATIONS

- **Investigations: bricks & mortar and online**
 - ✓ Identify the source
 - ✓ Support the enforcement
 - ✓ Disrupt the trade channels
- **Online enforcement:**
 - ✓ Online marketplaces
 - ✓ Internet Service Providers
 - ✓ Social media companies
 - ✓ Payment processors

COLLABORATIONS & PARTNERSHIPS

- **Working with customs/law enforcement**
 - Customs recordals
 - Training
- **Working with industry associations, e.g. IACC and INTA**

TAKEAWAYS BY JURISDICTION

Russia

- Trademark protection, including via the expedited TM prosecution procedure
- Customs recordal in the Eurasian Customs Union countries (Russia, Kazakhstan, Belarus, Armenia, Kyrgyzstan)
- Training sessions with local enforcement authorities
- Active work on the internal markets
- Comprehensive online enforcement activities

TAKEAWAYS BY JURISDICTION

EU/UK

- **No single solution. Create the right approach from the tools available.**
- **On-line infringements – block payments!**
- **Make life difficult for the infringer.**

TAKEAWAYS BY JURISDICTION

PRC

- **File your rights early-first to file system**
- **3D copyright v. design patent**

TAKEAWAYS BY JURISDICTION

UAE

- Engagement – engage with officials, train, meet...lay the groundwork for successful actions
- Take swift and decisive action where the officials report suspect matters
- Letters/certificates of appreciation



TAKEAWAYS BY JURISDICTION

Canada

- **Register your IP Rights**
- **Register with Customs**
- **Act swiftly against online vendors**

ACTION PLAN

- **Programme preparedness: IPR audit and product assessments**
- **Set the programme scope**
- **Identify investigation support required**
- **Online enforcement strategy**
- **Third party collaboration**

OUR PANEL



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THANK YOU FOR ATTENDING!

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