



Be original - don't buy fakes

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The Anti-Counterfeiting Group is a company limited by guarantee incorporated in England & Wales.
Registration number: 1984849. Registered office: 3 Manor Courtyard, Hughenden Avenue, High Wycombe, Bucks HP13 5RE

WHO WE ARE The Anti-Counterfeiting Group (ACG) is a not for profit trade association, founded in the UK in 1980 with just 18 members, mostly in the automotive industry, who discovered that they all had a common problem with counterfeit parts. We now represent around 150 organisations globally, operating in, or providing specialist advice to, most industry sectors where counterfeiting is an issue.

WHAT WE DO ACG represents the interests of UK and international companies, manufacturing practically everything you can think of, from toothpaste to mobile phones, chocolate to car parts. Our membership also includes lawyers, trade mark agents and brand protection specialists, creating a unique environment for anti-counterfeiting interests to flourish and collaborate.

Via our lobbying, networking and awareness activities, ACG campaigns against the trade in fakes on behalf of consumers and legitimate business interests, in partnership with government and law enforcement agencies, and other rights organisations. Our ultimate aim is to change society's perception of counterfeiting as a harmless activity, by exposing the worldwide economic and social cost of intellectual property crime.

WHY IT MATTERS Counterfeiting is a serious organised crime and those fighting it need to collaborate and share information and experience as much as possible. Industry's investment and creativity is under global attack. Manufacturers, and the many specialists who provide services to them, need to be able to co-operate effectively with each other and act together with law enforcement agencies, outside of their normally competitive environments. This is where ACG comes in!

INTELLIGENCE SHARING Provision of actionable intelligence and good preparation of evidence help to ensure that cases are accepted for prosecution, and counterfeiting is recognised as an ideal crime to investigate, leading as it does to other serious organised crime, with many of the same players involved. ACG's Intelligence Co-ordinator is helping our members to raise their profile within the law enforcement community and improving the evidence base for our lobbying and awareness activities.

NETWORKING & TRAINING One of ACG's most important functions is to provide effective liaison between law enforcement and rights holders/their advisers. Mindful of budgets and the training needs of members and law enforcement, we are focussing more on practical events including our Intellectual Property Roadshows which are held across the UK and Ireland, at least three times a year. Enforcement officers attend to visit members' stands and learn more about how to spot fakes. Speakers provide practical updates and we invite local contacts, including companies who might be interested in ACG membership. Additionally, dedicated Customs and Police training days are held throughout the year.



- Play a leading rôle in current initiatives to achieve national co-ordination of IPR enforcement e.g. IP Crime Group, Serious Organised Crime Agency (SOCA), Government Agency Intelligence Network (GAIN)
- Contribute to government consultations and reviews (UK and EU level)
- Campaign for more resources for IPR enforcement, and for better understanding of the issues from local and national government
- Participate in industry-wide initiatives to raise the public perception of the value of intellectual property (IP) and the harm caused by IP crime
- Encourage more effective use by law enforcement of confiscation proceedings against counterfeiters under the Proceeds of Crime Act 2002 (POCA)
- Assist all stakeholders with further awareness and development of intelligence-sharing and collaborative actions, e.g. with Enforcement Unit at the IP Office, SOCA, National Fraud Intelligence Bureau
- Continue to develop Intellectual Property Roadshows, Border Force visits and enforcement liaison overall
- Support and promote ACG members' concerns generally, via the media and by maintaining good relations with government and law enforcement
- Further strengthen co-operation and strategic working with partner organisations, both here and abroad
- Support, promote and contribute to conferences, seminars, lectures, symposia, trade fairs and exhibitions which will (directly or indirectly) benefit ACG and its members
- Provide an effective and responsive forum for members to meet and discuss matters of common interest
- Continue to develop membership services e.g. website, information database, conferences, news updates



- Access to a dedicated Intelligence Coordinator to help raise awareness of your counterfeiting issues with law enforcement
- direct input to UK & EU lobbying, policy development and public communications
- members' interests promoted via ACG's profile and influence with government, law enforcement, the media and other IP protection interests worldwide
- special seminars on enforcement issues, free to members e.g. Internet, working with law enforcement, updates on law and practice
- Council, and sectoral groups for information-sharing, advice and action:
 - Consumer Brands Group
 - Brand Protection Group
 - International Committee
 - Associates Group
- access to international contacts and guidance database; source of info for e.g. overseas lawyers, European Customs
- dedicated Members Area on ACG website www.a-cg.org
- e-Circulars for instant news about relevant legislation, enforcement issues and international developments
- regular e-Newsletters and reports with latest news round-ups, targeted to areas of interest for members
- networking at ACG events
- enforcement liaison - nation-wide IP Roadshows, Border Force and Police visits, and internal meetings
- global links to industry groupings and other anti-counterfeiting organisations



SUBSCRIPTION RATES 201

reduced pro-rata for companies joining during the subscription year which runs from January to December - all fees are shown net of VAT

Full Membership: £2, 0

(manufacturers, distributors and retailers)

Associate Membership: £2, 0

(law firms, barristers' chambers, trade mark attorneys and patent agents)

Brand Protection Group Membership: £2, 0

(product security services, investigators and technology providers)

Joining Fee: £200

for new members

For further information visit: www.a-cg.org

ACG COUNCIL

Chair: Shelley Duggan, Procter & Gamble
Vice-Chair: Thomas Parrott, Beachbody UK LLC

- ACG is run by an elected Council of up to 14 Directors, representing organisations which are full ACG members
- New Directors are elected at the Annual General Meeting held in May each year. Existing Directors must stand for re-election at an AGM after three years
- The Council elects ACG's officers (Chair, Vice-Chair and Company Secretary)
- ACG has various industry groups and committees which feed in to Council's decision-making. Most meet twice a year, and in between members are updated on latest news and issues via our website and e-mail bulletins

ASSOCIATES GROUP

Chair: Ruth Hoy, DLA Piper (London)

- Other ACG meetings are open to Associates and this Group meets ad hoc when there are specific legal issues to discuss and resolve.
- Individual Associates also contribute greatly to initiatives of other ACG Groups and Committees on legal matters e.g. several Associates regularly assist with legal research and with drafting ACG submissions in government consultations (OFT, Enterprise Act)

BRAND PROTECTION GROUP

Chair: Susanne Hasselmann

- Open to product security technology suppliers, investigators and independent consultancies
- Shares anti-counterfeiting intelligence and experience in the product security sector
- Advises on current/proposed brand protection legislation and evolving technologies, PR and lobbying support for ACG activities
- Educates brand owners/enforcement agencies on security technologies/services
- Provides information to ACG members about product security solutions
- Supports ACG IP Roadshows and events

CONSUMER BRANDS GROUP

Chair: Chloe Long, Michael Kors
Vice-Chair: Danielle Prince, Reckitt Benckiser Group Plc

- Open to Full Members, Associate and BPG members representing declared ACG clients, enforcement officers
- Exchanges sector intelligence; shares information/resources in UK law enforcement
- Co-operation with/training of enforcement agencies
- Liaises with authorities on detection/prosecution of counterfeiters and pirates
- Contributes to ACG's campaigns for better resources for Trading Standards
- Participates in other ACG initiatives (e.g. guidance notes, EU lobbying)
- Supports ACG IP Roadshows and other events
- Attendance at annual CTSI Conference

INTERNATIONAL COMMITTEE

Chair: Richard Heath, Richard Heath (IP) Associates

- Open to UK and international members
- Three principal priority areas for pan-industry initiatives:
 - import and distribution within the UK
 - import, manufacture and distribution within the EU
 - manufacture and distribution in rest of world
- Co-ordinates support for international law enforcement and intelligence-gathering
- International networking and information-sharing
- Advises Council and liaises with other ACG Groups

Targeted activity:

UK: Border Force - Customs (for transnational issues)
EU: EU Commission e.g. Customs Regulation, Enforcement Directives; other industry organisations e.g. European Brands Association (AIM)

World: Relations with the main international organisations e.g. WIPO, Interpol, WCO, global initiatives e.g. BASCAP, and trends in the trade in fakes

Other ad hoc issue-led meetings and seminars are also held during each year, as required, including Customs training and Internet enforcement. We also hold four IP Roadshows each year, which address the latest issues in IPR enforcement.



MEMBERS

Full Members

(manufacturers, distributors and retailers)

Abercrombie & Fitch Europe Sagl
Acushnet Europe Ltd
adidas International Marketing BV
Apple Europe Limited
ASOS Plc
Bauer Hockey Corporation
Beachbody UK Ltd
Beiersdorf AG
Belkin Ltd
BIC (France)
BMW UK Ltd
Brother International Europe Ltd
Burberry Limited
Calvin Klein Inc
Canon Europe Limited
Cath Kidston Limited
Chanel Limited
Colgate-Palmolive (UK) Limited
Conair Group Ltd (The)
Coty Germany GmbH
Daniel Wellington
Deckers Brands
Diageo Plc
EPSON Europe BV
Estee Lauder Companies
Fitflop Ltd
Ford Motor Company Limited
Fossil Group Inc.
Geneva Laboratories Limited
Gymshark Limited
Hard Rock International Limited
Harley-Davidson Europe Limited
Hasbro European Services
Hermes International
Hewlett Packard Enterprise
HP Inc
ICTV Brands
Imperial Brands Plc
Jack Daniel's Properties, Inc./Brown-Forman Brands
Jaguar Land Rover Ltd
Jimmy Choo Ltd
JML Group Limited
JTI UK
Levi Strauss & Co.
Liverpool FC
Louis Vuitton Malletier (France)
Lululemon Athletica Inc.

Luxottica North Europe Limited
LVMH Holding
Manchester United Limited
Marshall Amplification Plc
MICHAEL KORS
Moncler SPA
Mulberry Company (Design) Limited
New Balance Athletic Shoes (UK) Ltd
New Era Cap Ltd
Newell Brands Inc. (Yankee Candle Co.)
Nike (UK) Limited
Nintendo of America Inc.
Otterbox
Pentland Brands Limited
Pernod Ricard
Philip Morris Limited
PopSockets LLC
Procter & Gamble
Puma UK Ltd
Radley & Co Ltd
Reckitt Benckiser Group Plc
Richemont International Ltd
Rolex UK
SKY UK Ltd
Sony Interactive Entertainment Europe Limited
Superdry Plc
Tangle Teezer Limited
Ted Baker Limited
The Premier League
Tiffany & Co.
Tommy Hilfiger Europe BV
Tottenham Hotspur Ltd
Under Armour, Inc.
Underwriters Laboratories (UL)
Unilever UK Ltd
USPA Global Licensing Inc.
VF Corporation World HQ
Vlisco Netherlands B.V.
Warner Bros
Western Digital Corporation

Associate Members

(law firms and barristers' chambers, trade mark and patent agents)

Baker & McKenzie
Clarke Willmott LLP
Collyer-Bristow
Deris Attorney-at-Law Partnership
DFMG Solicitors (Ireland)
DLA Piper LLP UK (London)
Grau & Angulo S.L.P (Barcelona)
Hogan Lovells International LLP
Irwin Mitchell Solicitors
J Pereira Da Cruz SA (Portugal)
K & L Gates LLP
Malamis & Associates
Matheson
Mathys & Squire LLP

Pakharenko & Partners (Ukraine)
PALMER BIGGS IP, SOLICITORS
Rominvent S.A. (Romania)
Rouse Consultancy
Stobbs IP Limited
Womble Bond Dickinson (UK) LLP

Correspondent Members

(additional named individuals, subsidiaries or parent/partner companies)

Federation of the Swiss Watch Industry
Gucci Group Watches
ICCE
International Federation of Spirits Producers
Moet Hennessy Europe
Pakharenko & Partners UK (London)
Tobacco Manufacturers' Association
Unilever Plc

Brand Protection Group Members

(product security specialists, investigators and technology providers)

BarnsTECH AG
Botosoft Technologies Ltd
Cash's Apparel Solutions (UK) Ltd
Cerberus IP
Comsec Ltd
CSC
De La Rue
DHAntiCounterfeit
FACT Worldwide Ltd
Hologram Company Rako GmbH
Incopro
ISVSC (Int'l Specialized Verification Svcs)
MarkMonitor
OpSec Security Limited
Pointer Brand Protection
Securikett Ulrich & Horn GmbH
Snapdragon IP
Surelock International Ltd
Wri Group
Yellow Brand Protection



Law firms, barristers' chambers, trade mark attorneys and patent agents supporting ACG members in the fight against counterfeiters.

Baker & McKenzie

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ACG Brand Protection Group (BPG) Members are suppliers, investigators & consultants supporting ACG members in the fight against counterfeiters

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MEMBERSHIP APPLICATION



Please print out, complete and then fax, post or scan/email to us
(see ACG contact details below)

NAME OF COMPANY.....

ADDRESS.....

.....

.....

applies to become a member of the Anti-Counterfeiting Group and hereby nominates itself

NAME OF CONTACT.....

JOB TITLE/POSITION.....

TELEPHONE.....

MOBILE (optional).....

FAX.....

VAT Registration Number (if applicable).....

E-MAIL.....

WWW.....

MAIN PRODUCT(S).....

.....

.....

Main Counterfeiting Problems (including geographical locations).....

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.....

.....

Main reason(s) for joining ACG.....

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ON BEHALF OF THE ABOVE COMPANY I understand that:

- ACG owns and operates a website to provide various services to users and members.
- ACG may contact me via email, post or any other communication media with details of ACG's services and other events or information that ACG considers may be of interest to me.
- ACG will at all times capture and process my personal information in accordance with the requirements set out in the Data Protection Act 1988.
- I authorise ACG to release my name, address, e-mail address, telephone number and any other information to law enforcement agencies, regulatory bodies or any other relevant entities if ACG considers such disclosure would be useful to protect its members' intellectual property or other rights.
- I agree to comply with the Memorandum & Articles of the Anti-Counterfeiting Group.
- I accept the terms outlined above and confirm I have read and agree to comply with the Privacy Policy and Conditions of Use on the website (www.a-cg.org).

Name

Date

SUBSCRIPTION RATES FOR 2018

Full Membership: £2,900 (*manufacturers, distributors and retailers*)

Associate Membership: £2,600 (*law firms, barristers' chambers, trade mark attorneys and patent agents*)

Brand Protection Group Membership: £2,600 (*product security services, investigators and technology providers*)

Joining Fee: £200 *for new members*

all fees are shown net of VAT

ACG reserves the right to ask for references as part of the application process

*Your payment will be pro-rated according to the date of joining
e.g. during April you will pay 9/12ths of the full annual subscription*

BY SUBMITTING THIS FORM YOU AGREE TO THE ABOVE TERMS AND CONDITIONS