



ACG MEMBERSHIP INFORMATION

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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 Founded in 1980, the Anti-Counterfeiting Group (ACG) is internationally respected as one of the world's leading specialists in the fight against the growing global trade in counterfeit goods. ACG is a not-for-profit trade association that is committed to representing our members, who own over 3,000 of the world's most prestigious brands. Together, our members help to contribute over 45% (13 million) jobs in the UK and £650 million to the UK economy.

OUR BUSINESS ACG is the voice of business in shaping an effective response to one of the world's most insidious and menacing transnational crimes.

The global trade in counterfeit and pirated goods is a \$461 billion¹ criminal business, run by organised international gangs. Overall the UK market in fake goods is now worth £9.3 billion and represents 4% of all UK imports. This costs the UK economy estimated losses of £1.3 billion in unpaid tax, which could be used for essential public services. Instead it falls into criminal hands and is used to finance human trafficking, drugs weapons and child labour. Worryingly, almost 40% of fake goods detained at European Borders have proved to be potentially dangerous to consumers. These included food and beverages, body care articles, medicines, electrical goods and toys.

WHAT WE DO ACG works relentlessly with Government and law enforcement agencies to shape an effective deterrent to counterfeiting, to protect business and consumers from the increasing dangers. We provide active assistance and intelligence to Government agencies and constantly work to change public perception about counterfeiting, by exposing it as a sinister crime that damages our economies, destroys jobs and increasingly threatens the health and safety of consumers.

HOW WE WORK ACG understands that no single agency can tackle this international problem alone and more effective multi-sector partnerships and approaches are needed. ACG remains committed to being at the centre of the UK's fight against the malicious impact of counterfeiters and their deadly trade and our mission is to empower multi-agency partnerships and to strengthen international collaboration. To do this we work every day to enable collaborative actions against counterfeiters, helping to steer more effective Government and Enforcement strategies, policy and evidenced based actions.

Our Intelligence Coordinator holds a vital position within the group, acting as a special point of contact and reference for business and enforcement, by gathering and collating intelligence enabling operational support and advice to UK enforcement authorities. As a result, in the past year ACG members have helped to facilitate numerous operations against counterfeit traders, which have netted over 100,000 fakes.

One of ACG's most important functions is to provide effective liaison between law enforcement and rights holders. We focus on delivering training in practical events including our Intellectual Property (IP) Roadshows, dedicated Border Force training and Brand Protection practice events. These are held across the UK and Ireland. We also provide a comprehensive Guide to Brand Protection.

ACG is also at the centre of an international network of information, advice and contacts on all aspects of IP protection and has a direct link to UK, European and international anti-counterfeiting authorities. These include Interpol, Europol, the World Customs Organisation, the OECD, the EU Observatory on IP Infringements, and the United Nations Interregional Crime Institute. We also play a key role in advising policymakers on plans, regulations and strategies to improve protection and enforcement on the ground. Our recent Manifesto sets out how we believe this should happen and our key drivers.

- Play a lead in prompting and driving national, European and international partnerships, collaboration and co-ordination in Intellectual Property enforcement
- Strengthen multi-agency cross-border co-operation and strategic working with partner organisations, in the UK and overseas
- Assist in the development of Government policies, strategies and tactics aimed at combating counterfeiting
- Improve awareness of the growing threat from counterfeiting to Intellectual Property (IP), business consumers, as well as local and national economies through more widespread media channels
- Raise timely and authoritative understanding about members' positions and concerns in relation to policy, strategy, regulation and enforcement, including resource issues
- Participate in industry-wide initiatives to raise greater public perception about the value of intellectual property (IP) and the harm caused by IP crime
- Encourage and drive more effective use of conventional and alternative laws, including confiscation proceedings against counterfeiters under the Proceeds of Crime Act 2002 (POCA), Premises Closure Orders, civil prosecutions etc.
- Build members' and wider stakeholders' understanding about the use and development of intelligence-sharing and collaborative actions
- Further develop knowledge and training about counterfeiting and Intellectual Property (IP) enforcement through IP Roadshows, Border Force and Brand protection training
- Help to raise specific knowledge and awareness by supporting, promoting and contributing to consultations, conferences, seminars, lectures, symposia, trade fairs and exhibitions
- Provide effective and responsive working groups and forums for members to discuss matters of common interest
- Continue to develop wide-ranging and varied services to members, including roundtables with key intermediaries, partners and stakeholders in the Intellectual Property (IP) supply chain





- 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 special interest groups for information-sharing, advice and action
- Secure log-in to a dedicated Members Area on the 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 to meet like-minded professionals to share ideas, learn best practice and build strong relationships
- Enforcement liaison: nation-wide Intellectual Property Roadshows, Border Force training and internal meetings
- Global links to industry groupings and other anti-counterfeiting organisations
- Free access to the ACG Guide to Brand Protection
- Advice and support from experienced ACG experts on counterfeit issues
- Special interest groups for information sharing, advice and action
- ACG D-G representation on the Observatory Expert Groups' Screening Committee

ANNUAL SUBSCRIPTION RATES FOR 2022

All fees are shown net of VAT

Full Membership: £3,000
(manufacturers, distributors and retailers)

Associate Membership: £2,700
(law firms, barristers' chambers, trade mark attorneys and patent agents)

Brand Protection Group Membership: £2,700
(product security services, investigators and technology providers)

Joining Fee: £200
for new members

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

ACG COUNCIL

Chair: Mark Bearfoot, Tommy Hilfiger Europe BV

Vice Chair: Chloe Long, Superdry Plc

- 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 ACG Annual General Meeting and existing Directors must stand for re-election at an AGM after three years in office
- 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

CONSUMER BRANDS GROUP

Chair: Chloe Long, Superdry Plc

Vice Chair: Adefunke Evbodaghe, GlaxoSmithKline Services Unlimited

- Open to Full Members and Associate or Brand Protection Group members representing declared ACG clients
- 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



POLICY WORKING GROUP

- Develop valuable insights and data to; share expertise with members, help a free flow of information between business and government, inform and influence public policy and legislation



PHYSICAL WORKING GROUP

- Gather information on physical threats impacting ACG members with a view to identifying prevention, enforcement and disruption strategies related to product counterfeiting

ONLINE COUNTERFEITING WORKING GROUP

- Identify and investigate current, future and potential online enforcement matters related to the sale of online counterfeit products which affect the interests of ACG members

Other ad hoc issue-led meetings are held during the year including Customs training, Internet enforcement and four Intellectual Property (IP) Roadshows which address IP enforcement issues



MEMBERSHIP APPLICATION



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

NAME OF COMPANY.....

ADDRESS.....

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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).....

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

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

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MEMBERSHIP APPLICATION



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

ANNUAL SUBSCRIPTION RATES FOR 2022

Full Membership: £3,000 (*manufacturers, distributors and retailers*)

Associate Membership: £2,700 (*law firms, barristers' chambers, trade mark attorneys and patent agents*) **Brand**

Protection Group Membership: £2,700 (*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

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