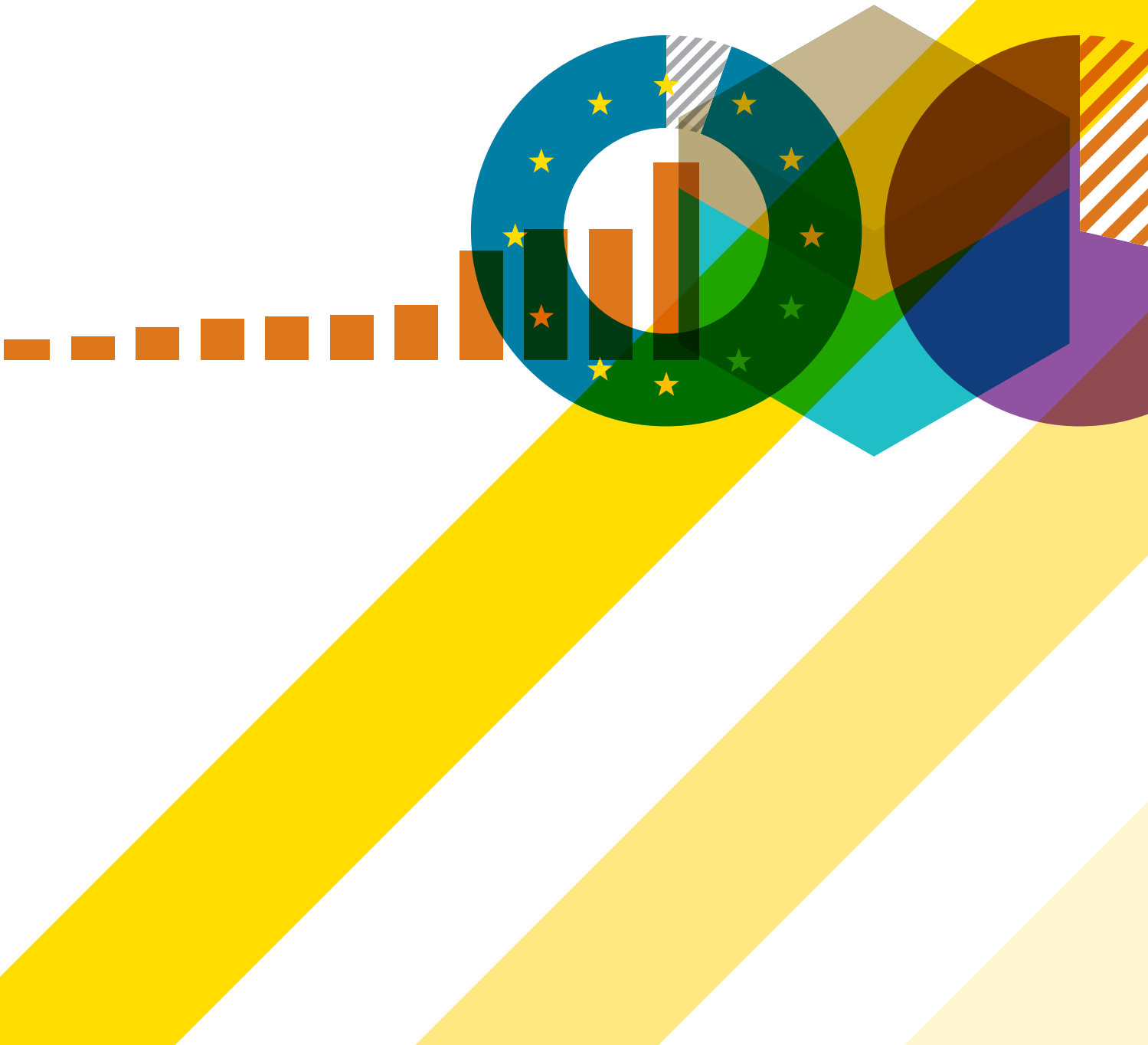


# MANIFESTO 2016



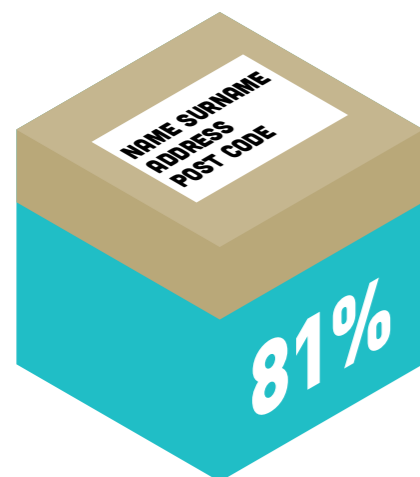
# SUPPORTING THE FIGHT TO STOP FAKES

## IDENTIFY AND RECOGNISE THE SCALE OF IP CRIME TODAY

- The annual trade in counterfeit and pirated goods globally is worth £250 Billion.
- Counterfeiting does not only affect luxury brands, it has evolved into a highly profitable industry which impacts virtually every product, in any country.
- There are links between counterfeiting and organised crime; operating well-resourced and well-networked criminal syndicates.

### ACG'S CALL FOR ACTION:

Openly recognise the international trade in fakes is escalating and place IP crime as an immediate political priority – with sufficient resource to properly enforce IP laws designed to protect businesses and consumers.

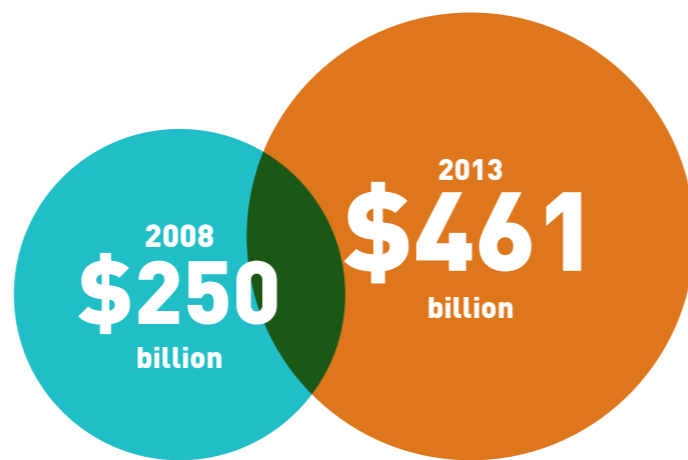


Postal and courier traffic accounted for 81% of all detentions in the EU (2014)<sup>4</sup>

## UNDERSTAND THE IMPACT OF COUNTERFEITING

- Counterfeiters are depriving the Government of important tax revenues; the UK Government estimates it loses £1.3 billion in unpaid tax from the sale of fakes.
- Businesses are being stripped of their creativity and innovation, having their reputations undermined, facing unfair competition, losing global sales revenue and questioning further product and market development.
- Increasingly consumers are unwittingly tricked into buying substandard imitations and even worse, are being exposed to health and safety dangers.

IP = Intellectual Property



Trade in counterfeit and pirated goods has grown from US \$250 billion annually in 2008 to more than US\$461 billion in 2013<sup>1</sup>

# STRENGTHENING THE APPROACH TO IP ENFORCEMENT

## DEVELOP A NATIONAL IP ENFORCEMENT BODY

- The UK needs an over-arching national IP enforcement body that delivers coordinated multi-partner IP enforcement activities to safeguard consumers and protect business assets.

## COLLABORATIVE ENFORCEMENT BUSINESS PLANNING

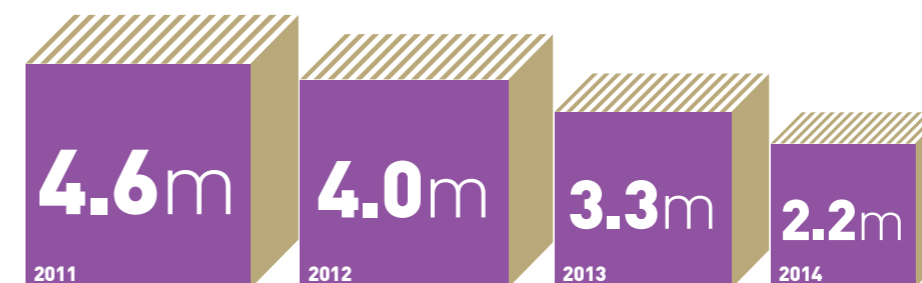
- IP enforcement agencies must share information and collaborate on business planning to provide access to resources and IP expertise that would otherwise be beyond their individual reach.

## FOCUSED ENFORCEMENT FOR ONLINE AND PHYSICAL IP CRIME

- The internet is posing a mounting danger to consumers and industry, providing a faceless channel by which counterfeiters can target consumers directly and disguise consignments in smaller packages, which are difficult to monitor and intercept.

### ACG'S CALL FOR ACTION:

Develop a national, multi-partner IP enforcement body that: centralises expertise and intelligence; encourages enforcement agencies to collaborate on business planning, with IP crime as a strategic priority; and focuses equally on online and physical environments.



Articles seized at UK borders (in millions)<sup>12</sup>



Number of articles seized in EU = 35,568,982. UK = 2,231,880 (2014)<sup>4</sup>

### ACG'S COMMITMENT:

➤ TO TRAIN, EDUCATE AND SUPPORT IP LAW ENFORCEMENT ON THE GROUND.

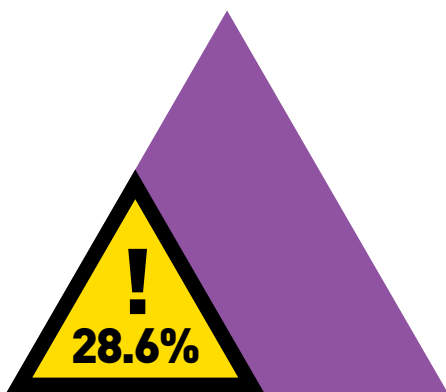
➤ PROVIDE INTELLIGENCE REFERRALS TO BETTER INFORM DECISIONS AND PLANNING FOR TACKLING ONLINE AND PHYSICAL IP CRIME.



# IMPROVING SUCCESS RATES IN IP ENFORCEMENT

## WORK SMARTER FOR EFFICIENCY AND EFFECTIVENESS

- Despite a rising flood of counterfeit products entering UK markets, there has been a downward spiral in the volume of articles seized at EU borders.
- Budgetary cuts across all IP law enforcement bodies are severely hampering the fight against fakes in the UK; capacity, capability and expertise have been eroded.
- Anti-counterfeiting bodies should work smarter together; building alliances, pooling resources and expertise, sharing information, promoting consistency and developing efficiencies that tackle the links between organised crime and counterfeiting.



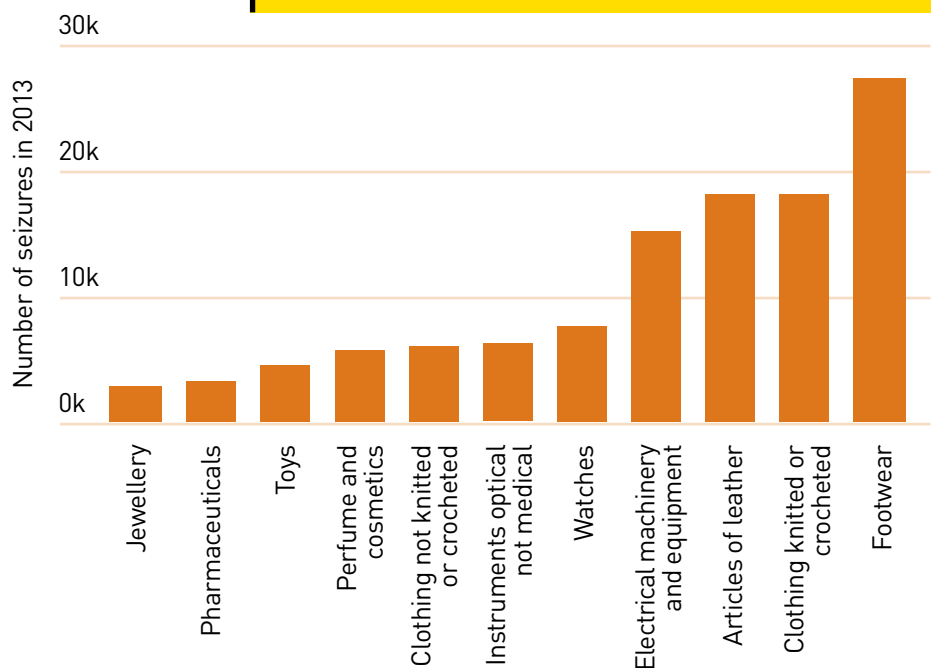
Products for daily use and potentially dangerous to health and safety of EU goods in 2014<sup>4</sup>

## RAISE AWARENESS TO PROTECT CONSUMERS

- Four in ten Britons admit to buying counterfeits and 84% didn't know what the penalties are for selling counterfeit goods.
- Consumers need to appreciate the full repercussions of their counterfeit purchases; their personal health and safety could be at risk and the money will ultimately lead to organised crime and terrorism.

### ACG'S CALL FOR ACTION:

Work smarter together when combating IP crime, let business be part of the solution and set up a joint public-private awareness group to promote wider public awareness of the dangers and ultimate cost of counterfeiting to society and the economy.



Biggest fake exports<sup>1</sup>