

1980-2020

FOREWORD AND CONTENTS

THE ANTI-COUNTERFEITING GROUP

The Anti-Counterfeiting Group (ACG) wants to create a world where brands are respected and valued. We aim to prevent counterfeiting and protect business and our communities from the dangers it brings.

That’s why we work hard to speak with one voice and represent our members and partners, who collectively own over 3,200 of the world’s popular brands. Counterfeiting affects them in every market sector, from luxury cars to watches and washing powders.

Our priority is to support government and decision-makers, in driving more effective enforcement strategies, policies, priorities and actions. We train, we educate, we provide expertise in the field and we facilitate the sharing of crucial intelligence, evidence and information. As a result, our work supports enforcement on the ground and focuses on increased awareness and protection.

CONTENTS

LETTER FROM PHIL LEWIS	1
THE FACTS	2
ENGAGEMENT	3
INFLUENCING AND PERSUADING	4
ENFORCEMENT	6
RAISING AWARENESS	8
GOVERNANCE AND MEMBERSHIP	10
WHAT’S NEXT?	12
ACG TIMELINE 1980–2020	14



LETTER FROM PHIL LEWIS

In our 40th year I would like to start by saying how proud I am of the members, the Board and ACG team. All provide matchless support in protecting businesses, consumers and our economies from counterfeiting.

Thank you also to partners in the UK and overseas who work with us and without who we would be unable to achieve what we did in 2019.

Since our last report we have said farewell to two stalwart Board members, Thomas Parrott and Ahassim Rashid, to Ali Irwin who left us after 25 years of dedicated service, and of course Sarah Miller. All provided essential support and will be sadly missed. But a new age beckons and I look forward to working with Megan Webb and Aimee Orr and of course Carol Levin and Graham Mogg, who worked tirelessly to see us safely into a new era.

This Report outlines the progress we have made, and I would like to emphasise a few highlights, which reflect our core principles.

ACG is unique in the range of services we provide, and, in the way we work with businesses, Government, Trading Standards, Police, HMRC and Border Force. Our strength is visible in the intelligence led operational work we facilitate, which led to over 60 investigations and seizures of counterfeits worth over £15 million.

“ACG is unique in the range of services we provide, and, in the way we work with businesses, Government, Trading Standards, Police, HMRC and Border Force.”

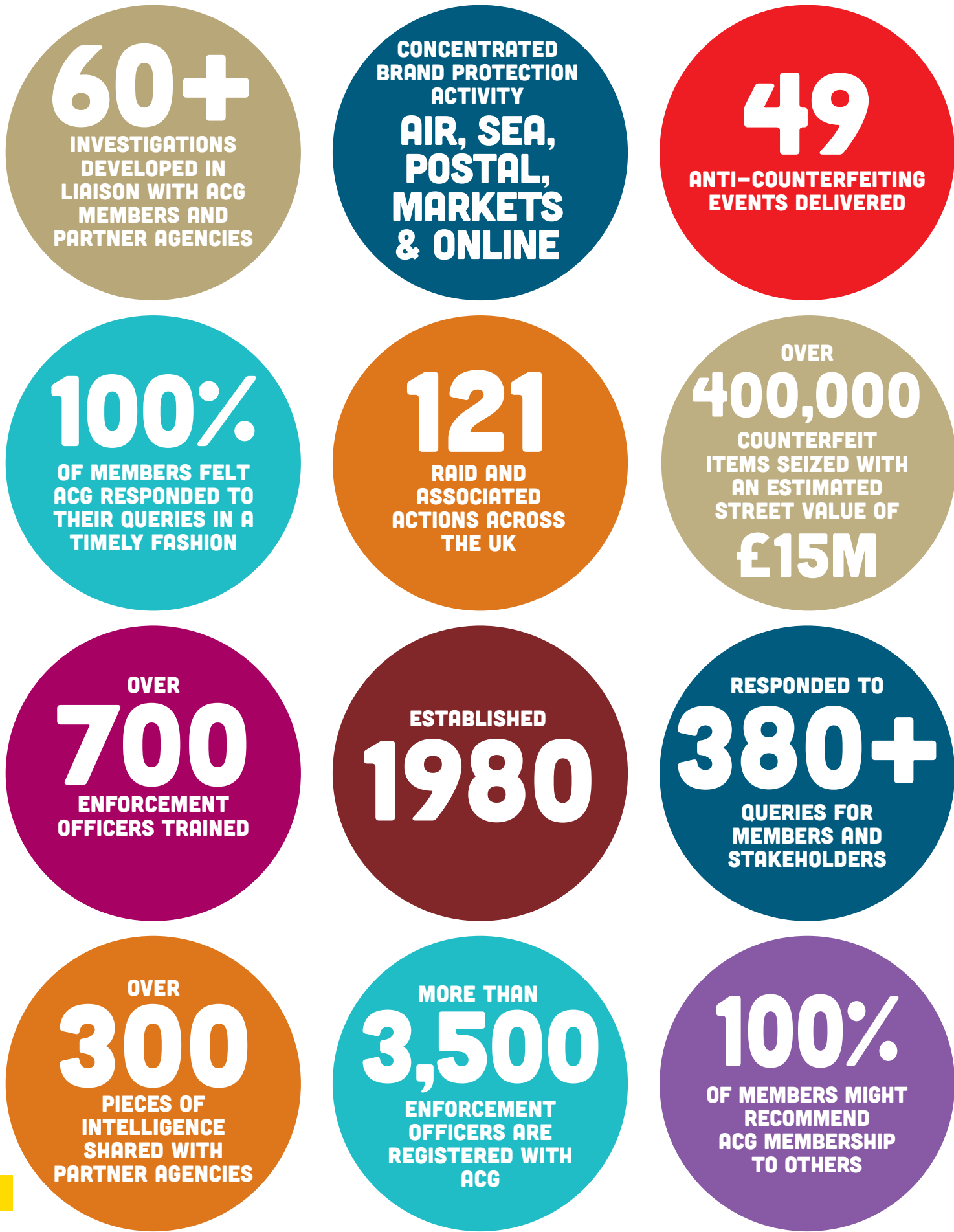
Our enforcement colleagues were instrumental in these incredible results and that is why we are so ardent in trying to ensure that Trading Standards, Police and Customs have the necessary resources to fight this incessant crimewave; now valued at \$509 billion worldwide.

Raising awareness, research and training are also important parts of our service and last year we delivered international workshops, brand protection and Border Force training, Roadshows, lectures and articles and publications on the scale of counterfeiting and its global impacts.

Clearly, we are in times of unprecedented change and challenge. Brexit and uncertainties around future cooperation on enforcement is just one area, but I have great confidence that the professionalism within ACG will continue to give us the capacity to continue to help keep business and people safe in the coming years.

Phil Lewis, ACG Director General

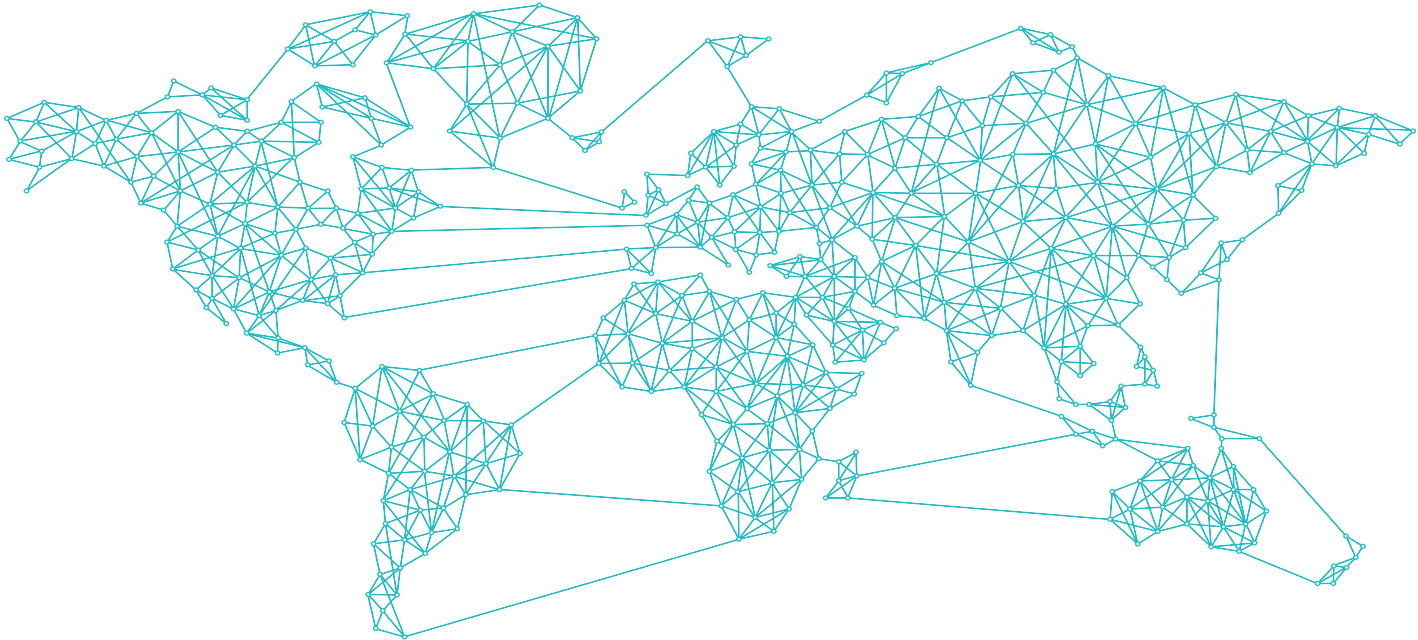
THE FACTS



ENGAGEMENT

“ THE ACG IS PLAYING AN IMPORTANT ROLE AT THE CENTRE OF THE FIGHT AGAINST DEADLY TRADE, ALONGSIDE ITS INTERNATIONAL PARTNERS ”

- > ABAC-BAAN (Belgium)
- > AIM (European Brands Association)
- > All Party Parliamentary Groups (APPG's)
- > Alliance for IP
- > ANDEMA (Spain)
- > Anti-Illicit Trade Group (England and Wales)
- > APM (Germany)
- > Asian Coalition Against Counterfeiting and Piracy (ACACAP)
- > Association of Chief TS Officers (ACTSO)
- > Border Force
- > British Brands Group
- > Interpol
- > IP Awareness Network (IPAN)
- > IP Crime Group (IPCG)
- > Minister for Intellectual Property
- > National Consumer Federation
- > National Crime Agency (NCA)
- > National Markets Group (NMG)/Real Deal
- > National Police Chiefs Council (NPCC)
- > National Trading Standards (NTS)
- > National TS e-Crime Team (NTSeCT)
- > National TS Intelligence Team (NTSIT)
- > National Vehicle Crime Intelligence Service (NAVIS)



- > Business Action to Stop Counterfeiting & Piracy (BASCAP)
- > Chartered Trading Standards Institute (CTSI)
- > Cosmetic, Toiletry and Perfumery Association (CTPA)
- > Cyber Defence Alliance
- > European IP Office (EUIPO)/EU Observatory
- > European Commission
- > Europol
- > Global Anti-Counterfeiting Group (GACG)
- > Government Agency Intelligence Network (GAIN)
- > HM Revenue & Customs (HMRC)
- > Home Office
- > INDICAM (Italy)
- > Intellectual Property Office (IPO)
- > International Anti-Counterfeiting Coalition (IACC)
- > International Trademark Association (INTA)
- > Organisation for Economic Co-operation and Development (OECD)
- > Organised Crime Task Force (OCTF)
- > Police IP Crime Unit (PIPCU)
- > REACT
- > Road Haulage Association (RHA)
- > Royal United Services Institute (RUSI)
- > SACG (Sweden)
- > Scottish Anti-Illicit Trade Group (SAITG)
- > Supply Chain Risk Industry Partnership (SCRIP)
- > Transnational Alliance to Combat Illicit Trade (TRACIT)
- > UNIFAB (France)
- > United Nations Inter-Regional Crime Institute (UNICRI)
- > Western Union
- > World Customs Organisation (WCO)
- > World IP Organisation (WIPO)

INFLUENCING AND PERSUADING

“WITH ACCESS TO GOVERNMENT POLICY-MAKERS AND ADVISORS, ACG COLLATES ITS MEMBERS’ VIEWS, FOR IMPACT AND GREATER INFLUENCE”

ACG has highlighted how enforcement can be affected as the UK leaves the EU. ACG produced a detailed assessment report to provide the basis for a high-level roundtable with the **Minister for IP and the CEO of the IPO**, to analyse the impact and how problems can be overcome.



Counterfeiters continually seek to infiltrate legal e-commerce platforms. ACG worked with **eBay, Alibaba, FaceBook and Amazon** to build a greater understanding of each other's needs. Joint events, bi-lateral meetings and roundtables have been held, which led to significant developments in operational processes to prevent and remove infringers and products.



ACG retains an influential position in the EU. Working with the **EUIPO Observatory, Europol** and the **Commission**, ACG occupies a persuasive position in expert groups on enforcement strategy and research about IP and the impact of counterfeiting. ACG also contributed to major consultations and provided evidence on key subjects.



Working alongside the **IPO's Enforcement and International Policy teams** and the **Enforcement Framework Group**, ACG has helped to highlight cross-sector best practice and strategies to tackle IP crime. These included traditional issues surrounding the storage of seized articles, which is currently being reviewed by senior officials.



Working with independent think tanks and research organisations, such as **OECD** and **RUSI**, ACG provided vital data and briefings, which helped to develop innovative research reports and better inform policy-makers and enforcement decision-takers on the escalation of organised criminal activities in IP crime.



Our **Anti-Illicit Trade and Counterfeiting workshop** brought attendees from across Europe to identify significant transnational problems facing IP enforcement. Our resulting Output Report offered a clear view of the challenges and a road map on how these could be dealt with.



Partnering with the **Alliance for IP, ACID, British Brands Group, AIM, and ACG's across Europe** allowed ACG to tackle major issues facing businesses and consumers, in a stronger and unified way. New relationships with **Parliamentary Groups, Consumer Federation, Road Haulage Association and Supply Chain Risk Partnership** have helped develop an even more cohesive voice.



Outside the EU, ACG worked with international partners, such as **GACG, Interpol, TRACIT, BASCAP, IACC and UNICRI** to advise decision leaders and policy-makers on driving more effective strategies, policies and best practice in legislation and enforcement, in Europe and in vulnerable third countries.



ACG worked directly with **Customs, Border Force, Police and Trading Standards** and supported their operational needs and policy objectives. As a result, ACG was invited to join the new **National Economic Crime Strategy Board** and to work with HMRC to deliver a joint plan to ensure easier working practices at borders.



ACG is a key member of the **PIPCU Partnership Group**, which offers support and advice on strategy, priorities and developments on various aspects of the Unit's operational activities. ACG and our members shared expertise and information leading to greater operational success and a better understanding of organised criminal threats.



The **OECD Task Force on Countering Illicit Trade** helps countries to co-ordinate efforts to prevent and break illicit criminal networks, interconnections and activities. ACG is now an important contributor to the work of the Task Force, by providing a closer understanding of the complex threats that IP presents to global economies.



ACG is regarded as a primary anti-counterfeiting body in Europe. The **EU Observatory** founded Expert Groups to guide and implement projects in specialised areas. To select and appoint experts, EUIPO introduced an exclusive **Screening Committee**. ACG was the nominated private sector screening representative by over 70 stakeholders.



ENFORCEMENT

“OFFERING QUALITY INTELLIGENCE AND INFORMATION TO ENFORCEMENT AGENCIES AND OPERATIONAL SUPPORT AND ADVICE TO ENFORCERS ON THE GROUND”

INTELLIGENCE

Government Agency Intelligence Network (GAIN) has further developed its working relationship with ACG to strengthen intelligence sharing and the referral process used for operational matters. GAIN Coordinators and Regional Organised Crime Unit Disruption teams will also work in partnership with ACG on focused interventions against individuals and organised crime groups (OCGs) linked to intellectual property (IP) crime. IP-related intelligence will be input into local organised crime profiles to inform enforcement and government of the threat levels of localised OCG activity and to drive police and Home Office policies.

Self-storage facilities were investigated as a joint project between the ACG Physical Working Group (WG) and Online Counterfeiting WG to uncover self-storage units actively facilitating the importation, manufacture, distribution, storage and sale of counterfeit goods. ACG is working with public sector partners to develop further strategies to tackle this issue.

Working with intermediaries like Western Union, ACG discussed a data sharing initiative for its members. This would be related to targeted action and an investigation into active counterfeiters, using Western Union money exchange facilities to commit crime.

IPO Intelligence Hub agreed to develop closer working opportunities and intelligence sharing agreements with ACG and enhance the quality of the information and evidence submitted to enforcement agencies, on its members' behalf.

RAIDS

Counterfeit and unsafe products were seized and traders were dealt with by Trading Standards (TS), as part of a joint operation initiated between ACG's Physical WG to target, and Westminster TS to tackle, counterfeiters in and around Oxford Street, Tottenham Court Road, Piccadilly Circus and Leicester Square. ACG and its members supported Westminster TS in raid actions.

Monthly multi-agency raid actions in Camden saw a huge reduction in the availability of counterfeit goods in the area. ACG, its members, Camden TS, Metropolitan Police, Immigration Service and Camden Security team raided and seized thousands of counterfeit products from shops and market stalls. Market and retail traders and some retail shops were served with closure orders. ACG arranged transport and storage for the seized goods.

Markets were visited by ACG members as part of OP BIG BEN. ACG chair the NMG and alongside local TS teams, members visited markets at Bescot, Eastgate and Nine Elms to investigate the sale of counterfeit goods. Counterfeits were seized in each location and partnerships were subsequently built with the market operators.

Detailed intelligence collection and test purchase activity resulted in ACG coordinated raid actions with members and Police Service of Northern Ireland (PSNI), at retail stores in Belfast City centre. Thousands of counterfeit and potentially unsafe products were seized and traders investigated, with a view to prosecution.

OPERATIONS

Targeting OCG's manufacturing, distributing and selling counterfeit goods online, at physical markets and retail premises across the UK. OP BEORMA is a joint NTS/NMG intelligence led multi-agency initiative, led by NTS Central England Regional Investigations Team with an aim to reduce the availability of fake goods in the marketplace and to identify and disrupt OCG's involved in the activity. ACG played an important role, by collecting, sharing and developing intelligence, supporting more than 30 enforcement actions and facilitating logistics and storage in order to reduce the financial burden on law enforcement in addressing these issues.

Section 146 of the Law of Property Act, 1925 and Anti-Social Behaviour Closure Orders have been employed by Manchester City Council and Greater Manchester Police to tackle traders selling counterfeits in Cheetham Hill. ACG supported OP STRANGWAYS, sharing intelligence and evidence for targeted raid action and providing victim impact statements in order for closure orders to be issued against offending premises in the area.

A series of intensification exercises at Heathrow airport were agreed by Border Force and ACG as part of OP BARWON, to detain counterfeit goods under Border Regulations 608/2013. Courier traffic and consignments arriving at the Freight Cargo depot were amongst those shipments targeted. HMRC, Heathrow Border Force, IPO and ACG then agreed future practices in intelligence sharing to enable further collaboration and coordination between ACG, its members and the authorities.

Camden multi-agency raid action



Seizing counterfeit goods in Manchester



RAISING AWARENESS

“ EXCELLENT NETWORKING OPPORTUNITIES AND MUST-ATTEND EVENTS, FOR ANYONE WHO CARES ABOUT TACKLING COUNTERFEITING AND IP CRIME ”

Organised an exciting programme for an ACG/ACACAP workshop on intelligence-led anti-counterfeiting enforcement strategies for Asia and the UK



Invited brands to a Brand Protection training day at Bombay Sapphire Distillery and De La Rue's head office in Berkshire



WTR
Anti-counterfeiting 2019

Featured an article in the World Trade Review Anti-Counterfeiting Guide entitled Brexit and the future of anti-counterfeiting collaboration



Exhibited alongside Border Force in the foyer of the Home Office on World IP Day, 26 April



Featured in the new European magazine, an article about how counterfeiting is largely unnoticed and often overlooked




Attended the CTSI Symposium and Exhibition and sponsored an award for IP that was presented at an awards dinner



Hosted the ACG Annual Conference with a keynote address from Bim Afolami MP, member of the All Party Parliamentary IP Group




Border Force counterfeit training days were held at Milton Keynes, Hayes, Heathrow, Gatwick and Felixstowe



ACG members received free training on how to navigate UK enforcement through an intelligence-led approach



Issued press releases and social media posts on illicit trade, raid actions, Border Force seizures, dangerous counterfeit toys, ACG events and more



Held an Anti-Illicit Trade and Counterfeiting workshop to debate this complex issue and produce a report



Presented to insurance brokers at Lloyds of London on the threats faced by consumers and business from IP Crime



Organised Amazon Brand Registry Training for ACG members, delivered by Amazon



Took part in an IP Training seminar in Wrexham to provide North Wales TS with information on national enforcement strategies, investigations and best practice



Delivered a lecture to students at Regent's University, London on the value of IP and how it's used by transnational criminal counterfeiters



Addressed members of the Cosmetics, Toiletry and Perfumery Association at their International Conference about the current IP crime scene and associated trends in counterfeiting



Warned about the dangers of counterfeits sold online over the Black Friday/ Cyber Monday weekend



Presented and exhibited at Alibaba's Business and IPR Protection Summit at King's College, London



Enforcement individuals and teams were presented with ACG awards for Excellence in Anti-Counterfeiting to recognise their exceptional achievements



Hosted IP Roadshows in Newcastle, Belfast, Birmingham and London, including large exhibitions of genuine/fake brands



Promoted and celebrated World Anti-Counterfeiting Day, British IP Day and World IP Day



GOVERNANCE AND MEMBERSHIP

“ **BOARD MEMBERS HAVE PROVIDED ACG PERSPECTIVE AND DIRECTION, DRAWING ON THEIR EXPERIENCES AND OFFERING SOUND STRATEGIC COUNSEL** ”

ACG COUNCIL



Shelley Duggan Chair
Director, Associate General Counsel (Procter & Gamble)



Thomas Parrott Vice-chair
(Stepped down Dec 2019)
Senior Vice-President UK Operations (Beachbody UK)



Ahassim Rashid
(Stepped down Dec 2019)
VP, Anti-Piracy Counsel, EMEA (Warner Bros. Entertainment UK Ltd)



Chloe Long
Director, Global Brand Protection (Capri Holdings Ltd)



Nicola Consterdine
IP Protection Manager, Strategic Planning Dept (Epson Europe BV)



Mark Bearfoot
Legal Director Global Brand Protection (Tommy Hilfiger Europe BV)



Sheila Henderson
Chief Intellectual Property Counsel (Richemont International Ltd)



Caron Tayler
(Joined Dec 2019)
Corporate Counsel Brand Protection (Harley-Davidson Europe Ltd)

Marina Legge is Company Secretary and Treasurer for ACG

GOVERNANCE

Good governance is fundamental to ACG’s sustained success, as a not-for-profit trade association. With it ACG is best placed to deliver on its primary purpose, to fight the trade in counterfeit products.

The ACG Council provided that direction and had overall responsibility for ACG’s performance and financial strength. There were seven Council members, representing brands from across the sector. Together they provided a broad, cross-section of expertise and knowledge in legal, IP, finance, IT and marketing.

In December, the Council restructured and convened as a Board of Directors. In this, the current Council members have become Board members and will act as advisers on a number of key work streams.

MEMBERSHIP

ACG is primarily funded through membership. Our members represent UK and international manufacturers, distributors and retailers; law firms, barristers’ chambers, trade mark attorney and patent agents; and investigators, brand protection suppliers and specialists. Members enjoy a wide range of free benefits and services, such as:

- > Networking opportunities
- > Nationwide IP Roadshows and enforcement training events
- > Access to a dedicated intelligence coordinator
- > Closer cooperation with Customs/Border Force
- > Access to national and international contacts and experts
- > Consumer Brands Group Meetings
- > Specialist working groups: Policy, Physical, Online Counterfeiting
- > Meeting, working with and lobbying Government officials/MPs
- > Online ACG Brand Protection Guide
- > Dedicated members’ area on ACG website www.a-cg.org
- > Brand Protection training
- > News and e-news on IP and counterfeiting
- > Social media activity on LinkedIn and Twitter

A FEW NEW MEMBERS FOR 2019

ACG welcomed some iconic brands to its membership in 2019. These international brands bring with them a wealthy of experience and will have the opportunity to work with ACG to advocate on important policy issues, gain insights from brand protection experts and network with the best and the brightest. Here are just a few of the new members that ACG has been representing this year.



WHAT'S NEXT?

“ ACG HAS A STRONG SENSE OF PURPOSE: SHAPING AN EFFECTIVE DETERRENT TO COUNTERFEITING AND REPRESENTING THE VOICE OF BUSINESS ”

- > Celebrate ACG's 40th anniversary as 'the go-to' anti-counterfeiting organisation for brands.
- > Invest in an intelligence database to enable easier and faster storage, analysis and reporting of information.
- > Develop greater partnership with devolved assembly governments of Northern Ireland, Scotland and Wales.
- > Investigate threats and develop guidelines to protect members from counterfeiters infiltrating Trade Fairs.
- > Work with Chris Martin, Chair of the OECD Task Force to explore border related issues including the future development of intelligence sharing with the EU.
- > Participate in OECD TASK Force projects.
- > Ensure IP crime is included in Europol's Serious and Organised Crime Threat Assessment
- > Engage members through Policy, Physical and Online Counterfeiting Working Groups to better understand wider impacts and threats and share best practices.
- > Host Border Force Training Days for members to share knowledge at Heathrow airport, Port of Felixstowe, Gatwick airport, Port of Tilbury and other locations.
- > Organise online events and IP Roadshows in Bolton and London, for enforcement officers and members.
- > Highlight links between counterfeiting and organised crime at a Police Training Day in Hampshire and invite members to exhibit.
- > Exhibit at the CTSI Symposium and Exhibition and continue sponsorship of Trading Standards awards for Intellectual Property.
- > Deliver another engaging and informative ACG Conference that will provide guidance and insight for brand protection experts.
- > Work with the White House Intellectual Property Enforcement Coordinator's Office to build joint approaches.
- > Support Lord McNally and the Carnegie Trust on a Private Members Bill on Online Harms Reduction.
- > Continue to produce briefing papers for the government and the IPO on the potential impact of Brexit on IP.
- > Assess government policy and produce advisory papers outlining its approach to negotiations with the EU that will have the biggest impact on intellectual property.
- > Host a workshop to provide an update on China's Belt and Road initiative, recognising the challenges and the potential impact on IP enforcement.
- > Continue to pursue criminal and civil actions against traders.
- > Maintain involvement and support for Trading Standards, Border Force and Police in enforcement operations.

[illegible]

ACG
THE
ANTI-COUNTERFEITING GROUP

1980-2020

ACG TIMELINE 1980-2020

1980

The Anti-Counterfeiting Group formed as an unincorporated association with 18 members.



1980 - 1996

Anthea Wordsall OBE (ACG Director General).



1984

ACG set up campaign that lobbied UK government to improve the criminal law on counterfeiting, following the case of R v Ayres which highlighted deficiencies in the law on conspiracy to defraud.

1985

After lobbying by ACG and industry, the European Parliament produced a report urging tougher criminal sanctions against counterfeiters.



1987

The Criminal Justice Act was passed and re-instated the offence of conspiracy to defraud – a key ACG campaign objective.

1988

ACG launched a successful campaign to get effective anti-counterfeiting measures in GATT (General Agreement on Tariffs and Trade).



2003

ACG worked with IPO to set up the IP Crime Group and help develop the first national IPR enforcement strategy.



2001

A Private Members Bill closed some loopholes in IP protection law and sealed the success of the relatively new partnership between industry and the Government.



1999

An ACG/CEBR report, *The Economic Impact of Counterfeiting* was published and a new Copyright and Trade Mark Bill was introduced in Parliament.

1996 - 2003

John Anderson (ACG Director General).



1991

The introduction of an offence relating to the fraudulent use of a trade mark, saw the beginning of a highly successful co-operative relationship between ACG and TS Officers.

2003 - 2013

Ruth Orchard (ACG Director General).



2004

ACG was at the forefront of setting up GBLAAC, the business leaders alliance to promote the cause of anti-counterfeiting at a global level.



2012

Seizures of counterfeit alcohol increased fivefold in two years as criminals targeted this lucrative market.



2013

ACG introduced a new intelligence coordination function for members and played a key role in the launch of PIPCU.



2014

Chrissie Florczyk (ACG Director General).

2014 - 2018

Alison Statham (ACG Director General)



2020

ACG celebrates 40 years of growth and success in tackling counterfeiting.



2019

The European National Associations elected ACG as their representative on an EU-wide screening committee, to identify experts for high level anti-counterfeiting projects.



2018

ACG was invited to take part of the OECD Task Force advisory group.



2018 - present

Phil Lewis (ACG Director General).



2016

ACG became a member of the EU Observatory and EU Expert Customs working group





The Anti-Counterfeiting Group (ACG)
PO Box 578
High Wycombe
Buckinghamshire
HP11 1YD

T: +44 (0) 1494 449 165
F: +44 (0) 1494 465 052
E: admin@a-cg.com
www.a-cg.org