

6 tips for an effective anti-counterfeiting strategy

- ✓ **Set objectives:** based on market analyses, human and financial resources, volume of counterfeiting, countries at risk, distribution channels and methods.
- ✓ **Contracts:** secure manufacturing, distribution and partner contracts to prevent counterfeiting and parallel imports.
- ✓ **Protect IP rights:** in the country of the owner, the countries of distribution but also in high-risk territories. The 2019 studies showed that China, India and Turkey were the main producers of seized counterfeit goods.
- ✓ **Register:** your rights in the European or national customs registers and where possible, in the manufacturing countries. It is a way for customs to know the protected rights, the characteristics of authentic products and to be able to seize a suspected counterfeit product. In Europe, the EUIPO's IP Enforcement Portal is an effective tool that provides a direct link between the right holder, customs and the police.
- ✓ **Act:** the holder must be prepared to act following a seizure both to protect his rights and to enhance the work of the authorities. The absence of a reaction is harmful and can lead to a lack of interest on the part of the authorities in protecting the rights of the person who does not act.
- ✓ **Communicate:** Advocacy information can act as a deterrent to counterfeiters and reassure the consumer of authentic products.