

Fighting counterfeiting

Here is a list of the main points of vigilance to be taken into account when defining a strategy against counterfeiting.

Dennemeyer will assist you at every stage.

Monitoring: Obtaining information

- Is there counterfeiting?
- Where? Determining territories (export, import, transit, distribution...)
- How? Physical network ("brick & mortar"), internet ("online"), social networks, travelers...
- Parallel imports: authentic products but outside the distribution network
- Volumetry: quantity
- Typology of counterfeits? Which products ; quality ...
- Visibility? Is the counterfeit visible in physical networks or on the Internet?
- Involving the network (retailers, distributors, customers)

Determine your objectives: To act or not to act?

- Assessment of the situation: Tolerance vs. zero tolerance
- No action (no budget, no dedicated staff, residual volume, low impact on sales and brand image, etc.)
- Action according to the origin, quality, distribution, impact on sales, brand image, etc.

Protecting your rights: A necessary prerequisite for action

- Registering trademarks, models, patents
- Taking a definite date on your creations
- Determine the territories of protection (country of origin, manufacture, distribution, counterfeiting)

Protecting your products

- Publicize: inform about the protection of titles (registered trademark, etc.)
- Identify authentic products (product marking, labels, holograms...)



✓ **Securing partners: Maintaining control of the network**

- Choose trusted partners (manufacturing, transport, distribution, etc.)
- Secure contracts (subcontractors, manufacturers, resellers)

✓ **Act**

- Physical: letters of complaint; seizure of infringement, legal action
- Internet: monitoring, signing Memorandum of Understanding (MoU), minimizing visibility, "take down notice"...

✓ **Filing an application for customs action**

- Where? Determine the countries (export, import, transit, distribution...)
- How? (directly? through IPCs or lawyers? through your distributors?)

✓ **Optimize your chances of seizure**

- Fill in your application, update it, renew it
- Cooperate with customs: training, responsiveness in decision-making

✓ **Reacting to a customs seizure**

- Assessing the seized products: authentic or counterfeit?
- Seize or abandon?

✓ **Working with institutions**

- Lobbying
- Raise awareness of the dangers of counterfeiting (health, jobs, etc.) among public authorities and consumers
- Signing agreements (MOU type...) with internet platforms

✓ **Communicate**

- Inform the network and consumers
- Set up a dedicated address on the institutional website to direct reports of rights violations
- Communicate to deter: actions taken, decisions made