



# 11<sup>TH</sup> INTERNATIONAL LAW ENFORCEMENT IP CRIME CONFERENCE



**UNITED NATIONS HEADQUARTERS**

**NEW YORK, UNITED STATES OF AMERICA  
28-29 AUGUST 2017**

**#IPCrimeConference**

# International IP Crime Investigators College

An INTERPOL Initiative in Cooperation with  
Underwriters Laboratories (UL)



## EDUCATING LAW ENFORCEMENT AROUND THE WORLD TO EFFECTIVELY COMBAT IP CRIME.

IIPCIC is a joint initiative between INTERPOL and Underwriters Laboratories (UL) that currently provides IP crime investigations training to over 13,500 plus law enforcement officers from over 150 countries. The curriculum is free for all law enforcement professionals.

For more information, please visit:  
[www.iipcic.org](http://www.iipcic.org)



INTERPOL



## Welcome from INTERPOL



**Jürgen Stock**

INTERPOL Secretary General



INTERPOL

It is a pleasure to welcome you to New York for the 11th International Law Enforcement Intellectual Property (IP) Crime Conference. I extend my sincere appreciation to the US Immigration and Customs Enforcement, the National Intellectual Property Rights Coordination Center and the United Nations for hosting this gathering, and I would also like to thank Underwriters Laboratories and the International AntiCounterfeiting Coalition for their unwavering support of this annual conference.

This operationally focused conference brings together law enforcement and the public and private sectors to develop innovative solutions to some of the greatest challenges in the field of IP crime. Fighting illicit trafficking on the Internet, protecting citizens against potentially harmful everyday products, targeting the organized crime groups involved not only in the trafficking of illicit goods but in other connected crimes – we can only address these issues with strong partnerships and comprehensive enforcement strategies.

INTERPOL has reinforced its role as a global leader in the drive against IP crime through its enhanced Illicit Goods and Global Health Programme. With clear links between trafficking in illicit goods and transnational organized crime, INTERPOL's expanded programme incorporates goods ranging from pharmaceuticals and food and drink to car parts, electronics, construction materials and more. Not only does the illicit trade in these items fuel criminal activity like corruption and human trafficking, the danger to the health and safety of consumers is also a global concern.

Technology and increased international commerce have brought about new challenges in tackling the manufacture and trade in illicit goods. INTERPOL supports its member countries through activities including our flagship operations Opson (food and drink), Pangea (medicines) and Jupiter (everyday goods), augmented by training initiatives, criminal data exchange, specialized regional task forces and support to national operational actions.

Training is a key pillar of INTERPOL's strategy against IP crime. The success of the International IP Crime Investigators College, a global online training platform with more than 13,500 users from more than 150 countries, is a testament to the importance our partner agencies around the world place on such widely accessible training initiatives.

In line with the theme of this year's conference, I believe that our greatest strength is our unity. Success can only be achieved through active collaboration, and to this end, I thank all our partners for your steadfast support.

I wish you a productive conference and a pleasant stay in this vibrant city.

## Welcome from U.S. Immigration and Customs Enforcement (ICE)



### **Mr. Peter T. Edge**

Executive Associate Director, Homeland Security Investigations,  
United States of America



On behalf of U.S. Immigration and Customs Enforcement (ICE), I am pleased to welcome everyone to New York City for the 11th annual International Law Enforcement Conference for Intellectual Property (IP) Crime. I would like to also thank NYPD and all of our friends and partners throughout the greater New York metropolitan area for supporting this important conference. I want to also acknowledge and thank our many partners throughout the United Nations for welcoming us here.

I am a native of northern New Jersey whose law enforcement career began just across the river more than 30 years ago. I was here on 9/11, called to Ground Zero as a first responder, and I have seen this city rise even stronger and more unified in its response to global terrorism and the transnational criminal organizations that seek to fund their operations through IP theft and other, often violent, criminal activity.

Operational since 2008, the ICE Homeland Security Investigations-led National Intellectual Property Rights Coordination Center brings together 23 key federal and international agencies in a task force setting to combat IP and trade crime. We are honored to serve alongside INTERPOL to host this international symposium in partnership with Underwriters Laboratories and the International Anti-Counterfeiting Coalition.

Now entering its second decade of work, this law enforcement conference keeps all of us current and aware of the latest advances in protecting both IP owners and the consumers whose faith and trust drive the global economy. Appropriately, our conference theme this year is, "Uniting Nations for the Next Decade."

We are pleased to welcome more than 500 senior law enforcement and government officials and industry experts to share best practices, develop new tools, and create stronger partnerships to advance the common purpose of combatting transnational organized IP crime, promoting safety worldwide and developing new and innovative joint initiatives.

Our agenda is ambitious because the work we do is both urgent and important. Thank you for making time to join us, and I hope each of you find value in doing so. We are far stronger together than any one of us is alone.



## Welcome from (UL) Underwriters Laboratories



### **Mr. Keith Williams**

President and CEO, UL (Underwriters Laboratories)



Welcome to New York City and the 11th annual International Law Enforcement IP Crime Conference. UL is honored to be working with INTERPOL, U.S. Immigration and Customs Enforcement (ICE), the U.S. National Intellectual Property Rights Coordination Center (IPR Center) and the Anti-Counterfeiting Coalition (IACC) to present this outstanding program. Please join me in thanking all of the partners for their continued support, dedication and professionalism in planning and delivering the Conference and for their tireless efforts advancing our common purpose of making the world a safer place.

This year we are honored to be able to host the Conference at the beautiful and emblematic United Nations Headquarters. This is an ideal gathering place for our common work in developing practical solutions to help protect society from the dangers of trans-national organized IP crime.

The theme for this, the 11th Annual IP Crime Conference, is Uniting Nations for the Next Decade.

Together we will develop ways to direct our efforts in strengthening effective and operational partnerships. At UL we will continue to provide our thought leadership and support for initiatives such as this Conference and will always work to help protect consumers around the world from these counterfeiting and piracy crimes.

A great amount of hard work has gone into organizing and presenting the Conference. I especially thank the Federal Bureau of Investigation (FBI) for supplying simultaneous translation services this year. They have been steadfast supporters for the Conference and have provided their expertise in delivering materials in our Conference official languages.

I also deeply appreciate our sponsors. Their continued and sustained generosity has allowed us to host this event for over 10-years. Please take the time to meet with them and visit their booths and personally thank them for their support.

Finally, thank you for taking the time to attend and supporting the Conference. Your participation and feedback has allowed us to sustain the momentum for this leading-edge forum for over a decade.

I look forward to meeting and speaking with you over the next couple of days.

## Welcome



**Mr. Bob Barchiesi**

President, International AntiCounterfeiting Coalition



Dear Attendees:

As President of the International AntiCounterfeiting Coalition, it is my pleasure to join INTERPOL, U.S. Immigration & Customs Enforcement (ICE), the U.S. National Intellectual Property Rights Coordination Center (IPR Center) and Underwriters Laboratories (UL) in welcoming you to the 11th Annual International Law Enforcement Intellectual Property Crime Conference!

In today's interconnected world, new technologies and multilateral trade agreements provide us with greater opportunities than any time in our history to collaborate with partners around the world to achieve our shared goals. The actions taken by law enforcement and governments – whether in Beijing or Abuja, Washington or Abu Dhabi, Brussels, Buenos Aires, or New Delhi – reverberate around the globe. Our theme for this year's conference, "Uniting Nations for the Next Decade," recognizes the simple fact that we must work together if we're to make progress in our fight against counterfeiting and piracy.

The International Law Enforcement Intellectual Property Crime Conference was developed to bring together law enforcement professionals from all over the world, along with their partners in the private sector, to foster greater communication, to encourage the sharing of best practices, and to lay the foundation for new and stronger relationships that will benefit each of us as we return home to continue our work. We are united by our common cause: to protect our citizens and legitimate businesses from both the physical and economic threats posed by counterfeiting and piracy. Working together, we can achieve that goal.

The IACC is proud to join INTERPOL and all of our partners in hosting this year's conference. We invite you to make the most of these two days, to meet your counterparts from around the world, to learn, and to share what you've learned with others.

We look forward to working with you.

Warm Regards,





## CHALLENGES

The trade in illicit products represents a major challenge for the international law enforcement community and a huge risk to global public health. The term “trafficking of illicit products” encompasses practices such as falsification (pharmaceuticals), counterfeiting (trademark infringements), piracy (copyright infringements), adulteration of products, the smuggling of legitimate products, and tax evasion.

The types of goods affected are many and include personal care products (e.g. cosmetics), medicines, medical devices, food, alcohol, toys, electronics, engine parts, construction materials, pesticides and many others. The reality is that no product is safe from being falsified, counterfeited or adulterated.

Crimes related to the trafficking of illicit products have a negative impact on society at all levels. Counterfeiting harms businesses that produce and sell legitimate items, governments lose tax revenue from products manufactured or sold on the black market, and consumers are at risk from articles that do not meet safety standards.

Organized criminals manufacture and distribute illicit goods with a complete disregard for the often serious implications for the health and safety of consumers. Counterfeit car and mechanical parts can cause fatal accidents while counterfeit building materials are known to be used in the manufacture of power plants, with potentially disastrous consequences.

Illicit food products and beverages can lead to serious consequences for the consumers with products being adulterated by toxic ingredients. As for illicit pharmaceutical products, they often contain the wrong amount of active ingredient (too little, or too much, or none at all), or harmful substances posing a major health risk. Patients across the world put their health, even life, at risk by unknowingly consuming fake drugs or genuine drugs that have been badly stored or that have expired. Fake medicines range from ineffective to highly dangerous (for instance, causing heart attack or coma), and sometimes can be fatal.

Besides representing a threat to consumers, the trafficking of illicit goods provides a significant source of revenue for transnational organized crime.

The rapid evolution in technology, the relative freedom of movement of goods and money, and the growth of web-based trade have contributed to a massive rise in the availability of illicit products. Driven by financial gain, transnational organized crime groups have expanded in size, scope and menace. These criminal enterprises are complex. They may be based in one country, with products manufactured in a second country, then distributed via a third country. Illegal websites are often hosted elsewhere and finances moved through additional jurisdictions. Trafficking knows no boundaries, which makes the role of international police organizations key in preventing and curbing this trafficking.

# INTERPOL'S ROLE

INTERPOL combats the trafficking of illicit products because of the central involvement of organized crime. In recent years, INTERPOL has built up much experience and expertise in this fast moving and life-threatening crime area. As evidence shows, the trafficking of illicit products is a global security concern, and INTERPOL is uniquely placed to connect stakeholders across the world with the ultimate aim of protecting consumers.

Among our established partners are police forces, customs agencies, international organizations, private sector companies, regulatory bodies, supply chain experts, academia, food and drug administrations, the banking industry, payment card facilitators, Internet service providers, legal experts and prosecutors.

Through this network, INTERPOL works to support capacity building activities, the sharing of information, and operational initiatives on the ground, all of which combine to help reduce the quantity of illicit goods on the market, disrupt distribution chains and arrest the criminals behind the activities. Practical training is complemented by e-learning resources, like the International IP Crime Investigators College (IIPCIC), which is a fully interactive online training facility on the subject of intellectual property crime developed by INTERPOL in partnership with Underwriters Laboratories. It provides leading-edge training for law enforcement, regulatory authorities and private sector investigators.

*«With illicit markets expanding globally, INTERPOL's role is fundamental to facilitate international cooperation and to provide with a coordinated response through regional and global operations aimed at dismantling transnational organized crime groups involved in illicit trafficking.»*

Daoming ZHANG,  
Assistant Director Illicit Markets

Enforcement operations in the field are vital in order to remove illicit products from circulation and to dismantle the illegal networks behind these crimes.

INTERPOL has a proven record of success coordinating and facilitating global and regional enforcement operations. These enforcement interventions led to the seizure of millions of illicit products and the dismantling of many criminal networks.

*«Combining efforts globally by involving all stakeholders from the public and the private sector is the only way to address trafficking of illicit goods and counterfeiting and step ahead ever-evolving criminals who make significant profits by spreading (or distributing) products potentially harmful for the health of the citizens»*

Francoise DORCIER,  
Coordinator, Illicit Goods and  
Global Health Programme

› **CENTRAL AMERICA**  
Operation Maya

› **SOUTH AMERICA**  
Operation Jupiter

› **AFRICA**  
Operations Mamba, Cobra,  
Porcupine, Giboia, Lucrifac,  
Etosha

› **GLOBAL**  
Operations Pangea and Opson

› **SOUTH EAST ASIA**  
Operations Storm and Real





# LOOKING AHEAD

In order to address illicit trafficking and secure global health, INTERPOL will pursue the following objectives:

## › COLLECT DATA AND INTELLIGENCE

Collect data and intelligence in order to promote the prevention of crime, produce regional analytical reports and risk assessments relating to manufacturing 'hotspots', transit points, smuggling techniques, illegal supply routes and methodologies.

## › STRENGTHEN EXISTING CAPACITY BUILDING

Further strengthen existing capacity building activities, by delivering national and regional training sessions based on the needs of the countries, setting up a standardized framework, establishing a mentoring programme to promote 'train-the-trainer' concepts, developing partnerships with law enforcement to promote the International IP Crime Investigators College (IIPCIC).

## › IMPROVE COOPERATION

Support the creation of skilled multiagency task forces, in order to improve cooperation between experts from law enforcement, regulatory bodies, customs and the private sector. Networks of experts are currently being established in Asia (Project Chain) and the Middle East (Project Qanoon). Other regions will be approached to follow the same model.



## › GATHER EXPERTS

Provide a platform for expert's from the public and the private sector through the organization of the annual conference in order to stimulate dialogue among stakeholders and share best practices.

## › COORDINATE TRANS-NATIONAL OPERATIONS

Coordinate transnational operations and support law enforcement agencies in making interceptions across the illicit global supply chain. Such interceptions and operations will aim to increase success rates in dismantling distribution facilities, seizures of illicit goods, suspension of illicit websites.

Based on the operational results, cases involving several countries will be identified to organize Regional Investigative Analytical Case Meetings (RIACM). By fostering international cooperation, RIACMs will seek to identify criminal networks, detect links with other crimes and arrest criminals.

## › PROTECT PUBLIC HEALTH

Raise awareness among the general public and governments on the dangers to public health in this area, notably the risks associated with buying illicit products online, in an effort to reduce the demand for such goods and to protect public health.



**Alibaba Group**

**Your partner in IP protection**

More than 100,000 brands place their trust in us to help them reach the half a billion consumers shopping on our marketplaces. With our robust data technology capabilities, comprehensive IP protection programs, and close collaboration with brands, trade associations, regulators and law enforcement, Alibaba is leading the industry and forging new best practices in brand and IP protection.

We are a proud sponsor of the 11th International Law Enforcement Intellectual Property Crime Conference, and thank INTERPOL for their continued partnership.



## Greenberg Traurig's Anti-Counterfeiting Group

provides tailored strategies to protect each client's brands against the manufacture, supply, distribution and sale of counterfeit goods. Our anti-counterfeiting team collaborates across Greenberg Traurig's Intellectual Property Litigation practice, Trademark & Brand Management practice, and International Trade & Customs practice, to provide clients with a multidimensional and seamless representation, creating custom strategies to help clients monitor and protect their intellectual property rights on a global scale.



# JOIN

# IACC

INTERNATIONAL ANTI-COUNTERFEITING COALITION

**The IACC** represents the interests of companies concerned with trademark counterfeiting and the related theft of intellectual property. We play a leading role in the development of cross-industry voluntary agreements to address the illicit trafficking of counterfeit and pirated goods online, including our globally renowned online initiatives.

## JOIN THE LONGEST-STANDING ORGANIZATION DEVOTED TO **PROTECTING RIGHTS-HOLDERS GLOBALLY**

### Enjoy benefits only available to IACC members:

- Exclusive networking opportunities
- IACC leadership opportunities
- Discounts for registration at IACC conferences and events
- Free registration to IACC global law enforcement training sessions
- Discounts to participate in IACC online initiatives

**FOR MORE, VISIT  
[WWW.IACC.ORG/MEMBERSHIP](http://WWW.IACC.ORG/MEMBERSHIP)**

### IACC MarketSafe Expansion Program<sup>®</sup>

A FREE anti-counterfeiting program offered by the IACC that supports IP enforcement on Alibaba platforms.

- Access expedited take-down procedures on all Alibaba platforms
- Take part in rights-holder engagement groups

*\*Applications are open to all rights holders beginning November 1, 2017.*

To learn more, visit  
[www.iacc.org/iacc-marketsafe-expansion](http://www.iacc.org/iacc-marketsafe-expansion)

**Visit our booth at the International Law Enforcement IP Crime Conference**



# Thank You for Protecting Dolby® IP

We appreciate your help in protecting Dolby® intellectual property from misappropriation, theft, and counterfeiting.

Dolby is committed to

- zero tolerance of infringement
- responsiveness to customs and law enforcement inquiries
- training and tools for customs and law enforcement agents worldwide
- timely responses to requests for witness statements and testimony

## Contact

[ProtectDolbyIP@dolby.com](mailto:ProtectDolbyIP@dolby.com)



Merck & Co., Inc. proudly supports the International Law Enforcement IP Crime Conference. Deepest thanks to our hosts - INTERPOL, U.S. Immigration & Customs Enforcement (ICE), and the U.S. National Intellectual Property Rights Coordination Center (IPR Center) in partnership with UL (Underwriters Laboratories and the International AntiCounterfeiting Coalition (IACC).



*Before it became a medicine,  
It was 5,000 researched compounds.  
87 different protein structures.*

*500,000 lab tests.*

*1,600 scientists.*

*80-hour workweeks.*

*14 years of breakthroughs and setbacks.*

*36 clinical trials.*

*8,500 patient volunteers.*

*And more problems to solve than we could count.*

*Before it became a medicine,*

*It was an idea in the mind of a Pfizer scientist.*

*Now it's a medicine*

*That saves lives every day.*



*Driven to discover the cure*



# SAFEGUARDING AN INNOVATIVE WORLD

## A LEADING ONE-STOP IPR SERVICE PROVIDER IN CHINA

Established in 2009, SINOFAITH IP Group headquarter is based in Shanghai, with branches in Beijing, Guangzhou, Shenzhen, Hangzhou, and Changsha, respectively. The company has over 400 employees and it is dedicated to protecting the intellectual property rights. By taking "strengthening the IP protection and promoting the IP utilization" as a guiding principle, Sinofaith has developed into one of the largest IP protection service providers in China.



**SINOFAITH**

[www.sinofaith-ip.com](http://www.sinofaith-ip.com)

The logo consists of three overlapping circular arcs in blue, orange, and green, forming a stylized 'O' shape.

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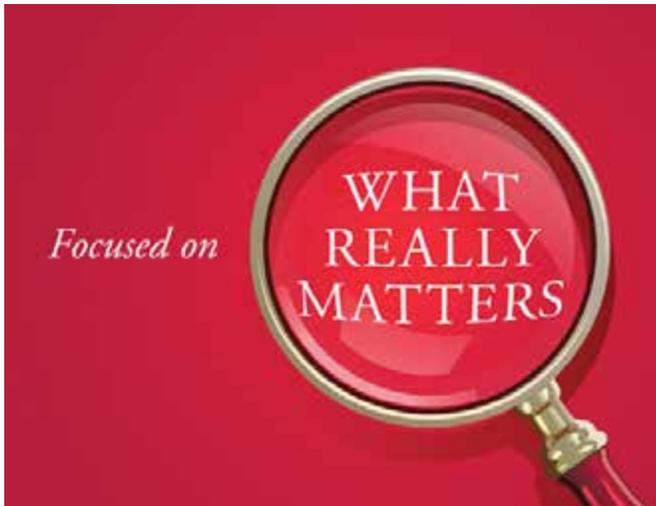


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Sideman & Bancroft's results-oriented approach is the hallmark of our 35-plus year history of success in representing and protecting our clients' interests. We represent some of the world's most recognized brands in protecting against counterfeits, focusing on criminal referrals, Customs interdictions, and civil resolutions. We are inventive in our thinking, persistent in our negotiations, and practical in our approach, always keeping the end goal in mind: the most effective protection of our clients' intellectual property.

## SIDEMAN & BANCROFT LLP

### Brand Integrity and Innovation Group

Jeffrey C. Hallam  
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ConStratInn is honored to provide our support for the 2017 IP Crime Conference and we appreciate the efforts of the co-hosts in organizing this very important event.



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**IN ETHICS  
IN TRUST  
IN TRANSPARENCY**



**INEXO** is a leading provider of innovative Track & Trace and Authentication systems for the public and private sectors. Our global, standards-based platform offers unique, proven solutions to enhance transparency and trust in trade routes.

The **INEXO solutions** are designed to assist enforcement agencies in verifying product and shipment ownership, rapidly validate product authenticity and access product track and trace information. **INEXO** assigns and manages over 50 billion serialized products annually making it one of the largest and most trusted platforms in the world.

**INEXO** is your trusted partner with proven solutions to fight illicit trade and *Turn Back Crime*.

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**Schneider Electric is proud to support  
International IP Crime Conferences**

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As The Global Specialist in Energy Management™, with operations in over 100 countries, Schneider Electric offers integrated solutions that help make energy safe, reliable, efficient, productive, and green. Our 140,000+ employees are committed to helping individuals and organizations.



Schneider Electric takes great pride in our people and commitment to the communities in which we live and work.

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**OUR MISSION**

Collaboration among automakers and their partners that will strive to eliminate counterfeit automotive components that could harm U.S. consumers.



**PROTECTING THE PUBLIC**  
COMMITTED TO SAFETY

CSA Group is dedicated to public safety. Our Brand Protection Team is committed to the investigation of improper or fraudulent use of the CSA marks. Our anti-counterfeiting initiatives include market surveillance operations, global factory inspections, advanced label and traceability programs, product alerts, media outreach, training programs and international alliances with professionals involved with intellectual property security.

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**Customs Connection**

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ASSOCIATION OF ENTERPRISES WITH FOREIGN INVESTMENT

Since her foundation in 2000, as a Non-profit and member-driven industry intellectual property organization, QBPC has been actively providing opinions and suggestions regarding amendment to the IPR laws and regulations to the legislative bodies, promoting public education on IPR, proactively building a platform for exchanges between China and the international community and fighting against IP infringement.

In 2017, QBPC has around 200 member companies, mainly from Northern America, Europe, Asia, Oceania and other areas. With QBPC, QBPC members are not fighting counterfeiting alone! They have timely access to IP information, share free advice and best practice, participate in high level government meetings and seminars, enjoy free support to their non-judicial enforcement cases.

For more information, please contact us at [qbpc@eastnet.cn](mailto:qbpc@eastnet.cn) or go to QBPC Website: [www.qbpc.org.cn](http://www.qbpc.org.cn) or please register to QBPC WeChat Account at : QBPC2000.



# UL IS YOUR PARTNER IN THE FIGHT AGAINST COUNTERFEITING

OUR MISSION IS FOCUSED ON HELPING SAFEGUARD PEOPLE, PRODUCTS, PLACES AND SUPPLY CHAINS. WE SUPPORT ENFORCEMENT, EDUCATION AND PARTNERSHIPS, ESSENTIAL IN MAINTAINING GLOBAL SAFETY.

UL (Underwriters Laboratories) would like to thank all of our public and private sector partners around the world for their dedication and efforts in combatting intellectual property crime.

[WWW.UL.COM/BRANDPROTECTION](http://www.ul.com/brandprotection)

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