



On your marks, get set, go!

Build a winning anti-counterfeiting strategy using your IPMS

Demand for branded Olympics merchandise ramps up at the start of every Games, so it was no surprise to learn that Chinese authorities have seized large shipments of counterfeit goods in the run-up to the Winter Olympic and Paralympic Games, which starts this week in Beijing.

From T-shirts to hats, mugs, and fridge magnets, counterfeit products sporting the Olympics logos have exploded online and on social media sites. Even a brand as well-known and well-resourced as the Olympics struggles to control the trade in fake and unauthorized products. What chance then do brand owners have with fewer resources at their disposal?

An issue for every brand owner

It's easy to think that counterfeiters only target luxury items, such as handbags or watches. Unfortunately, these days, counterfeiters are copying everything from pharmaceuticals to cosmetics, car parts, wine and spirits, consumer electronics, and baby products.

According to recent research by [Europol](#), the sale of counterfeit goods represents as much as 2.5% of the world's trade, equivalent to US\$461 billion. By diverting revenue from the sale of legitimate products, criminals are growing richer while damaging the global economy and endangering the health and safety of end consumers.

The role of IP--and your IPMS

IP rights play a vital role in the efforts of both brand owners and the authorities to identify and prevent the sale of counterfeit goods. Securing global protection of your patents, trademarks, designs, and associated IP rights is a critical first step, therefore, towards restricting others from using or manufacturing your products or brand without permission.

IP management systems (IPMS), such as Patricia™, provide the tools to keep track of these rights and enable brand owners and their advisors to establish workflows to handle anti-counterfeiting activities effectively. For example, some of our customers use Patricia to [oversee suppliers and enforcement activities](#), including raids. Others use the IPMS to communicate directly with local agents and customs authorities, including storing applications for action (AFAs) and customs seizures.

Setting up case management for counterfeits in Patricia also enables brand owners and their agents/advisors to convert their anti-counterfeiting strategies into their day-to-day case management workflows. For instance, by comparing the footprint of registered IP rights against known or emerging counterfeiting hotspots, IP professionals have the chance to remedy any gaps in coverage. Likewise, by tracking and recording enforcement activities, such as seizures, raids, or online takedown requests, IP owners can more accurately assess the scale of the issue and the effectiveness of their enforcement workflows and activities.

Your IPMS should be a crucial weapon in your strategy to manage and enforce your IP rights against counterfeiters. Contact us at sales@patrix.com to find out how we can help.

