

“Working Together to Break Organized Crime”



# HONG KONG 2010



## 2010 International Law Enforcement IP Crime Conference



Co-hosted by INTERPOL & Hong Kong Customs in Partnership  
with Underwriters Laboratories



HONG KONG, CHINA  
October 19 – 21, 2010



# Target authenticity

**EATON**

*Powering Business Worldwide*

## Eliminating counterfeit product may be the most important thing we can do for worldwide industry.

Counterfeiting is estimated to cost global companies \$500 billion each year, and counterfeit electrical products increase the risk of electrical system failures, a major cause of commercial and industrial building fires.

At Eaton®, we're working tirelessly to stop the spread of counterfeit electrical goods. In conjunction with electrical industry organizations, our efforts have stopped the trade

of hundreds of thousands of counterfeit electrical products in 2010 alone.

Eaton is proud to be a Platinum Sponsor of the 2010 International Law Enforcement Intellectual Property Crime Conference.

Read more about what we're doing in the fight against counterfeit products by visiting:

[www.eaton.com/counterfeit](http://www.eaton.com/counterfeit)

## Welcome from INTERPOL



**Mr. Khoo Boon Hui**  
President of INTERPOL

On behalf of INTERPOL, it is my pleasure to welcome you to Hong Kong for the 2010 International Law Enforcement Intellectual Property Crime Conference. I would like to thank Hong Kong Customs for co-hosting this important event, Underwriters Laboratories for their generous support and the sponsor organizations for their staunch commitment towards tackling transnational organized Intellectual Property (IP) crime.

Fighting intellectual property crime stretches beyond law enforcement agencies, and an effective campaign requires cross-sector co-operation at all levels. The need to work together at regional and global level was highlighted at all three of our previous conferences, held in Canada and Ireland. This necessity has not diminished; on the contrary, it is greater than before.

For this reason, Hong Kong was chosen to be the first Asian venue for this important conference. Our co-host has demonstrated a strong and sustained commitment towards building partnerships to reduce counterfeiting, piracy and other types of serious and organized crime. The productive partnership between INTERPOL and Hong Kong Customs is testimony to the benefits that police and customs around the world can derive from pooling resources to combat the IP crime threats posed by organized criminals.

The fact that IP crime and organized crime are unequivocally linked is reflected in the theme of this year's conference which brings together over 300 specialist IP crime investigators, prosecutors and subject matter experts. The theme "Working Together to Break Organized Crime" runs through all 16 interactive workshops. These workshops are an essential part of the IP Crime Conference and provide a unique opportunity to share experiences, discuss the issues and identify operational solutions.

With so many IP crime specialists crime converging at the conference, I encourage all participants to take the opportunity to network with like-minded colleagues, learn what works and how proven techniques elsewhere can be deployed effectively to break organized crime in one's operating environment.

Innovative and successful investigative practices identified at our earlier conferences have been adopted and integrated into the INTERPOL IP crime programme. This has enabled us to link all regions of the world together and harness collective efforts to tackle transnational organized IP crime on a global level.

For example, in 2010, the integrated IP crime training and operational deployment model was deployed in Africa, Europe, North East Asia and the Americas. By the end of August, Operation Jupiter, coordinated and facilitated by INTERPOL in partnership with World Customs Organisation (WCO), and deployed throughout South America, had led to over 170 police and customs operational interventions. These interventions resulted in 424 arrests and the seizure of counterfeit and pirated product valued at over USD 50 Million.

Another exciting development is the production of Introductory Level training materials for the on-line International IP Crime Investigators College (IIPCIC). IIPCIC, delivered by INTERPOL in co-operation with UL University, will go live at the end of 2010 and provide all IP crime investigators with relevant and timely IP crime training. This is substantial progress as we can only break organized IP crime if police, customs, regulatory bodies and industry investigators are united with a common purpose and clear understanding of how collectively we can make a real difference.

You will have the opportunity to hear more about these and other exciting initiatives during this conference. I wish you an enriching conference, and an enjoyable stay in this vibrant and hospitable city.





## Welcome from Hong Kong Customs



### Richard Yuen

Commissioner of Customs and Excise  
Hong Kong Special Administrative  
Region Government  
HONG KONG, CHINA

On behalf of the Hong Kong Customs, it gives me great pleasure to welcome you to the 2010 International Law Enforcement Intellectual Property (IP) Crime Conference. This is the first time the Conference is being held in Asia and the Hong Kong Customs is honoured to co-host this important event with INTERPOL.

While globalization of trade and the advent of information technology have helped improved quality of life and brought significant economic benefit to the world, criminal syndicates have also been quick to seize the opportunity of the huge volume of trade and the world's growing appetite for consumer goods to expand their criminal enterprise. The greatest harm of intellectual property theft is not only that it targets at

genuine industries and ordinary citizens, but it also stifles creativity and innovation, hinders trade and economic growth, and poses health and safety threats to society and individuals.

We know organized IP criminals are using increasingly sophisticated manufacturing and distribution networks to move their pirated goods around through physical boundaries like the port and airport or virtual boundaries on the Internet. As a major international transportation hub and centre for trade and business, Hong Kong is keenly aware of this new challenge. The Hong Kong Customs, as the law enforcement agency entrusted with the responsibility to suppress intellectual property crimes at the border and inland and on the Internet, is committed to building partnership and working together with other law enforcement agencies, the IP and the logistic industries, and the entertainment and software industries, which are most susceptible to piracy abuse, to facilitate trade while at the same time prevent counterfeiting goods from going through our physical and virtual borders.

The growing popularity of e-commerce and the new culture of sharing on the Internet have added a new dimension to copyright infringement, sale of counterfeiting goods and other IP crimes. Law enforcement agencies around the world do not only have to grapple with the transnational nature of such illicit activities but also have to catch up with the rapid evolution of digital technology and its ramifications for law enforcement.

The theme of this year's conference: "Working Together to Break Organized Crime" is of particular relevance to tackling the multifarious nature of counterfeiting and piracy crimes. To fight intellectual property crimes effectively, we need to work together and promote cross-border and cross-sector cooperation. The International Law Enforcement IP Crime Conference provides a unique opportunity for IP crime investigators, prosecutors and industrial experts from across the world to share knowledge and learn from the experience of others. But most important of all, it enables us to build on our partnership and renew our resolve to combat the growing challenge of counterfeiting and piracy crimes.

I would like to thank the sponsor, Underwriters Laboratories, for its generous support for the Conference, and the organizing committee for bringing together an excellent programme of speakers and workshops. I wish you a productive and rewarding conference and an enjoyable stay in Hong Kong.



# Welcome from UL and Conference Ambassador Bio

## Welcome from UL



### **Keith Williams**

President and CEO  
Underwriters Laboratories

Welcome to Hong Kong and to the IP Conference. Underwriters Laboratories (UL) is proud to sponsor this Conference for the fourth successive year. We have supported and participated in the Conference from the beginning and we are looking forward to another outstanding event this year.

We are privileged to benefit from the expertise of our co-hosts – both INTERPOL and Hong Kong Customs are engaged at the forefront of the fight against IP crime. They bring their ideas, perspectives and best practices to this event - so that we may learn from their experiences and turn that knowledge into success. Thanks to our co-hosts for making this Conference possible.

This year's Conference theme is "Working Together to Break Organized Crime." There are no simple answers to the

complex problem of organized IP crime, but solutions can be developed through cooperation and partnership. A highlight of the week is the opportunity to meet people and agencies who share your operational responsibilities. A wealth of information, experience and expertise – from both the public and private sectors – is here working toward a common goal. I urge you to engage each other, contribute to the development of new best practices, and take all that you learn back to your individual organizations.

This year is the debut of the International IP Crime Investigators College (IIPCIC). This INTERPOL driven initiative will become a reality by the end of the year. UL has been an active participant in the development of IIPCIC – an online, leading-edge training resource for IP crime investigators around the world. IIPCIC will be featured during the Conference and I encourage you to visit the informational booth to learn more about the College.

Everyone here, in their own way, is engaged in their own battle against trans-national organized IP crime. Together we can make great progress through active contribution and participation from each attendee. Together we have the chance to exponentially increase the value of the Conference and our collective impact on IP crime.

Thank you everyone - delegates, sponsors, speakers, and guests - for your support. With your assistance, dedication and professionalism, we have achieved great success over the past years and the future is very encouraging.

## Conference Ambassador



### **The Honorable Ronald S.W. Lew**

United States  
District Judge

Judge Ronald S.W. Lew was born in Los Angeles, the third of nine children. His father was a Chinese launderer who immigrated from Guangdong Province and operated the Mandarin Laundry in downtown Los Angeles. Judge Lew worked his way through school in his father's laundry business.

Upon graduation from Loyola University, Judge Lew commenced his study at Southwestern University School of Law. His legal education was interrupted by the draft. After serving as a First Lieutenant in the United States Army, he returned to Southwestern and was admitted to practice law in 1971. He worked as a deputy city attorney for two and a half years before going into the private practice of law.

While in the last year of law school, Judge Lew married Mamie (who was born in Guangdong, China) and started

their family. Judge Lew enjoys sharing his free time with his four children, spouses and grandchildren.

Judge Lew has been involved in public service for a number of years. He was appointed by Mayor Tom Bradley to the Los Angeles Fire and Police Pension Commission which he served on from 1976 to 1982. He was first appointed as a judge by Governor Edmund G. Brown, Jr. in 1982 to the Los Angeles Municipal Court. He was then elevated by Governor George Deukmejian in 1984 to Judge of the Los Angeles Superior Court.

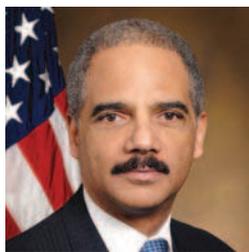
On May 7, 1987, President Ronald Reagan appointed Judge Lew to the federal bench where he now serves in the Central District of California. He is the first Chinese-American appointed as a United States District Judge in the continental United States.

Always active in civic, community affairs, Judge Lew helped to establish the Chinatown Service Center, the Asian Pacific American Bar Association and the Southern California Chinese Lawyers Association. He is involved in a host of civic, community, church and legal activities, and currently sits on the following boards: The Chinese Heart Council; Southwestern School of Law; Friends of the Chinese American Museum; Federal Judges Association; the Federal Circuit Bar Association Judges Committee and the American Inns of Court.

He has sat on the board of the Committee of 100, CORO Southern California, and Pepperdine School of Law and is a past member of the Committee on International Judicial Relations of the United States Judicial Conference.



**Keynote Speaker**



**The Honorable  
Eric H. Holder, Jr.**  
Attorney General of the  
United States

Eric H. Holder Jr. was sworn in as the 82nd Attorney General of the United States on February 3, 2009 by Vice-President Joe Biden. President Barack Obama announced his intention to nominate Mr. Holder on December 1, 2008.

In 1997, Mr. Holder was named by President Clinton to be the Deputy Attorney General, the first African-American named to that post. Prior to that he served as U.S. Attorney for the District of Columbia. In 1988, Mr. Holder was

nominated by President Reagan to become an Associate Judge of the Superior Court of the District of Columbia.

Mr. Holder, a native of New York City, attended public schools there, graduating from Stuyvesant High School where he earned a Regents Scholarship. He attended Columbia College, majored in American History, and graduated in 1973. He graduated from Columbia Law School in 1976.

While in law school, he clerked at the N.A.A.C.P. Legal Defense Fund and the Department of Justice's Criminal Division. Upon graduating, he moved to Washington and joined the Department of Justice as part of the Attorney General's Honors Program. He was assigned to the newly formed Public Integrity Section in 1976 and was tasked to investigate and prosecute official corruption on the local, state and federal levels.

Prior to becoming Attorney General, Mr. Holder was a litigation partner at Covington & Burling LLP in Washington.

Mr. Holder lives in Washington with his wife, Dr. Sharon Malone, a physician, and their three children.

**Keynote Speaker**



**The Honorable  
Terrance W. Gainer**  
United States Senate  
Sergeant at Arms

Terrance W. Gainer was sworn in as the 38th United States Senate Sergeant at Arms in January 2007, continuing a distinguished career in law enforcement and security innovations worldwide. As chief law enforcement and executive officer of the Senate, the Sergeant at Arms enforces rules of the Senate, provides services to Senators in their Washington D.C. and state offices, and maintains security in the Capitol and Senate office buildings. He leads a force of nearly 1,000 personnel.

Mr. Gainer began his law enforcement career as a police officer in the Chicago Police Department and rose through the ranks, including many years as an experienced homicide detective. An accomplished attorney, Mr. Gainer served as chief legal officer of that department before he entered the Illinois State Government as Deputy Inspector General and Deputy Director of the Illinois State Police. He served at the

U.S. Department of Transportation as Special Assistant to the Secretary before being appointed as Director of the Illinois State Police.

In 1998, Mr. Gainer moved to Washington, D.C. where he served as Executive Assistant Chief of Police for the Metropolitan Police Department and four years later was selected to be the Chief of the U.S. Capitol Police. He then entered the private sector as a Chief Executive Officer responsible for a multimillion dollar innovative law enforcement program supporting military operations in Iraq and Afghanistan. The following year, the U.S. Senate appointed Mr. Gainer as the Senate Sergeant at Arms.

While serving as Sergeant at Arms, Mr. Gainer was appointed a Commissioner on the Independent Commission on the Security Forces of Iraq, charged with conducting an independent assessment of the Iraqi Security Forces and reporting the findings to Congress. He also served with the Special Envoy for Middle East Regional Security, which was created to advance the resolution of the Israeli-Palestinian dispute by assisting in strengthening security institutions.

Born in Chicago, Mr. Gainer is a decorated veteran who served in Viet Nam and retired as a Captain in the United States Navy Reserve. His degrees include a Bachelor's degree in Sociology, a Master of Science in Management, a Juris Doctor degree and an Honorary Doctorate of Humane Letters. He is married and has six children and 14 grandchildren.

## Agenda Overview

### Monday October 18, 2010

- 17:00 to 20:00 **Conference Registration – Grand Hyatt – Grand Ballroom Foyer**  
(Delegates sign in and receive their conference materials)
- 17:30 to 18:00 **Workshop Facilitator’s Meeting - Grand Hyatt – Location (TBC)**
- 18:00 to 20:00 **Pre-Conference Cocktail Reception - Grand Hyatt – Location (TBC)**

### Tuesday October 19, 2010

- 07:00 to 08:30 **Conference Registration – Grand Hyatt – Grand Ballroom Foyer**  
(Delegates sign in and receive their conference materials)
- 09:00 to 09:30 **Opening Ceremony – Grand Ballroom – Multilingual**
- 09:30 to 10:00 **Plenary Session 1 – Grand Ballroom – Multilingual**  
Dublin to Hong Kong – Moving Forward to Break Organized Crime
- 10:00 to 10:30 **Coffee Break**
- 10:30 to 11:00 **Plenary Session 2 - Grand Ballroom – Multilingual**  
Key Note Address (1)
- 11:00 to 11:45 **Plenary Session 3 – Grand Ballroom – Multilingual**  
Cross-Agency Co-operation – Overcoming Traditional Barriers
- 11:45 to 12:30 **Plenary Session 4 - Grand Ballroom – Multilingual**  
Global Co-operation to Combat Transnational Organized Crime
- 12:30 to 13:30 **Lunch Break**
- 13:30 to 13:45 **Plenary Session 5 - Grand Ballroom – Multilingual**  
Key Note Address (2)
- 13:45 to 14:45 **Plenary Session 6 – Grand Ballroom - Ballroom Multilingual**  
Overcoming Limitations – Challenges in Combating Organized Crime
- 14:45 to 15:30 **Plenary Session 7- Grand Ballroom – Multilingual**  
Cyberspace Pirates – Combating Online Criminals in the 21st Century





## **Tuesday October 19, 2010**

- 15:30 to 16:30      **Coffee Break**
- 16:30 to 16:45      **Plenary Session 8 – Grand Ballroom – Multilingual**  
Key Note Address (3)
- 16:45 to 17:15      **Plenary Session 9 – Grand Ballroom – Multilingual**  
Education Without Borders – The Platform for Quality, Relevant and Timely Capacity Building and  
Training: International IP Crime Investigators College (IIPCIC)
- 17:15 to 17:30      **Plenary Session 10 – Grand Ballroom – Multilingual**  
Reflections on Day One
- 17:30 to 19:30      **Conference Cocktail Reception - Grand Hyatt – Tiffin Restaurant**

## **Wednesday October 20, 2010**

- 09:00 to 09:15      **Plenary Session 11 – Grand Ballroom – Multilingual**  
Key Note Address (4)
- 09:15 to 09:30      **Plenary Session 12 – Grand Ballroom – Multilingual**  
Operational Workshop Briefing
- 09:30 to 10:00      **Coffee Break**

### **Operational Workshops – Block 1**

- 10:00 to 11:45      **Workshop 01 – Grand Ballroom – Multilingual**  
Border Protection – Effective Anti-Smuggling Techniques
- Workshop Operational Themes**  
Maximizing Intelligence Possibilities  
Targeting Techniques to Deliver Success  
Intervention Strategies
- Workshop 02 – Salon II – English**  
Borderless Thieves – Overcoming Boundaries to Prosecute Organized Crime
- Workshop Operational Themes**  
Integrated National & International Prosecution Strategies  
Innovative use of Diverse Legislation  
Enhancing Productive Regional Cooperation

## Wednesday October 20, 2010

### Workshop 03 – Salon III – English

Peddlers and Markets – Attacking Organized Crime at the Street Level

#### Workshop Operational Themes

Threats & Challenges Posed by Street Level IP Crime  
Focused & Consistent Enforcement Strategies to Suppress Street Level Peddlers  
Effective Tactics to Attack the Syndicate Behind Street Level Organized Crime

### Workshop 04 – Salon I – English

Financial Remedies – Innovative Tools to Break Organized Crime

#### Workshop Operational Themes

Asset Stripping Organized Criminals  
Applying Proven Techniques Internationally  
Integrating Civil & Criminal Strategies

### Practical Workshop (1) – Salon IV – English

Internet Piracy & Digital Crime Scene Management

This practical training session will be facilitated by Hong Kong Customs and will cover the basic skills on detection and tracing of Internet piracy along with the basic techniques on digital crime scene management.

11:45 to 13:00

**Lunch Break**

13:00 to 13:15

**Plenary Session 13 – Grand Ballroom – Multilingual**  
Key Note Address (5)

13:15 to 13:30

**Networking Break**

## Operational Workshops – Block 2

13:30 to 15:15

### Workshop 05 – Grand Ballroom – Multilingual

Integrated Customs and Police Interdiction Strategies – Attacking Distribution and Shipment Channels

#### Workshop Operational Themes

Identifying Critical Intervention Points  
Maximizing Police/Customs/Industry Cooperation  
Post Intervention Intelligence Gathering & Dissemination

### Workshop 06 – Salon II – English

Entertainment Crime Lords – Combating Optical Disc Piracy in the 21st Century

#### Workshop Operational Themes

Latest Trends & Challenges  
Enhancing Enforcement Capabilities & Support  
International Cooperation





## Wednesday October 20, 2010

### Workshop 07 – Salon III – English

Preparing for Battle – Setting up an Effective IP Crime Unit

#### Workshop Operational Themes

Establishing Priorities & Defining Critical Success

Developing IP Crime Capabilities

Maximizing Integrated Enforcement through International Cooperation

### Workshop 08 – Salon I – English

21st Century Science – Utilizing Technology to Break Organized Crime

#### Workshop Operational Themes

Innovative Labeling & Product Protection Strategies

Utilizing Audit Capabilities to Support Investigations

Evidential Benefits Arising from Technology

### Practical Workshop (2) – Salon IV – English

Internet Piracy & Digital Crime Scene Management

This practical training session will be facilitated by Hong Kong Customs and will cover the basic skills on detection and tracing of Internet piracy along with the basic techniques on digital crime scene management.

15:15 to 15:45

Coffee Break

## Operational Workshops – Block 3

15:45 to 17:30

### Workshop 09 – Grand Ballroom – Multilingual

Understanding the Enemy – Dissecting an Organized Crime Group

#### Workshop Operational Themes

Know your Enemy

Exploiting Vulnerabilities of Organized Crime

Identifying Realistic Success Criteria

### Workshop 10 – Salon II – English

Improving Regional Law Enforcement Co-operation to Disrupt Counterfeit Manufacturing at Source

#### Workshop Operational Themes

Identifying Appropriate Cases for Collective Action

Securing & Providing Support to Local Law Enforcement

Implementing a Systematic Approach to Disrupting Organized Crime

### Workshop 11 – Salon III – English

Investigator's Toolbox – Tactics for IP Crime Investigators

#### Workshop Operational Themes

Setting Standards – What Should the Toolbox Look Like

Converting Proven Techniques into Tools

Sharing & Implementing

## Wednesday October 20, 2010

### Workshop 12 - Salon I – English

Health & Safety – Enforcement Strategies to Protect Consumers

#### Workshop Operational Themes

Balancing Priorities to Deliver Collective Success

Maximizing Cooperation with Regulatory Bodies

Leveraging Health & Safety Messages to Increase Investigative Resources

### Practical Workshop (3) – Salon IV – English

Internet Piracy & Digital Crime Scene Management

This practical training session will be facilitated by Hong Kong Customs and will cover the basic skills on detection and tracing of Internet piracy along with the basic techniques on digital crime scene management.

## Thursday October 20, 2010

### Operational Workshops – Block 4

09:00 to 10:45

#### Workshop 13 – Grand Ballroom – Multilingual

Cross-Agency Partnerships – Maximizing Enforcement Cooperation

#### Workshop Operational Themes

Integrating Local/National and International Investigations

Utilizing a Cross-Agency Task Force Approach

Intelligence – Converting Information into Action

#### Workshop 14 – Salon II – English

Defeating Cyber-Criminals – Effective Online Piracy Teams

#### Workshop Operational Themes

Core Components of an Effective Online Piracy Team

Challenges in Setting up an Online Piracy Team

Making the Best Use of Technology

#### Workshop 15 – Salon III – English

Capacity Building – Maximizing Education Programs to Facilitate Learning

#### Workshop Operational Themes

Understanding & Tailoring Training to Regional Needs

Overcoming Technological Challenges

Coordination, Evaluation & Review

#### Workshop 16 – Salon I – English

Tactical Cooperation – Leveraging Private Partnerships

#### Workshop Operational Themes

Converting Private Partnerships into Action

Understanding Partner Needs & Expectations

Pooling Collective Resources

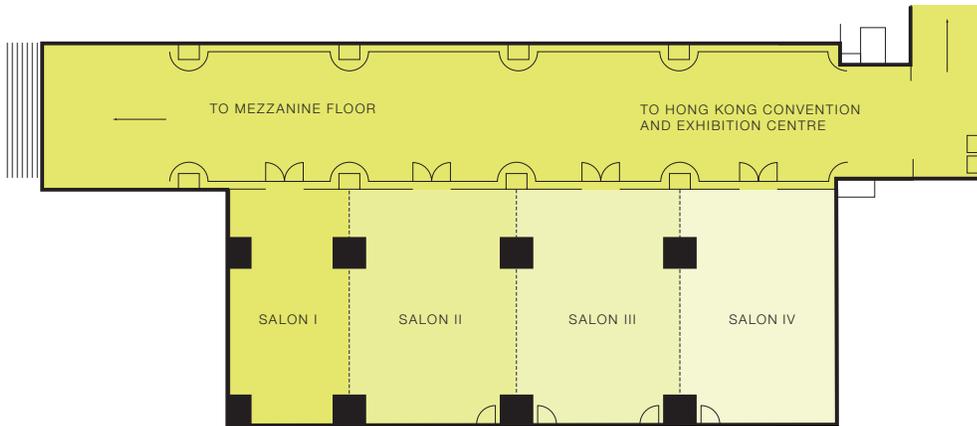




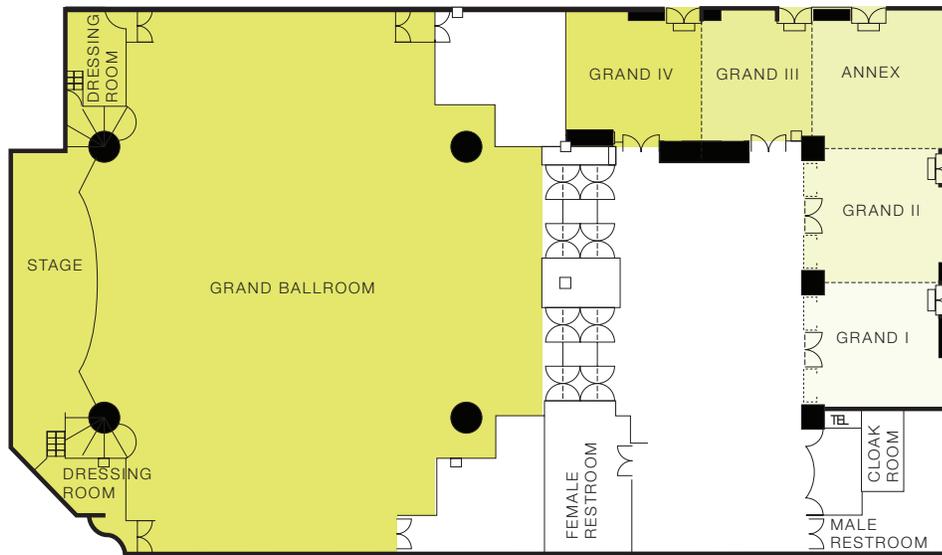
## **Thursday October 20, 2010**

- 10:45 to 11:15      **Coffee Break**
- 11:15 to 12:30      **Plenary Session 14 - Grand Ballroom – Multilingual  
Workshop Feedback Session**
- 12:30 to 13:00      **Closing Ceremony**



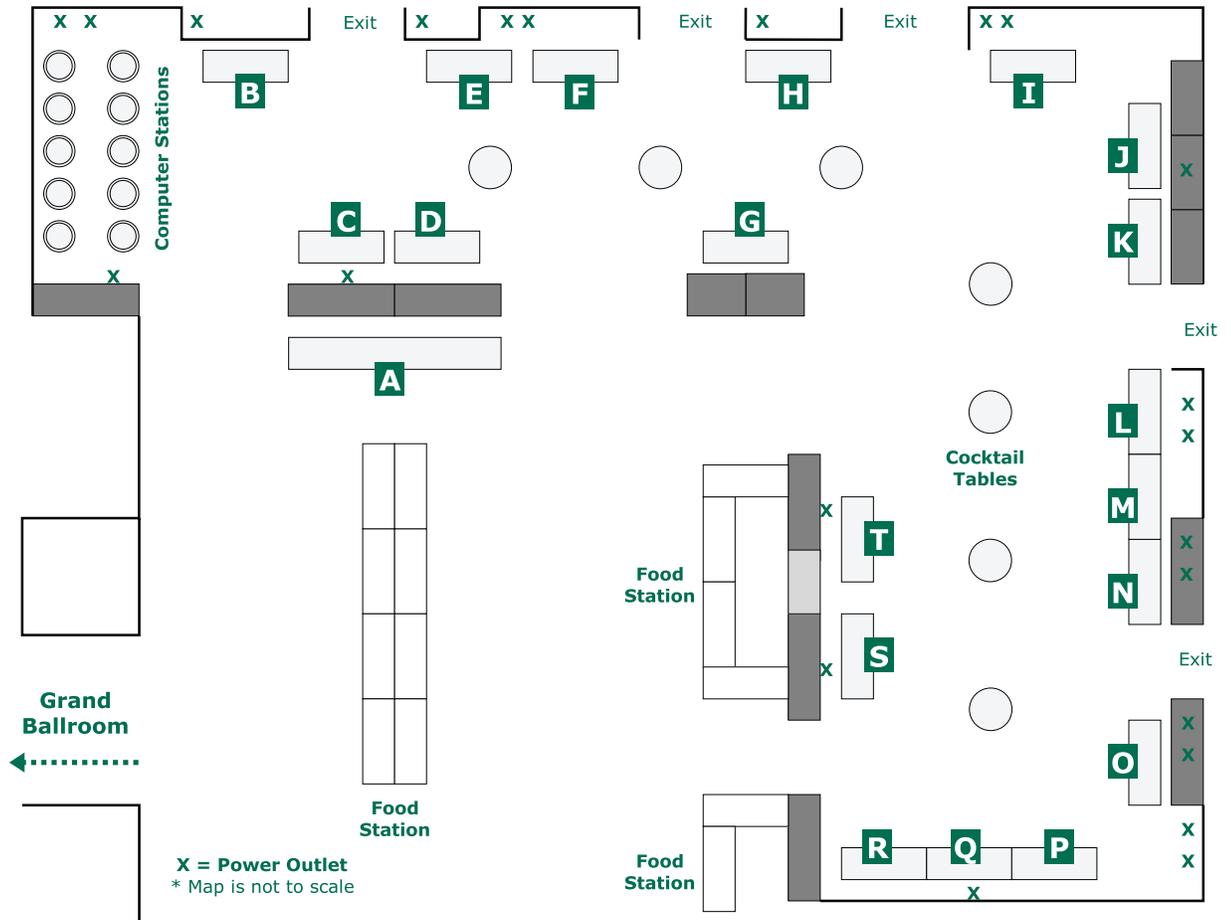


SALONS      MEZZANINE FLOOR



GRAND BALLROOM      FIRST FLOOR





### Exhibitors

- A. INTERPOL/IP Crime Investigators College (IIPCIC)
- B. Underwriters Laboratories (UL)
- C. U.S. Immigration Customs Enforcement (ICE)
- D. Certification Industry Against Counterfeiting (CIAC)
- E. The Label Printers
- F. Cisco
- G. Smart & Biggar
- H. Fulbright & Jaworski
- I. Eaton
- J. Sony Ericsson
- K. SICPA
- L. Eye P Consultants
- M. Sunfaith International
- N. Panoramic Consulting
- O. Microsoft
- P. Motion Picture Association
- Q. Entertainment Software Association
- R. CSA International
- S. Eli Lilly
- T. Proctor & Gamble





## Does your network security go everywhere your people go?

Now, you can deliver secure network access to anyone—on any device—anywhere. And Cisco® Secure Borderless Networks makes it easy. This innovative approach to security integrates protection right into the network—so you can deliver secure user experiences seamlessly. It also uses the unrivaled protection of Cisco Security Intelligence Operations—giving you world-class threat defense.

Whether you prefer on-site infrastructure, cloud security solutions, or a combination of both, our portfolio provides outstanding security for today's mobile workforce. It also has the flexibility to adapt to trends—like IT consumerization and SaaS—without sacrificing security or causing downtime.

**Provide any employee with access to any resource from anywhere—and do it securely. Visit [cisco.com/go/security](http://cisco.com/go/security) today to see what Secure Borderless Networks can do for your company.**

welcome to  
the human network.  CISCO™



**CERTIFICATION INDUSTRY  
AGAINST COUNTERFEITING**

***“Working in Partnership  
Against a Common Threat”***



The Certification Industry Against Counterfeiting (CIAC) is an international network of certification organizations committed to stopping the worldwide proliferation of products bearing counterfeit certification marks that may endanger public health and safety. CIAC presents a unified front whose combined resources have allied with INTERPOL and law enforcement agencies around the world to identify and prosecute those responsible for counterfeiting of certification marks. **[www.ciac.info](http://www.ciac.info)**

**The CIAC is a proud sponsor of the 2010 International Law Enforcement IP Crime Conference.**



World trademark protection leaders for specialist industrial equipment

Worldwide law enforcement

Intellectual property advice, management and protection

When your brand and it's reputation is more valuable than your companies physical assets which do you insure for the most?



[www.eyepconsultants.com](http://www.eyepconsultants.com)  
[info@eyepconsultants.com](mailto:info@eyepconsultants.com)  
Tel +357 24 667899  
Fax +357 24 667898

# An International Law Firm Fighting Counterfeiting



**FULBRIGHT**  
& *Jaworski L.L.P.*

*When You Think **ANTI-CONTERFEITING**, Think Fulbright.™*

AUSTIN • BEIJING • DALLAS • DENVER • DUBAI • HONG KONG • HOUSTON • LONDON • LOS ANGELES  
MINNEAPOLIS • MUNICH • NEW YORK • RIYADH • SAN ANTONIO • ST. LOUIS • WASHINGTON, D.C.

[www.fulbright.com](http://www.fulbright.com)



Panoramic Consulting Limited  
全景信息咨询有限公司



© 1995 Theodore Kavowras

20th Floor Central Commercial Tower, 736 Nathan Road, Mongkok, Kowloon, Hong Kong CHINA  
General Office: 852-2838-0331 Direct line: 852-2559-0197 Fax: 852-2975-8973  
Email: [tk@panoramicconsulting.com](mailto:tk@panoramicconsulting.com) Web site: <http://www.panoramicconsulting.com>  
Offices: Hong Kong, Beijing, Shanghai, Guangzhou



Working together for a healthier world™



CREATING A CLIMATE OF TRUST IN A  
WORLD OF UNCERTAINTY

SICPA: 8000 Research Way, Springfield, VA 22153 USA  
Tel +703 455 8050 Fax +703 455 4518 [securityinks@sicpa.com](mailto:securityinks@sicpa.com)

# Smart & Biggar/Fetherstonhaugh

The best choice for all your  
anti-counterfeiting and anti-piracy  
needs in Canada

Smart & Biggar/Fetherstonhaugh's extensive experience in civil litigation and our relationships with law enforcement and investigators allow us to offer flexibility and novel approaches in combating counterfeiters and pirates wherever they operate in Canada.

Our goal is to effectively protect intellectual property rights holders against IP crime. Accordingly, our activities extend beyond mere enforcement and include actively lobbying for improvement in Canada's anti-counterfeiting and anti-piracy laws, policies and environment.

smart-biggarg.ca

Ottawa | Toronto | Montreal | Vancouver

SMART & BIGGAR  
FETHERSTONHAUGH  
Barristers & Solicitors • Patent & Trade-mark Agents

For more information contact:

**Brian P. Isaac**

Suite 1500 Box 111  
438 University Avenue  
Toronto ON M5G 2K8  
Phone: 416.593.5514  
Fax: 416.591.1690  
bpisaac@smart-biggarg.ca

**François Guay**

Suite 3300  
1000 De La Gauchetière Street West  
Montreal QC H3B 4W5  
Phone: 514.954.1500  
Fax: 514.954.1396  
fguay@smart-biggarg.ca

**Michael D. Manson**

Box 11560 Vancouver Centre  
2200-650 West Georgia Street  
Vancouver BC V6B 4N8  
Phone: 604.682.7780  
Fax: 604.682.0274  
mmanson@smart-biggarg.ca



Sony Ericsson



# Who are you playing with behind the faces?

Sunfaith, local specialist and international practitioner since 1996, has earned the absolute trust of the brand owners through tens of years of IP practice, planning, coordinating and executing actions to combat IPR infringement and piracy, with a clear view of providing one-stop solution for brand owners.



## Leading IP Protection Solutions in China

For further information, please contact:  
 Kevin Sun kevin\_sun@sunfaith.com  
 Tel: 0086-21-63343636 Fax: 0086-21-63343066  
 www.sunfaith.com

■ IP Investigation ■ IP enforcement ■ Brand Protection & Anti-counterfeiting Program ■ Government Relation & Public/Crisis Communication ■ IP Litigation



## Counterfeit Medicine — A Threat to Patient Safety

Counterfeiting is an issue that threatens patient health and safety worldwide.

Eli Lilly and Company (Lilly), a global research-based pharmaceutical corporation is partnering with Customs offices, law enforcement, and regulatory agencies throughout the world to raise awareness about the dangers of counterfeit medicine and support efforts to stop counterfeiters.



Secure • Deter • Partner



Thank you for helping us say

**GAME OVER**

to video game piracy.

ESA extends its gratitude to law enforcement agencies worldwide that are dedicated to the protection of intellectual property rights.



The Entertainment Software Association (ESA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish computer and video games for video game consoles, personal computers, and the Internet. To learn more, please visit [www.thesa.com](http://www.thesa.com).

**Microsoft®**  
Addressing Global Software Piracy

**MAKE A DIFFERENCE**

**STOP  
MOVIE  
PIRACY**



Procter & Gamble is a world class partner to Law Enforcement...

Protecting consumers from the threat of counterfeit goods.

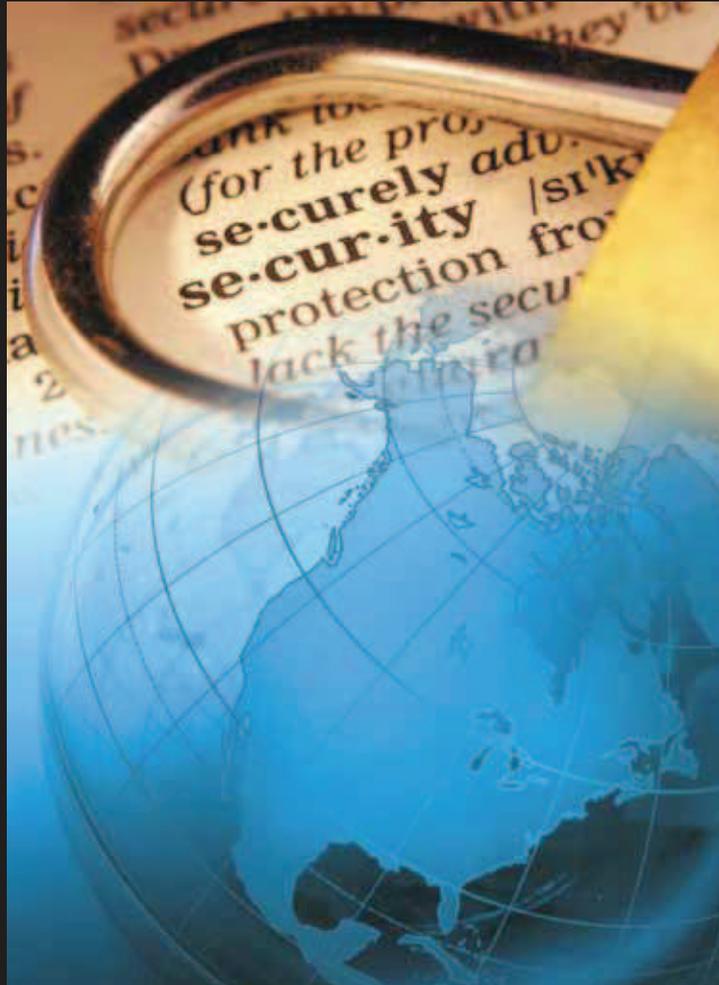


Touching lives, improving life. **P&G™**

亲近生活，美化生活。宝洁公司 **P&G**



## Transforming Today's Technologies into Your Business Solution



### Providing Labels with Solutions for Overt, Covert & Forensic Security

- Color Shifting Inks
- Holographic Products
- Embedded Codes
- Pen-Reactive, Coin-Reactive Inks
- Thermo-chromic, Photo-chromic Inks
- Micro Printing
- Taggants
- Void Adhesives
- Tamper-Evident Products

[anti-counterfeiting@thelabelprinters.com](mailto:anti-counterfeiting@thelabelprinters.com)

800-229-9549

10004134  ISO 9001

Schneider Electric is proud to support

# International IP Crime Conferences

Schneider Electric, the global specialist in energy management, takes great pride in our people and commitment to the communities in which we live and work.

[www.schneider-electric.com](http://www.schneider-electric.com)

Make the most of your energy<sup>SM</sup>

**Schneider**  
 **Electric**



the standard in safety

Underwriters  
Laboratories

Underwriters Laboratories (UL) offers our sincere appreciation for the dedication and professionalism of international law enforcement agencies in their efforts to combat intellectual property crime.



### Partnering with Law Enforcement Internationally

Our team of professionals at UL Anti-Counterfeiting Operations is available 24-7 to support law enforcement in advancing our shared fight against the growing threat of counterfeit certification marks. UL's number one objective is the health and safety of consumers around the world. We stand ready to take all necessary measures to ensure hazardous products bearing counterfeit UL certification marks do not reach the market place.



## Anti-Counterfeiting Operations

Making the World Safer by Protecting and Enhancing the Integrity of the UL Mark

[www.UL.com/ace](http://www.UL.com/ace)