

"Transforming Regional Success into Global Action"

# Madrid

## 2011

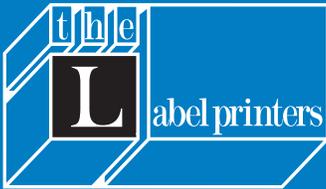


**2011  
International  
Law  
Enforcement  
IP Crime  
Conference**

**Madrid, Spain  
September  
20 – 22, 2011**

Co-hosted by INTERPOL, EUROPOL  
and the Cuerpo Nacional de Policía  
in Partnership with  
Underwriters Laboratories.

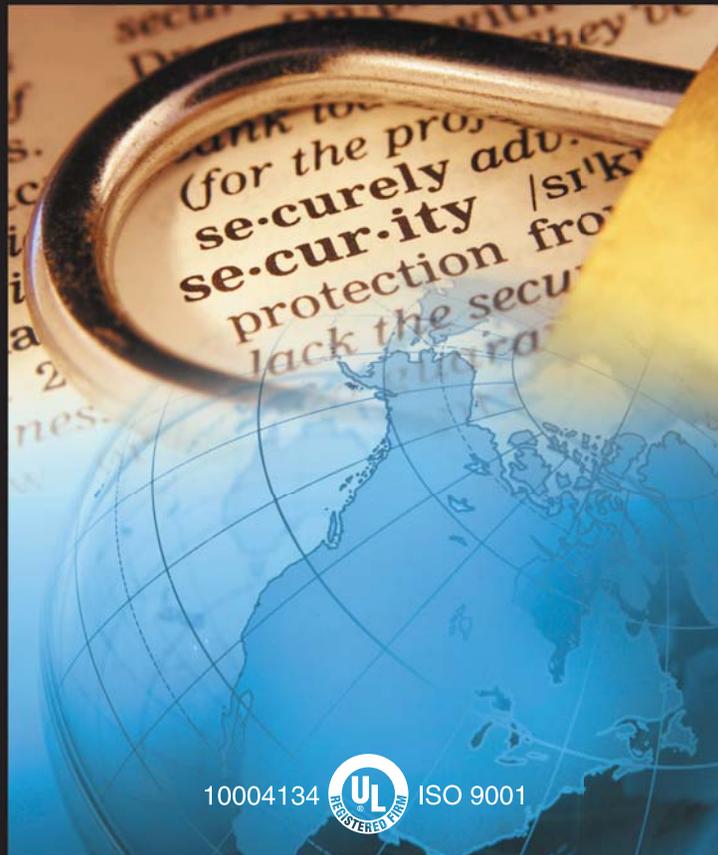




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### Welcome from INTERPOL



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

On behalf of INTERPOL, I am pleased to welcome you to Madrid for the 2011 International Law Enforcement Intellectual Property Crime Conference. I would like to thank Europol and the Cuerpo Nacional de Policía 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 a national and regional level was consistently highlighted at our previous conferences, held in Asia, Europe and North America. This necessity has not diminished; on the contrary, it is greater than before.

This is reflected in the Conference theme which is “Transforming Regional Success into Global Action.” The theme runs through the 12 interactive workshops and the subsequent operational round tables designed to encapsulate and prioritize workshop recommendations for plenary debate in the closing session. These workshops and associated operational round tables are essential components of the IP Crime Conference. They provide a unique opportunity to share experiences, discuss the issues and identify operational solutions.

With so many IP crime specialists attending the conference, I encourage all participants to take the opportunity to network with like-minded colleagues, learn what works and how proven operational techniques can be deployed successfully elsewhere.

Innovative and successful regional investigative practices identified at earlier conferences have been adopted and incorporated into the INTERPOL IP crime programme. As a result it 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.

The most obvious case in point was Operation Jupiter V, coordinated and facilitated by INTERPOL in partnership with World Customs Organisation (WCO), and deployed throughout South America. It led to a series of interventions across 13 countries in the region and the seizure of nearly eight million counterfeit products worth USD 207 million. Since its inception in 2005, Operation Jupiter has resulted in almost 1700 arrests and in seizures of fake products valued at more than USD 507 million.

The INTERPOL integrated IP crime training and operational deployment model has now been deployed throughout Africa, Europe, North East Asia and the Americas. An example was Operation Atlantic co-ordinated by INTERPOL and carried out in April in Togo and Ghana. It resulted in the seizure of pirated and counterfeit goods worth USD 1.5 million. Given the policing challenges posed by the operating environment in those countries this represented a remarkable achievement by all concerned.

The other important development has been the launch of the on-line International IP Crime Investigators College (IIPCIC). The Introductory Level went live in February. Delivered by INTERPOL in co-operation with UL University, IIPCIC provides all IP crime investigators with relevant and timely IP crime training. Intermediate Level training modules will all be fully operational by the end of the year.

This is substantial progress. However, all of us will ultimately be measured by our ability to transform local and regional programmes into effective and meaningful global success stories that make a real difference. To do this, police, customs, regulatory bodies and industry investigators must unite in common purpose and work together to combat transnational organized IP crime.

Please make the most of the opportunity to do so over the next two days. I wish you an enriching conference, and an enjoyable stay in this vibrant and hospitable city.

### Welcome from Europol



**Rob Wainwright**  
Director of Europol

It is my honour and privilege to welcome you to one of the most charming capitals of Europe. I would like to take this opportunity to congratulate the Spanish National Police for the excellent choice of venue and for the marvellous job they have done to ensure this event is a success.

I also want to express my gratitude to Mr Noble, the Secretary General of Interpol, for the loyal partnership we have developed over recent years. Our co-hosting of this conference clearly illustrates our shared commitment to stopping all forms of criminality. Last but not least I should thank our partners from Underwriter Laboratories for their vital support.

Intellectual Property Crime falls well within Europol's mandate. Indeed, counterfeiting is an emerging and worrying phenomenon which adversely affects society in so many ways. As well as the devastating impact on economic growth, employment and innovation, it is increasingly threatening the safety and security of EU citizens. Recent operations supported and coordinated by Europol clearly showed the involvement of organised crime groups also involved in other types of serious crime.

Since 2005, Europol has invested considerable effort and resources with regard to Intellectual Property Rights (IPR). Via the platform provided by Europol, all EU Member States and associated partners regularly exchange strategic information on legislation, new trends, modus operandi and good practices.

In 2008, Europol created a supranational platform suitable for conducting integrated and pro-active analysis on intelligence stemming from ongoing investigations, as this is a vital instrument for formulating a meaningful response to the global counterfeiting phenomenon. One cannot counteract commodity counterfeiting without a multi-agency approach and without proper instruments in place to share intelligence and coordinate transnational investigations.

The main theme of this year's Conference is "transforming regional success into global action". I was extremely happy with this choice, as I am convinced that we should keep our minds open to learning from each other. Europol's operational work on IPR is one example of an EU-based activity that can contribute to more efficient and effective global action against intellectual property crime. Another example which comes to mind is the coordination structure for joint operations which we share with the EU Anti-Fraud Office, OLAF, resulting in several successful joint customs operations. It also allows for the integration of administrative and customs action with subsequent criminal investigations. These are necessary steps to effectively disrupt and dismantle organised crime networks that produce, transport and distribute counterfeit commodities.

None of us can solve these problems on our own. Therefore this year's conference theme perfectly fits our strategy because organised IP crime does not stop at borders between countries, nor at the external border of the EU.

This conference serves as an ideal platform to enlarge our networks and exchange experiences. I hope you the next few days bring you together and lead to even more intensive cooperation than before. Please be assured that you can count on Europol as a crucial partner in the future fight against counterfeiting and piracy.

### Welcome from the Cuerpo Nacional de Policía



**Francisco Javier Velázquez**

Director General of Police and Guardia Civil

As Head of the Spanish Police, it is a pleasure for me to welcome you to Madrid, where the 2011 International Law Enforcement IP Crime Conference will be held on 20th – 22nd September. This Conference is co-hosted by Interpol, Europol and the Cuerpo Nacional de Policía in partnership with Underwriters Laboratories. The Conference motto is "Transforming regional success into global action".

Among other missions, the Cuerpo Nacional de Policía has been entrusted with the protection of free exercise of rights and freedoms as well as with the safeguard of public safety. Fighting organized crime in all its forms is one of its important tasks.

We are aware of the threat posed to society in general by offences against intellectual and industrial property. It is a type of organized crime that has an outstanding capacity to adapt itself to a continuously evolving world where it is easy to cross borders.

Finally, I would like to emphasise that the joint work of both the public and private sectors – which is the expected approach for this Conference – is the best path to move forward and achieve results.

There is a lot we can all learn and share in these fields. The exchange and diversity of views is one of the best strategies to tackle offences of this nature.

### Welcome from UL



**Keith Williams**  
President and CEO  
Underwriters Laboratories

Underwriters Laboratories (UL) is a proud sponsor and co-organizer of the 5th International Law Enforcement IP Crime Conference. It is my pleasure to welcome you to Madrid. We are honored to be a part of this important event and I would like to extend thanks to INTERPOL, Europol and the Cuerpo Nacional de Policía for co-hosting this year's Conference.

The 2011 Conference theme is "Transforming Regional Success into Global Action". Throughout the world, law enforcement agencies and rights holders are engaged in individual battles against organized criminals who profit from counterfeiting and piracy crime. Many organizations experience success in combating IP crime in their own regions and have developed strategies and best practices that work well at local levels. Our goal

this year is to build upon these local and regional accomplishments – to transform these regional successes into action with global impact.

Education is a vital component of coordinated global action. In cooperation with INTERPOL, UL is proud to offer the International IP Crime Investigators College (IIPCIC) - an on-line IP crime training facility. UL has been an active participant in this leading-edge training resource which benefits law enforcement, regulatory authorities and private sector IP crime investigators around the world. The College will be featured during the Conference and I encourage you to visit the display to learn more.

Many thanks to our sponsors – without their support the Conference would not be possible. Please acknowledge their contributions by making time to visit each display in the Exhibit Hall.

Please take advantage of the Conference's unique features: an operationally driven agenda, workshops and round tables. I look forward to meeting and speaking with you over the next few days. Thank you for attending the Conference – your contributions and participation continue to make this the premier law enforcement event of the year.

### Conference Moderator



**Eamon O'Grady**  
Detective Superintendent  
An Garda Síochána

Detective Superintendent Eamon O'Grady has 28 years service in An Garda Síochána (Ireland's Police Force), currently with responsibility for the management of all serious and organised crime investigations in the Northern Region of the Republic of Ireland which encompasses the border with Northern Ireland.

He is a qualified Senior Investigating Officer with vast experience on investigations into Terrorism, Murders, Kidnappings, Organised Crime, Anti Racketeering, Rapes, Child Sexual Abuse, Domestic Violence, Intellectual Property Crime, Stolen Arts & Antiques,

Environmental Crime and Sex Offender Management. Detective Superintendent O'Grady is the Senior Police Advisor on the Management Board of the International IP Crime Investigator's College and has represented An Garda Síochána on Interpol and Europol working groups. In 1999 and 2001 he coordinated two EU Falcone Programme studies on High Tech Thefts and Software Piracy in Europe.

He holds a Masters in Business Studies (MBS) in which his research paper examined strategic alliances in combating IP Crime, a Bachelor of Arts (BA) in Human Resource Management and Industrial Relations and is a chartered member of the Chartered Institute for Personnel Development (CIPD). Eamon was the Conference Moderator for the 2010 International IP Crime Conference in Hong Kong, co-hosted by Interpol and Hong Kong Customs in partnership with Underwriters Laboratories.

He is married with two children and lives in Dublin. He has a keen interest in sport, particularly golf and rugby. He is the Chairman of the Garda Rugby Football Club.

## Keynote Speakers

### Keynote Speaker



**Lanny A. Breuer**  
Assistant Attorney General,  
Criminal Division, U.S.  
Department of Justice

Lanny A. Breuer was unanimously confirmed as Assistant Attorney General for the Criminal Division on April 20, 2009.

As head of the Criminal Division, Mr. Breuer oversees nearly 600 attorneys who prosecute federal criminal cases across the country and help develop the criminal law. He is a national leader on a range of federal law enforcement priorities, including financial fraud, health care fraud, public corruption, intellectual property crime and violence along the Southwest Border. He has also been a leading voice on policy issues related to criminal law enforcement, including the scope of prosecutors' discovery obligations in federal criminal cases and sentencing disparities between crack and powder cocaine offenses. For his work as Assistant Attorney General, the

National Law Journal recently named Mr. Breuer a "Visionary" in the Washington, D.C. legal community, and he was recently ranked eighth on Ethisphere's list of The 100 Most Influential People in Business Ethics.

Mr. Breuer began his legal career in 1985 as an Assistant District Attorney in Manhattan, where he prosecuted violent crime, such as armed robbery and gang violence, white collar crime, and other offenses. In 1989, he joined the law firm of Covington & Burling LLP, where he worked until 1997, when he joined the White House Counsel's Office as Special Counsel to President William Jefferson Clinton. As Special Counsel, Mr. Breuer assisted in defending President Clinton in the Senate impeachment trial.

Mr. Breuer returned to Covington in 1999 as co-chair of the White Collar Defense and Investigations practice group, where he specialized in white collar criminal defense and complex civil litigation and represented individuals and corporations in matters involving high-stakes legal risks. Mr. Breuer has been recognized as a leading litigator by numerous publications, including American Lawyer ("45 Under 45"), Chambers USA, The Best Lawyers in America, and Washingtonian ("Big Guns"). He is a Fellow of the American College of Trial Lawyers and a member of the American Law Institute.

Mr. Breuer received his B.A. from Columbia College in 1980 and his J.D. from Columbia Law School in 1985.

### Keynote Speaker



**Giovanni Kessler**  
Director General  
European Anti-Fraud Office  
(OLAF)

Giovanni Kessler is an Italian magistrate. His varied career includes experience as a Public Prosecutor, serving in international missions, and as an elected member of the Italian national parliament.

He was Public Prosecutor at the criminal courts of Trento, Bolzano and at the Anti-Mafia Department in Sicily from 1986 until 1998, dealing with organized crime, corruption and financial crimes.

From 1998 to 1999 Giovanni Kessler was the Deputy Head in charge of Police and Justice at the OSCE Kosovo Verification Mission in Pristina.

As a judicial expert he participated in several European

Commission and Council of Europe evaluation missions in Eastern Europe.

In 2006 he was appointed by the Italian government as High Commissioner to Combat Counterfeiting and Piracy, where he served for two years.

He served in the Italian Parliament from 2001 until 2006. He authored bills on the International Criminal Court, the European Convention against corruption, the International Judiciary Cooperation and on the European Arrest Warrant. At the same time he was a member of the OSCE Parliamentary Assembly and Vice-President from 2003. He participated in and led International Election Monitoring missions in the USA and in many other OSCE countries.

In 2008 he was elected member and then President of the legislative Assembly of the Autonomous Province of Trento and in 2010 he was also the President of the Conference of European Regional Legislative Assemblies (CALRE).

He was appointed Director-General of OLAF on 14 December 2010.

Giovanni Kessler obtained a master degree with honours in law at the University of Bologna, with a dissertation in constitutional law.

A native of Trento, Italy, Giovanni Kessler is married with two children. In his free time he enjoys cycling and trekking.

### Keynote Speaker



**Mr. Li Qunying**

Director of IP Division,  
Department of Policy and  
Legal Affairs of General  
Administration of Customs,  
People's Republic of China

Mr. Li graduated in Shanghai Customs College in 1983 and studied international economic organization in the University of International Business and Economics from 1987 to 1990, granted a master's degree in economics. He has served as a GAC officer since 1983 and was responsible for implementation on customs clearance and study the related international treaties. He used to

attend CCC (Customs Co-operation Council) Standing Technical Committee as a representative of China Customs and involved in preparation work for China's entry into international customs convention such as Kyoto Convention, Convention on Temporary Admission and ATA Convention, etc.

He took charge of intellectual property enforcement since May, 1995. In his current capacity he participated in the draft and revision work of Regulations of the People's Republic of China on Customs Protection of Intellectual Property Right. He plays a leading role in China Customs IPR protection and was awarded "50 most influential people in IP" in 2005, 2007 and 2009 by an English magazine "Managing intellectual property". He was awarded "outstanding customs officer" by WCO in 2006 and awarded "Outstanding Contribution to combat counterfeit" by GACG in 2009.

### Keynote Speaker



**Mr. Gao Feng**

Deputy Director-General of  
the Economic Crime  
Investigation Department  
(ECID),  
Chinese Ministry of Public  
Security (MPS), People's  
Republic of China

Mr. Gao Feng, born in September 1962 in Ningbo, Zhejiang Province. He is the Deputy Director-General of the Economic Crime Investigation Department (ECID) of Chinese Ministry of Public Security (MPS). He graduated from East China University of Political Science and Law in 1983 with a LL.B degree.

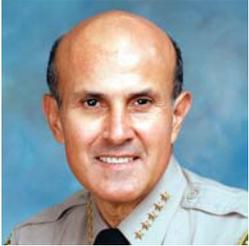
In the MPS Mr. Gao has been in charge of cracking down economic crimes, in particular IP crimes. He has led the work of setting up the policy framework, strategy and

institutional norm of IP criminal protection. Being commander of a few operations cracking down IP crimes launched by the MPS, he has accumulated rich practical experience in handling cases of serious IP crimes as well as international cooperation. He was invited to conferences and trainings participated by both international and Chinese experts in the field of IP, scholars and practitioners and made speeches on IP protection to polices, IP administrative enforcers both in China and abroad. Mr. Gao keeps abreast of the latest development of laws and regulations (including IP) and economy.

He was the editor in chief and contributed to the edition of books such as "Textbook on Economic Crime Investigation and Management", "Interpretation of a Number of Rules Governing the Handle of Economic Crime Cases by Police Authorities and its Applications" and so on. Mr. Gao Feng was recognised in 2008 by Managing Intellectual Property as one of the 50 most influential people in the world in IP.

## Keynote Speakers

### Keynote Speaker



**Leroy D. Baca**  
Sheriff  
Los Angeles County  
Sheriff's Department

Sheriff Baca, as the elected Chief Law Enforcement Officer of Los Angeles County in 1998, commands the largest Sheriff's Department in the United States with a budget of \$2.5 billion. He leads nearly 18,000 sworn and professional staff who compromise the law enforcement providers for 42 incorporated cities, 140 unincorporated communities, nine community colleges, and thousands of Metropolitan Transit Authority and Rapid Rail Transit District commuters. More than four million people are directly protected by the Sheriff's Department.

The Los Angeles County Sheriff's Department manages the nation's largest local jail system housing 20,000 inmates. Sheriff Baca developed Education-Based Incarceration (EBI) to address the high rate of offender recidivism in Los Angeles County. EBI uses innovative, evidence-based strategies to deliver education and life skills that provide hope and opportunity to offenders who

want to live a better life and become contributing members of their communities. The Department also protects the largest court system in the nation.

Sheriff Baca is the Coordinator of Mutual Aid Emergency Services for California Region I, which includes the County of Orange. Region I serves 13 million people.

Sheriff Baca is the founder of Public Trust Policing that includes diverse advisory councils; a Clergy Council of more than 300 ministers, pastors, priests, rabbis, imams, and leaders of every faith community. He also operates sixteen nonprofit youth centers; ten at-risk regional training centers for at-risk youth ages 10-18, and provides 27 deputies to 240 elementary and middle schools who teach 50,000 children about positive solutions to the problems of drugs and gangs. He operates one of law enforcement's largest prevention and intervention programs in the nation.

The Sheriff's Department's service area has one of the nation's lowest crime rates for a major metropolitan area. Deputies arrest more than 90,000 felony and misdemeanor suspects, as well as respond to more than 1,000,000 calls for service annually.

Sheriff Baca, a United States Marine Corps Reserve veteran, earned his Doctorate in Public Administration from the University of Southern California.

### Keynote Speaker



**Vincent Van Quickenborne**  
Minister of Economy  
and Reform

Vincent Van Quickenborne (38) likes to keep and make things simple. That's why you can simply call him "Q". "Senator Q" stormed into national politics nine years ago. At that time, he was 25 and the youngest senator. As Secretary of State for Administrative Reform, he turned Belgium into the 3rd easiest country to start a business in (Doing Business 2008, World Bank). Today, he is Minister of Economy and Reform. He wants to ignite the entrepreneurial spirit in everyone and to cut down red tape. In 2010 he was selected as "Young Global Leader" by the World Economic Forum.

### Keynote Speaker



**John Morton**  
Director, Department of  
Homeland Security, U.S.  
Immigration and Customs  
Enforcement

John Morton was unanimously confirmed as the Director of Immigration and Customs Enforcement (ICE) by the U.S. Senate on May 12, 2009. ICE is the principal investigative arm of the U.S. Department of Homeland Security and has the second largest investigative agency in the federal government. Created in 2003, the agency has a budget of \$5.7 billion and has more than 20,000 employees in offices in all 50 states and 48 foreign

countries. The agency's primary mission is to promote homeland security and public safety through the criminal and civil enforcement of federal laws governing border control, customs, trade and immigration.

Prior to his appointment by the President, Mr. Morton spent 15 years at the Department of Justice. At the Department, Mr. Morton served in several positions including Assistant United States Attorney, Counsel to the Deputy Attorney General and Acting Deputy Assistant Attorney General of the Criminal Division.

During his tenure at ICE, Mr. Morton has strengthened ICE's investigative efforts, with a particular emphasis on border crimes, export controls, intellectual property enforcement and child exploitation. Mr. Morton has also sought to prioritize ICE's immigration enforcement efforts around the removal of criminal offenders, recent border violations, and those who ignore orders of removal or obtain immigration status by fraud.

### Keynote Speaker



**Sharma Rajeev**  
Deputy Inspector  
General of Police  
Central Bureau of  
Investigation, India

#### PROFESSIONAL PROFILE

- Indian Police Service officer with policing experience of 21 years.
- Have one year experience of working in UN Civilian Police in war torn Bosnia & Herzegovina.
- Have attended several professional training courses on police subjects including on IPR Crime, Anti corruption cases, Drug laws enforcement, and Cyber crime investigation.

#### AREAS OF EXPERTISE

- Economic offences • Anti Corruption
- Internal vigilance and ethical issues • Humanitarian issues
- Community involvement in safeguarding their interests

#### PROFESSIONAL EXPERIENCE

- Presently working as Head of Branch, Economic Offences I, Central Bureau of Investigation, New Delhi from April 2010 till date; supervising investigation and prosecution of economic offences. Also holding additional charge of Head of Zone, Special Task Force, CBI since May 2011

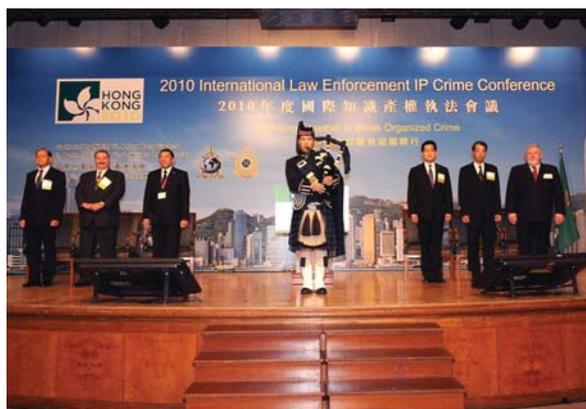
- Inspector General of Police, Anti Corruption Bureau, Rajasthan from September 2009 to April 2010
- Inspector General of Police, Bharatpur range from January 2009 to September 2009; supervised policing in four districts of the range. Parliament elections were peacefully conducted during this period
- Inspector General of Police, Bikaner range from February 2008 to January 2009; supervised policing in four districts of the range. State assembly elections were peacefully conducted during this period.
- Deputy Inspector General of Police (Criminal Investigation Department), Police Headquarters, Rajasthan Police, Jaipur. Supervised investigation of complex cases relating to human right violations, crime against women and weaker sections of population and other cases of public importance.
- Worked as Superintendent of Police in 5 districts; Supervised investigation, collection of intelligence and maintenance of law and order.
- Astt. Inspector General of Police (Policy), Central Bureau of Investigation (CBI), New Delhi; was responsible for preparation of monthly and annual performance reports, interacted with the Parliament and other Government organizations on behalf of CBI, organized quarterly review meetings and was responsible for Internal vigilance in the organization.
- Superintendent of Police, Special Unit, Central Bureau of Investigation, New Delhi from May 2001 to July 2002. Collection of intelligence and developing information on Corruption at higher places in the government and public sector organizations.
- Superintendent of Police Traffic in Jaipur City.

### 2010 International Law Enforcement IP Crime Conference Report

The INTERPOL and Hong Kong Customs co-hosted International Law Enforcement IP Crime Conference, attended by over 500 participants from 48 countries, was held in Hong Kong on 19-21 October 2010. A notable feature of this, the first IP crime conference to be held in the region, was a high level of attendance by law enforcement delegates from Mainland China.

Delegates were welcomed by Gregory So, Under Secretary for Commerce and Economic Development, Hong Kong Administrative Region and benefited from key note addresses made by a number of senior representatives who gave their perspective on the conference theme “Working Together to Break Organized Crime.” They included Eric H. Holder, Jr., Attorney General of the United States; Meng Qingfeng, Director General, Economic Crime Investigation Department, Ministry of Public Security, PRC; Ms. Meng Yang, Director General, Department of Policy and Legal Affairs, General Administration of Customs, PRC; and, Allen Bruford, Deputy Director for Compliance and Facilitation Directorate of the World Customs Organization (WCO).

The remainder of the first day provided IP crime specialists and other experts with an opportunity to give their perspective on the theme and in particular set the scene for the sixteen operational workshops held on 20 and 21 October. Workshops addressed diverse topics ranging from integrated customs and police interdiction strategies to attacking organized crime at street level to defeating cyber-criminals. Some 90 learning points arose from participant deliberations. They were presented to the conference in the final plenary session.



While this accumulated knowledge addressed the subject matter of individual workshops there were a number of common denominators which provide an insight into the characteristics of organized crime and had implications for breaking transnational IP crime. More importantly these attributes also provided a collective road map to enable all concerned to deliver successful and meaningful interventions into these boundless crimes.



A prerequisite, if success is to be achieved against organized crime, is an adequate IP crime legislative framework backed up deterrent sentences on conviction and the possibility of using other types of criminal legislation to attack organized crime. Another given is that law enforcement agencies and other entities need to have realistic success criteria to measure performance. Typically this is in the form of arrests, seizures, asset confiscation, prosecutions and ultimately convictions. There also a need to recognize that success varies according to the complexity and extent of the crime being investigated. In any event showing policy makers some cost/benefit arising from IP crime investigations is vital to ensure that adequate resources are invested in tackling organized criminals at the center of these activities.

Leveraging the health and safety message is a method of increasing dedicated IP crime investigative resources. However, it needs to be used discreetly to ensure it has the required impact on policy makers. Using it anecdotally and indiscreetly is counterproductive. A corollary of this is the need to take care that health and safety does not blind policy makers to the numerous ills caused by other types of IP crime.

Against this background the majority of workshops concentrated on operational issues. There was a consensus about the absolute need to work in partnership to overcome boundaries. Partnership has become an overused and tired concept in some law enforcement circles. However, working hard together to coordinate international public and private sector efforts to maximize

*opportunities for intervention* is a proven method of successfully combating transnational organized crime.

The challenge is to move from a tradition of using personal contacts as a catalyst to make things happen across borders to a more *integrated approach* where police, customs, regulatory bodies and other stakeholders *all attack distribution shipment channels*. Complementary IP crime tools need to be deployed – according to circumstances - to maximize their influence. For example, *utilizing advances in technology* to prevent crime and provide reliable forensic evidence; *criminal asset confiscation and money laundering* legislation to seize assets; *harmonized civil and criminal law strategies*; and, the whole array of *criminal investigation techniques*.

All these strategies and tactical responses have their place. However, they have to be converted into tangible action at a street, national, regional and global level. At a street level there is a need for *focused and consistent action to disrupt peddlers and illicit markets*. These efforts should be *supplemented by proven investigative techniques to attack syndicates* behind street level organized crime. These initiatives are underpinned by the recognition that *increasing emphasis on online piracy has not eliminated*



*organized crime* on the street. On the contrary these distribution points for counterfeit products such as optical discs and contraband continue to *thrive and feed organized criminality*.

The nature and extent of national responses to organized crime are many and varied depending on the crime. National *administrative, civil and criminal remedies* are



available to identify and close down websites that *either disseminate copyright infringed materials or are used to distribute counterfeit products on a regional and increasingly global basis*.

*Regional cross-industry initiatives* supported by governments and enforcement agencies have delivered success by working in partnership with police, customs and administrative agencies in actual or perceived *counterfeit product source countries*. These partnerships need to be enforced by *capacity building, the provision of high-quality, relevant training* and where it is achieved by *publicizing collective success*.

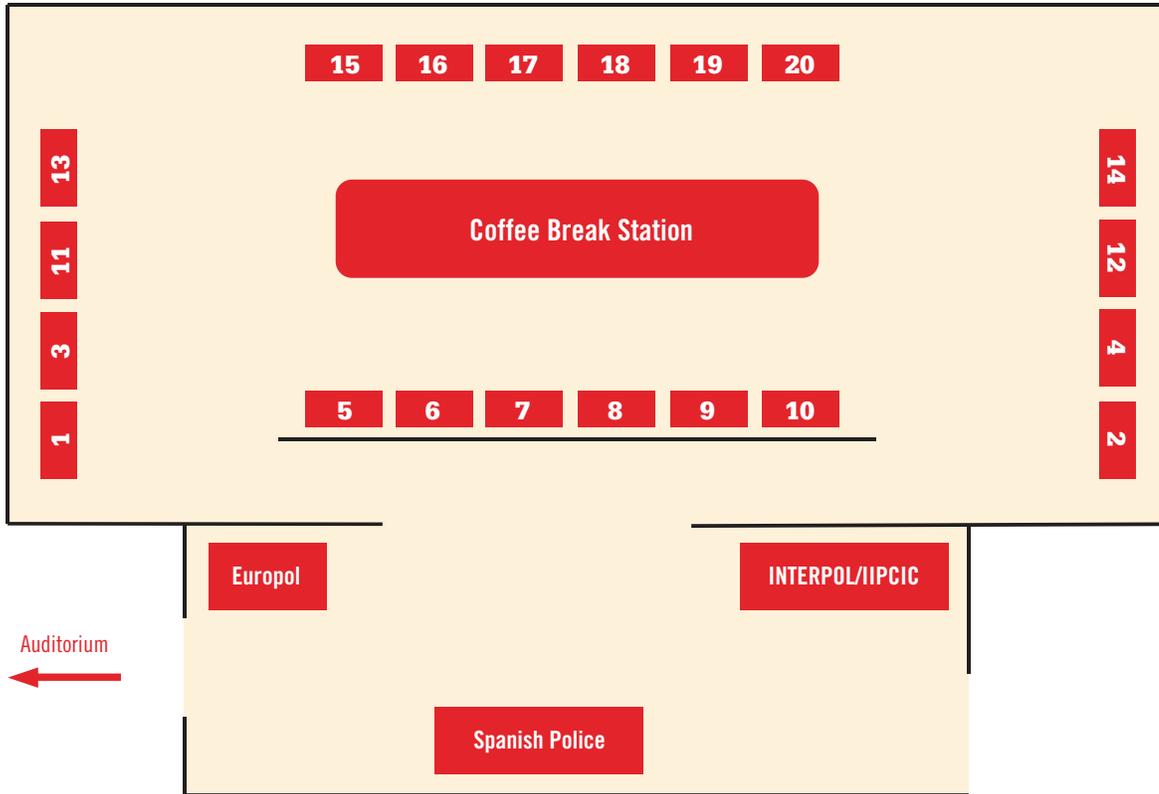
IP crime training is provided by a multiplicity of law enforcement agencies, international organizations and brand holders. There is need to *make better use of existing training platforms and coordinate training more effectively* to avoid wasting valuable resources. This is equally applicable to collective efforts to dissect organized crime groups. Unless investigators know their enemy - through *tried investigative and surveillance techniques* which identify core leaders, discover and locate financial assets - it is difficult to *identify organized crime vulnerabilities and potential intervention points which provide IP crime investigators with the best chances of success*.

This report confirms that delegates attending the 2010 conference demonstrated a good awareness of the issues and pooled their combined expertise and knowledge. It provided each and every one present with the tools to break organized crime and make a difference at a national and regional level. On the basis of previous experience participants at the 2011 IP crime conference will apply their know-how to transform regional success into global action.

John Newton  
IPR Programme Manager  
INTERPOL

## Exhibitor Booth Info

### Salon Castilla - Exhibit Hall



### Exhibit Booth Chart

Booth	Exhibitor	Booth	Exhibitor
1	Underwriters Laboratories (UL)	11	Eaton Corporation
2	U.S. National IPR Coordination Center	12	Dolby Laboratories
3	The Label Printers	13	Entertainment Software Associations
4	Proctor and Gamble	14	Eli Lilly
5	SICPA Product Security	15	CSA International
6	Panoramic Consulting	16	Digital Evidence International Inc.
7	Certification Industry Against Counterfeiting	17	Croplife International
8	Fulbright & Jaworski	18	Sunfaith China Limited
9	Microsoft	19	Merck
10	EYE P Consultants/BEAMA	20	Applied DNA Sciences



[www.iipcic.org](http://www.iipcic.org)

The International IP Crime Investigators College (IIPCIC) is a fully interactive on-line IP crime training facility which will benefit all law enforcement, regulatory authorities and private sector IP crime investigators. The College's main objective is to deliver leading edge training to enable investigators to effectively combat current and emerging threats from transnational organized IP Crime.



*An INTERPOL Initiative in Cooperation with UL University*



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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 2011 International Law Enforcement IP Crime Conference.**



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# An International Law Firm Fighting Counterfeiting



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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 2011 alone.

Eaton is proud to be a Gold Sponsor of the 2011 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)



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## Exporters: Know your customer!

A company risks being held responsible for a criminal act if they know or should know they are shipping active ingredients or pesticides to counterfeiters.

Know your customer by asking:  
Is your customer registered in the country of destination?  
Can they provide legal proof of their existence?  
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Thank you for helping us say  
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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.theesa.com](http://www.theesa.com).

## 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.



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## The Motion Picture Association Welcome to the 2011 International Law Enforcement IP Crime Conference

The MPA is a trade association representing the interests of six major producers and distributors of film, television programs, home videos, and digital representations of moving images and sound. Its members are:

Walt Disney Studios Motion Pictures  
Paramount Pictures Corporation  
Sony Pictures Entertainment Inc.  
Twentieth Century Fox Film Corporation  
Universal City Studios LLC  
Warner Bros. Entertainment Inc.

The MPA's responsibilities include government relations; championing the cause of strong legislation to protect rightsholders'; directing World-wide Content Protection with offices in Brussels, Sao Paulo, Toronto and Singapore.



## IFPI Anti-Piracy Unit

IFPI is a trade body that represents some 1,400 record companies around the world.

### The IFPI Anti-Piracy Unit:

- Acts to minimise the impact of online pre-release leaks and trace those responsible
- Investigates criminal organisations involved in large-scale physical or online music piracy
- Works with record companies to proactively improve their security procedures
- Offers 24/7 monitoring of the internet for the illegal distribution of music
- Has developed close working relationships with police, customs and prosecutors
- Provides unrivalled training in tackling IP crime to law enforcement agencies worldwide

Please contact the team at [info@ifpi.org](mailto:info@ifpi.org)  
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P&G has a tradition of working closely with customs and law enforcement organizations around the world.

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We respond to all customs and law enforcement requests, regardless of the scale.

## Contact

P&G Brand Protection Contact - Global

Gemma Byng | [byng.gb@pg.com](mailto:byng.gb@pg.com)





# 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 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 prevent hazardous products bearing counterfeit UL certification marks from reaching the market place.

## **Anti-Counterfeiting Operations**

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

**UL (UNDERWRITERS LABORATORIES) OFFERS OUR SINCERE APPRECIATION FOR THE DEDICATION AND PROFESSIONALISM OF INTERNATIONAL LAW ENFORCEMENT AGENCIES IN THEIR EFFORTS TO COMBAT INTELLECTUAL PROPERTY CRIME.**

