



2017

IACC

INTERNATIONAL ANTI-COUNTERFEITING COALITION

Year in Review 2017

Protecting
Rights Holders
since 1979

Dear Members,

This past year marked a period of accelerated work in brand protection. On behalf of our members, we continued to expand and strengthen our anti-counterfeiting initiatives, creating new partnerships while enhancing our existing ones and solidifying our position as leaders in the global fight against counterfeiting. I hope that you'll take the time to review the enclosed report highlighting our activities and accomplishments over the past year.

And while we are proud of what we accomplished in 2017, we know our work is not done. Counterfeiters are constantly evolving in their efforts to exploit legitimate businesses and unwitting consumers, and we must be even more relentless in our efforts to fight them. We must also have strong allies in this fight.

Over the next few months, we will announce new partnerships and programs – many of which have been in development over the past year. We will provide more opportunities for you to network, share information, and organize more training sessions for our colleagues in law enforcement.

We are also planning to ensure the IACC's strength and stability in the years to come through the creation of a new strategic plan. We look forward to sharing our progress toward these goals throughout 2018.

None of our work and achievements would have been made possible without your support and engagement.

Thank you for being a part of the IACC and in joining us in our mission to protect brands.

Warm Regards,



Robert Barchiesi



Growing & Strengthening

The IACC was founded upon the idea that we can accomplish more by working together. By leveraging the unique experience and expertise of member companies large and small, from every industry sector around the globe, we are able to accomplish what we could never do alone. We continue to foster a thriving network of brands, companies, and organizations that share a collective commitment to protecting intellectual property rights.

“The IACC was founded upon the idea that we can **accomplish more** by **working together.**”

In 2017 we welcomed the following companies to our membership:

Brand Owners

Adobe Systems Incorporated
Allergan PLC
Beeinvestive Pty Ltd
CCA&B, LLC (Elf on the Shelf)
Low Tide Group, LLC
JUUL Labs, Inc.
Philip Morris International
Vera Bradley
Wheel Pros, LLC
Whirlpool Properties Inc.

Law Firms

Kashish IP Group
Morrison & Lee LLP

Investigative Firms

Insite Risk Management
Jarasa Seguridad, SRL
KS Consulting
Perimeter Agency
Trademark Investigation Services

Product Security Firms

Authentic Vision GmbH
Authentix, Inc.
Focus IP
IntraOrbis Limited
Lodestar Entertainment, LLC
New York Label & Box Works
Seal Network

Trade Associations

American Watch Association

Government

Crime Stoppers International
University of South Carolina
U.S. Customs & Border Protection
U.S. Postal Inspection Service
Sandia National Laboratories
The International Association for Counteraction to Counterfeit Goods Trafficking “Anti-counterfeit”

Establishing Thought Leadership

We have been, and will continue to be, a champion for our members' interests. One way we accomplish this is by raising awareness about the importance of IP and the dangers of counterfeiting. We have actively engaged with partners in the media to ensure that these messages are delivered to the widest possible audience. In 2017, the IACC's efforts were covered by traditional print and television, and online media outlets, including:

The Los Angeles Times
The Dr. Oz Show
The Baltimore Sun
Kiplinger Finance
Life Science Leader

The Hill
Managing International Property
IPPro the Internet

Mobilizing IP Influencers & Leaders

Our events continue to act as a conduit for collaboration and partnerships in anti-counterfeiting.



2017 Annual Spring Conference

Approximately 400 attendees from more than 40 countries gathered in Barcelona, Spain to advance anti-counterfeiting discussions globally.

events

11th Annual International Law Enforcement IP Crime Conference

We partnered with INTERPOL and UL (Underwriters Laboratories) to host its 11th Annual International Law Enforcement IP Crime Conference in the UN Headquarters in New York City. The US Immigration and Customs Enforcement (ICE) and the National Intellectual Property Rights Coordination Center (IPR Center) also hosted this high-profiled conference.



events

Europol IP Crime Conference

We worked with Europol, the Belgian Customs Authority, and UL to host the first-ever Europol IP Crime Conference in Antwerp, Belgium. More than 400 industry experts from 42 countries attended the event, sharing and expanding their knowledge on the evolving and increasingly sophisticated nature of thwarting counterfeits across borders.



Antwerp, 19-20 September

Europol IP Crime Conference

Innovative strategies for
effective enforcement



2017 Annual Fall Conference

Nearly 200 leaders in the IP industry convened at the IACC 2017 Fall Conference in Marina Del Rey, California. While there, experts representing brands and organizations from 18 countries explored new ways to address the global threat of counterfeit goods.

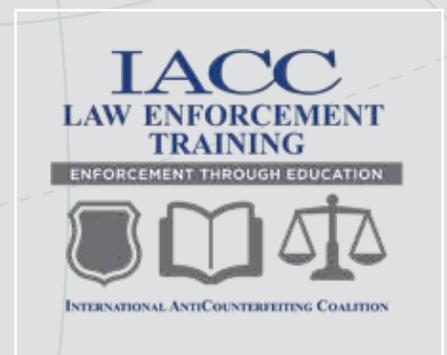


events

Training Law Enforcement Officials

We partnered with law enforcement agencies to provide anti-counterfeiting training to more officials than ever before. In 2017 we continued our training throughout Latin America and conducted trainings in 19 U.S. cities, including Honolulu, Baltimore, New York, and Miami.

We also transitioned all U.S. law enforcement trainings from the IACC Foundation to operate under the IACC Law Enforcement Training Program. This integration takes advantage of our organization's resources and staff dedicated to elevating our training's value to our members and law enforcement in the U.S. and beyond.



Engaging Industry Leaders

MarketSafe Expansion Program

The IACC MarketSafe Expansion (MSE) launched in April 2017 with more than 100 brands both small and large signed up to participate at no cost. To ensure the program's positive impact, we've engaged the expertise of the University of Trento in Italy to conduct an independent review of the program's effectiveness in fighting counterfeits.

RogueBlock

The IACC's RogueBlock program, developed in partnership with credit card companies, continues to gain worldwide recognition for its ability to stop counterfeiters from making a profit. This year we expanded RogueBlock's impact on counterfeiters by going after the websites themselves through our partnership with the City of London Police.

Fighting for Stronger IP Rights

We continue to work diligently with lawmakers across the globe, advocating for stronger IP rights on behalf of our members.

IACC President Bob Barchiesi testified before the Italian Parliamentary Committee to help spearhead the discussion on an international scale regarding online counterfeiting enforcement. He also reinforced the crucial role of the IACC's RogueBlock Program in preventing counterfeiters from making a profit.

We joined forces with a diverse group of associations, companies, and organizations to launch ACTION For Trade. Together with our partners, we've sought to ensure that IP remains a priority in the Administration's trade policy, so that the creators and innovators who drive our economy will be protected both at home and abroad.

We submitted Special 301 comments to the U.S. Federal Government that offered our members' perspective on how U.S. trading partners are faring in supporting and promoting IP rights protection.

We informed the public about how passing new U.S. drug importation laws will risk an avalanche of fake medicine entering the U.S. IACC President Bob Barchiesi penned the argument in an op-ed piece in the *Orange County Register*.

Reinforcing our collaborative approach, we signed an MOU with the Danish Consulate General, Shanghai that will enhance Danish companies' brand protection efforts in China.

The Year Ahead: **2018**

We will continue to develop new partnerships and strengthen our anti-counterfeiting efforts by developing innovative yet practical solutions; we look forward to keeping you updated on our efforts.

Our members, and the broader anti-counterfeiting community will have the opportunity to strengthen their network and gain new intel on anti-counterfeiting enforcement through our upcoming conferences and events:

2018 Annual Spring Conference

Seattle, WA, USA

May 2018

2nd Europol IP Crime Conference

Budapest, Hungary

June 2018

12th Annual International Law Enforcement IP Crime Conference

Dubai

September 2018

2nd Latin America Regional Brand Protection Summit

Orlando, FL, USA

October 2018

Access the IACC law enforcement training schedule at iacc.org

IACC
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**The International
AntiCounterfeiting Coalition**
727 15th Street NW, 9th Floor
Washington, DC 20005
+1 (202) 223-6667
iacc@iacc.org