

**Message from
the President**

2021 At-A-Glance

2021

**Year in
Review**

IACC

INTERNATIONAL ANTICOUNTERFEITING COALITION

SME Support

Virtual Events

**Legislative
Updates**

**Program
Participant
Spotlights**

**Partner
& Member
Spotlights**

**IACC Law
Enforcement
Training**

**Tools &
Resources**

**Upcoming
Events**

A look back...

2021

Dear Colleagues,

“We’ve seen people come together, help each other, and find ways to work better and smarter. We’ve received amazing support from our members and partners, whose input and engagement in our programs have only served to strengthen them.”

- Bob Barchiesi

On behalf of the IACC, we are pleased to share the IACC’s continued activities and successes in 2021 through our Year in Review. Throughout 2021, our companies, resources, and staff, not to mention our personal lives, have faced ongoing challenges as a result of the COVID-19 pandemic. The last two years have been extraordinary times calling for extraordinary leadership. In this difficult environment we’ve seen everyday acts of leadership that have strengthened the IP community and sustained the important work of fighting fakes. This includes our brothers and sisters in law enforcement who have persisted in keeping consumers and companies safe from fakes, not to mention fake vaccines, PPE and other lifesaving drugs and products. We’ve seen people come together, help each other, and find ways to work better and smarter. We’ve received amazing support from our members and partners, whose input and engagement in our programs have only served to strengthen them. Kudos on your hard-earned successes; and our heartfelt thank you for continuing to play an integral role in the IACC.

This year, we’ve focused on further enhancing brands’ operational effectiveness in IP enforcement; facilitating learning and information sharing within the IACC member community as well as with our external partners; and extending outreach and support to Small and Medium Sized Enterprises (SMEs).

To that end, we are proud to have secured a seat at the National IPR Coordination Center (IPR Center), paving the way for deeper collaboration to assist brands and law enforcement in the fight against fakes. We’ve also connected more than 180 brands through 13 days of virtual and in-person training at six ports across the country despite logistical challenges from the pandemic. We partnered with Europol to hold our second virtual IP Crime Conference, which gathered more than 300 attendees from around the world. In addition, we’ve created new and expanded upon existing tools and resources to facilitate information sharing and learning. We held eight webinars and online workshops with ecommerce and social media platforms as well as IP experts to impart practical enforcement methods and best practices.

We expanded our Member Referral Program, which has helped members tap into our member community to receive practical

information and local expertise. We’ve also recognized our member and partner successes and spread their knowledge through our Member and Partner Spotlights, which featured over 70 individuals in 2021.

Our partnership with Visa, Mastercard, American Express and other partners in the payment industry, along with Alibaba and Amazon also continued to evolve as we collectively tackled new trends and issues in online IP theft.

Finally, we expanded our SME membership which now represents 12 industries, while providing invaluable assistance through our online programs and internal expertise in online enforcement practices.

In 2022, we will continue to adapt and overcome challenges posed to us by the COVID-19 pandemic. We will trailblaze ahead with even stronger partnerships and more effective resources to advance the fight against fakes for our members, government and industry partners, and the IP community as a whole. We will reunite in-person at our Annual Conference in Washington, DC on April 27-29, 2022 as well as at the Europol IP Crime Conference in Rome, Italy. We will launch additional programs for small businesses, specifically our SME Brand Enforcement Toolkit. We will celebrate the 10-year anniversary of IACC RogueBlock and recognize the efforts and commitment of our program partners. Finally, we will make technical and programmatic expansions to our online enforcement programs to broaden their reach and impact.

2022 will be an exciting year and we cannot wait to grow and achieve new and even greater things with you. Thank you for your support and friendship.



Bob Barch

Bob Barchiesi
IACC President



Dawn Atlas

Dawn Atlas
IACC Chairperson

2021 At-A-Glance

MEMBERS

SME
MEMBERS
represent
12
industries


70
Member & Partner
Spotlights

**MEMBER
REFERRAL
PROGRAM**

25
requests

100
member
responses

IACC EVENTS



8 webinars



800+
attendees

PROGRAMS



190+ **113 SMEs;**
brands served **40 industries**
since program launch

REMOVED FROM THE PLATFORMS:

760,200+
listings

16,165
sellers



8,400+
terminations

More than just a number.




Each merchant account termination
impacts entire networks of websites.

IACC-Amazon Program

is in its fourth year of operations, offering brands timely resolution of notice reporting issues, one-on-one coaching, and in-depth reporting on Amazon's proactive protections. The program has resulted in updated brand protection processes and policies as we, our participants, and Amazon work together to stay one step ahead of bad actors.



TRAININGS

IACC
**LAW ENFORCEMENT
TRAINING**
ENFORCEMENT THROUGH EDUCATION

INTERNATIONAL ANTICOUNTERFEITING COALITION

13 Days
of training
at **6 Ports**

2 Days
in-person
training

181
Brands
represented

910 Law Enforcement at trainings;
over 100 from 12 Caribbean nations and the US Territory of American Samoa

IACC's Expanded Resources to SMEs

Over the past year, the IACC is proud of the steps we've taken to support SMEs in their fight against fakes. In the beginning of 2021, we created an SME Task Force, to facilitate community involvement and hear directly from our SME members as to the issues they are facing. This helped guide us with the creation of our SME Brand Enforcement Toolkit which will be launched in Q1 of 2022. This toolkit is a practical guide that gives SMEs operational tools, and tactics for protecting their brand online and offline.

We also recognized the importance of SME involvement in global brand protection. Consequently, the IACC created two positions on the IACC Board specifically for SMEs to have a seat at the table with the biggest brands in the world and to play an important governance role at the IACC.

We were also able to organize two webinars specifically focused for SMEs. The first one was with eBay. This online enforcement workshop was tailored to address

questions and issues that SMEs experience on eBay's platform. They were given an overview of eBay's policies and VeRO Program with a live Q&A discussion. The second webinar, Design Rights Workshop for SMEs, was co-hosted with the Alibaba Group. This workshop discussed practical tips regarding IP rights in the U.S., Europe and China. It also focused on offline and online enforcement strategies, including an introduction to the IACC MarketSafe Program for SMEs.

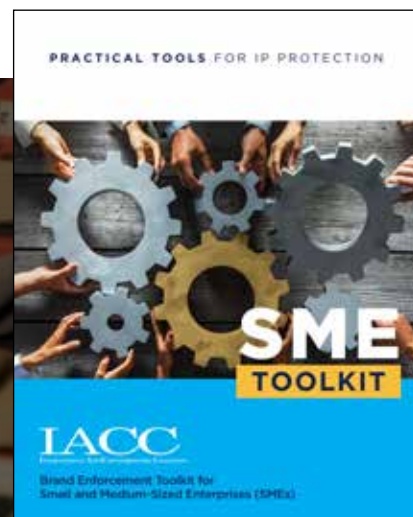
In addition, we highlighted several SME program participants and members to recognize their efforts in brand protection as well as get their perspective on how they are tackling their IP issues. (See Member and Program Participant Spotlights).

In the year ahead, we look forward to developing additional webinars focused on SMEs and building relationships to assist SMEs in their brand protection efforts.



"The IACC is an incredible organisation. I am so grateful it exists, for the support we get, and for the advocacy that the IACC does on behalf of businesses trying to protect their IP. The MarketSafe program in particular has made a big difference to our enforcement efforts."

- Philippa Bergin-Fisher, General Counsel
Zimmermann, Australia



Virtual Events



**LatAm IP Enforcement
Webinar - Mexico**
March 11, 2021



**Canadian Customs
Enforcement Webinar**
May 6, 2021



**LatAm IP Enforcement
Webinar - Caribbean**
May 20, 2021



**Online Enforcement
Workshop Roundtable
with Mercado Libre**
June 3, 2021



**Online Enforcement
Workshop with Ebay**
June 24, 2021



**SME Design Rights
Virtual Workshop**
June 29, 2021



**Brand Protection Basics – Practical Tips for
Protecting Your Rights at the U.S. Border**
August 19, 2021



**Europol IP Crime
Conference 2021**
November 29, 2021

Legislative Updates

*Legislative Review and Forecast by Travis D. Johnson
Vice President - Legislative Affairs, Senior Counsel*

In a year packed with disruptions, including travel restrictions, remote work, and the imposition of heightened safety measures in connection with both COVID and following the events of January 6th, 2021 offered a variety of challenges to government operations. Despite these difficulties, and those typically seen in the transition between administrations, it was an incredibly busy year on the legislative and policy front.

Not surprisingly, given the groundwork laid by the 116th Congress, IP-related activity in both the House and Senate during 2021 focused heavily on matters related to online trafficking of counterfeit goods, and the respective roles and responsibilities of stakeholders in the online market. While several bills were introduced in both houses during the past year, the INFORM Consumers Act and the SHOP SAFE Act garnered the most attention and support. Each bill mandates a range of best practices to be adopted by e-commerce platforms, but where the former vests enforcement authority with the Federal Trade Commission, the latter bill opens the door to claims of secondary liability for platforms that fail to comply with statutory guidelines for vetting and monitoring the activity of third-party sellers.

Both pieces of legislation were recently incorporated into the House's America COMPETES Act (HR 4521) – a massive trade and innovation bill that passed earlier this month. The House and Senate are now gearing up to finalize a compromise package that may include those provisions, along with others from the Senate's U.S. Innovation and Competition Act (S 1260) which passed last June. While SHOP SAFE and INFORM Consumers have drawn more attention from rights-holders and in the press, an additional priority for the IACC is the expansion of U.S. Customs' authority to share vital enforcement information with relevant stakeholders. Senator Grassley, a longtime champion for IP rights, led the charge for such enhanced data sharing in the Senate bill, which incorporated his previously-introduced bill (S 1159) on that issue. It remains to be seen however whether the SHOP SAFE or INFORM language, or the enhanced data sharing provisions, will be incorporated into the Conference Committee's compromise package.

These legislative efforts build upon work begun during the prior administration and which the IACC has actively engaged in recent years. The IACC has been, and continues to be a strong voice for ensuring an appropriate balance of

stakeholders' responsibilities in combating counterfeits online, and we look forward to continuing our work in the House and Senate to advance the interests of rights-holders during 2022.

Another priority concern as we move into 2022 is the urgent need to fill a number of vacancies throughout the Biden Administration relevant to IP protection and enforcement. While some progress has been made to date – e.g., the mid-March confirmation of Katherine Tai as the new U.S. Trade Representative, and the late-2021 confirmation of Chris Magnus as Commissioner of U.S. Customs and Border Protection; several key positions remain vacant, including those of Director of the USPTO, USTR's Chief Innovation and IP Negotiator, and the White House IP Enforcement Coordinator. Kathi Vidal, a seasoned litigator, was nominated as PTO Director, but has yet to be confirmed; the nomination of Chris Wilson as USTR's Chief IP Negotiator has been reported by the Finance Committee, but has yet to receive a final vote on the Senate floor; and no nominee has been announced for the IPEC role.

We look forward to working with you, as well as our colleagues in Congress and the Administration, to ensure that intellectual property rights remain high on our government's economic, trade, and innovation agenda in 2022. For more detailed coverage on these and other ongoing projects, see our most recent [legislative and policy update](#).

We also encourage you to review the comments / links below highlighting some of our other advocacy efforts last year on behalf of rights-holders.

- IACC Special 301 Submission for 2021
- IACC Notorious Markets Review 2021
- Enforcement of Intellectual Property Rights at the Border - Multi-Association Letter
- Multi-Association IP Administration Appointments Letter
- Secondary Trademark Infringement Liability in the E-Commerce Setting
- IACC PRC E-Commerce Law Comments
- IACC Correspondence on Border Enforcement Priorities

Program Participant Spotlights



Vera Bradley

IACC RogueBlock® Participant

Colleen Blankenship
IP & Brand Protection Specialist
Vera Bradley

VERA BRADLEY
SPOTLIGHT...



About RogueBlock®

RogueBlock®, the IACC's payment processor initiative, is a collaborative effort of the IACC and the payment industry to create a streamlined,

simplified procedure for members to report online sellers of counterfeit or pirated goods directly to credit card and financial services companies. The program is open to both members and non-members.



SPELLBINDERS®
PAPER ARTS

IACC MarketSafe SME Participants

Jillian Vance
Founder/CEO
Jillian Vance

JILLIAN VANCE DESIGN
SPOTLIGHT...



Denzil Quick
V.P. of Business Development
Spellbinders

SPELLBINDERS
SPOTLIGHT...



About MarketSafe®

IACC MarketSafe® SME Program, the IACC's strategic collaboration between the IACC and Alibaba Group, is a one-of-a-kind program that provides member and non-member rights-holders with a streamlined mechanism for expedited take-down actions against infringing listings and sellers, complex issue resolution and special policies to address counterfeiters' evasive tactics, and the hands-on support of dedicated, Chinese-speaking analysts.

Partner Spotlights



Europol

Catherine De Bolle
Executive Director

The IACC's long-standing partnership with Europol was advanced in 2016 with an MOU signed in Europol's headquarters in The Hague. The MOU served as the basis to bolster the organizations' collaborative efforts and pave the way for additional initiatives. Starting in 2017, we worked with Europol to launch the annual Europol IP Crime Conference first in Antwerp, Belgium, and subsequently in Budapest, Hungary and Malaga, Spain. As a result of the COVID-19 pandemic, the 2020 and 2021 conferences were held online.

**EUROPOL
SPOTLIGHT...** 



LA City Attorney's Office

Sasha Lazarevich
Deputy City Attorney

The LA City's Attorney's Office has been an active partner with industry to crack down on criminals engaging in counterfeiting and piracy. A long-time partner with many IACC members and frequent speakers at our IACC Annual Conference, LA City Attorney's office and work were featured in our July 2021 Quarterly Newsletter.

**LA CITY ATTORNEY'S
OFFICE SPOTLIGHT...**



Member Spotlights

January

AXENCIS



Astrid Schonfelder
Axencis
Germany



Bonnie E. MacNaughton
Davis Wright Tremaine LLP
USA



Juan José Caselles
ELZABURU
Spain

Simon Baggs
Incopro
United Kingdom



Brian D. Cairl
K2 Integrity
USA



Zach Toczyński
Levi Strauss & Co.
USA



Fred Dimya
POTOO Solutions
USA



Paul J. May
USAopoly, Inc.
USA

February



Jeff Warren
Burberry Limited
UK



Lorne Lipkus
Kestenberg Siegal Lipkus LLP
Canada



Heeyeon Kim
NANOBRICK
Korea



Emily Cooper
PopSockets
USA



Steve Tallant
Systech, a Solutions Division
of Markem-Imaje
USA



DC Page
V2 Global
USA

International Women's Day

IP Warriors

March

SPOTLIGHTS



Adrienne Hahn
Chanel, Inc.
USA



Bonnie E. MacNaughton
Davis Wright Tremaine LLP
USA



Cynthia Tregillis
Western Digital Corporation
USA



Donna F. Schmitt
Armstrong Teasdale LLP
USA



Georgina Starkman Danzig
Kestenberg Siegal Lipkus LLP
Canada



Jennie Martel
Colgate-Palmolive Company
USA



Mandy McCarthy
The Lumistella Company
USA



Melissa Roth
Burberry
USA



Nancy Merritt
OpSec Security
USA



Joann Chan
Sinofaith IP Group
China



Philippa Bergin-Fisher
Zimmermann
Australia



Yuriko Kanematsu
Momo-o, Matsuo & Namba
Japan

“Kudos to women IP warriors around the world. Your achievements not only serve to protect our friends and families from fakes, they also forge a path for the next generation of even stronger women warriors.”

- Dawn Atlas, IACC Chairperson

IP Warriors (cont.)



Adriana Barrera
BARLAW – Barrera & Asociados,
Peru



Virginia Cervieri
Cervieri Monsuárez
Uruguay



Danielle Prince
PopSockets
UK



Candice Li Uzoigwe
IACC
USA



Dawn Sgarlata
IACC
USA



Dion Tang
IACC
USA



Jen (Yauheniya) Lamberton
IACC
USA



Lara Miller
IACC
USA

Member Spotlights

April



Faisal Shah
Appdetex
USA



Angelo E.P. Mazza
Gibney, Anthony & Flaherty, LLP
USA



Eric Hawk
JTI
USA



Haggai Alon
Security Matters Ltd. (ASX:SMX)
Israel



Andrew Conduit
SKC Law
Indonesia



Daniel Widera
Minelab Electronics Pty Limited
(wholly owned subsidiary) of Codan
Limited (parent)
Australia

Member Spotlights

May



Daniel Cowen
3Doodle
Hong Kong



Steve Wood
Covectra
USA



Jose H. Werner
Dannemann Siemsen Advogados
Brazil



Alejandro Sepulveda
SICPA
USA



James Shore
Sideman & Bancroft LLP
USA

June



Carolina Svensson
Avery Dennison
The Netherlands



Mark Schonfeld
Burns & Levinson LLP
USA



Jennifer Powell
Church & Dwight Co. Inc.
USA



Laura Urquizu
Red Points
Spain



Richard Ferguson
Stobbs
England

Member Spotlights

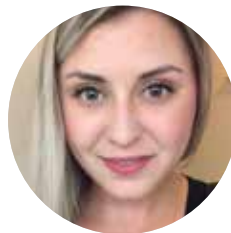
July



Virginia Cervieri
Cervieri Monsuárez
Uruguay



Sherri Erickson
De La Rue
USA



Paige Fang
Juul Labs, Inc.
USA



Tina Huckleberry,
The Lumistella Company
USA



Marcella (Marci) Ballard
Venable LLP
USA

August



Diana K. Martinez
Arochi & Lindner S.C.
Mexico



Pete Reyes
JPatton
USA



Rafa Gutiérrez
Uber Technologies, Inc
USA

September



Fred Jordan
AlpVision SA
Switzerland



Donna Frazier Schmitt
Armstrong Teasdale LLP
USA



Chris Trent
Johnson & Johnson
USA

Member Spotlights

October



Padmakumar Nair
Ennoventure Inc.
UAE



Deejay Smith
LifeScan
USA



Andrea Stein Fuelleman
Neal, Gerber & Eisenberg LLP
USA



Andreas Mehlhaff
U-NICA
Germany

November



Carrie Hedayati
100% Speedlab
USA



Jennie Martel
Colgate-Palmolive Company
USA



Vivian Vassallo
Dolby Laboratories
USA



Fiona Gao
LexisNexis Intellectual
Property Solutions
Netherlands



Vera Bradley

Colleen Blankenship
Vera Bradley
USA

“The inclusiveness of the IACC makes it an organization that stands out. I am proud to be a member.”

**- Eric Hawk, Anti-Illicit Trade Director, EU + The Americas
Japan Tobacco International (JTI), located in the USA**

IACC Law Enforcement Training Program

IACC provided high quality LE trainings throughout 2021 despite continued logistical challenges from the COVID-19 pandemic.

IACC US Law Enforcement Virtual IP Training

May 11 and 18, 2021



IACC US Law Enforcement Training Program Virtual Training for CBP at the Port of JFK

June 9 & 10, 2021



IACC US Law Enforcement Virtual Training for CBP at the Port of Newark

July 27, 28 & 29, 2021



IACC Participated in IPR Center's Global Trade Enforcement Training in the Dominican Republic

August 2 - 6, 2021

The IACC recently participated in the National Intellectual Property Rights Coordination Center's (IPR Center) Global Trade Enforcement Training in the Dominican Republic, instructing customs and/or law enforcement personnel from 12 Caribbean nations and TCIU teams.



IACC US Law Enforcement Virtual Training for CBP at the Port of San Francisco

September 21, 22 & 23, 2021



In-Person LE Training at New York City Police Department

November 18, 2021

The IACC recently conducted its first in-person training event since March 2020 with the New York City Police Department. Training was conducted at their Academy in College Point, Queens with over 150 officers whose assignments include enforcement of New York State's Trademark Counterfeiting laws.



IACC LAW ENFORCEMENT TRAINING

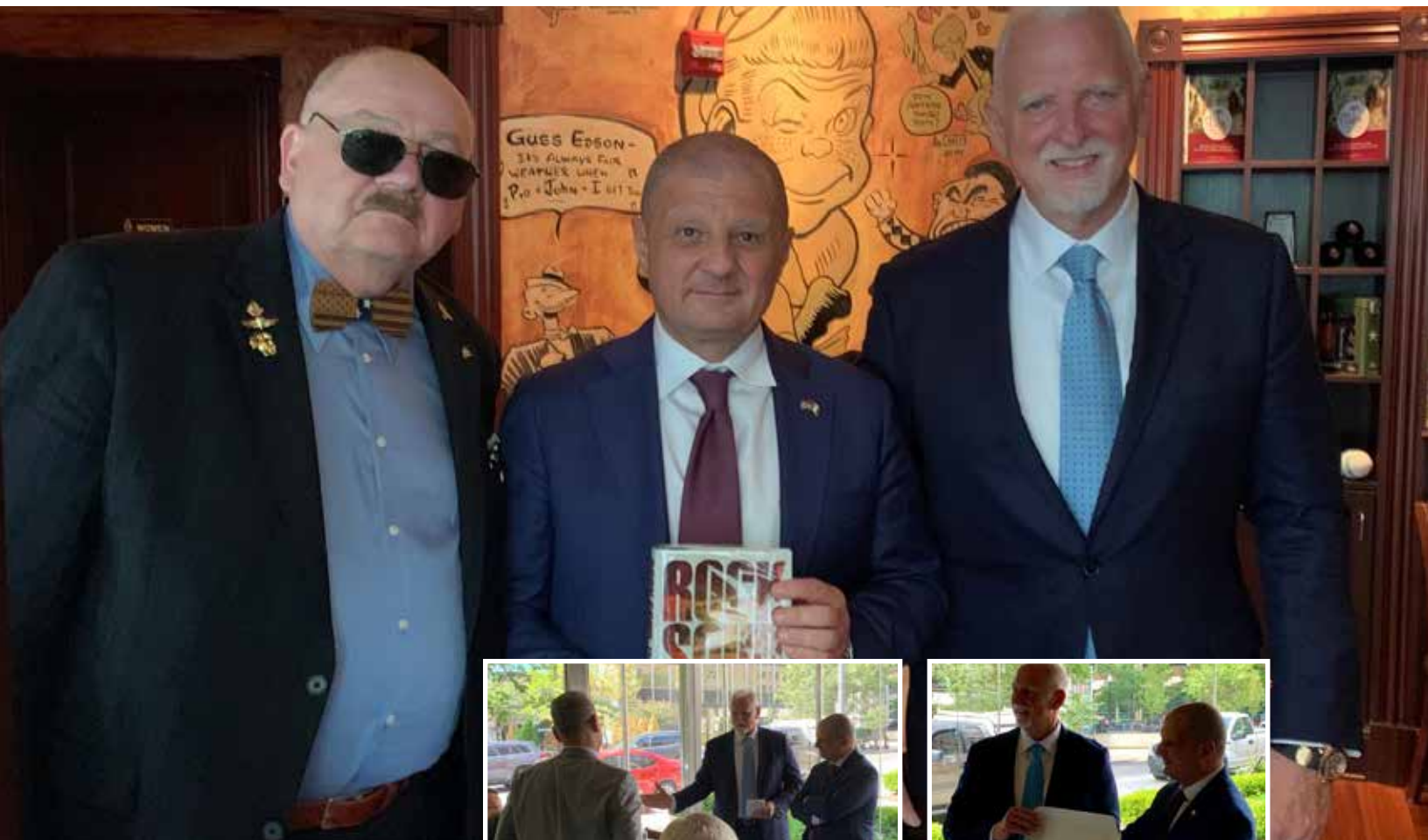
ENFORCEMENT THROUGH EDUCATION



INTERNATIONAL ANTICOUNTERFEITING COALITION

IACC Strengthens Relationship with Guardia di Finanza

In October, IACC hosted a high-level luncheon in honor of Giuseppe Zafarana, General Commander of the Italian Guardia di Finanza (GdF). The luncheon was preceded by a reception the evening before hosted by the Ambassador of Italy, Mariangela Zappia, which was attended by IACC President Bob Barchiesi. The reception and luncheon recognized Zafarana's leadership of the top law enforcement agency in Italy responsible for combating counterfeits. During the event, the IACC and GdF discussed the expansion of the IACC's Law Enforcement Training App to the GdF's 70,000 staff nationwide, providing important information and brand contacts to enhance brand protection actions.



IACC Resources & Tools

IACC Membership Information

Member Benefits [↗](#)

Membership for SMEs [↗](#)

IACC Online Program Information

IACC MarketSafe® Program [↗](#)

IACC-Amazon Program [↗](#)

RogueBlock® [↗](#)

IACC Law Enforcement Training Program Information

U.S. Trainings [↗](#)

Law Enforcement Training App [↗](#)

IACC Tools

Find An Expert [↗](#)

Participate in Advocacy [↗](#)

Quarterly Newsletters and Member Spotlights [↗](#)



“IACC has been invaluable to our success! Can’t wait to see you all again in person soon.”

- Daniel Widera, Group Manager - Legal & Compliance
Minelab Electronics - located in Australia

The International AntiCounterfeiting Coalition

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