RogueBlock® Initiative
Success Through Collaboration

The RogueBlock® initiative is a "follow the money" collaboration between the IACC, the payment industry, and rights-holders that impedes counterfeiters' profitability on a global scale by terminating the merchant accounts they use to process payments. RogueBlock® adds tremendous value to any rights-holders' anti-counterfeiting efforts, taking them beyond the traditional "whack-a-mole" approach that has little long-term impact. The IACC's strategy has been publicly lauded by the White House Intellectual Property Enforcement Coordinator's Office and International Governments alike.

Process. Once RogueBlock® participants submit infringing websites to the IACC's RogueBlock Portal, and the associated merchant accounts are identified, the IACC's payment partners leverage their internal infrastructure or work with banks to address the violation, leading to termination. In the case of credit cards companies, this puts the rogue merchants in the financial industry's "terminated merchants" database, making it extremely difficult to obtain a new merchant account with any other bank. Thus **RogueBlock® participants leverage the international power of credit card and payment processing networks against infringers.**

Payment Partners include MasterCard, Visa International, Visa Europe, PayPal, MoneyGram, American Express, Discover, PULSE, Diners Club, and Western Union.

Impact. Focusing on counterfeiters' merchant accounts – a natural chokepoint for their operations – avoids the whack-a-mole approach of domain takedowns, and demonetizes entire networks of illicit websites with a single enforcement action. Since the program's inception, this collaborative approach has led to:

- **Thousands of merchant terminations** in connection with the illicit sale of counterfeit goods online, impacting an hundreds of thousands of rogue websites.
- Tens of thousands of **marketplace listing and seller removals.**
- **Over 9,000 referrals** to law enforcement for follow-on investigations.

Our cross-industry collaboration has also generated valuable intelligence and key insights regarding emerging trends in online trafficking and counterfeiters' ever-changing strategies to avoid detection.

In the words of one our partners, a major payment provider, the significant shifts we've witnessed in recent years are proof positive of the impact that the RogueBlock program is having on online traffickers.

Learn more.

Learn more about RogueBlock: **www.iacc.org/online-initiatives/rogueblock**
To get started, email: **tjohnson@iacc.org**

Global Reach. The RogueBlock® initiative is a truly global program. No matter where online counterfeiters have chosen to set-up shop physically, where their website is hosted, or where their customers are located, they are never beyond the reach of RogueBlock®. If a website processes payments using the services of one of our partners, they are bound by the same rules around the world.

Expanded Scope. While the primary focus of RogueBlock® remains "stand-alone" websites selling counterfeit goods, we're continually working to expand the program's scope. In recent years, we've opened the Program to include infringing listings from online marketplaces that do not have sufficient counterfeit reporting systems of their own.

MasterCard Clean Up Program. The MasterCard Clean-Up Program is an additional collaboration between the IACC and MasterCard **available at no additional cost** to RogueBlock® participants. It allows for the expedited removal of counterfeit listings from several major e-commerce platforms.

Continued Collaboration. RogueBlock® is a "living program," and we're continuing to engage with partners in other sectors to leverage the intelligence it generates and further expand the reach and effectiveness of the Program.

Join Us!

Cost. IACC Members: $12,500. Non-Members: $15,500. Participants leveraging their own test buys qualify for discounts of up to 50%-off.

Learn more: www.iacc.org/online-initiatives/rogueblock
To get started, email: tjohnson@iacc.org

IACC
INTERNATIONAL ANTICOUNTERFEITING COALITION

The IACC is a non-profit trade association dedicated solely to fighting counterfeiting and piracy around the world. We develop voluntary collaborations with online intermediaries to provide rights-holders with creative, operational, impactful solutions that boost their IP enforcement efforts and improve the IP protection landscape. IACC RogueBlock® is one way we work with our partners to create a safe and trusted e-commerce space. Learn more about our other industry and government joint initiatives at www.iacc.org.