



## 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. The IACC’s strategy has been publicly lauded by the White House Intellectual Property Enforcement Coordinator’s Office and International Governments alike.

**Process.** RogueBlock® participants leverage the international power of credit card and payment processing networks against infringers by submitting infringing websites to the IACC’s RogueBlock® Portal. Associated merchant accounts are identified through website test purchases. The IACC’s payment partners leverage their global internal infrastructure and work with acquirers to address the violation by terminating the counterfeit seller’s merchant account. Terminated sellers are then added to the financial industry’s “terminated merchants” database, making it extremely difficult to obtain a new merchant account.

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

**Impact.** Focusing on counterfeiters’ merchant accounts circumvents the whack-a-mole approach and is the financial chokepoint to entire networks of illicit websites through 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 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 of our major payment partners, 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](http://www.iacc.org/online-initiatives/rogueblock)  
To get started, email: [mmiller@iacc.org](mailto:mmiller@iacc.org) or [cmarchesani@iacc.org](mailto:cmarchesani@iacc.org)

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**Global Reach.** The IACC has partnered with ScamAdviser, an online risk assessment service that allows consumers to check a website's reputation. The RogueBlock® program submits websites that have had their merchant accounts terminated to ScamAdviser resulting in a lowered trust score for the impacted website.

**Domain Actioning.** The IACC continues to maintain its long-standing relationship with Police Intellectual Property Crime Unit (PIPCU), a department of the City of London Police. The RogueBlock® program forwards all terminated sites with a .uk, .co and .be domain to PIPCU for domain seizure and removal including associated and subdomains. We have now also partnered with EURid, a non-profit company that manages all European Union domains. All terminated sites with a .eu domain will be sent directly to EURid for any action they deem appropriate.

**Continued Collaboration.** The RogueBlock® initiative is a truly global "living program," that continues to engage with partners in other sectors to leverage the intelligence it generates and further expand the reach and effectiveness of the Program.

**Expanded Scope.** While the primary focus of RogueBlock® remains stand-alone websites selling counterfeit goods, we have expanded the program's scope to include infringing listings from online marketplaces.

# 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](http://www.iacc.org/online-initiatives/rogueblock)

**To get started, email:**

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**IACC**  
INTERNATIONAL ANTI-COUNTERFEITING 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](http://www.iacc.org).*