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Global Anti-Counterfeiting Awards 2010 The Mounties get their award with a Canadian 1-2

The Royal Canadian Mounted Police (RCMP) - the Mounties - led a strong Canadian showing at the Global Anti-Counterfeiting Awards today in Paris. The RCMP won the award in the Public Body category with the Royal Ontario Museum picking up a High Commendation for the Media (Exhibitions) category and two further Canadian nominations being considered by the judges. The other awards made were: Individual Long-term Achievement for Benoit Battistelli, Director General of the Institut National de Propriété Industrielle, France; Best Media (Exhibitions) for the MCH Group SA of Switzerland; Best Association - the Anti-Counterfeiting Committee of AIM (Association des Industries de Marque); and the Company Award went to the Brand Enforcement Team at Nokia China.

The winners of the twelfth annual Global Anti-Counterfeiting Awards, sponsored by Reconnaissance International's *Authentication News*TM and the Global Anti-Counterfeiting Group (GACG) Network were announced in Paris today as part of the World Anti-Counterfeiting Day events organised by the Union des Fabricants. The awards were made as a continuing recognition of special achievements by organisations that have made contributions to the campaign against the trade in fakes 'above and beyond the call of duty'.

Counterfeit and pirated goods cost the global economy up to €7 hundred billion per year according to many experts, and this translates into loss of legal employment, lack of investment in new jobs and increased prices of legal goods. It also means less public funding for services such as health, education and social welfare. Interpol in particular have also noted the specific involvement of major international organised criminal gangs in the trade in fakes. Many organisations and companies are taking effective action against these dangerous and sub-standard goods to protect consumers, promote investment in new jobs and increase government revenues. Some organisations and individuals 'go the extra mile' and the GAC awards are recognition of this outstanding performance.

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The winners and commendations for activities in 2008, announced today, are:

<u>Long-term Achievement</u>	Benoit Battistelli, Director General, Institut National de Propriété Industrielle (INPI) France
<u>Public Body</u>	Royal Canadian Mounted Police
<u>Company</u>	Nokia China (Brand Enforcement Team)
<u>Association</u>	The Anti-Counterfeiting Committee of AIM (Association des Industries de Marque)
Highly Commended	International Anti-Counterfeiting Coalition (IACC)
Highly Commended	LEEM (Les Entreprises du Médicament), France
<u>Media</u>	MCH Group SA, Switzerland.
Highly Commended	Royal Ontario Museum (ROM)

The awards are open to nominations from anyone with an interest in brand protection, anti-counterfeiting, and anti-piracy activities, particularly in the international context, ensuring a wide spread of nominations from across the world. There were strong nominations in all categories this year and competition for the top honours was close. The awards were judged by a panel from Reconnaissance International, the GACG Network, and representatives of the award winners in 2009.

John Anderson, Chairman of the GACG network of national and regional anti-counterfeiting organisations said “The awards this year again highlight the wide range of co-operation that is needed – and provided - by different organisations across the public/private sector divide, in the campaign against the international trade in fakes. I am especially impressed with the emphases on both co-ordination between the public and private sectors and the importance of raising public awareness that was evident in many of the nominations.”

Ian Lancaster of Reconnaissance International, publisher of *Authentication News*, said “We are proud to sponsor and participate in the annual GACG awards. The process of nomination, judging and presentation of the awards highlights the challenges of brand protection and IPR enforcement. The projects recognised here all demonstrate the need for a strategic protective approach, which integrates legal mechanisms, authentication solutions, investigation and enforcement”.

The awards presentations were made in Paris on 8th June at the Cité des Sciences during the World Anti-Counterfeiting Day event hosted by the Union des Fabricants. Some of the award winners were present to receive their prizes along with some of the Highly Commended winners who were present to receive their certificates. The remaining awards will be presented at suitable occasions during the coming weeks.

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Details of 2010 Award Winners

Long-term Achievement Award: Benoit Battistelli is the Director General of INPI and since 2004 has been the Secretary General of the CNAC (Comité National d'Anti-Contrefaçon). He is due to become the President of the European Patent Office later this year. During his term as head of INPI, he has worked on the development of the fight against counterfeiting notably by reinforcing the collaboration between INPI and the French Government with various national cross-agency initiatives and by developing international co-operation such as the Euro-Mediterranean 'Committee of CNACs' and various bilateral agreements with China, Russia, Vietnam, Brazil. He also worked to tighten the links with the private sector, making sure that the CNAC working groups and events included professional organisations and rights holders. Most recently he was instrumental in the production and signature of the Charter on Cyber-counterfeiting in 2009.

Public Body: The Royal Canadian Mounted Police (RCMP) has continued to be a driving force in criminal enforcement against counterfeiting in Canada. Dedicated officers have been creative in trying to utilise Canada's outdated and insufficient criminal provisions addressing counterfeiting and piracy. Further the RCMP has been active in educational initiatives including the CACN (Canadian Anti-Counterfeiting Network) Reality Tour. The RCMP has not only dedicated resources to addressing the problem across Canada but has taken serious initiatives internationally with the Interpol Intellectual Property Crime Action Group and a significant public awareness campaign (posters) that was made available to any other legitimate organisation and has been widely used for the past four years.

Company: Nokia China (Brand Protection Team) recognised the difficulty faced by China's customs authority in the destruction of counterfeit goods from seizures in an environmentally friendly manner. After considerable research and internal consultation, the Brand Protection Team successfully secured internal approval to include the destruction of seized counterfeit products as part of Nokia's ongoing recycling programme. This not only produced an environmentally sound solution to the dilemma but reduced the overall costs associated with such a programme. China Customs not only welcomed the initiative but recognised it as a 'best practice' programme and encouraged other multinationals to consider similar programmes.

Association: The Anti-Counterfeiting Committee of AIM (Association des Industries de Marque) has consistently and increasingly been an expert and forceful representative of rights owners especially in Brussels but also as a resource nationally and internationally. The committee has carved out a unique and exceptional position of influence in European institutions and thus EU law. Work in 2009 on the promotion of the EU Observatory, with the European Parliament, and the proposed revision of the EU Customs Regulation are clear evidence. The a/cc AIM has also worked extensively on co-ordination of rights holders efforts in Brussels and internationally.

Media: MCH Group SA is a Swiss company which organises exhibitions and fairs in Basel such as *Baselworld* – the internationally renowned watch and jewellery exhibition. In order to

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combat trade in fakes at the exhibitions MCH introduced 25 years ago an arbitration authority called the Panel. This tribunal of 7 experts hears complaints from exhibitors who claim that their intellectual property rights have been violated by another participant and deals with their complaints within 24 hours. Since its creation, the panel has dealt with 800 complaints and the decisions are often referred to outside of the Basel fairs.

Highly Commended Winners: This year the Royal Ontario Museum, Toronto for an exhibition of fake and forgeries, the International Anti-counterfeiting Coalition – mainly US national anti-counterfeiting organisation for its continuing awareness campaigns and lobbying; and LEEM – the French association of the pharmaceutical industry - also for an awareness campaign.

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The **Global Anti-Counterfeiting Awards** are presented for outstanding achievement by individuals or organisations involved in combating counterfeiting and piracy, either to protect their own brands or products or in the development of an environment which encourages the combating of counterfeits and pirate products. The Awards are given in four categories – public body, company, association, and media, including exhibitions. These Awards are not intended to recognize producers and suppliers of anti-counterfeiting technologies, services or products.