Dear Members,

On behalf of the International AntiCounterfeiting Coalition (IACC), I’m pleased to share our continued successes in 2018 through our Annual Year in Review.

From the White House to Vatican City, to Dubai and Beijing, the IACC is the leading voice in the fight against fakes. Standing on our pillars of strength – “Engagement, Enforcement, and Education,” the IACC has achieved unparalleled success in 2018.

We have expanded our engagement and enforcement efforts with Alibaba and Amazon yielding tremendous results for brands participating in those respective programs. We have strengthened our law enforcement alliances with INTERPOL, EUROPOL, Guardia di Finanza, Carabinieri, Met Police, City of London Police, Dubai Police, Dubai Customs, Spanish National Police, French Customs, HSI, FBI, and CBP. We have broadened our global reach in the financial sector with our “Follow the Money” approach through the RogueBlock program working diligently with our long-time partners at Visa, Mastercard, PayPal, American Express, Discover, Western Union and MoneyGram.

As in previous years, the IACC focused on developing partnerships with organizations that would advance our members’ brand protection efforts by leveraging the combined strengths of allied organizations such as GIPC, QBPC, Confindustria Moda, ACG, GACG, BPG, ANDEMA, ASIPI, CCBD, EURid and others, collectively bringing the fight to counterfeiters on a global scale.

The IACC’s Law Enforcement Training Program is second to none and continues to grow in leaps and bounds. Law enforcement and brand holders are attending in record numbers and continue to affirm the program’s value to their respective IP enforcement efforts.
We recently organized our largest Latin America Brand Summit in Orlando, FL, hosting close to 250 delegates from all over the world, including 20 countries in Latin America and the Caribbean. Further, we launched our Latin America training app providing essential IP enforcement tools both in Spanish and Portuguese to police and customs throughout the region.

The IACC continues to expand our footprint in China and our engagement with senior Chinese government officials. This has led to substantive follow-up meetings and delegation visits between brands and government officials. One example is the prominent role that the IACC played at the Forum on the Fight against IPR Infringement and Counterfeiting at the China International Expo in Shanghai. I was honored to participate in the opening ceremony alongside Chinese and other government officials.

Finally, our conferences drew more attendees than ever before from law enforcement around the world, brands from a wider range of industries, and service firms with innovative, cutting edge technology and practices.

We are proud of our many successes and we’re excited to build on this momentum as we begin the new year. 2019 is an incredibly important year as we celebrate our 40th anniversary. Four decades ago, some of the world’s largest and most notable companies mobilized to create the IACC. Today, we have become the world’s leading force in effective, impactful anti-counterfeiting partnerships and a voice for brands.

Over the course of the year, we will be hosting special events at our conferences and creating new material that will celebrate the organization’s past, present and future.

It has been a privilege to work with our members and many partners throughout the years. Thank you for your ongoing support and engagement. We look forward to many more years of collaboration and continued success.

Warm Regards,

Robert Barchiesi
The IACC is pleased to foster a diverse coalition of rights-holders, service providers, associations and government organizations. Our members represent countless industries across over 40 countries.

Impactful Initiatives

Through a number of speaking engagements, meetings and agreements, the IACC’s initiatives produced meaningful results that few organizations can rival.
Curacao-Meeting with the Prime Minister

In March 2018, Prime Minister Eugene Rhuggenaath of Curacao and IACC President Bob Barchiesi held an official meeting to discuss tactics that will advance the country’s fight against counterfeiting and the vital role IP protection plays in Curacao and economies around the globe. Read more here.

Partnering with EURid

Our new partnership with the European Registry for Internet Domains (EURid), which was cemented in June, will help address cybercrime in the .eu and .eio domain name space. The collaboration aims to help clear the registration database of fraudulent domain names and to establish a more secure domain space for Internet users. Read the press release here.

MOU with Confindustria Moda

We established a partnership with the Confindustria Moda, which was formalized through a MOU in December. The agreement brings together the largest Italian trade association with the oldest and largest international anti-counterfeiting organization. Through the MOU, we have agreed to work together to strengthen our collective fight against IP infringement, enhance communication, and share best practices related to IP enforcement. Read more here.
Advocacy

We continued to be the leading voice for brands on policy, enforcement and legislative initiatives to strengthen IP protection against counterfeiting and piracy. **Our efforts included:**

- Submitting comments as part of the USTR’s annual Special 301 review of global IP protection and enforcement efforts, as well as for the agency’s Notorious Markets Review;
- Providing input to the White House’s Office of the IP Enforcement Coordinator to support its development of the U.S. government’s Joint Strategic Plan on Intellectual Property Protection and Enforcement for Fiscal Years 2020 – 2022;
- Raising a variety of rights-holder concerns with the Chinese government as it sought comments on pending E-commerce legislation;
- Offering comments for the record and participating in multi-stakeholder discussions as part of the Senate Finance Committee’s investigation into the threats posed by online trafficking of counterfeit goods, and the need for focused action by U.S. Customs and Border Protection to address those concerns;
- Continuing to press CBP for concrete action to implement authority granted by the Trade Facilitation & Trade Enforcement Act of 2015 and Executive Order 13785;
- Engaging with the U.S. Department of State in support of its work on the dangers posed to consumers by toxic counterfeits; and
- Highlighting rights-holders’ concerns related to a U.S. government proposal to permit Executive Branch agencies to bypass traditional procurement channels in favor of e-commerce platforms.

**Increased Engagement in China**

We increased our engagement within China in 2018 as part of our commitment to enhance the enforcement of IP rights and anti-counterfeiting efforts around the world, particularly in Asia. The IACC played a prominent role at the Forum on the Fight against IPR Infringement and Counterfeiting held in November at the China International Import Expo in Shanghai. We also spoke at the Quality Brand Protection Committee’s 2018 China Forum on Criminal IP Protection in Jiangsu in July. Additionally, Bob Barchiesi was invited to become a Vice Chair of the World Brand Alliance, headed by Liu Pingjun, President of the China Council for Brand Development.

*Learn more about our participation at the Expo here and at the OBPC Forum here.*
RogueBlock

The IACC RogueBlock program is a cost-effective and efficient tool to report online sellers of counterfeit or pirated goods directly to credit card and financial services companies. Since its inception, the IACC, program participants, and our payment sector partners have collaborated on nearly 30,000 investigations. Those efforts have resulted in thousands of merchant account terminations, while significantly increasing costs to offenders, and improving merchants’ on-boarding and monitoring processes. Additional features of the program, including expanded efforts with our payment partners, as well as with the City of London Police, have served as a force-multiplier resulting in the removal of hundreds of additional domain seizures and marketplace takedowns. We’re also working to further operationalize our partnership with EURid to provide expanded benefits to participants. In 2019, we will continue to refine the program in response to lessons learned, and in the coming year, we plan to unveil new program features and collaborations to have an even greater impact.

MarketSafe Expansion Program

The IACC MarketSafe Expansion Program builds a bridge between rights-holders and Alibaba. The program provides rights-holders with a mechanism for achieving quick and effective enforcement on Alibaba platforms. It also leverages the collective voice of MSE’s cross-industry participant pool to identify trends and issues, and develop solutions for strengthening enforcement on the marketplace. In 2018, approximately 100 companies participated in the program. Ninety-nine percent of the reported listings from program participants were taken down.

Building Bridges with Amazon

In April, we signed a Memorandum of Understanding (MOU) with Amazon to work more closely on the assessment of claims of potential infringement, reporting and enforcement. This MOU enhances collaboration and anti-counterfeiting efforts between Amazon and IACC’s members. An initial pilot program was launched shortly after the MOU signing and has resulted in constructive feedback and dialogue. Since the launch, Amazon has made significant headway in improving its overall reporting process and engaging rights-holders in developing initiatives and brand protection policies. The number of participating brands has also doubled since the initial launch and we’ve seen these improvements in the reporting process benefit the rights-holder community at large. In the coming year, Amazon and IACC have already committed to a program that will build upon our success this year and we’ll share more soon. Read the press release about our MOU signing here.
IACC Year in Review 2018

ENFORCEMENT

US Law Enforcement Training Program

In 2018, we continued our law enforcement training, with sessions in 22 U.S. cities, including Miami, Long Beach, San Juan, NYC, Orlando, Chicago, Seattle, Baton Rouge, Mesa, and Newark.

Thanks to the support received from US Homeland Security Investigations, more enforcement officials downloaded and used our law enforcement training app this year. At the Latin America Regional Brand Protection Summit, we also launched the Spanish / Portuguese version of our law enforcement training app, which provides officials with real-time product line information, country-specific best practices and important IP protection guidelines. Contact iacc_trainings@iacc.org for more information.

Raising Awareness in Vatican City

In June, we joined an assembly of distinguished speakers at the 2018 Global Sustainability Network (GSN) at the Vatican. Bob Barchiesi, in addition to speakers from government, judiciary and academia, discussed modern day slavery and the connections between human trafficking and other criminal activities. Our participation in the conference reflects its position as a leading voice in the international community’s conversation on global crime. Read more here.

Consumer Education with Crime Stoppers International

The IACC and Crime Stoppers International (CSI) issued a joint press release to raise awareness about the dangers of counterfeits and provide tips on what consumers should do to avoid falling victim to counterfeiters. The press release was issued during the holiday season when shopping would be at its peak. Read the press release here.
In 2018, the IACC partnered with law enforcement agencies and other organizations to host high-level conferences, bringing together industry thought-leaders and senior government officials from around the world. These conferences promoted dialogue and cooperation in order to strengthen the anti-counterfeiting efforts of organizations, governments and companies.

**Annual Spring Conference**  
*Seattle, Washington, USA*

At the 2018 Annual Spring Conference, 500 top leaders from the frontlines of the business, security, government and legal communities gathered to advance our collaborative approach to fighting counterfeit goods. Attendees, who came from more than 40 countries, networked and shared the industry's most up-to-date information and best practices on IP trends and solutions. Read the Conference press release here.

**2nd Annual EUROPOL IP Crime Conference**  
*Budapest, Hungary*

We partnered with Europol, the Hungarian National Tax and Customs Administration (NTCA) and UL (Underwriters Laboratories) to host the second annual Intellectual Property Crime Conference. The theme of the two-day event was “Blueprint for Accurate and Functional Enforcement.” Major topics of discussion included how to leverage collaboration and technology to successfully combat counterfeiters, IPTV and audio-visual piracy, pharmaceutical crime, the EU General Data Protection Regulation (GDPR) and online investigations. Read the press release here.
INTERPOL International Law Enforcement IP Crime Conference
Dubai, UAE

We partnered with INTERPOL and UL to host the 2018 International Law Enforcement Intellectual Property Crime Conference. The conference attracted close to 750 attendees from over 100 countries. The event featured a series of plenary and panel sessions as well as several workshops. The agenda also included one-on-one networking sessions where delegates could discuss IP-related issues, build working partnerships and connect with representatives from law enforcement agencies and other organizations.
Read the press release here.

Latin America Regional Brand Protection Summit
Orlando, Florida, USA

The second Latin America Regional Brand Protection Summit attracted more than 220 attendees from nearly 30 countries. Co-organized by the IACC and UL in partnership with INTERPOL, the Summit allowed for valuable information sharing and for brands and industry experts to connect with more than 60 government officials coming from 20 countries throughout Latin America. Delegates from Canada, Japan, The Netherlands, Slovakia, Spain, the United Kingdom and United States also participated in the event.
Read more here.

A Leadership Voice

Since the IACC was founded, media have come to rely on us to provide a trusted and authoritative voice on brand protection and anti-counterfeiting.

In 2018, our efforts were covered by print, television and online media outlets, including:

- CCTV
- The Dr. Oz Show
- Russian Television
- Curacao Chronicle
- Fashionista.com
- GoBankingRate.com
- IPPro The Internet
- Kiplinger Personal Finance
- The Intelligent Collector
- World Intellectual Property Review
2019 40 Years and Beyond

The IACC will celebrate its 40th anniversary throughout 2019. We will highlight the progress the anti-counterfeiting community has made in the last four decades, while continuing to develop innovative strategies in response to emerging and evolving issues on brand protection.

We hope you’ll join us this year in celebrating IP and our mission to protect brands worldwide.

2019 Conferences & Events

IACC 2019 Annual Spring Conference
May 15-17, 2019
Boston, MA, USA

3rd Annual EUROPOL IP Crime Conference
June 18-19, 2019
Málaga, Spain

3rd Latin America Regional Brand Protection Summit
October 2-4, 2019
Orlando, FL, USA

INTERPOL International Law Enforcement IP Crime Conference
October 22-23, 2019
Cape Town, South Africa