



Brand Protection

2018 year in review

Empowering Trust™

UL's Global Network of Safety



2018 was quite a year for our Brand Protection Program! Our team broke records in the number of counterfeit UL Marked goods seized and in the innovative tactics used to identify the items and locations. Overall, in 2018, our team helped remove almost 4 million counterfeit UL Marked products from the stream of commerce.

Contributing to our success was the expansion of our team in the Europe, Middle East and Africa (EMEA) region, our increased online activities, and our strategic operation called Project Centurion. This six-week operation was conducted by UL's Brand Protection team, who worked together with global stakeholders, to identify entities manufacturing, selling and distributing products with counterfeit UL Marks. When Project Centurion concluded, over 108,000 products bearing counterfeit UL Marks were seized, with an estimated value of \$2.1 million. Please see page 10 for the details.

UL's Brand Protection team considers it an honor to work with our global public and private sector partners and regard them as an integral part of our team. In 2019, we look forward to continuing to foster these productive relationships and lead the charge to grow and strengthen this critical network of safety across the globe.

Brian Monks

Vice President and Chief Security Officer
Global Security and Brand Protection



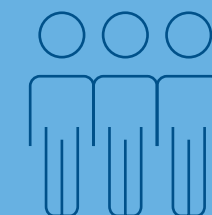


Table of Contents

06	Brand Protection Team Worldwide	16	Effective Enforcement: Global Investigations	25	Conference Awards
08	UL Anti-Counterfeiting Year End Results 2018	18	Global Customs and Border Protection Program	26	International IP Crime Investigators College (IIPCIC)
10	UL Project Centurion	20	Global Partnerships	30	Looking Ahead
14	Top Counterfeit Product 2018: Power Supplies	23	International Conferences		



Brand Protection Team Worldwide



Our team works closely with global partners and UL customers to develop and implement solutions that halt the flow of illegal and potentially dangerous goods. We are united across the globe in a network of safety, working to protect the integrity of the UL Mark.

Dedicated resources within the EMEA region have increased our reach by building partnerships and expanding our educational program. In 2018, our team tripled the number of intellectual property (IP) crime cases in the U.K. and increased the number of seized products bearing counterfeit UL Marks from 13,171 to 407,727.



UL Brand Protection Program Pillars

Enforcement

Our Brand Protection team utilizes a priority-focused, intelligence-led, project-based and integrated approach for undertaking successful anti-counterfeiting actions.

Education

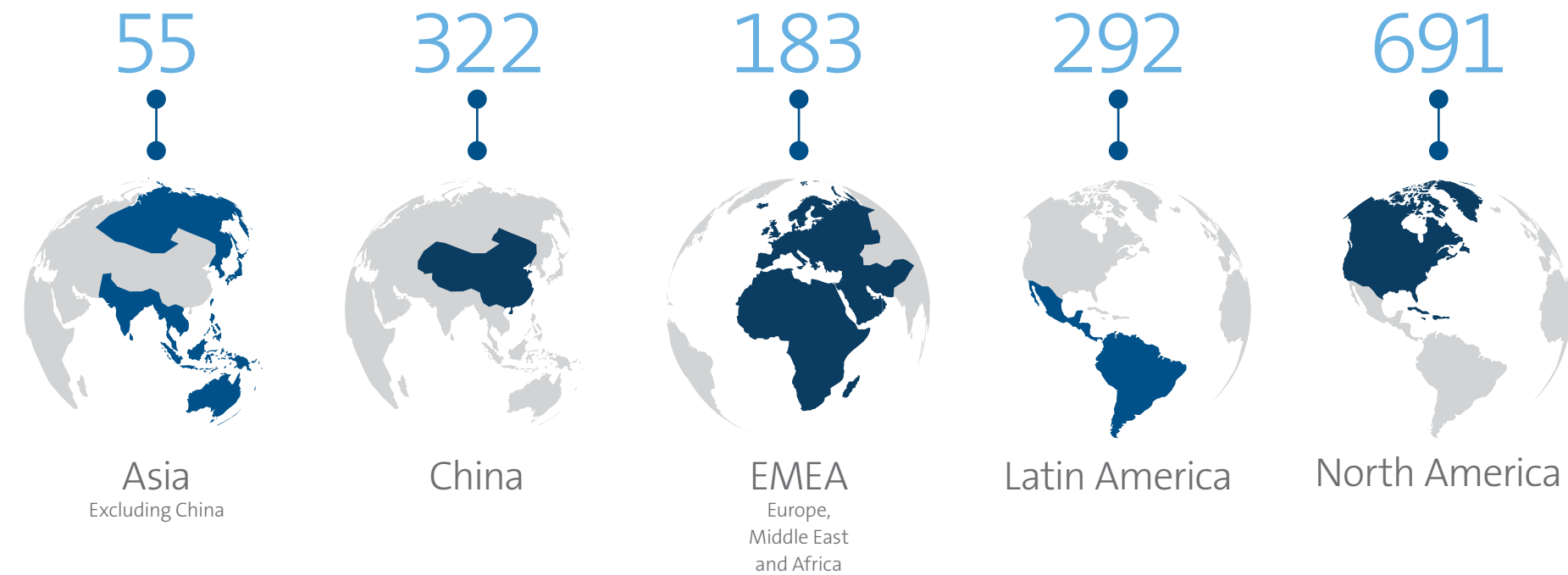
Our comprehensive education program helps build capacity within public and private sector organizations to combat IP crime.

Partnerships

Our extensive outreach program builds strong and effective public and private sector partnerships through our Brand Protection conferences, workshops and initiatives.

UL Anti-Counterfeiting Year End Results 2018

Number of counterfeit cases reported per geographic region



UL Mark
authentication training
and presentation
sessions conducted

41 AMERICAS
21 EUROPE, MIDDLE
EAST AND AFRICA
13 ASIA-PACIFIC

4,334
TOTAL NUMBER OF
ATTENDEES TRAINED

Case numbers breakdown

803
ANTI-COUNTERFEITING
INVESTIGATIONS

+ 740
CUSTOMS
INVESTIGATIONS

= 1,543
TOTAL INVESTIGATIONS
FOR 2018

3,637,094 PRODUCTS SEIZED
BEARING A COUNTERFEIT
UL MARK
8,370 ONLINE LISTING
TAKE DOWNS

Top four counterfeited products

19%
Power Supplies

10%
Batteries

9%
Informational Technology
Equipment

6%
LED surface-mounted
Luminaries



UL Project Centurion

Enforcement, education and partnerships in action

Counterfeit products can pose a threat to the life and safety of consumers, not to mention compromising the integrity of the UL Mark. Our Brand Protection team developed an intelligence-led, assertive effort to reduce counterfeit products in the marketplace, called Project Centurion. This six-week operation combines our three program pillars, Enforcement, Education and Partnerships, into a strategic investigative methodology.

This innovative initiative leverages UL's global safety network by engaging with law enforcement, clients, IP associations and governmental entities to conduct intelligence-led investigations. Project Centurion continues to be a vital initiative for our Brand Protection team as we continue to protect the safety of consumers and the UL brand.



Americas

ESTIMATED VALUE
\$934,586

TOTAL PRODUCTS SEIZED
46,947

Product types seized

Phone Chargers
Adapters
Lithium-Ion Cell Phone Batteries
Lighting Lamps
Himalayan Salt Lamps

6,462 TOTAL TAKEDOWNS OF
Online Listings

Product types seized

LED Luminaries
Power Adapters
Batteries
Informational Technology Equipment
Wire and Cable

Europe, Middle East and Africa

ESTIMATED VALUE
\$360,450

TOTAL PRODUCTS SEIZED
5,130

Product types seized

USB Cables
AC Adapters
Lithium-Ion Cell Phone Batteries
Laptop Batteries

Asia-Pacific

ESTIMATED VALUE
\$900,000

TOTAL PRODUCTS SEIZED
56,640

Product types seized

LED Luminaries
Adapters
Lithium-Ion Cell Phone Batteries
Lead- Acid Batteries



Case Study

Power Supply Raid

One of our most successful cases involved our Brand Protection team disrupting a supply chain, in China, of 20,000 power supplies bearing counterfeit UL Marks.

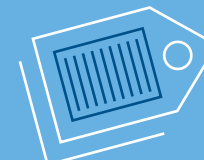
1 Factory

3 Warehouses in **2** cities

1 Delivery vehicle

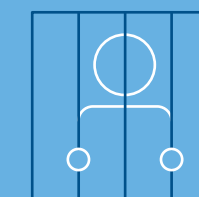
1 Retail shop

The team worked with the Public Security Bureau (PSB) to raid 6 locations simultaneously.



10 Brands involved

20,000 adapters seized with an estimated retail value of **\$568,000**



10 Infringers detained



40+ PSB officers involved

Top Counterfeit Product 2018: Power Supplies

The Brand Protection team is focused on developing collaborative alliances to combat the illicit trade of counterfeit products. In 2018, there was an influx of counterfeited power supplies entering the marketplace. These counterfeit products have the potential to produce harmful shocks and cause fires. Our successful partnerships support the removal of these potentially dangerous products from the marketplace before they can potentially harm consumers.

Over 176,000 travel chargers, worth an estimated \$2.7 million USD, bearing counterfeit UL Marks were seized

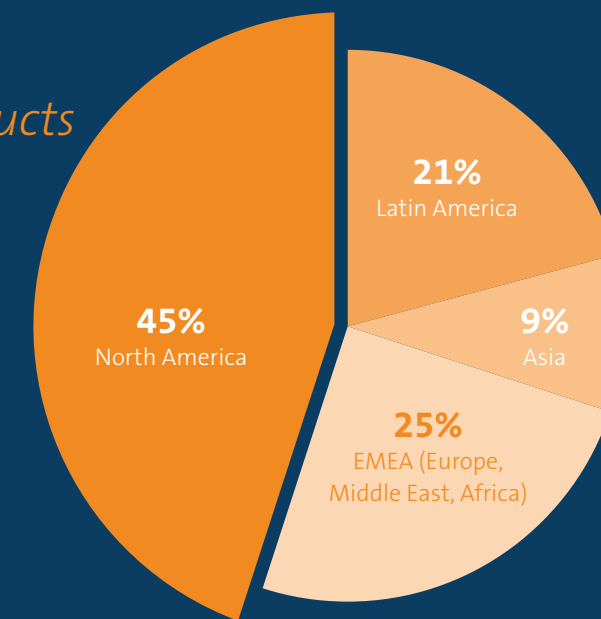


Our Brand Protection team obtained information regarding a shipment containing counterfeit travel chargers and other consumer electronics destined for El Salvador. Upon the container's arrival, inspectors discovered more than 176,000 travel chargers bearing counterfeit UL Marks.

182
POWER SUPPLY CASES

448,068
PRODUCTS SEIZED

Regions products were seized





Effective Enforcement

Global investigations



UL is committed to working for a safer world through partnerships, education and enforcement. In cooperation with our partners around the world, we help to remove dangerous products from the global marketplace. Some of our most significant counterfeiting cases in 2018 involved power supplies, lighting products, lithium-ion batteries and AC adapters.

20,000
power supplies
seized bearing
counterfeit UL Marks
and **30,000**
counterfeit labels

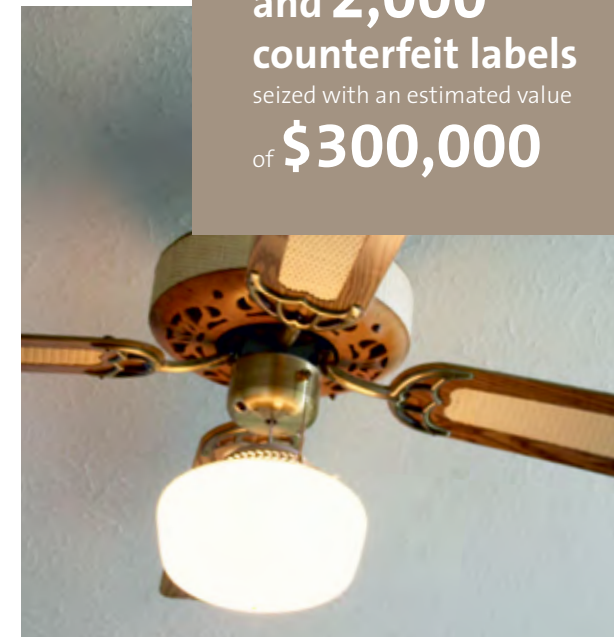


In May 2018, our Brand Protection team supported Foshan Municipal Public Security Bureau (PSB) in breaking up an organization of manufacturers selling and distributing counterfeit power supplies, both in stores and online.

UL conducted an investigation resulting in identifying and connecting the key figures and operating locations of the counterfeiting syndicate. PSB simultaneously raided six locations in Foshan and Guangzhou, Guangdong Province, including a factory, an office, three warehouses and a storefront.

The enforcement action resulted in the seizure of 20,000 power supplies bearing counterfeit UL Marks and 30,000 UL counterfeit labels for power supplies.

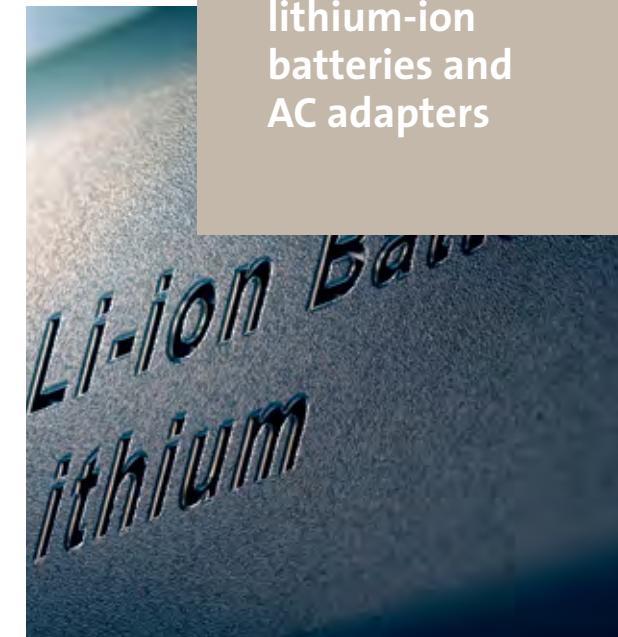
1,100 counterfeit
lighting products
and **2,000**
counterfeit labels
seized with an estimated value
of **\$300,000**



In July 2018, suspected counterfeit lighting products were identified on an e-commerce platform. Our investigation revealed that the online seller operated a manufacturing facility in Zhongshan, Guangdong Province, and manufactured lighting products bearing counterfeit UL labels.

In December 2018, upon UL's complaint, officers from the Public Security Bureau (PSB) and the Administration for Market Regulation of Zhongshan Municipal carried out a joint enforcement action against the identified manufacturer, resulting in the seizure of 1,100 lighting products and 2,000 counterfeit labels with the UL Mark. The total value of seized items equaled approximately \$300,000.

1,408
counterfeit items seized
including
lithium-ion
batteries and
AC adapters



In July 2018, our Brand Protection team learned of several linked accounts on an online auction site run by Chinese nationals producing lithium-ion batteries bearing counterfeit UL Marks.

Working with Her Majesty's Revenue and Customs (HMRC) and U.K. Trading Standards, several enforcement actions were organized to examine and authenticate stock held at the U.K. address. In total, 1,408 counterfeit items were seized including replacement lithium-ion batteries and AC adapters that bore counterfeit UL Marks.

Global Customs and Border Protection Program

In 2018, our Customs program saw global expansion. Eighteen countries provided inquiries and orchestrated seizures of counterfeit UL Marked products. Inquiries from newly formed relationships originated in the U.K., Germany, the Netherlands, Columbia, Canada, Italy, India, Uruguay, El Salvador, France, Guatemala and Latvia. Our partnerships in China, Mexico and the U.S. remained strong as our presence expanded throughout EMEA and Latin America.

• 2,690,236 PRODUCTS BEARING COUNTERFEIT UL MARKS SEIZED BY CUSTOMS AND BORDER PROTECTION AGENCIES AROUND THE WORLD



Underwriters Laboratories President Terrence R. Brady addresses Congress on international brand protection

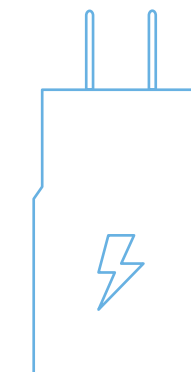
In 2018, Underwriters Laboratories President Terrence R. Brady testified before Congress on “Protecting E-commerce Consumers from Counterfeits.” Brady answered questions from Ranking Member Ron Wyden, Chairman Orrin Hatch and several U.S. senators about UL’s experience combating the rise of counterfeit goods in the global marketplace.

Brady shared the successes of UL’s brand protection efforts and provided recommendations on stronger penalties, a critical factor in deterring counterfeit criminals. Brady highlighted the need for effective public and private sector partnerships to reduce the entry of potentially dangerous products into the market. He also noted that information sharing between law enforcement and rights holders could be improved, and he proposed that UL could undertake the creation of a shared, online intelligence portal. Law enforcement and rights holders could contribute intelligence directly into the related database so as to more effectively target counterfeiters.

2.7 million in power supplies seized by U.S. Customs and Border Protection

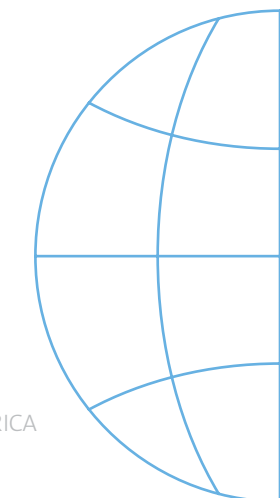
In November, CBP officers at the Port of New York/Newark uncovered and seized 150,000 chargers bearing counterfeit UL Marks. The total manufacturer’s suggested retail price of the seized chargers was estimated to be more than \$2.7 million.

Untested counterfeit home chargers could pose grave hazards to consumers and their property. **“Preventing these counterfeit items from entering the United States is crucial to protecting consumers as well as our economy”**, said UL Field Operations Director Troy Miller in Port of New York/Newark.

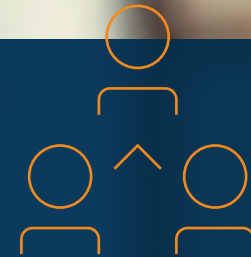


New destinations for products bearing counterfeit UL Marks

ALBANIA	GERMANY	MOZAMBIQUE	SWITZERLAND
ARGENTINA	GREECE	PAKISTAN	TAIWAN
AUSTRALIA	HONGKONG	PERU	THAILAND
BOLIVIA	INDIA	PHILIPPINES	TURKEY
BRUNEI	INDONESIA	QATAR	UNITED ARAB EMIRATES
CANADA	IRAN	RUSSIA	UKRAINE
CHINA	ISRAEL	SAUDI ARABIA	UNITED KINGDOM
CZECH REPUBLIC	ITALY	SINGAPORE	UNITED STATES OF AMERICA
DOMINICAN REPUBLIC	MEXICO	SLOVENIA	VIETNAM
FRANCE	MOROCCO	SOUTHKOREA	



Global Partnerships



Our Brand Protection team continues to work with our global public and private sector partners to help us maintain the integrity of the UL family of Marks. Our program is built on three pillars: Enforcement, Education and Partnerships.

Strong partnerships ensure a consistent and coordinated approach to global anti-counterfeiting efforts. Through our sponsorships of conferences, educational workshops and communication forums, our goal is to provide global opportunities for law enforcement, government organizations and industry to come together to discuss innovative solutions to combat global counterfeiting challenges.

UL joined thought leaders at Chicago Forum on Global Cities



The Chicago forum on Global Cities offers a unique opportunity to share knowledge about critical issues affecting cities and citizens around the world. During this unique conference, city officials, business leaders, academics, researchers and other important stakeholders share knowledge and findings as they look to solve some of the most pressing challenges faced by global cities. UL has supported the forum for several years and values the opportunity to address issues of safety, security and sustainability around the world.

In 2018, UL demonstrated how counterfeit products put cities at risk, with an interactive booth, hosted by UL's Brand Protection team, where participants discovered how their cities could help fight the counterfeiting pandemic.

Consero Brand Protection and Anticounterfeiting Executive Roundtable



On March 15, 2018, our Brand Protection team attended the Consero Brand Protection and Anti-Counterfeiting Executive Roundtable. This event was held in San Francisco, California, and attended by Apple, Facebook, eBay, Western Digital, Fitbit, Tiffany and several other top brands and brand monitoring firms. This roundtable focused on effective strategies to mitigate infringement, balancing enforcement across social media and educating the public regarding the impact of counterfeit goods.

Brian Monks, the vice president and Chief Security Officer for Underwriters Laboratories (UL), and Kevin Olive, Brand Protection Manager, participated in a panel about consumer education. UL shared several public awareness programs such as SafeBee®, Safety Smart® and answered questions regarding public awareness programs sponsored by UL.

Latin America Brand Protection Summit



As our presence in Latin America grows, our Brand Protection team has sought to partner with stakeholders, public and private, to increase awareness about the dangers of product counterfeiting and to work with local partners to support effective enforcement solutions.

In 2018, our Brand Protection team partnered with the International AntiCounterfeiting Association Coalition (IACC) and co-hosted the second Latin America Brand Protection Summit in Orlando, Florida. An estimated 225 attendees from over 20 countries represented the region. Discussions centered around intellectual property theft and innovative ways to work together to combat the distribution of counterfeit products.

Our Brand Protection team hosted the first Americas Region UL and Alibaba Brand Protection Workshop



Our Brand Protection team hosted the Americas region's first UL and Alibaba Brand Protection Workshop in Cerritos, California. The event focused on supporting UL customers and their efforts to protect their brands within the online environment. Presentations and interactive roundtables detailed challenges and provided solutions for combating online counterfeiting and advice for working effectively with law enforcement and eCommerce platforms.

The workshop was supported by the Los Angeles County Sheriff's Department, the Department of Homeland Security and the IACC. It was very well received and helped strengthen relationships with our customers, law enforcement, Alibaba and other stakeholders.

International Conferences

UL is proud to support the various international forums where law enforcement, the private sector and government agencies can engage in meaningful discussions on IP crime and share ideas about strategies and policies. Connecting with our important international partners throughout the year strengthens the trust between all the committed stakeholders taking on this meaningful work.



>93
COUNTRIES

900
DELEGATES

IN
DUBAI

12th Annual International Law Enforcement IP Crime Conference

The 12th International Law Enforcement IP Crime Conference was held in Dubai, United Arab Emirates. The 2018 theme was “COMBATING THE GLOBAL CRIME WAVE OF ILLICIT TRADE”.

The conference was co-hosted by INTERPOL and the Dubai Police in partnership with the Ministry of Interior, UL, the IACC and the Emirates Intellectual Property Association (EIPA).

This year's conference was the biggest yet, with over 900 participants from 93 different countries. The conference was a success due to the efforts of a global, cross-functional coordination by our Brand Protection team and the members of our local Dubai office.



Conference Awards

UL Outstanding Brand Protection Partner of the Year Award

Our Brand Protection team annually recognizes a UL customer who shares our passion and commitment to protecting the health and safety of consumers by safeguarding the integrity of their brand. These customers usually go above and beyond to support our education and investigation efforts throughout the year.

In 2018, UL acknowledged Apple and Colin Denyer, Consumer Electronics Senior Investigator, for their continued support of UL's anti-counterfeiting efforts with UL's 2018 Outstanding Brand Protection Partner of the Year Award.

UL's and Apple's Brand Protection teams joined forces, which resulted in UL's first seizure in the U.K. This case resulted in the seizure of 5,840 products bearing counterfeit UL Marks.



IIPCIC Outstanding Public and Private Sector Partnership Awards

In 2018, the International IP Crime Investigators College (IIPCIC) recognized four public sector organizations for their commitment to the fight against IP crime with IIPCIC's Outstanding Public and Private Sector Partnership Award.

From the Tanzania Police Force, Alekunda John Urrio and Manyama J. Wambura were acknowledged by IIPCIC for their joint efforts in making the IIPCIC online training materials available to Tanzania law enforcement and for training over 630 law enforcement officers through INTERPOL's mentoring program to combat transnational organized IP crime.

Stephen Cox from the Border Force International, British High Commission, also received the IIPCIC award for his work on the Chaucer Hunter Project with the U.K.'s Border Force International team and for his innovative initiative to incorporate IIPCIC in his work to fight illicit trade.

Finally, the Zhejiang Police College, People's Republic of China, received the IIPCIC award for its professional cooperation with the International IP Crime Investigators College. The Zhejiang college conducted a pilot for the inclusion of IIPCIC in their curriculum for six months. Following the pilot, which included 149 specially selected offices, the positive feedback from the college and INTERPOL China has led to continued cooperation.



International IP Crime Investigators College (IIPCIC)



For almost a decade, IIPCIC has been the premier educational platform for IP investigators and practitioners. A joint initiative between INTERPOL and UL, IIPCIC delivers online courses in 6 languages to reach a broad enforcement audience with information on how to detect and combat IP infringement.

In the past year, IIPCIC increased its enrollment by 18 percent and now has over 17,000 registered learners from 168 countries.

IIPCIC also empowers companies by providing specialized education to law enforcement officials on a global basis. All rights holders are welcome to work in partnership with IIPCIC to develop custom anti-counterfeiting training materials. In 2018, IIPCIC launched a new industry course titled, "Identifying and Combatting Counterfeit Components in the Automotive Industry" for A2C2, the Automotive Anti-Counterfeiting Council, an association of 30 North American auto companies.

To learn more please visit
iipic.org

2018 IIPCIC Results



17,256

Students enrolled
Increased by **18%**
compared to 2018



705

Agencies
represented



168

Countries
represented



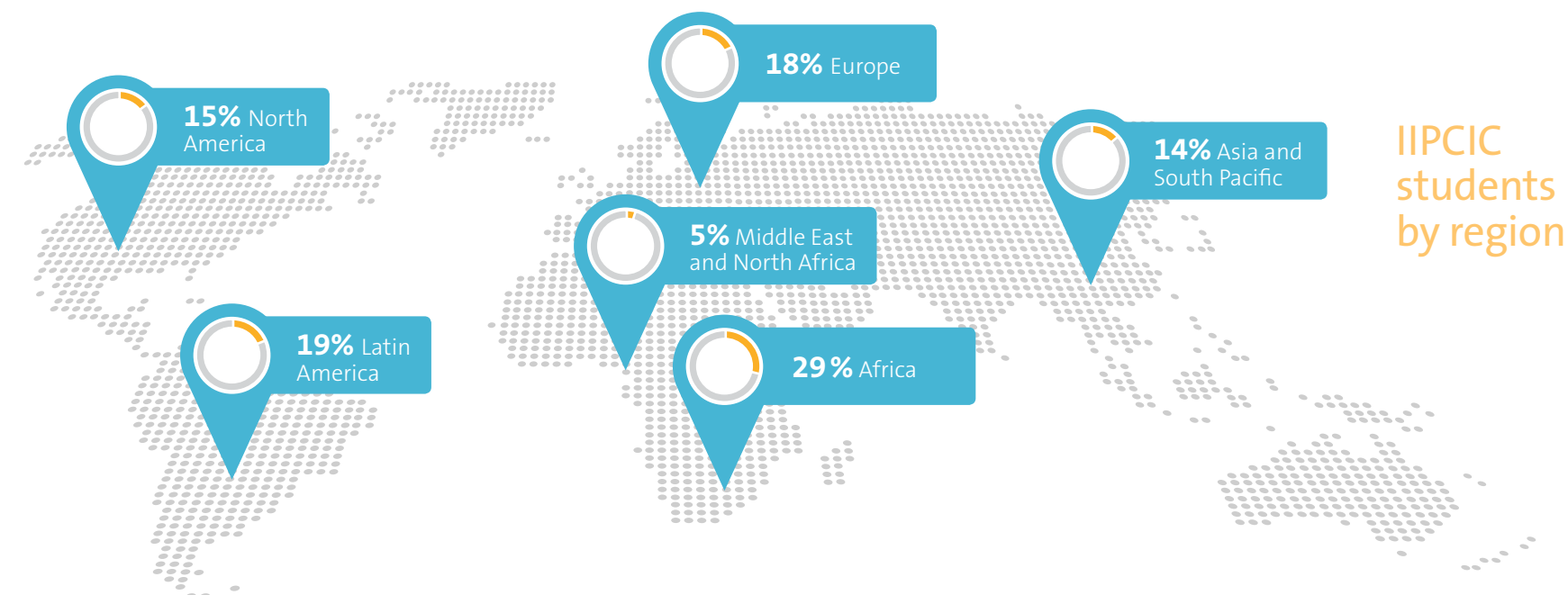
57

Private sector
organizations



6

New courses
and translations
launched



**IIPCIC
students
by region**

New courses launched in 2018



American Automatic Control Council (A2C2) Automotive Industry

Identifying and combating counterfeit components in the automotive industry.



International Institute of Research Against Counterfeit Medicines (IRACM) Medical Products

Understanding and addressing the illicit trade of medical products.



Intellectual Property Rights (IPR) Enforcement for Customs Officers



Available languages
English



Available languages
English, French, Spanish

Now also in
French and
Spanish



Available languages
English, Mandarin, Arabic

Now also in
Mandarin
and Arabic



4.7

Total course satisfaction
rating (out of 5)



IIPCIC Workshop



During the 12th International Law Enforcement IP Crime Conference in Dubai, IIPCIC delivered an instructor-led workshop titled, "Investigating Online Counterfeiting and Piracy." The workshop was led by Michael Hill, Brand Protection's Manager for Online Digital Investigations and co-instructed by Graeme Grant, International Federation of the Phonographic Industry's (IFPI) Director of Anti-Piracy. Over 50 participants from both the private sector and law enforcement attended. The topic included content on how to use current open-source intelligence tools (OSINT) to conduct IP-related online investigations.

Looking Ahead in 2019

Events

June 18-19

3rd Europol Intellectual Property Crime Conference

Malaga, Spain

October 2-4

Latin America Brand Protection Summit

Orlando, Florida

October 21

**Cryptocurrency; An Introduction to the Future of the Criminal
Mind Workshop at the 13th International Law Enforcement IP
Crime Conference**

Cape Town, South Africa

October 22-23

13th International Law Enforcement IP Crime Conference

Cape Town, South Africa

For more information on our global brand protection and anti-counterfeiting activities, please visit:

UL.com/Anti-counterfeiting



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