2019 was another amazing year for UL’s Brand Protection team. Our efforts promoting the Brand Protection program pillars through enforcement, education and partnerships cannot go unnoticed. We expanded our partnership with customs agencies around the world, increasing training and effectively identifying and seizing counterfeit goods. The Latin America region saw the most growth with increased product seizures, which included over 110,000 counterfeit adapters in Central America and counterfeit fire extinguishers in Peru and Ecuador, all bearing counterfeit UL Marks.

UL’s Brand Protection team also continued with online enforcement through Project Centurion and the takedown of over 86,000 listings of advertised products bearing counterfeit UL Marks. The Brand Protection team supported Singapore’s Land Transport Authority (LTA) to implement the UL 2272 safety Standard for personal mobility devices (PMDs) and provide guidance and training on identifying counterfeit and noncompliant PMDs. Founded by UL’s Brand Protection team, the Anti-Counterfeiting Innovation Center (ACIC) continues to grow and strengthen our partnerships across the globe in combating intellectual property (IP) crime through innovative solutions and connecting resources.

Our successes could not have been achieved without the support of our internal and external stakeholders, as well as having a team of the finest brand protection professionals across the globe. This year, 2020, brings in an opportunity for UL’s Brand Protection team to grow and expand its impact even further in combating counterfeit goods and helping to ensure that safer products reach countries, marketplaces and people around the world.

Brian Monks
Vice President and Chief Security Officer, Global Security and Brand Protection
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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 intellectual property (IP) crime.

Partnerships
Our alternative approach program builds strong and effective public and private sector partnerships through our Brand Protection conferences, workshops and initiatives.

UL’s Brand Protection team worldwide

UL’s Brand Protection team works diligently in partnership with law enforcement and customers to protect the safety of consumers and the integrity of the UL Mark. The team dedicates their leadership and resources to support global efforts to combat IP crime and to cease the production and flow of counterfeits into and out of key markets.

Working with customs officials has been recognized as a key component for an effective anti-counterfeiting strategy. In 2019, the expansion of our global customs program has helped customs authorities to target their enforcement activities more effectively, leading to improved seizure rates of counterfeit goods.
Anti-counterfeiting operations

Anti-counterfeiting operation functions are at the core of the Brand Protection Program Pillars. It leads global enforcement efforts to identify and remove products bearing counterfeit UL Marks from the stream of commerce and holds accountable those responsible for their manufacture, distribution and sale through administrative, civil and criminal remedies. The team works closely with law enforcement agencies across the globe and supports their efforts to combat IP crime and the counterfeiting of UL Marks.

Function hubs

- Investigations
- Integrated enforcement
- Customs and border protection
- Verification and analysis
- Customer and stakeholder engagement

Anti-Counterfeiting Innovation Center

UL’s Anti-Counterfeiting Innovation Center (ACIC) leverages expertise across organizations, develops new tools to address complex counterfeiting challenges, refines problems and develops innovative solutions in partnership with a wide variety of stakeholders. The goal of the ACIC is to become the global leader in anti-counterfeiting innovation and provide impactful, intelligent, practical and cost-effective solutions that will advance public safety and build capacity within and among law enforcement and private sector organizations to combat IP crime.

Function Hubs

- IP Crime College
- Education and awareness
- Digital and technological solutions
- Knowledge and data management
- Outreach and capacity building
### UL’s anti-counterfeiting year-end results 2019

#### Number of cases reported per geographic region

<table>
<thead>
<tr>
<th>Region</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>736</td>
</tr>
<tr>
<td>Latin America</td>
<td>400</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>357</td>
</tr>
<tr>
<td>EMEA (Europe, Middle East and Africa)</td>
<td>179</td>
</tr>
</tbody>
</table>

#### Cases numbers breakdown

- **Anti-counterfeiting investigations:** 464
- **Customs investigations:** 971

\[464 + 971 = 1,435\]  
Total investigations in 2019

---

#### Top four products seized bearing a counterfeit UL Mark

- **Power supplies:** 18%
- **Appliance wiring materials:** 5%
- **Information technology components:** 6%
- **Semiconductor devices:** 5%

---

#### Total number of attendees trained

<table>
<thead>
<tr>
<th>Region</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>34</td>
</tr>
<tr>
<td>Europe, Middle East and Africa</td>
<td>28</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,248</td>
</tr>
</tbody>
</table>

---

*Does not include training, online or mark verification cases.
Online enforcement year-end results 2019

Throughout 2019, UL’s Brand Protection team utilized several investigative tools to monitor online marketplaces and websites for listings containing potentially dangerous products bearing counterfeit or unauthorized UL Marks. In addition, the team leveraged these tools to identify listings containing false or misleading claims that the product offered for sale has been tested for safety, certified or listed by UL. During the year, the team was responsible for the removal of over 86,000 listings of products bearing unauthorized or counterfeit UL Marks or that claimed to have been certified or listed by UL. Each listing was investigated and properly vetted to help ensure that only listings for infringing products were removed from online platforms.

In 2019, UL’s Brand Protection online enforcement program expanded. As a result, 2019 saw more than 100% increase in online listing takedowns.

Countries where listings were removed

<table>
<thead>
<tr>
<th>Country</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Japan</td>
</tr>
<tr>
<td>Australia</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Austria</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Belgium</td>
<td>Philippines</td>
</tr>
<tr>
<td>Canada</td>
<td>Poland</td>
</tr>
<tr>
<td>China</td>
<td>Portugal</td>
</tr>
<tr>
<td>China (PRC)</td>
<td>Singapore</td>
</tr>
<tr>
<td>Colombia</td>
<td>Spain</td>
</tr>
<tr>
<td>France</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Germany</td>
<td>Thailand</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Ireland</td>
<td>United States</td>
</tr>
<tr>
<td>Italy</td>
<td></td>
</tr>
</tbody>
</table>

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Number of online listings removed

<table>
<thead>
<tr>
<th>Year</th>
<th>Listings Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>8,370</td>
</tr>
<tr>
<td>2019</td>
<td>86,783</td>
</tr>
</tbody>
</table>

* Removed listings of advertised products bearing a counterfeited UL Mark

+900% increase in online listing takedowns

100% of the 86,783 listings removed claimed the products or components were tested or certified by UL.

Top five online listings of counterfeit products

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lights</td>
<td>27%</td>
</tr>
<tr>
<td>LEDs</td>
<td>23%</td>
</tr>
<tr>
<td>Adapters</td>
<td>12%</td>
</tr>
<tr>
<td>Power supplies</td>
<td>10%</td>
</tr>
<tr>
<td>Lamps</td>
<td>9%</td>
</tr>
</tbody>
</table>
Over 2,000 cellular batteries bearing counterfeit UL Marks seized with an estimated retail value of over $350,000

In March 2019, UL’s Brand Protection team obtained intelligence regarding a shipment containing travel chargers bearing counterfeit UL Marks and other counterfeit consumer electronics goods destined for El Salvador. This information was passed along to law enforcement partners with the United Nations Office on Drugs and Crime (UNODC)/World Customs Organization’s (WCO’s) Container Control Program (CCP) Unit at the Port of Aguadilla, El Salvador. An alert was placed on the container and upon arrival March 21, 2019, it was inspected. Inspectors found over 20,000 travel chargers bearing counterfeit UL Marks.

In 2019, CCP units in El Salvador, Guatemala, Honduras and Panama seized nine shipments containing 110,000 counterfeit travel chargers.

In May 2019, Peruvian police authorities executed a search warrant at a business in Lima that was distributing and selling fire extinguishers that were falsely claiming UL certification and infringing registered trademarks of UL customers. During the operation, 70 fire extinguishers bearing counterfeit UL Marks and over 100 counterfeited UL labels were seized. The owner of the business faces criminal charges for counterfeiting trademarks and deceptive business practices.

In June 2019, the International Crime Investigation Unit of Korea Coast Guard (KCG) identified a location that was suspected of counterfeiting heating film. As a result of the investigation, KCG raided the location and seized 30 rolls of graphene heating film bearing counterfeit UL Marks, as well as uncovering another warehouse with the same counterfeit UL Mark products. Estimated value of the seizure was $433,220. The suspect has been placed under arrest and was accorded of trademark infringement and violation unfair competition prevention and trade secret protection.

In September 2019, the Los Angeles County Sheriff’s Department Counterfeit and Piracy Enforcement team (CAPE) worked with UL’s Brand Protection team to uncover a warehouse in Santa Ana, California, that was harboring counterfeit UL Marked cellular accessories. Once law enforcement entered the location and secured it, UL was brought in to authenticate the items found containing the UL Mark. The CAPE team seized approximately 2,070 cellular accessories bearing counterfeit UL Marks. The total suggested retail price of seized items was $352,286. This was a significant public safety event as several of the batteries seized were seen to be in a state of decay.

Over 100 counterfeit UL labels and 70 fire extinguishers bearing counterfeit UL Marks seized

Over 30 rolls of heating film bearing counterfeit UL Marks seized with an estimated retail value of over $400,000

Effective enforcement

Global investigations

Using intelligence-led investigations to identify counterfeiters, UL’s Brand Protection team works jointly with global law enforcement agencies to support their efforts to seize products, lay charges and ultimately prosecute offenders.
Global Customs program

In 2019, UL’s Brand Protection team expanded its partnership with customs agencies around the globe, concentrating time on education and training across multiple regions. As a result of attending UL Mark verification training seminars, customs officials were able to target their enforcement activities more effectively, leading to improved rates of seizure of counterfeit products.

One of the regions that saw major growth in 2019 was Latin America. This growth was attributed to the collaboration between the Brand Protection team and the Container Control Program in Central America. In 2019, Brand Protection increased their seizures in El Salvador, Guatemala and Honduras, resulting in over 90,000 travel adapters being removed from the stream of commerce. For Guatemala and Honduras, these were the first known seizures of products bearing counterfeit UL Marks.

CBP seizes 1,072 fake lead batteries in San Juan, Puerto Rico

In October 2019, 1,072 rechargeable deep-cycle lead batteries bearing a counterfeit counterfeit RU recognized component certification mark were seized by U.S. Customs and Border Protection (CBP) officials in San Juan, Puerto Rico. The total estimated manufacturer suggested retail price (MSRP) of the seized batteries was $208,068. UL’s Brand Protection team continuously works with Puerto Rico’s CBP officials and enforcement officers to identify and help stop the importation of illicit goods.

Top four counterfeited products in Latin America region

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power supplies</td>
<td>32%</td>
</tr>
<tr>
<td>Business components</td>
<td>12%</td>
</tr>
<tr>
<td>Packaging</td>
<td>7%</td>
</tr>
<tr>
<td>LEDs luminaires</td>
<td>7%</td>
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In Peru and Ecuador, we have focused on fire extinguishers bearing counterfeit UL and customer marks

In Latin America, UL’s Brand Protection team investigated several cases involving fire safety products. These included fire extinguishers, fire water valves, sprinkler heads, gas valves and fire doors. Countries where these investigations took place were Mexico, Peru, Ecuador, Colombia and Costa Rica. One case in Peru resulted in a search warrant being executed on a business that claimed UL certification and sold fire extinguishers with counterfeit UL labels and UL customer marks. Over 70 fire extinguishers and 260 loose labels were seized at the business. Cease and desist letters were sent in some cases and the others are ongoing investigations.

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UL’s 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. UL’s Brand Protection team developed an intelligence-led, assertive effort to reduce counterfeit products in the marketplace, called Project Centurion. This eight-week operation combines the 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, customers, IP associations and governmental entities to conduct intelligence-led investigations. Project Centurion continues to be a vital initiative for the Brand Protection team as we continue to protect the safety of consumers and the UL brand.
In December 2019, the Office of U.S. Homeland Security Investigations (HSI) served a two-location search warrant on a suspected counterfeiting manufacturer. The manufacturer was involved in the illegal importation and sale of counterfeit products that included lithium-ion batteries for laptops and cell phones. This investigation started in 2014 with the assistance of UL. HSI requested that UL attend this action to assist with verifying the authenticity of products bearing the UL Mark. As a result of UL’s Brand Protection team assistance in the investigation, approximately 172,885 counterfeit UL Marked labels were seized during this operation. Along with the labels, generic and counterfeit labeled laptop batteries were seized.

### Americas

<table>
<thead>
<tr>
<th>Product types seized</th>
<th>ESTIMATED VALUE</th>
<th>TOTAL PRODUCTS SEIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone chargers</td>
<td>$13,243,620</td>
<td>20,506</td>
</tr>
<tr>
<td>Adapters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lithium-ion cell phone batteries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting lamps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Himalayan salt lamps</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL TAKEDOWNS OF Online Listings</strong></td>
<td></td>
<td>20,506</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active law enforcement</th>
<th>ESTIMATED VALUE</th>
<th>TOTAL PRODUCTS SEIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeland Security Investigations (HSI)</td>
<td>$13,243,620</td>
<td>20,506</td>
</tr>
<tr>
<td>Los Angeles Police Department (Anti-Piracy Team)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customs and Border Protection (CBP)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homeland Customs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monterey Publico (District Attorney’s office)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Asia Pacific

<table>
<thead>
<tr>
<th>Product types seized</th>
<th>ESTIMATED VALUE</th>
<th>TOTAL PRODUCTS SEIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power supply cords</td>
<td>$73,500</td>
<td>138,010</td>
</tr>
<tr>
<td>Wiring materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting products</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL PRODUCTS SEIZED</strong></td>
<td></td>
<td>138,010</td>
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</table>

<table>
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<th>ESTIMATED VALUE</th>
<th>TOTAL PRODUCTS SEIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zhongshan Municipal MSA</td>
<td>$73,500</td>
<td>138,010</td>
</tr>
<tr>
<td>Guangzhou Municipal MSA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ningbo Customs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ganzhou Customs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mangshi Customs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shenzhen Customs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Europe, Middle East and Africa

<table>
<thead>
<tr>
<th>Product types seized</th>
<th>ESTIMATED VALUE</th>
<th>TOTAL PRODUCTS SEIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>LED lights</td>
<td>$1,050,580</td>
<td>108,460</td>
</tr>
<tr>
<td>Portable luminaires</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incandescent surface-mounted luminaires</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appliance wiring materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flexible cords</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power supply cords</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>An Garda Siochana</td>
<td>$1,050,580</td>
<td>108,460</td>
</tr>
<tr>
<td>Dubai Police</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Police London</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police Scotland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SA Hawks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish Police</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trading Standards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkish Police</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkish Customs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2019 Project Centurion IV case study

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217% Increase from Project Centurion III (6,462)
In September 2019, the Anti-Counterfeiting Innovation Week, co-hosted by the U.S. National Intellectual Property Rights Coordination Center and UL in partnership with the Automotive Anti-Counterfeiting Council (A2C2), took place in Washington, D.C. Four industry forums representing the automotive, wire and cable, microelectronics and pharmaceutical industries were hosted. The forums were a collaborative engagement between industry and law enforcement focusing on current challenges being experienced in the area of illicit trade.

In May 2019, UL participated in the celebration for the Intellectual Property Day organized by the U.S. Embassy, the Mexican Association for the Protection of Intellectual Property (AMPPI) and the American Chamber of Commerce. The event, called “Reach for the Gold,” stressed the importance of intellectual property in sports. UL supported the event by showcasing sporting events sponsored by the company and highlighting how security in products and processes makes the existence of organized sports possible. From security equipment used at stadiums to the wires used for broadcasting transmissions, and everything in between; UL helps protect sports fans all around the world.

As UL’s Brand Protection’s presence in Latin America continues to expand, the team continues to support partnerships with the International Anti-Counterfeiting Coalition (IACC). In October 2019, the Brand Protection team participated in the Third Annual LatAm Summit in Orlando, Florida. An estimated 250 attendees from over 25 countries were in attendance. Discussions centered around intellectual property theft and innovative ways to work together to combat the distribution of counterfeit products.

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Global partnerships in action

Motorized Personal Mobility Devices (PMDs) in Singapore

PMDs have gained immense popularity in Singapore, serving as a fast and efficient means of daily transportation for citizens of the bustling city-state. However, this recent mobility development is not without risk. In 2018, 52 PMD-related fires were reported in Singapore, sparking fear and safety concerns among the general public. This resulted in the Land Transport (Enforcement Measures) Bill, which was enacted on Jan. 2, 2019, in Singapore. This act adopts the UL 2272, the Safety Standard for Electrical Systems for Personal E-Mobility Devices, and according to the act, all motorized PMDs that are used on public paths must be certified to UL 2272 by July 1, 2020, as a key measure in order to improve public safety. Local retailers are also prohibited from selling noncompliant PMDs as of July 1, 2019.

This year, a project team was set up in UL’s international headquarters in Singapore by Anthony Tan, vice president and managing director, UL’s Association for Southeast Asian Nations (ASEAN) and Australia and New Zealand (ANZ). One of the key objectives of the project team is to continually support Singapore’s Land Transport Authority (LTA) in the implementation of the UL 2272 safety Standard.

UL’s Brand Protection team plays a key role as part of the PMD project team. In addition to providing counterfeit investigation support, the Brand Protection team also provides training for LTA’s enforcement officers on the UL 2272 Standard, including guidance on how to identify noncompliant and counterfeit PMDs on public roads. The Brand Protection team also serves as the main contact point between the LTA and UL, helping ensure that inquiries and issues are promptly addressed and appropriate support is provided. The Brand Protection team also provides ongoing training and education to local retailers and comprehensively trains Singapore Customs in order to help prevent counterfeit products from entering the Singapore marketplace.

Global partnerships in action

Motorized Personal Mobility Devices (PMDs) in Singapore

PMDs have gained immense popularity in Singapore, serving as a fast and efficient means of daily transportation for citizens of the bustling city-state. However, this recent mobility development is not without risk. In 2018, 52 PMD-related fires were reported in Singapore, sparking fear and safety concerns among the general public. This resulted in the Land Transport (Enforcement Measures) Bill, which was enacted on Jan. 2, 2019, in Singapore. This act adopts the UL 2272, the Safety Standard for Electrical Systems for Personal E-Mobility Devices, and according to the act, all motorized PMDs that are used on public paths must be certified to UL 2272 by July 1, 2020, as a key measure in order to improve public safety. Local retailers are also prohibited from selling noncompliant PMDs as of July 1, 2019.

This year, a project team was set up in UL’s international headquarters in Singapore by Anthony Tan, vice president and managing director, UL’s Association for Southeast Asian Nations (ASEAN) and Australia and New Zealand (ANZ). One of the key objectives of the project team is to continually support Singapore’s Land Transport Authority (LTA) in the implementation of the UL 2272 safety Standard.

UL’s Brand Protection team plays a key role as part of the PMD project team. In addition to providing counterfeit investigation support, the Brand Protection team also provides training for LTA’s enforcement officers on the UL 2272 Standard, including guidance on how to identify noncompliant and counterfeit PMDs on public roads. The Brand Protection team also serves as the main contact point between the LTA and UL, helping ensure that inquiries and issues are promptly addressed and appropriate support is provided. The Brand Protection team also provides ongoing training and education to local retailers and comprehensively trains Singapore Customs in order to help prevent counterfeit products from entering the Singapore marketplace.

The adoption of the UL 2272 Standard by the Singapore government is a significant development in the ASEAN region by extending UL’s mission of working for a safer world. Concentrating on Singapore, UL now has a PMD with added peace of mind. Our Brand Protection team continues to play an important role as part of the PMD project management team, providing critical support to UL’s customers and government authorities, while ultimately helping keep consumers safe.

Anthony Tan

Vice President and Managing Director
ASEAN and ANZ for UL

Business services work with Wire and Cable division

Compliance issues continue to plague the global wire and cable industry. They are appearing throughout the entire supply chain, from quality control with wire manufacturers, through traceability surrounding wire assembly manufacturers, to some usage with end product manufacturers (OEMs). This overhang of noncompliance creates risk for manufacturers that are not UL authorized. The noncompliant wires and wires with counterfeit UL Marks usually sell at relatively lower prices than genuine compliant wires, resulting in unfair competition to UL authorized wire manufacturers while also tarnishing the reputation of the UL brand and posing health and safety risks to the public.

Creating a level playing field has always been an important focus of the Wire and Cable division at UL. In 2019, the Brand Protection team continued to work with the division to realize this vision by:

• Supporting the division to conduct investigations against the noncompliant and counterfeit product manufacturers, revealed from the division’s market sampling program. Some of these cases have ended with UL Certification terminations and law enforcement actions.

• Monitoring the movement of the goods at customs and pursuing appropriate actions when counterfeit or noncompliance issues are identified.

• Assisting the division in setting up and managing secret shopper projects that allow the division to assess the self-discipline of wire manufacturers regarding quality control and compliance.

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• Assisting the division in setting up and managing secret shopper projects that allow the division to assess the self-discipline of wire manufacturers regarding quality control and compliance.

• Allocating dedicated resources and providing designated investigators for the division that provide customized brand protection services to the industry and closely follow the development of the division.

The Brand Protection team is our indispensable business partner. The team has provided great support and services to the division, helping maintain our competitive edge. Through our collaborative efforts with the Brand Protection team and other future initiatives, we remain committed to creating a safe and level playing field in the wire and cable industry while maintaining and enhancing the value of the UL Mark in the global market in pursuit of a safer world.

L. F. Lai

Vice President and General Manager, Wire and Cable
Anti-Counterfeiting Innovation Center

Founded by UL’s Brand Protection team, the Anti-Counterfeiting Innovation Center (ACIC) develops new and strengthens existing partnerships, leverages expertise across organizations, develops new tools to address complex counterfeiting challenges, reframes problems and implements innovative solutions in partnership with a wide variety of stakeholders.

The goal of the ACIC is to become the global leader in anti-counterfeiting innovation and provide impactful, intelligent, practical and cost-effective solutions that will advance public safety and build capacity within and among law enforcement and private sector organizations to combat IP crime.

- Supports UL’s public safety mission by helping protect people, products and places from counterfeit products.
- Supports, cultivates and accelerates new science through research, technology and education.
- Provides law enforcement and industry with next-generation tools and capabilities.
- Demonstrates UL’s thought leadership and global role in anti-counterfeiting and brand protection.
- Encourages global stakeholders to look to UL first for solutions and partnerships.

Intelligence gathering for strategic-led investigations

Digital and technological solutions

Knowledge and data management

Outreach and public awareness

Capacity building

IP Crime College

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Innovative tools to enhance operations
The 2019 conference was well attended, with over 500 senior law enforcement officials, security and industry experts from more than 80 countries. The theme was “Fighting IP Crime through Innovation and Cooperation.” The conference was a great success due to the close collaboration with the SAPS team and UL’s Brand Protection team.

UL looks forward to our 2020 IP Crime Conference, scheduled to be held in San Jose, Costa Rica, from Aug. 26-27. This conference is being co-hosted by INTERPOL and the Judicial Investigation Department/Organismo de Investigación Judicial, Costa Rica in partnership with Underwriters Laboratories.
In recognition of outstanding contribution to the IP community demonstrating the highest degree of professional standards.

Iqbal was recognized as being an expert on all aspects of IP crime and commercial fraud in the San Francisco Bay Area and Silicon Valley. He has successfully completed criminal investigations in virtually every major area of counterfeiting and intellectual property rights theft, and is recognized as a bridge between customs officials and field level investigators.

He has repeatedly managed and handled successful federal and state level case work, which has given him extensive credibility as a leader in the commercial fraud/intellectual property rights/anti-counterfeit realm. He has been commended by HSI Dallas, for support of several intellectual property rights investigations involving significant trafficking of counterfeit mobile phone parts and accessories. The Alameda County District Attorney also has praised Iqbal’s work for investigations involving a substantial conspiratorial effort by the suspect and others to counterfeit and traffic internationally at high-value textbooks, thereby victimizing several commercial publishing houses, authors and distributors in the U.S. and elsewhere.

Salway was recognized as developing the single point of contact for the U.K. creative industries and private industry which enabled opportunity to better share information and to build economic partnerships for law enforcement. He has received over 5,000 referrals to Operation Creative with over 50% of the sites now inactive through disruption efforts against intermediaries such as hosting providers, internet service providers and domain name providers.

He remains an innovative thinker, and his ideas have taken Operation Creative forward on a global platform placing the City of London Police on a platform of excellence in this field. His services are greatly appreciated by private sector and police partners involved in content protection, and his advice and support have furthered efforts to tackle and prevent copyright infringement moving forward.

IIPCIC Commendation of Merit

IIPCIC Professional Service Award

Awarded to: Detective Constable Steven Salway
Lead for Operation Creative: City of London Police – PIPCU (Police Intellectual Property Crime Unit)

Awarded to: Special Agent Waseem Iqbal
Homeland Security Investigations – Commercial Fraud and IPR Group

In recognition of demonstrating outstanding leadership in the design and/or implementation of a unique and innovative approach to an intellectual property/anti-counterfeiting case.

Since 2014, the International IP Crime Investigators College has been celebrating excellence, innovation and performance across IP and brand protection communities around the world. Our annual awards are designed to acknowledge and reward those making a significant impact with innovative and effective approaches to fighting IP crime in this global and challenging environment.

These prestigious awards recognize the outstanding achievements of the law enforcement units and governmental agencies who work tirelessly to combat counterfeiting and IP theft.

Congratulations to the award winners! They were presented with their awards at the IIPCIC Awards Ceremony during the International Law Enforcement IP Crime Conference in Cape Town, South Africa, on Oct. 22, 2019.
Since 2010, the International IP Crime Investigators College (IIPCIC), a joint initiative between INTERPOL and Underwriters Laboratories, has been a driver in IP crime education and leadership for global law enforcement. IIPCIC delivers online courses in six languages to reach a broad enforcement audience with information on how to detect and combat IP infringement. In 2019, our reach expanded, increasing our enrollment by 30% and we now have over 23,000 registered learners from 175 countries.

With the increased need to stay ahead of IP criminals, IIPCIC has been seeking innovative ways to deliver content. By accomplishing this mission, IIPCIC expanded its educational efforts into a series of webinars. Our first webinar series concentrated on cryptocurrency and IP crimes. More than 50 participants from Asia and the Americas attended the event. To learn more, please visit iipcic.org.

### 2019 IIPCIC results

- **Students enrolled**: 23,793 (increased by 37% compared to 2018)
- **Agencies represented**: 816 (increased by 15% compared to 2018)
- **Countries represented**: 175 (increased by 5% compared to 2018)
- **Private sector organizations**: 66 (increased by 10% compared to 2018)
- **New courses and translations launched**: 6

### IIPCIC students by region

- **North America**: 13%
- **Europe**: 13%
- **Middle East and North Africa**: 4%
- **Africa**: 30%
- **Asia and South Pacific**: 28%
- **Latin America**: 13%
- **North America and North Africa**: 12%
New online courses launched in 2019

IIPCIC Introductory and Intermediate Curriculum
The Investigation of Transnational and Organized Intellectual Property (IP) Crime
Available languages
English, Spanish, French, Mandarin, Arabic, Portuguese

IIPCIC Advanced Curriculum
Investigating Online Counterfeiting and Piracy
Available languages
English, Spanish, Mandarin

IIPCIC Specialized Curriculum for Customs
Property Rights (IPR) Enforcement for Customs Officers
Available languages
English, Mandarin, Arabic

IIPCIC Specialized Curriculum for IP Prosecutors
Investigating, Preparing and Prosecuting Intellectual Property Cases
Available languages
English

Overview of all IIPCIC courses

Investigating, Preparing, and Prosecuting Criminal Intellectual Property Cases
This is a primeristol curriculum developed by a team of transnational subject matter experts. It covers the different types of intellectual property crimes with an emphasis on the elements of proof required to successfully prosecute criminal cases on copyright, trademark, trade secret and patent violations.

Investigating, Preparing, and Prosecuting Criminal Intellectual Property Cases
This is a nine-module curriculum developed by a team of transnational subject matter experts. It covers the different types of intellectual property crimes with an emphasis on the elements of proof required to successfully prosecute criminal cases on copyright, trademark, trade secret and patent violations.

Industry Courses for Law Enforcement
AV Internet Piracy
Available languages
English, Spanish, French, Mandarin, Arabic

Industry Courses for Law Enforcement
Levi’s Brand Counterfeit Product Training
Available languages
English, Spanish, French, Mandarin, Portuguese

Industry Courses for Law Enforcement
Bordeaux Wine Council
Available languages
English, Mandarin

Industry Courses for Law Enforcement
Underwriters Laboratories
Available languages
English, Spanish, Mandarin

Industry Courses for Law Enforcement
Medical Products
Available languages
English, Spanish, French

Industry Courses for Law Enforcement
Schneider Electric
Available languages
English, Spanish, French, Mandarin

Industry Courses for Law Enforcement
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Available languages
English

All law enforcement IP crime investigators, including police officers and appropriate regulatory body representatives, are entitled to take all courses without charge.

To learn more, please visit iipcic.org
Training and awareness

As part of IIPCIC’s innovative approach to training, two workshops were held at the 13th Annual International Law Enforcement IP Crime Conference in Cape Town.

INTERPOL-IIPCIC African regional training workshop

National police training directors and senior representatives from 30 countries across Africa attended the INTERPOL-IIPCIC African Regional Training Workshop, which was co-chaired by Mubita Nawa, head of the INTERPOL Regional Bureau for Southern Africa, and Kirstine Pedersen, head of IIPCIC, prior to the 13th International Intellectual Property Crime Conference in Cape Town, South Africa. The workshop sought to form a practical road map for future collaboration to help ensure that law enforcement officers dealing with IP crime on the frontlines and in remote locations have access to relevant training. Delegates also made recommendations for leveraging technology to strengthen the capacity of law enforcement officers to tackle IP crime on a regional and global level.

IIPCIC Workshop “Cryptocurrency: An Introduction to the Future of the Criminal Mind”

Cryptocurrency is attracting the attention of the criminal mind. With the evolution of technology, digital assets providing anonymity are gaining popularity among criminals and illegal organizations. IIPCIC was proud to deliver its newest workshop, “Cryptocurrency: An Introduction to the Future of the Criminal Mind,” on Oct. 21, 2019, at the Cape Town IP Crime Conference. In a free-of-charge workshop for conference delegates, a four-hour instructor-led training event provided the attendees with an introduction to this innovative new world of digital assets and their anonymity. Discussions and training provided an understanding of cryptocurrency and related crime, problems and challenges faced by law enforcement agencies, and strategies for officers in combating criminal activity within the new technological world.
Looking ahead in 2020

TBA
Free Trade Zones: An Illicit Pipeline
14th International Law Enforcement IP Crime Conference
San Jose, Costa Rica

TBA
14th International Law Enforcement IP Crime Conference
San Jose, Costa Rica

Sept. 14-18
Anti-Counterfeiting Innovation Week
Washington, D.C.

Nov. 16-20
UL World Anti-Counterfeiting Week
Worldwide

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