




# Brand Protection

Empowering Trust®

2019 year in review



*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



Excellence  
through  
innovation





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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.

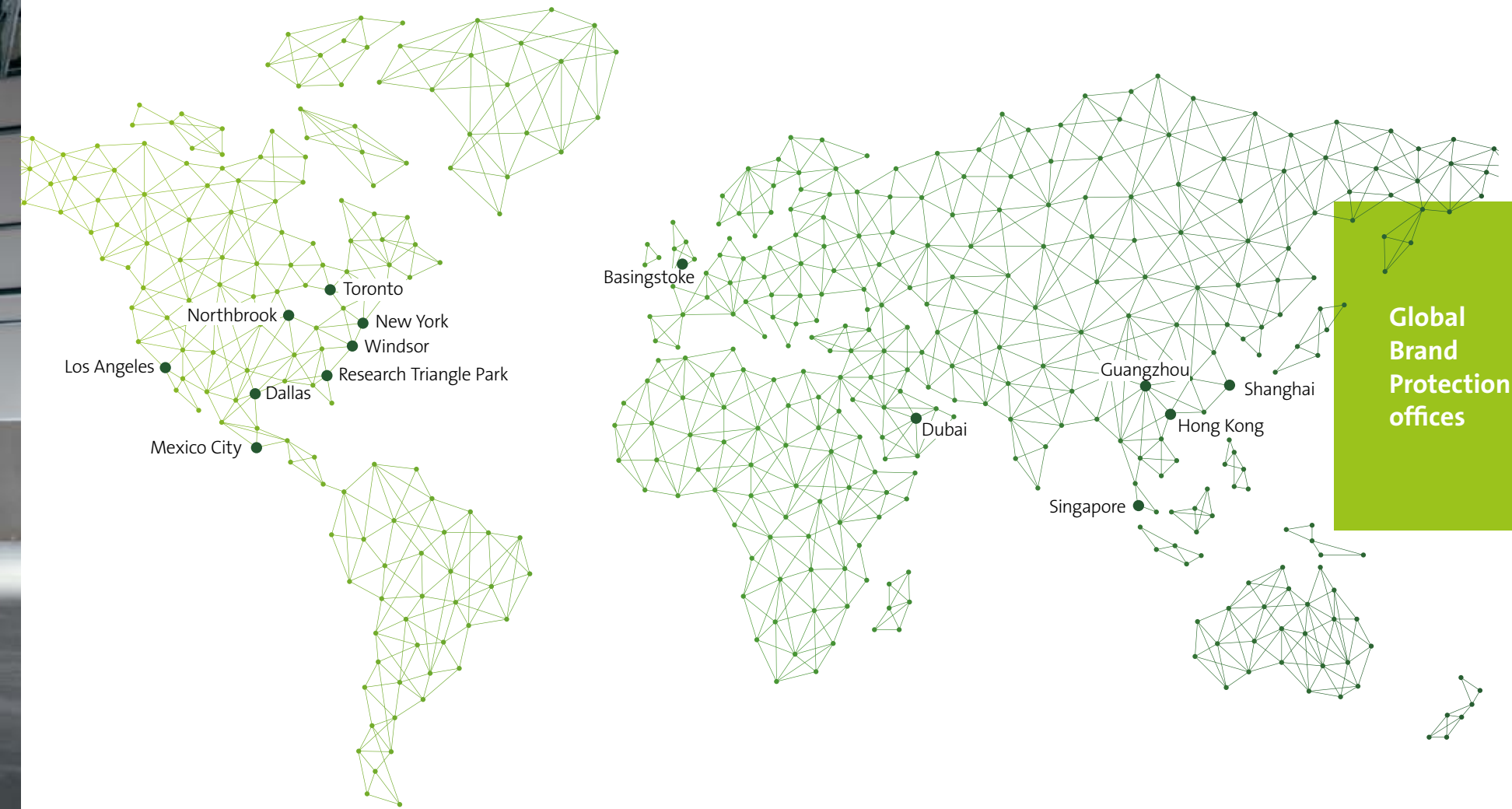
## Partnerships

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

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.

## UL's Brand Protection team worldwide





# Brand Protection functions

## 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, reframes 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

736  
North America

179  
EMEA  
Europe,  
Middle East  
and Africa

357  
Asia Pacific

400  
Latin America

*Number of cases reported per geographic region*

3.8 million  
products seized bearing  
a counterfeit UL Mark

### *Case numbers breakdown*

464

Anti-counterfeiting  
investigations

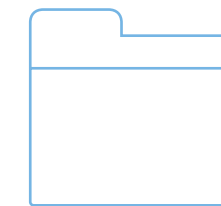
+

971

Customs  
investigations

= 1,435

Total investigations  
in 2019



*\*Does not include training, online or mark verification cases*

*UL Mark authentication training and  
presentation sessions conducted*

34

Americas

28

Europe, Middle  
East and Africa

26

Asia Pacific

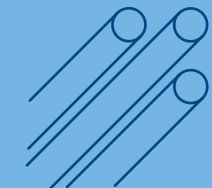
5,248

Total number of  
attendees trained

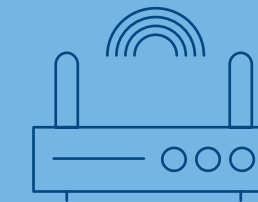
### *Top four products seized bearing a counterfeit UL Mark*



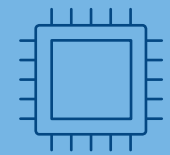
18%  
Power supplies



5%  
Appliance wiring  
materials



6%  
Information  
technology  
components



5%  
Semiconductor  
devices



# 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.

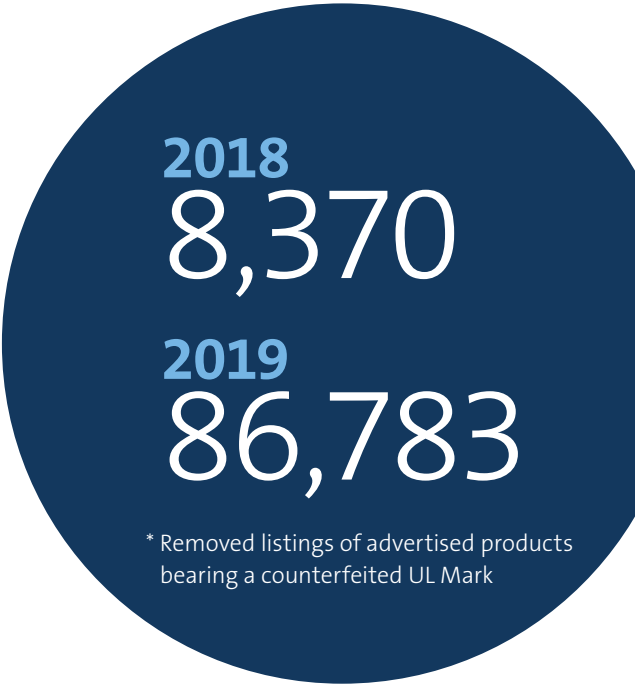
## Countries where listings were removed

Argentina	Japan
Australia	Malaysia
Austria	Netherlands
Belgium	Philippines
Canada	Poland
Chile	Portugal
China	Singapore
Colombia	Spain
France	Switzerland
Germany	Thailand
Hong Kong	United Kingdom
Ireland	United States
Italy	

## Number of online listings removed

In 2019, UL's Brand Protection online enforcement program expanded. As a result, 2019 saw more than **+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



27%  
Lights



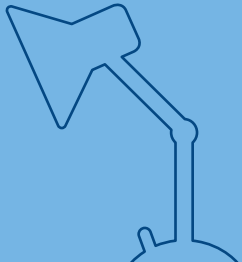
23%  
LEDs



12%  
Adapters



10%  
Power supplies



9%  
Lamps



# 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.

**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 Acajutla, El Salvador. An alert was placed on the container and upon arrival March 21, 2019, 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.



**110,000 travel chargers**

seized bearing counterfeit UL Marks with an estimated retail value of over

**\$1.6 million**

**Over 100 counterfeit UL labels and 70 fire extinguishers**

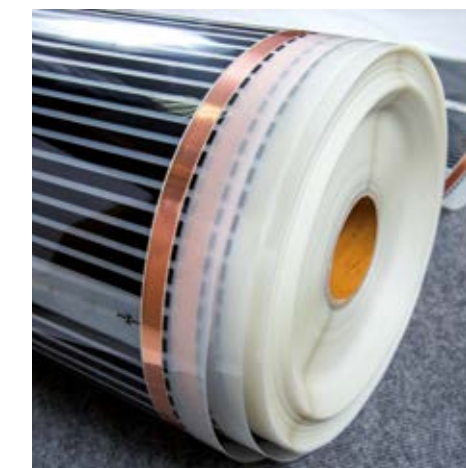
bearing counterfeit UL Marks seized



**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 investigations, KCG raided the location and seized 11 pallets/316 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 seizures was \$433,220.

The suspect has been placed under arrest and was accused of trademark infringement and violation of unfair competition prevention and trade secret protection.



**Over 300 rolls of heating film** bearing counterfeit UL Marks seized with an estimated retail value **of over \$400,000**

**Over 2,000 cellular batteries**

bearing counterfeit UL Marks seized with an estimated retail value of over

**\$350,000**



**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 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.



# 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.

## Top four counterfeited products in Latin America region

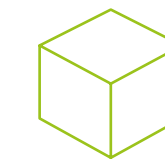
*\*Seized, detained and identified*



**32%**  
Power supplies



**12%**  
Business equipment  
components



**7%**  
Packaging



**7%**  
LED luminaires

**219,805**

Products bearing counterfeit UL  
Marks seized by customs agencies in  
Latin America



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

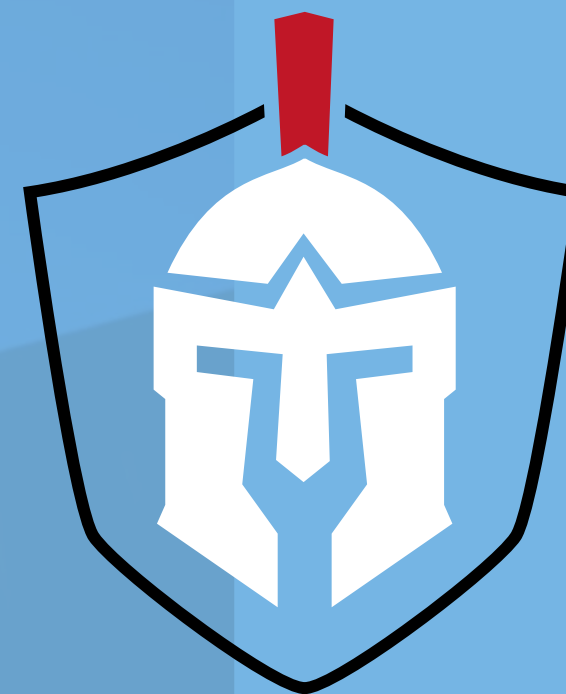
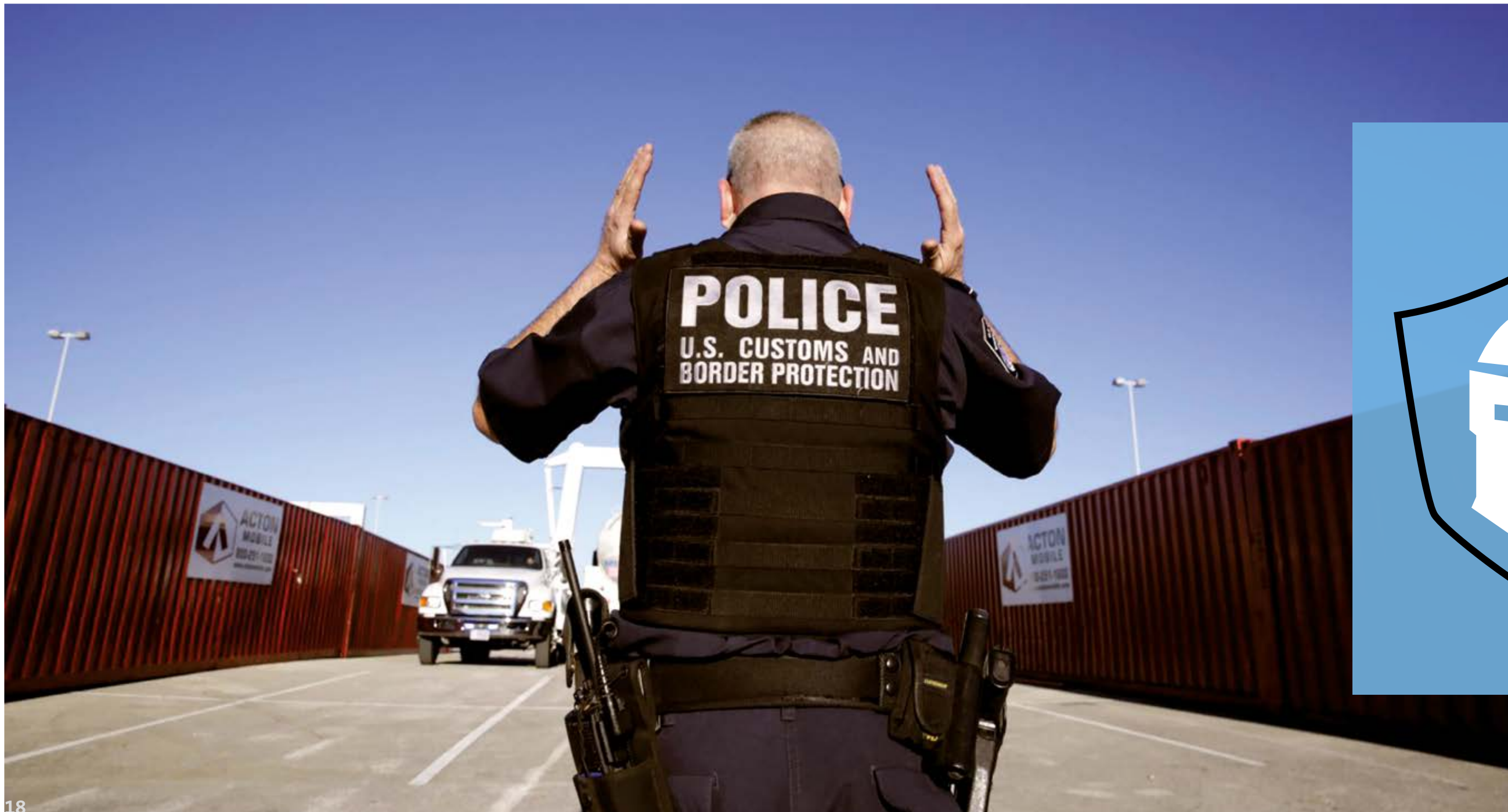
In October 2019, 1,072 rechargeable deep-cycle lead batteries bearing a counterfeit counterfeit RU recognized component certification mark were seized by U.S. Customs and Border Protection (CBP) Officials in San Juan, Puerto Rico. The total estimated manufacturer suggested retail price (MSRP) of the 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.



### 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 100 loose labels were seized at the business. Cease and desist letters were sent in some cases and the others are ongoing investigations.





# 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.



# UL's Project Centurion <report>

## Americas

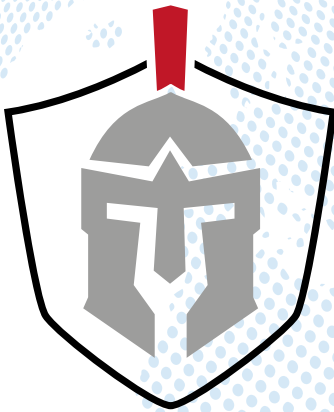
ESTIMATED VALUE  
**\$13,243,620**

TOTAL PRODUCTS SEIZED  
**25,637**

COUNTERFEIT UL LABELS SEIZED  
**172,885**

- Active law enforcement**
- Homeland Security Investigations (HSI)
  - Los Angeles Police Department (Anti-Piracy Team)
  - Customs and Border Protection (CBP)
  - Honduras Customs
  - Ministerio Público (District Attorney's office)

- Product types seized**
- Phone chargers
  - Adapters
  - Lithium-ion cell phone batteries
  - Lighting lamps
  - Himalayan salt lamps



## Asia Pacific

ESTIMATED VALUE  
**\$73,500**

TOTAL PRODUCTS SEIZED  
**138,010**

- Active law enforcement**
- Zhongshan Municipal MSA
  - Jiangmen Municipal MSA
  - Ningbo Customs
  - Gongbei Customs
  - Hangzhou Customs
  - Toluca Customs

- Product types seized**
- Power supply cords
  - Wiring materials
  - Lighting products

## Europe, Middle East and Africa

ESTIMATED VALUE  
**\$1,050,580**

TOTAL PRODUCTS SEIZED  
**108,460**

- Active law enforcement**
- An Garda Siochana
  - Dubai Police
  - Metropolitan Police London
  - Police Scotland
  - SA Hawks
  - Spanish Police
  - Trading Standards
  - Turkish Police
  - Turkish Customs

- Product types seized**
- AC adapters
  - Lithium-ion batteries
  - Lead batteries

**20,506** TOTAL TAKEDOWNS OF  
**Online Listings**

- Product types seized**
- LED lights
  - Portable luminaires
  - Incandescent surface-mounted luminaires
  - Appliance wiring materials
  - Flexible cords
  - Power supply cords

**217%**  
Increase from Project  
Centurion III (**6,462**)

## 2019 Project Centurion IV case study

In December 2019, the Office of U.S. Homeland Security Investigations (HSI) served a two-location search warrant on a suspected counterfeiting manufacturer. The manufacture 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.



THE TOTAL ESTIMATE FOR THE SEIZED  
COUNTERFEIT ITEMS WAS  
**\$23,000,000**



## Anti-Counterfeiting Innovation Week



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.

## UL joined in on Intellectual Property Day



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.

# Global partnerships

The Brand Protection team believes partnerships to be one of the fundamental building blocks in the fight against counterfeiting and to help maintain the integrity of UL's Marks. To focus efforts and enhance efficiency, the Brand Protection team has collaborated with key players in the IP space.

Our main objective is to provide global opportunities to rights holders, customs officials, law enforcement, legislators, IP offices and intermediaries through sponsorships of conferences, educational workshops and communication forums. With these partnerships, we can come together to discuss innovative solutions to combat global counterfeiting challenges.

## Latin America Brand Protection Summit



As UL's Brand Protection's presence in Latin America continues to expand, the team continues to support partnerships with the International AntiCounterfeiting 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.

## Very first Brand Protection event held in South Africa



UL is relatively unknown in Africa, and 2019 saw the launch of UL's Brand Protection program in the region. On Oct. 18, 2019, the Brand Protection team hosted the very first UL dedicated multiagency law enforcement training in the region. There were over 250 delegates in attendance representing the South African Police Service (SAPS), the National Regulator for Compulsory Specification (NRCS), Independent Communications Authority of South Africa (ICASA) and the South African National Accreditation System (SANAS). The training was well received, and the attendees valued the opportunity to network and share new innovative strategies to tackle the threat of IP crime. This was a great opportunity for the Brand Protection team to collaborate and work together with the South African law enforcement community.



# 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 enquiries and issues are promptly addressed and appropriate support is provided. The Brand Protection team also provides ongoing training and education with local retailers and comprehensive UL Mark verification training for 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. Consumers in Singapore can now purchase 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 wire usage with end-product manufacturers (OEMs). Some of these issues even appear in 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 damaging the reputation of the UL brand and may pose 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 realized 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.
- 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 in past years. 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

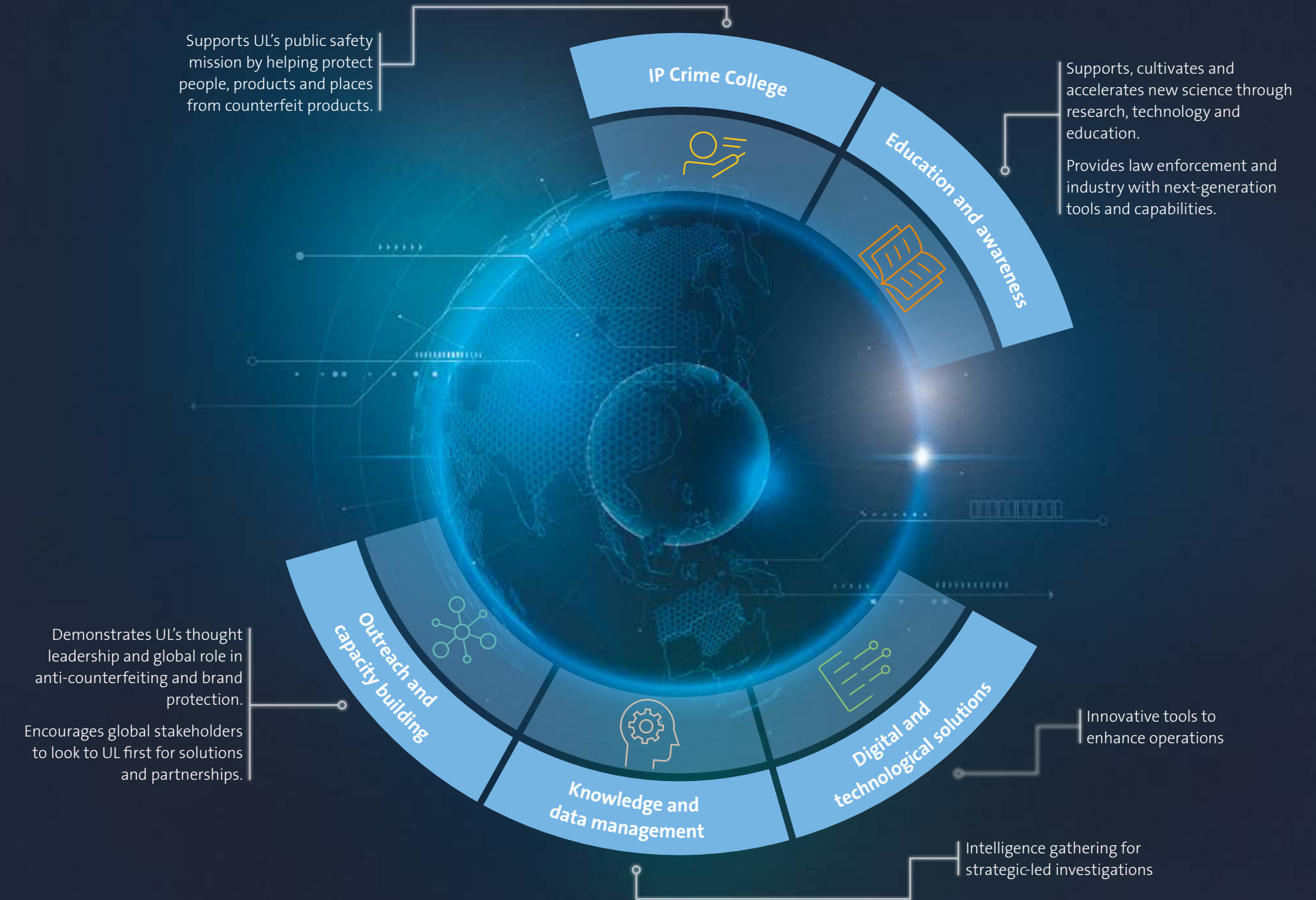




# Anti-Counterfeiting Innovation Center

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.





# International conferences

To counter the evolving threat of illicit trade, INTERPOL and the Directorate for Priority Crime Investigation, South African Police Service (SAPS) co-hosted in partnership with Underwriters Laboratories and the International AntiCounterfeiting Coalition (IACC) the 13th Annual International Law Enforcement IP Crime Conference.



## 13th Annual International Law Enforcement IP Crime Conference

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.



## Conference awards

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 achievement 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.



## IIPCIC Commendation of Merit

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

**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.**

Salway was recognized as developing the single point of contact for the U.K. creative industries and private industry, which enabled opportunities 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 to 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 Professional Service Award

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

**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 in high-value textbooks, thereby victimizing several commercial publishing houses, authors and distributors in the U.S. and elsewhere.



# International IP Crime Investigators College (IIPCIC)



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 [iipic.org](https://iipic.org).

## 2019 IIPCIC results



23,793

Students enrolled  
Increased by **37%**  
compared to 2018



816

Agencies represented  
Increased by **15%**  
compared to 2018



175

Countries represented  
Increased by **5%**  
compared to 2018



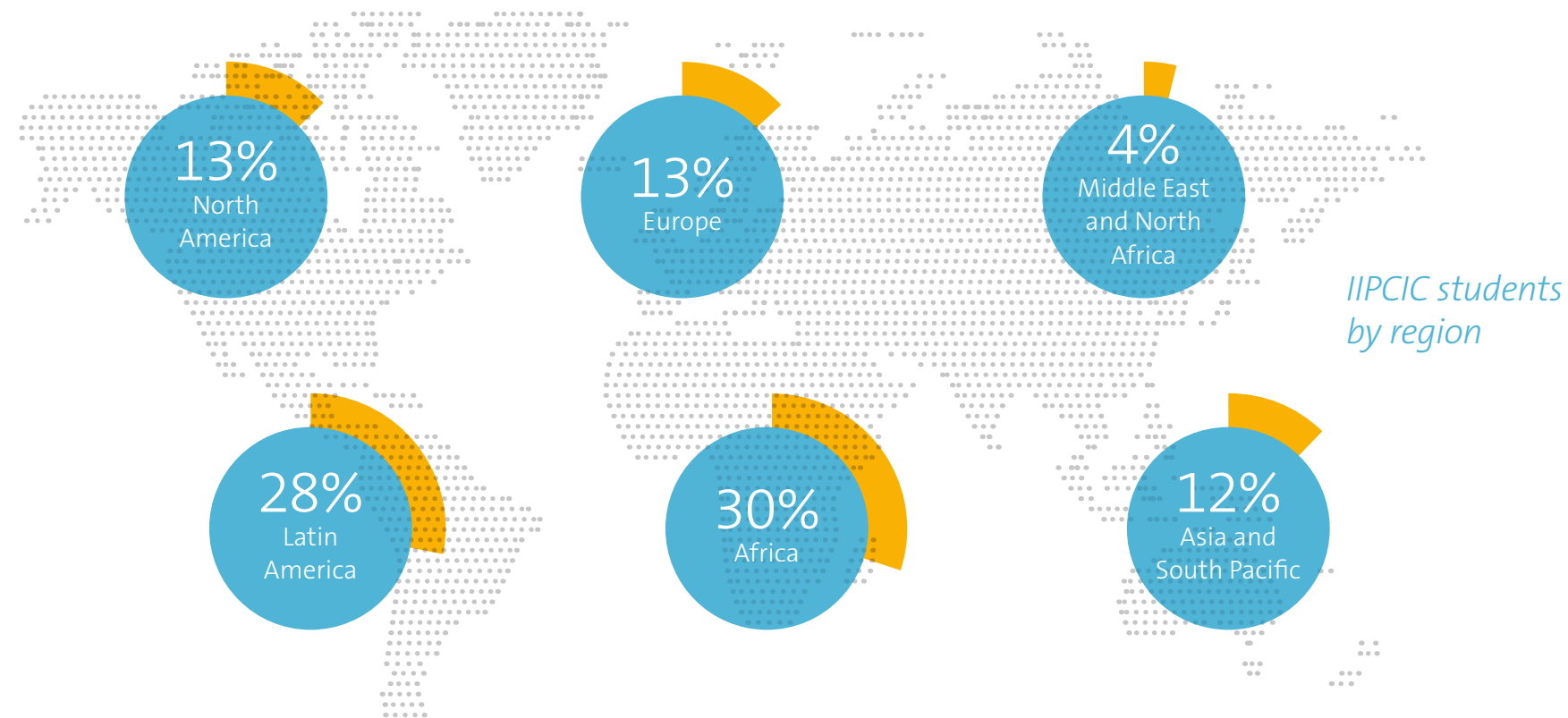
66

Private sector organizations  
Increased by **10%**  
compared to 2018



6

New courses  
and translations  
launched





# New online courses launched in 2019



## 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.



**Available languages**  
English



## Levi's Product Guide

The purpose of this course is to introduce you to the Levi's® product identification guide so you can better identify counterfeit products and contact Levi Strauss and Co. when you identify products you think may be counterfeit.



**Available languages**  
English, Spanish, French, Mandarin, Portuguese



4.8

**Total course satisfaction**  
rating (out of 5)



# Overview of all IIPCIC courses

## 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

Intellectual 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

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

## 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

Schneider Electric

**Available languages**  
English, Spanish, French, Mandarin

To learn more, please visit [iipcic.org](http://iipcic.org).

## Industry Courses for Law Enforcement

A2C2 Automotive Industry

**Available languages**  
English

## Industry Courses for Law Enforcement

Underwriters Laboratories

**Available languages**  
English, Spanish, Mandarin

## Industry Courses for Law Enforcement

Medical Products

**Available languages**  
English, French, Spanish

## Industry Courses for Law Enforcement

Tobacco Trade

**Available languages**  
English

## Industry Course for Law Enforcement and Private Sector

AIB Seeds

**Available languages**  
English, French, Spanish, Italian, Turkish





## 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.



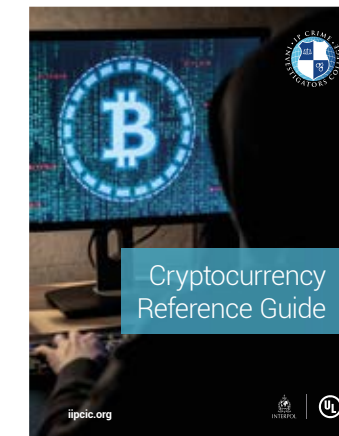
### INTERPOL-IIPCIC African regional training workshop

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 this 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**

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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](https://www.ul.com/anti-counterfeiting)**





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