

Brand Protection

Protecting Your Intellectual Property Assets



Counterfeiting is on the increase, threatening the competitiveness of your business and putting the health and safety of your consumers at risk.

BTG Global Risk Partners specialise in seeking out and shutting down the illegal copying and/or distribution of fake goods in breach of patent or copyright in order to protect the value of brands exposed throughout the world.

The global economic and social impacts of counterfeiting and piracy will reach US\$1.7 trillion by 2015*. This ongoing threat continues to grow at an alarming rate, not only presenting risks of fraud but diluting companies brand equity and profitability.

The legal protection granted by registering your intellectual property (IP) is critical to defending your brand and the equity it holds. IP rights are, however, difficult to enforce and infringement is a very real threat from all corners of the globe.

About BTG Global Risk Partners

BTG Global Risk Partners is a leading corporate intelligence and investigations firm with an unrivalled reputation for identifying and mitigating corporate risk throughout the world.

Supported by our global network, we have an international platform of professionals located around the world in over 100 countries, which enables us to undertake large and complex multi-jurisdictional investigations.

Investigations

Investigations require strategic assessment and a tactical approach towards securing the intelligence needed to build a case proving theft of proprietary material. Our experienced investigation team will covertly profile all third party suppliers, distributors and manufacturers anywhere in the world. When reporting we will provide firm recommendations leading towards the closure of such rogue operations as swiftly as possible.

Forensic Technology

Our experienced Forensic Technology experts assist brand owners and their legal advisors to trace, retrieve, secure and analyse relevant electronic information. Our team's capabilities aid in developing evidence which will support allegations of suspected fraud or theft.

Forensic Accounting

Once evidence of intellectual property infringement has been established, our Forensic Accountants are able to quantify the financial impact of the infringement and can help you through the process of financial recovery.

Risk

Through detailed assessment and interrogation of supply chains, our bespoke security services are specifically designed to mitigate the risk of intellectual property infringement and Parallel Trading. We work with clients to develop and implement a security strategy that protects their most valuable assets.

Case Examples

Expansion Halted by Counterfeiters

A leading liquor company was looking to enter the Indian market. However, reports were received of widespread availability of their products across India already. The reported numbers exceeded their production capacity and so infringement activity was immediately suspected.

BTG Global Risk Partners launched investigations in the key locations of Delhi, Mumbai, Chennai, Kolkata, Bangalore and Hyderabad. Relationships were developed with key players as we managed to penetrate the supply chain at all levels and gather product samples for testing.

We uncovered our client's product was being mixed with local liquor and distributed widely across India under our client's brand. Our investigation resulted in a swift shutdown of the operations, protecting the client's reputation and their consumers' safety.

International Counterfeiting Network

A major international pharmaceutical company had become aware of a counterfeiting problem of unknown proportions in Pakistan, involving a number of their products.

Initial investigations focused on discovering the extent of the problem, revealing that counterfeit products were widely available in Karachi, Lahore, Peshawar and Rawalpindi, as were illegally imported grey market products. The imports were traced back to counterfeiters in China.

We identified a network of outlets dealing in the products and built relationships with the outlet owners, which enabled us to identify and assess supply chain members and their operations. At all stages samples were gathered for testing.

These findings enabled the client to undertake significant enforcement actions resulting in the closing of the network and individuals being brought to justice.

*Figures provided by the International Chamber of Commerce