

# Combating Counterfeit Goods

This playbook outlines strategies to prevent and combat counterfeit goods. It covers market surveillance, collaboration with customs authorities, and legal enforcement against infringers.

## Step 1: **Market Monitoring**

Regularly monitor online marketplaces, social media, and physical stores for products that infringe on brand trademarks or appear suspiciously low-priced, which may indicate counterfeit goods.

## Step 2: **Customs Registration**

Register trademarks with national customs authorities to enable them to identify and detain suspected counterfeit goods entering or leaving the country.

## Step 3: **Product Tracking**

Implement tracking systems such as serial numbers or holograms to verify product authenticity and trace the distribution of goods.

## Step 4: **Legal Action**

Take legal action against known counterfeiters, including sending cease and desist letters, filing lawsuits, and requesting takedowns of illegitimate online listings.

## Step 5: **Public Awareness**

Educate the public about the risks of counterfeit goods and how to identify authentic products through workshops, campaigns, or online materials.

## **General Notes**

### **Partnerships**

Establish partnerships with other brands and organizations to share intelligence and resources in combating counterfeiting.

### **Technology**

Stay informed on the latest anti-counterfeiting technology and implement solutions that enhance brand protection efforts.