WFSGI

IP CONTACTS DATABASE

TOGETHER WE ARE STRONGER!

Join Forces to Combat Counterfeits on the Ground

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Any difficulties finding reliable & trusted **IP EXPERTS & INVESTIGATORS** to assist /advise/support you when counterfeits of your products are found on the market?

Why not take part in the WFSGI Legal Committee’s **IP Contacts Database Initiative**?
WHY is IT CRUCIAL for My company to participate?

- Protection of Intellectual Property (IP) is **critical to all** the sport brands -> all victimized
- Anti-counterfeiting feels like an area in which WFSGI members could **join forces** to be more effective, even if competitors -> counterfeitors rarely target 1 brand
- Enforcement is **not cheap** & finding reliable & effective partners is often by trial or error -> business risk in using unknown & potentially corrupt/ ineffective investigators/partners
HOW WILL THIS SOLUTION HELP MY COMPANY IN ITS DAILY BUSINESS?

The IP Contacts database will allow you to get in touch rapidly with high-level Intellectual Property Experts among the WFSGI members’ companies & Investigative Agents which have been recommended by your peers

= SAVE TIME & MONEY
+ Increase Rapidity/Efficiency
+ Limit Business Risk
+ Create Confidence & Trust
Channel for future enforcement operations TOGETHER with your peers

Service Included in our WFSGI membership fees
HOW DOES IT WORK CONCRETELY?

The WFSGI IP Contacts database includes 2 levels of information with different criteria to join:

1. **List of IP Internal Experts within the WFSGI**
   Accessible by in-house legal counsels/specialists among the WFSGI members’ companies & upon simple request
   GENERAL ACCESS TO THE DATA – NO RESTRICTION

2. **List of Recommended Investigators**
   Accessible by WFSGI members who are willing to share information with their peers & wish to contribute to the feeding of the database
   SECURED ACCESS BASED ON THE RECIPROCITY CRITERIA:
   WILLINGNESS TO COOPERATE/SHARE KNOWLEDGE – WIN-WIN COOPERATION
 WHICH INFORMATION IS ALREADY IN THE WFSGI IP CONTACTS DATABASE?

**More >25 Investigative Agents**
- Region of expertise (Oceania, Far East, Global, Americas, EMEA)
- Name of the company + Contact Person
- Location – Email – Phone Number
- Speciality/skills
- Name of the brand/WFSGI members who recommended investigators
- Eventual comments from the WFSGI members

**More >120 IP Internal Experts**
- Company, IP contact Name, Position/Title, Email, Phone, Country of Expertise
- Experts among WFSGI Members’companies (e.g. adidas, asics, New Balance, Nike, Pentland, Under Armour)
How can MY COMPANY USE THIS INFORMATION IN PRACTICE?

- **Situation - Example 1:**
  Use of the Investigators’ contacts DB
  « I have been informed by our customer services that counterfeits of our products are currently being sold by an individual in a residential neighbourhood in a small city in Italy. My company does not have any offices or representatives there. What should I do? »

- **Situation - Example 2:**
  Use of the IP internal experts’ contacts DB
  « One of my supervisors received a telephone call from our supply chain department informing him that one of our Chinese suppliers was over producing during the night and was selling these extra products on the counterfeits’ market in a small secret shop. We heard that several brands/WFSGI members were also producing at the same factory and could be potentially concerned. I need to rapidly get in touch with the IP experts of these brands? »
DO NOT REMAIN ALONE TO FIGHT COUNTERFEITING: COLLABORATE & RELY ON YOUR PEERS!

- The WFSGI IP CONTACTS DATABASE, a simple method of cooperating and join forces together against counterfeiting

- An Unique Initiative launched by the WFSGI Legal Committee with Pentland & Under Armour as project holders
HOW CAN MY COMPANY JOIN THIS FIGHT/INITIATIVE?

PLEASE CONTACT US at your convenience & we will make the link with our project holders & WFSGI Legal Committee members.
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