

IPEC Security Content Environment (SCE) enabling IP rights holders to better communicate with enforcement officials across the globe.

Problem:

Over the past few years, I, and others at NPC, Inc have attended brand protection conferences across the globe, had numerous conversations with brand owners, discussed best practices with government agencies and members of the law enforcement community, and have participated in countless conversations among brand protection technology providers. In only a short number of years, we have certainly seen a transformation in the approach to combating the evils of counterfeiting and diversion. These key industry challenges are today being addressed with a more holistic and concerted effort. In our experiences, one key challenge resurfaces again and again. What is the best way to better communicate with enforcement officials across the globe to stop illicit goods at a point of entry to the marketplace?

Many innovative techniques have been used by companies to further secure their supply chain. Many legal measures have been implemented to prosecute and seek damages against parties who would seek to illicitly profit from others intellectual property. Many hours and dollars have been invested by leading edge companies to inform and engage enforcement entities regarding these efforts. Government entities have reciprocated by working tirelessly to train enforcement officials, enhance authentication techniques, and build information sharing relationships, to help secure our Nation's IP infrastructure.

The current trend has been for each IP rights holder to independently engage, coordinate, and educate enforcement entities about their individual needs. This is a crucial, necessary and good effort for rights holders. It is also a costly process for rights holders and enforcement agencies because it is dependent upon constant interaction with enforcement officials at the various points of entry around the country and the world. This is by nature a slow and developmental process that makes quick changes to product and policy information hard to disseminate. We have heard many comments about the level of investment in both time and money that this crucial element requires.

Likewise, our enforcement community has increasingly become more aware and involved in the problems impacting global companies and their intellectual property. Illicit trade's common linkages to organized crime, drug and human trafficking and public safety concerns have drawn the attention of the enforcement community and engaged them in stopping the flow of illicit trade. Many enforcement agencies have begun a concerted effort to stop illicit goods at ports of entry. A common need communicated by the enforcement community is increased interaction with the rights holders to more quickly and easily identify illicit goods at ports of entry.

Solution:

A proposed solution to this particular challenge is a government funded and operated tool that enables a rights holding entity (corporation) to manifest its IP enforcement information to appropriate enforcement officials and likewise, providing an easy access point for enforcement officials to access the enforcement procedures and priorities of a rights holding entity. This tool could be provided by creating a rights protected database that would be centralized and supported by government enforcement agencies yet self maintained by the rights holder to ensure current and accurate information for use by enforcement officials at ports of entry and elsewhere in the supply chain.

How It Works:

Government creates a centralized database that allows rights holders to securely and efficiently manifest information about their brand protection efforts. Brand protection information manifest by multiple companies could be aggregated to create a powerful tool for enforcement officials to view priorities and warnings, search for trade name and trademark information, reference security/authentication features used on product, and obtain contact information to more quickly make decisions regarding seizures and destructions.

Government provides the platform and industry provides the information that creates the tool. Each company would have their own interface to the database that would allow them to manage the information that is manifest to enforcement officials in real time.

Examples: Updates to trade names and trademarks, authentication features on product, contact names within different regions, shipping information and warnings/tip offs.

Intellectual property rights holders are able to quickly and easily provide relevant information for use by enforcement officials much like a brand protection manual is used today. Enforcement personnel gain a powerful tool to more quickly decide and act on information, speeding clearing processes at ports of entry.

Additionally rights holders control the level of access to the information they are manifesting. This would allow a company to keep its propriety brand protection information hidden from competition or the general public but accessible to necessary enforcement officials. The manifestation of this information would alleviate constraints created by training, giving enforcement officials access to IP rights information twenty four hours a day in a centralized look-up tool.

Example: Information on forensic authentication features would only be viewable by top officials while facts about optically verifiable security devices would be viewable by any law enforcement entity.

The end result of the system would be increased flow (quantity, quality, and speed) of information between enforcement officials and rights holders, which would greatly benefit the fight against illicit trade and further handicap those who would seek to profit by violating intellectual property rights.

Print & Electronic Document Solutions

IPEC RESPONSE – RECOMMENDATION
SECURITY CONENT ENVIRONMENT

March 24, 2010



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Recommendation

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It is our recommendation that the U.S. Federal Government create a centralized database that allows rights holders to securely and efficiently manifest information about their brand protection efforts. Brand protection information manifest by multiple companies would be aggregated to create a powerful tool for enforcement officials to view priorities and warnings, search for trade name and trademark information, reference security/authentication features used on product, and obtain contact information to more quickly make decisions regarding seizures and destructions.

The government provides the platform and the IP rights holders provide the information that creates the tool. Each company would have their own interface to the database that would allow them to manage the information that is manifest to relevant government officials in real time.

Areas of Request Addressed

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Part II:

- Promoting information sharing between participating agencies to the extent permissible by law;

Current enforcement proceedings/information would be maintained in the centralized database to create not only a communication tool for participating agencies but also a means to find links between cases, share experiences, and create a more comprehensive approach to resolution.

- Strengthening the capacity of other countries to protect and enforce intellectual property rights;

The IP data that is input by US IP rights holders would be shared in its entirety or in a rights controlled environment with international enforcement entities. The availability of the tool will greatly increase the knowledge and effectiveness of international enforcement entities at little to no additional cost.

Areas of Request Addressed

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Part II:

- Improving informational sharing between law enforcement agencies in the U.S. and in other countries;

Similar to the method by which rights holders will manifest to enforcement entities, and within the same centralized system, enforcement entities would manifest information to each other in a rights protected system. The centralized database would keep all involved enforcement entities up to date on the status of multiple enforcement activities.

- Establishing programs to enhance the enforcement efforts of foreign governments by providing training and technical assistance designed to:

A centralized content management system of IP rights information would become the primary training tool and source of knowledge for US and foreign enforcement entities.

- Assisting other countries to more effectively enforce intellectual property rights;

Having access to IP rights holder's data would increase knowledge and effectiveness. Enforcement efforts would be more easily prioritized and coordinated with international enforcement entities.

Areas of Request Addressed

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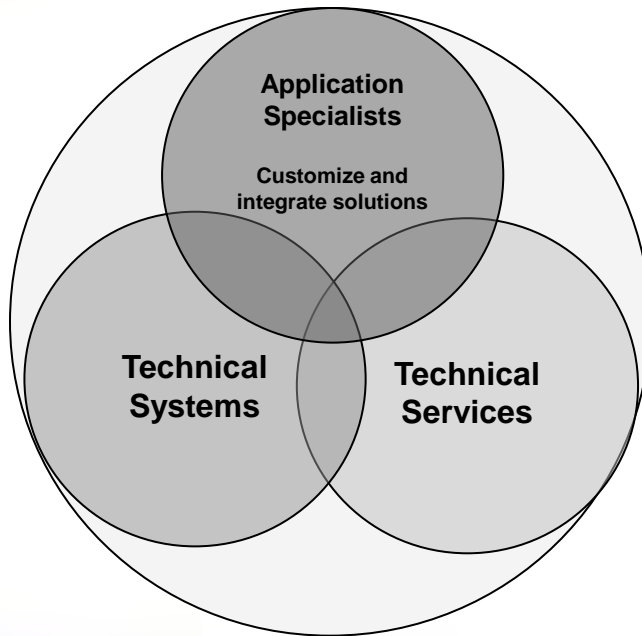
Part II:

- Enhance the efficiencies and minimize the duplication of U.S. Government training and assistance efforts;

A centralized content management system of IP rights information would become the primary training tool for enforcement entities in the US. The information would be kept current by the rights holder and available to enforcement agents (or other legitimate recipient) through a highly searchable tool. This would replace the current system based on extensive training and brand protection manuals. Since the IP manifestation would be available at all times, enforcement personnel would need training on authentication theory and concepts only, instead of individual IP owner actions.

Secure Repository – Project Statement

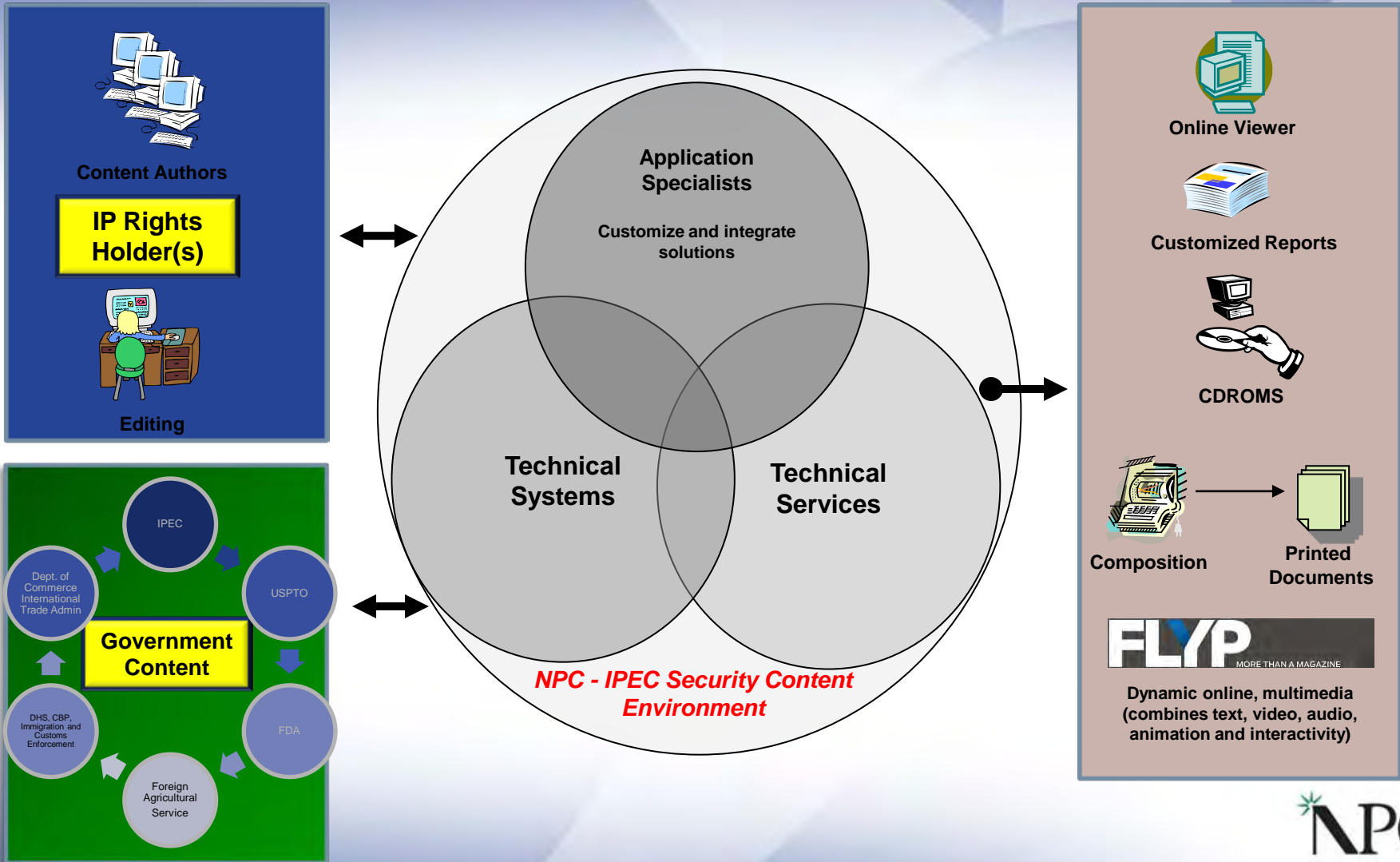
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Not to be a software only solution but to provide the **people, technology, and environment** to streamline security content repository process

NPC-IPEC SECURITY CONTENT ENVIRONMENT (SCE)

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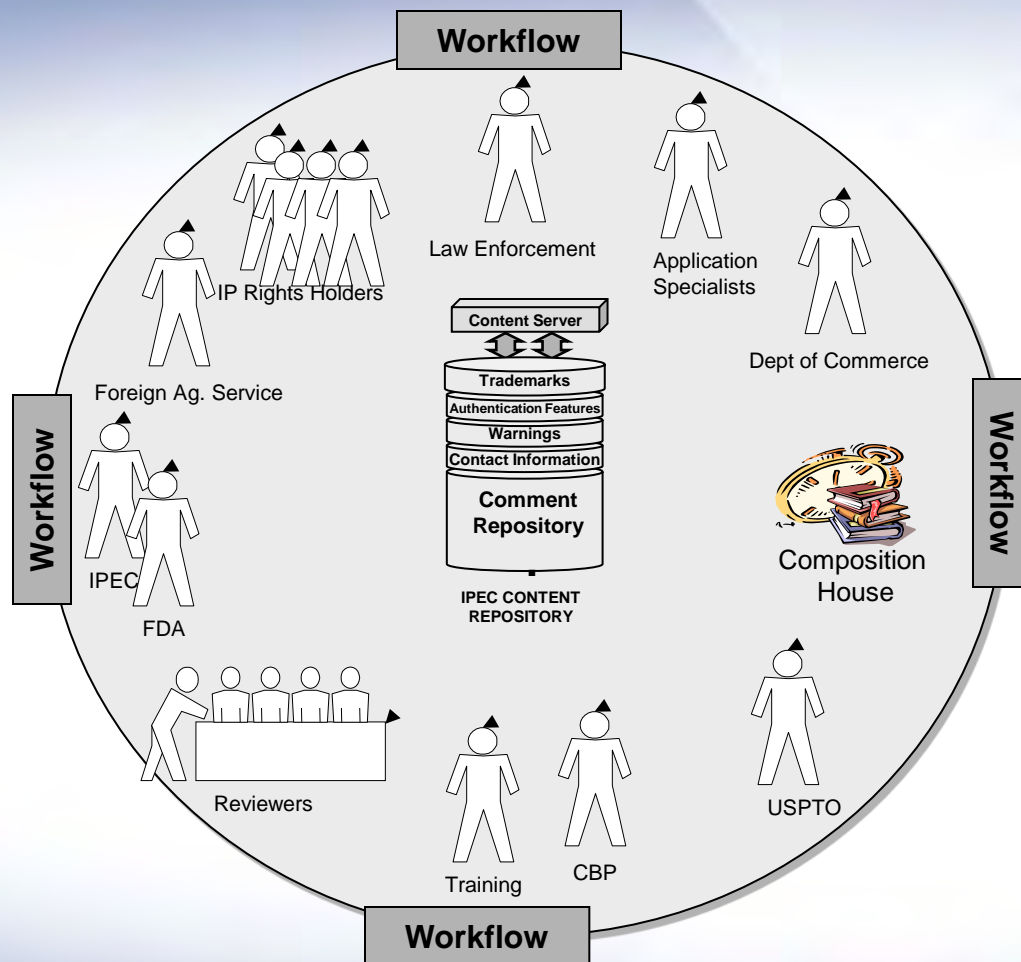
IPEC CONTENT REPOSITORY

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March 20, 2010

IPEC Repository



- Puts the content for all stakeholders at the center of the business process
- Integrates people and activities together into a single workflow model
- Maintains a clear distinction between the processes and the documents allowing the processes to use the documentation only as needed
- Scales very well

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