

STOP PIRACY

10 years of fighting counterfeiting and piracy



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1. A word from the president

Anastasia Li-Treyer



It is now ten years since representatives of the private sector and public authorities teamed up to fight counterfeiting and piracy by joining the STOP PIRACY Association. Without this commitment, consumers would today still be largely unaware of the darker side of this phenomenon.

Counterfeiting and piracy is a lucrative business with a relatively low risk for those who engage in it. It is a major source of income for organised crime, for whom safety and environmental standards are of little

consequence. Swiss companies bear the brunt of the costs as the losses incurred amount to several billion Swiss francs. Consumers are also affected – deceived into buying fake spare parts, medicines, and foodstuffs, which place their own health and safety at risk.

To combat this phenomenon, representatives from the public and private sectors have been working together for ten years now as members of the STOP PIRACY Association. The Association was created for a dual purpose: to improve cooperation and the coordination of efforts between and within the different sectors involved and, at the same time, to raise public awareness about the negative consequences of counterfeiting and piracy.

The uniqueness of this partnership and, above all, the reason it has been so successful, lies in the exceptionally broad scope of its membership, which includes various public authorities, different industries and associations representing a wide range of interests, as well as retail distributors. The fight against counterfeiting and piracy is an unrelenting effort and requires close cooperation between all those involved. The need for such cooperation has only increased with the coming of the digital age.

In view of the serious consequences and risks that result from counterfeiting and piracy, it is essential that consumers also be made aware of their responsibilities in the face of this unfortunate form of commerce.

The purpose of this publication is to present the work that has been achieved by the STOP PIRACY Association in raising consumer awareness. I would like to express my heartfelt thanks to all of the members for their untiring efforts in this cause.

A handwritten signature in black ink, appearing to read 'Anastasia Li-Treyer'.

Anastasia Li-Treyer

2. STOP PIRACY - The beginning

2.1 Survey of the Swiss business sector

In 2002, the Swiss Federal Institute of Intellectual Property (IPI) conducted a survey of Swiss businesses and other enterprises operating in Switzerland on the subject of industrial counterfeiting and piracy. Results showed that the industries affected by counterfeiting and piracy perceived a need for stronger public awareness in the fight to stop such activities. Those surveyed felt that this could be best achieved through an improved coordination of government efforts and closer cooperation between the government and the private sector. Further discussions between representatives from the private sector and the IPI confirmed that the issue of counterfeiting and piracy was a matter of major concern for Swiss businesses. In the interest of finding a long-term solution to the problem, the National Committee of the International Chamber of Commerce (ICC Switzerland) and the IPI agreed to strengthen co-operation between public agencies and private business by creating a public-private partnership; on 4 July 2005, it created a joint Swiss platform for combating industrial counterfeiting and piracy. The members of the partnership agreed on the following mission: to mount a vigorous and long-term battle against counterfeiting and piracy through active awareness-building and enhanced co-ordination and cooperation between and within the private and the public sectors. On 29 June 2007, the joint platform was formalised officially as the STOP PIRACY Association.

2.2 Founding members of the partnership

The Association was founded under the auspices of ICC Switzerland and the IPI. Its members include representatives from all of the major sectors of industry concerned with the phenomenon of counterfeiting and piracy: manufacturers of trade marked and patented goods including the pharmaceutical, watch-making, food, textile, machine and cigarette industries; and those whose products are protected by copyright such as the film, music and software industries. For its part, the government is represented by officials from the Federal Customs Administration (FCA), the Swiss Agency for Therapeutic Products (Swissmedic), the Federal Office of Police (fedpol), the Federal Department of Foreign Affairs (FDFA), the Federal Consumer Affairs Bureau (FCAB) and the State Secretariat for Economic Affairs (SECO).

2.3 Funding

The Association is funded through regular annual contributions by members from the private sector. The funding for awareness campaigns is provided through ad hoc contributions from these members and through subsidies from the public sector.

3. STOP PIRACY today

3.1 Areas of activity

The STOP PIRACY platform is „operated“ for the most part by working groups charged with drafting measures for approval by the executive committee and with implementing them. Currently, STOP PIRACY is active in the following areas:

Public relations: the goal is to increase public awareness of the phenomenon of counterfeiting and piracy through national awareness campaigns. It does so by informing consumers of the latent risks inherent in using counterfeit products, including the threat to jobs, safety and health hazards, not to mention supporting organised crime.

Continuing education collaboration: since 2005, STOP PIRACY has been organising a biennial seminar on good practices in the fight against counterfeiting and piracy in cooperation with the Intellectual Property and Innovation Research Centre of the University of Neuchâtel (Pôle de propriété intellectuelle et de l'innovation [PI]²).

Network-building: members exchange useful information (reports on experiences, case reports and strategy papers). In parallel, a network of contact people in Switzerland and abroad is continually being expanded.

International cooperation: the goal is to integrate Switzerland's diplomatic representations abroad into the efforts of the STOP PIRACY project. More specifically, the platform is intended to serve as a rapid source of information for assisting Swiss businesses abroad in responding quickly and effectively when cases of counterfeiting are discovered.

3.2 Association member and the Executive Committee

The STOP PIRACY Association currently comprises 35 members. Among them are private companies and associations from a wide range of industries, government agencies and other public institutions, as well as consumer representatives. The original members of the partnership have since been joined by several important actors in the fight against piracy. These include the consumer association Konsumentenforum kf, a number of online sales platforms such as tutti.ch and deideal.ch, the Swiss Mail-Order Sales Association (ASVAD), and the Association of Swiss Musicians. The STOP PIRACY Executive Committee is currently made up of representatives from the following private sector industries and public agencies:

Promarca – Swiss Brand-Name Product Association, President

IPI – Swiss Federal Institute of Intellectual Property, Vice-President

FH – Federation of the Swiss Watch Industry

SAFE – Swiss Association for the Fight against Piracy

Interpharma – Association of Swiss Pharmaceutical Companies Engaged in Research

FCA – Federal Customs Administration of Switzerland

Swiss Cigarette – Philip Morris SA, British American Tobacco Switzerland SA, Japan Tobacco International AG

CHOCOSUISSE – Association of Swiss Chocolate Manufacturers

4. Legislative changes as of 1 July 2008



Media conference at the Federal Palace on the occasion of the entry into force of the new legislative provisions of 1 July 2008

On 1 July 2008, new legal provisions on the fight against counterfeiting and piracy entered into effect in Switzerland. As of this date, the import of counterfeit brand-name products and designs into Switzerland is prohibited, even for personal use. The need for a change in the legislation had become imperative; by purchasing fake goods abroad or ordering them on the internet, Swiss consumers were supporting organised crime, in most cases without even being aware of it. Since the legislative changes, the purchase of counterfeit goods abroad now brings with it the risk of an unpleasant surprise for travellers entering Switzerland as customs officials are authorised to seize and destroy all such goods at the border, including those that were not purchased for commercial purposes and regardless of the quantities involved.

A media conference on the new legislative provisions was held on 26 June 2008 entitled "Improved protection for intellectual property in Switzerland beginning 1 July 2008". Questions from the media were taken by then Federal Councillor Eveline Widmer-Schlumpf and representatives of both the public and private sectors, among them the IPI and STOP PIRACY.

To mark the occasion of the entry into effect of the new legal provisions, a publicity event at which counterfeit watches and pirated DVDs were publicly destroyed was jointly organised by STOP PIRACY, the Office for Precious Metal Control (customs), the Federation of the Swiss Watch Industry (FH), and the Swiss Association for the Fight against Piracy (SAFE). At this event, a total of 28,427 counterfeit timepieces and 4,130 pirated DVDs, all of which had been seized by the FCA, were destroyed in a single operation carried out by a recycling company from Cressier in the canton of Fribourg. Processing of the debris from that operation was performed in compliance with the applicable environmental protection regulations.



5. Awareness-raising activities in retrospect



STOP PIRACY has conducted a number of activities designed to raise public awareness of the wide variety of counterfeit products that exist, and of the harm that such illicit commerce causes both to the economy and to society as a whole. The efforts to raise consumer awareness, often carried out in cooperation with the FCA, focus on attracting media attention and include such things as participation in trade fairs, running information

stands at airports as well as national awareness campaigns. Up until 2013, the launch of such campaigns was timed to coincide with national anti-counterfeiting days, which were given the name STOP PIRACY DAYS. The association also organises ad hoc presentations addressing a large range of specific audiences in a more targeted manner.

5.1 Awareness campaigns

STOP PIRACY campaign 2007: “United in the fight against counterfeiting and piracy”



Media conference for the first STOP PIRACY campaign with Federal Councillor Christoph Blocher

STOP PIRACY presented its first campaign to the media at a press conference held on 16 January 2007 at Zurich Airport under the sponsorship of the IPI and the Swiss Committee of the International Chamber of Commerce. The awareness-raising operation, which took the form of a multi-industry poster campaign, was kicked off by then Federal Councillor Christoph Blocher. In his address to the media, he stressed the importance of intellectual property protection and drew attention to the safety and health risks connected to using counterfeit products. The poster campaign, which featured the use of striking slogans, covered all of the largest cities and their suburbs throughout Switzerland, and continued for one month.

STOP PIRACY DAY 2008: “Thank you for making the right choice!”

The first annual STOP PIRACY DAY in Switzerland was held on 25 October 2008. The initiative for a full day of events focusing on the fight to stop counterfeiting came from the STOP PIRACY Association and benefited from the special support of Interpharma, Microsoft, pharmaSuisse and SAFE.

This was the first time that companies from the cinema, music, pharmaceutical and computer industries had joined hands in a common effort, together with the STOP PIRACY Association, to promote the fight against the scourge of counterfeiting. Through various activities, they addressed themselves directly to the Swiss public such as by using the musician Marc Sway as a spokesman for the music industry to thank all those who were willing to pay a fair price for the music they listen to. Also part of the day’s activities was a promotional effort that allowed the clients of 520 pharmacies to inform themselves without charge about the risks connected with medicines they had purchased online. Major retailers such as Media Markt, Interdiscount, FNAC, Exlibris and CityDisc also lent their support to the campaign. Finally, to round off the anti-counterfeiting day, a contest was held with the winners receiving a trip to Los Angeles to visit the Warner Brothers studios or one of hundreds of other prizes.

This first national day in support of the fight against counterfeiting was an indisputable success: visits to the STOP PIRACY site rose by almost 250%. In the software industry, there was a marked rise in public awareness witnessed by a significant increase in the number of counterfeit goods reported. Samples of medicines submitted to Swissmedic for testing provided valuable information on counterfeit medicines circulating illegally in Switzerland. More generally, the events held throughout the day provided an opportunity to explain the harmful effects of counterfeiting and piracy to a large public in an entertaining and engaging way.

May/June 2009: Statements by well-known personalities from the world of politics and business

The STOP PIRACY website was looking for ways to better bring home the message that counterfeiting and piracy is a problem that affects not only individual private interests, but also harms all of us. Well-known political and business personalities were therefore invited to make brief statements af-

firming their support for STOP PIRACY, which were then published on the site. The expressions of broad support coming from the public sector, the business world and consumer-protection organisations were designed to ensure that the fight against counterfeiting and piracy is perceived by the general public as a cause that is in the common interest.



Statement in 2009 by Federal Councillor Eveline Widmer-Schlumpf as shown on the STOP PIRACY website.

STOP PIRACY DAY 2009: “Thank you for buying genuine articles to help guarantee innovation in the Swiss computer, music and film industries”

The second national anti-counterfeiting day took place on 25 October 2009, with special support coming from the film, computer and music industries. The focus of that year’s campaign was on the people behind innovation in those industries. Targeting primarily the younger generation, the prevention campaign deliberately avoided adopting a moralising tone, proposing instead a series of engaging images and attractive contests, and using popular platforms such as MSN, cinemas and social media platforms such as Facebook.



STOP PIRACY DAY 2010 : “Piracy is cruel“



On 28 October 2010, the public-private partnership STOP PIRACY launched its “Piracy is cruel” campaign to coincide with STOP PIRACY DAY 2010. To open the new information offensive, a spectacular event was staged. At Bern Airport, a giant steamroller was put into action to annihilate thousands of counterfeit goods.

Piracy is a dangerous business, often risky and always illegal. Counterfeiters have no scruples. What they do is cruel. Interested only in their own short-term profit, they show no concern for the health or safety of the consumers who buy their products. And because they work underground, they can rarely be held accountable for the harm they cause. The STOP PIRACY awareness campaign made it clear how merciless and destructive piracy can be. The imagery used to draw attention to the problem – different kinds of counterfeit goods pierced with a pirate’s hook – graphically illustrated the damaging effects of piracy on various industries. The campaign was widely publicised – in cinemas, on television, on the internet, on billboards, on postcards and in published advertisements – and was highly effective in focusing public attention on the issue of piracy.

At a media event held on STOP PIRACY DAY 2010, the Association accompanied the presentation of its campaign materials with a display of thousands of counterfeit and pirated goods that had been seized by Swiss customs authorities. Counterfeit watches and illegal copies of CDs and DVDs were then crushed under a steamroller; illegal medicines were incinerated, with care being taken to follow the proper procedures for making certain that their disposal did not cause harm to the environment.

STOP PIRACY DAY 2011 : “United against medicines with a shady past“

Illegal medicines are lethal. This was one of the principal messages of the national awareness campaign launched jointly on 25 October 2011 by Swissmedic, Swiss pharmacies and the Swiss pharmaceutical industry. Consumers were urged not to buy medicinal products over the internet.

The campaign directly targeted potential buyers, who were given the opportunity of having medicines they had ordered over the internet tested, free of charge, at any of the 760 pharmacies taking part in the campaign throughout Switzerland. The test results proved highly disturbing: in more than half of the 150 samples analysed by Swissmedic, it was found that the main active ingredient was either entirely absent, spurious, or present in too high or too low a dosage.

To accompany the campaign, a brief film was prepared (available online at <http://shady-past.ch>), graphically retracing for viewers the history of an illegal medicine, from its (in this case fatal) consequences back to its shady origins in a makeshift laboratory built by criminals in their backyard. With the help of the film and a new website especially created to accompany the campaign, together with posters, online banners, postcards, promotional gifts and media events, the STOP PIRACY message was widely transmitted throughout the entire country. The film made for the campaign continues to be shown today on various occasions, in particular, at the STOP PIRACY stand set up as part of awareness-raising drives at trade fairs and airports.



STOP PIRACY DAY 2013 : “United in the fight against counterfeiting”

In 2013, preparations for Switzerland's national anti-counterfeiting day took on an added dimension. The public at large and students at two of the country's leading art and design schools – the Ecole cantonale d'art de Lausanne (ECAL) and the Haute école d'art et de design of Geneva (HEAD) – were invited to submit poster designs and short films on the dangers of counterfeiting. The submissions were evaluated by a jury of well-known personalities.

The winning projects were presented on STOP PIRACY DAY 2013, which was held that year on 22 March. The national event was organised by the Federation of the Swiss Watch Industry (FH) with the cooperation of the Fondation de la Haute Horlogerie (FHH) and was held at the ECAL. Convinced of the benefits to be gained from working together against counterfeiting, the FH also invited two other major sectors of the economy, the pharmaceutical and audio-visual industries, to join in a demonstration of united strength. The pharma industry was represented by Interpharma, Swissmedic and the Swiss Anti-Piracy Association (SAFE). On behalf of the audio-visual industry, the Swiss media association, Médias Suisses, did its part to support Switzerland's national day against counterfeiting.

The prizewinning films were shown in Swiss cinemas and on a number of privately-owned television networks.

STOP PIRACY DAY 2014 : “We subsidise criminals”

In 2014, the STOP PIRACY posters featured the photograph of a typical family next door, the Flückingers. The message: by buying fake products, a perfectly normal family is unwittingly supporting a business that gives rise to countless victims. When we talk about counterfeiting and piracy, what usually comes to mind is the vendors on the beaches or on the streets of popular tourist spots. Often, however, those vendors are only the last link in a highly lucrative but illegal business that is controlled by well-organised gangs and which encompasses all or nearly all forms of manufactured goods. The price paid by consumers and society as a whole as a result of this scourge is a heavy one: human lives are put at risk, social welfare systems are undermined, buyers are deceived and jobs are destroyed.

Many consumers don't give a thought to the sometimes drastic consequences of buying a fake and still consider doing so a minor misdemeanour. It was for this reason that STOP PIRACY again launched a national awareness campaign to heighten public awareness as to the background of counterfeiting and piracy. The individual members of the Flückiger family, their wrongful conduct, and the resulting consequences of their actions are highlighted in detail on stop-piracy.ch.

As part of the new campaign, the STOP PIRACY Association held a spectacular “destruction derby” in Bern in October 2014. Using a road roller, it scrapped some 15,000 counterfeit watches and disposed of two tons of counterfeit medicines. The impressive images were designed to motivate consumers into actively thinking about the risks involved in buying counterfeit goods.



2015 : Action week: “Open your eyes! Learn to recognise fakes on the internet“

Don't fall into the trap of so-called bargains! For the action week “Open your eyes! Learn to recognise fakes on the internet”, held from 29 June to 3 July 2015, the Office for Coordination of the Fight against Cybercrime (SCOCI), together with Fedpol and the STOP PIRACY Association, launched a campaign on Twitter and Facebook providing consumers with advice and tips to help them recognise dubious offers on internet sales platforms.

2016-2018: “Beguiling Appearance – Murky Shadows?” A special exhibition on counterfeiting and piracy at the Swiss Customs Museum

Everyone knows about fake handbags at the beach and replica brand-name sunglasses on the internet. But who is behind such goods? Who gains and who loses by them? And who puts themselves at risk? For the first time since its founding, STOP PIRACY is presenting a special exhibition devoted to the problem of counterfeiting and piracy. Serving as the showcase for the exhibition is the Swiss Customs Museum in Cantine di Ganria, a short distance from Lugano.

The exhibition will run for three seasons until 20 October 2018. Visitors are taken on a guided tour through the world of counterfeiting, giving them a first-hand view of the inner workings behind this phenomenon. Among other things, they also learn how to recognise counterfeits and why it is worth only buying originals. The exhibition was specially designed with school classes in mind and includes teaching materials that explain how to organise visits to the exhibition and to introduce the subject into the school curriculum.

The first season proved to be a great success: some 12,000 people visited the two exhibition rooms where multimedia installations provide food for thought about the far too often ignored underworld of counterfeiting and piracy. On 25 May 2016, the United States ambassador to Switzerland, Susan G. LeVine, took the opportunity of stopping in Ticino to visit the exhibition. She expressed her astonishment at how widespread counterfeiting and piracy have become and her admiration for the way the exhibition explained to the public the underworld of this illicit trade. On 26 April 2017, Princess Sibilla of Luxembourg also paid a visit to the Swiss Customs Museum in her capacity as a member of the jury for the European Museum Academy Prize 2017. She was highly appreciative of the STOP PIRACY exhibition as well as her visit to Cantine di Gandria.



The exhibition „Beguiling Appearance - Murky Shadows?“ At the Swiss Customs Museum, 2016-2018

5.2 Airport campaigns



STOP PIRACY stand in 2013 at Zurich Airport.

Since 2008, Swiss customs officials have begun confiscating counterfeit goods – handbags, clothing articles, medicines and watches – brought into the country by returning holiday travellers. To make tourists aware of the risks and dangers associated with counterfeit goods, the STOP PIRACY Association regularly carries out awareness campaigns at the Zurich and Geneva airports to coincide with the beginning of the summer holiday season. Nine such campaigns have been carried out since 2009, accompanied each time with a media drive designed to reach out indirectly to the more general public.

The goal of the activities carried out in the departure halls is to prevent travellers from having to hand over to customs officials, when returning to Switzerland, the goods they thought they had purchased at bargain prices while on holiday. The various tips, explanations, flyers and exhibits are designed to heighten the awareness of travellers passing through Swiss airports of the downside of buying counterfeits. A hologram of a fake watch on display at the information stands has proved to be a great success in attracting the attention of the public at the airport. As a souvenir of their stop at the stand, each visitor is presented with a useful (and original product!) travel gift – a plaster box also containing valuable advice on how to distinguish fake goods from the genuine article.

5.3 Trade fair activities

The STOP PIRACY Association periodically takes part in various trade fairs in Switzerland as a guest at the stand of the FCA. Experts from the customs administration and STOP PIRACY explain to visitors how they can learn to recognise and avoid buying fake products. As they discover the vast array of counterfeits in circulation, the visitors are often surprised to learn that it is not only luxury goods that are copied, but also items for everyday use and even medicines. In order to help them remember the information long term, visitors to the stand are also provided with various brochures and, as a small souvenir, a plaster box containing valuable tips to avoid falling into the traps set by counterfeiters.

5.4 Presentations

STOP PIRACY regularly receives requests to explain to different audiences the various facets of the problem of counterfeiting and piracy, and to describe its own activities. To date, nearly 30 such presentations have been given, not including the colloquia organised together with the University of Neuchatel and the Association's own general meetings. Specifically designed for the training of the police force and students, or prepared at the invitation of Association members, these presentations are an effective means of sensitising members of the public to the issues in question. Similarly, STOP PIRACY has also had numerous opportunities to explain its work to delegations visiting Switzerland from different countries around the world.

6. Association members speak for themselves

To mark the 10th anniversary of the fight against counterfeiting and piracy, members of the STOP PIRACY Association were asked to respond to the following question: "How would you sum up the experience of the past ten years?"

Anastasia Li-Treyer, Director of Promarca and President of STOP PIRACY:

"It is crucial for consumers to be actively informed about the dark underworld of counterfeiting and piracy. These efforts to raise consumer awareness would not be possible without the tremendous commitment of the members of STOP PIRACY."

Jürg Herren, Head of Legal Services – General Law, Design and Law Enforcement at the Swiss Federal Institute of Intellectual Property and Vice-President of STOP PIRACY:

"Consumers that are well-informed don't buy fakes – for 10 years now, STOP PIRACY has been showing the seamy side of counterfeiting and piracy and why there are ultimately only losers."

Vincent Salvade, Senior Vice President of the Swiss Cooperative Association for Authors and Publishers (SUISA):

"For ten years now, all those with a stake in protecting intellectual property have been working together to defend creativity and innovation."

Patrick Kessler, President of the Swiss Mail-Order Sales Association (ASVAD):

"STOP PIRACY works to open the eyes of both consumers and merchants. It is high time that we begin to take a closer look at what we consume and how."

Yves Bugmann, Head of the Legal Division of the Federation of the Swiss Watch Industry (FH) and member of the STOP PIRACY Executive Committee:

"It is now already ten years that STOP PIRACY has been helping to raise public awareness of the harm of counterfeiting and the harm it causes to the Swiss economy."

Sara Käch, Communications Officer for Interpharma and member of the STOP PIRACY Executive Committee:

"We must all join forces in the fight against counterfeit medicines. STOP PIRACY has succeeded in uniting a group of strong allies in a common cause and has made a major contribution towards increasing awareness of the health hazards that counterfeit medicines represent."

Urs Furrer, Director at CHOCOSUISSE:

"CHOCOSUISSE has been active for decades, with private funding and worldwide, in efforts to stop Swiss chocolate counterfeiters. As a founding member of STOP PIRACY, we are also actively committed to promoting cooperation between industries, and between the private and public sectors. This network is of particular importance in efforts to fight abuses internationally. In this way, it is possible to provide the consumers of original Swiss products around the world with even stronger protection."

Ruth Mosimann, Head of Market Monitoring of Illegal Medicines, Swissmedic:

"Hands off illegal medicines – they have a shady past": For Swissmedic, STOP PIRACY is THE platform for realising a shared commitment to stopping counterfeiting and piracy and, in particular, in the fight against the illegal online sale of medicines."

7. The future of the fight against counterfeiting and piracy

In the ten years of its existence, the STOP PIRACY platform has come a long way. Founded at the initiative of the IPI and the Swiss National Committee of the International Chamber of Commerce, it has year for year gained ever greater visibility in the fight against counterfeiting and piracy. The Association's various awareness-raising campaigns, accompanied by different media activities, have succeeded in informing the public as to the extent of the problem and the often underestimated impact it has on the economy and on society in general.

The fight must nevertheless continue without relent. The volume of illegal sales over the internet is constantly growing. Sellers have become more careful – and more devious – in their attempts to remain in the shadows. Offers for counterfeit products can today be personalised using social media, and are sometimes made available to targeted audiences only on smartphones or tablets. Often, advertisements in the social media mention only the seller's contact information so that surfers on the internet are forced to negotiate and conclude sales via private messaging services, far from the view of those who hold rights to the originals. There is no lack of creativity among counterfeiters when it comes to protecting themselves from action by trade mark and copyright owners. When they advertise, they may even avoid using brand names in order to trick innocent buyers into thinking they are purchasing a generic product – and who then discover that what they have received is a fake bearing the label of a well-known brand. Just as sales techniques have become more diverse, payment methods are also changing. While until recently online sales were possible only with the use of credit cards, other means of payment, such as cryptocurrencies, have begun to emerge and are playing an increasingly important role. It is likely that these new payment methods are already in the hands of counterfeiters. This is also true for 3D printers, which make it possible to produce an infinite number of copies of the same physical object, and which are currently revolutionising production methods. Technological advances benefit all, and the counterfeiters are well aware of this. Although production methods have become more and more

complex, the producers of fake goods have learned to find and exploit breaches in the system and to adapt quickly to the environment in which they operate. They are willing to do whatever it takes to increase their profits.

In today's digital age, the phenomenon of counterfeiting and piracy is constantly evolving, taking on ever more sophisticated forms. One thing, however, remains certain: tighter cooperation between trade mark and copyright owners, distributors and the public authorities is today more crucial than ever in the fight against counterfeiting and piracy. Working together hand in hand – this is the very essence of the public-private partnership behind STOP PIRACY.

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