



TEN YEARS OF STOP PIRACY

MEDIA RELEASE

BERN, 05.09.2017

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For ten years now, STOP PIRACY has been advocating against counterfeiting and piracy through compelling campaigns. Together with the authorities and the private sector, the STOP PIRACY Association makes clear to consumers the risks associated with fake and illegally copied products. With the trade in counterfeit products flourishing in the current digital age, the transfer of knowledge between companies and the authorities is therefore becoming increasingly important.

STOP PIRACY has been able to provide information to thousands of consumers on the dangers associated with counterfeiting and piracy as a result of the many years of collaboration between the affected sectors of the economy and the authorities. However, the Association also provides advice when needed, such as when a consumer is palmed off with a fake. “Consumers must be actively informed about the seamy side of counterfeiting and piracy, which wouldn’t be possible without the great commitment of the STOP PIRACY members,” says Anastasia Li-Treyer, STOP PIRACY President.

Growing online trade means that consumers are being faced with an even greater choice and number of illegal offerings. And it isn’t only products that are being faked. It is also entire websites, which subsequently increases the risk of purchasing a fake product. Consumers can, however, find many tips on how to recognise fake goods and illegal offerings on the STOP PIRACY website.

Measures for prosecuting pirated products will nevertheless have to change in future to be able to meet this growing challenge. “There needs to be an even closer exchange between all concerned – and this also includes intermediaries such as credit card providers, courier services and the advertising industry,” says Jürg Herren, STOP PIRACY Vice-President.

The collaboration between the private sector and the authorities, which began ten years ago, will therefore increase even more in importance. Future projects of the Association will have an increasingly digital presence after the exhibition at the Swiss Customs Museum in Gandria, which runs until 20 October 2018.

Publication 10 years STOP PIRACY: <http://www.stop-piracy.ch/StopPiracy/media/content/PDF/Journal-EN.pdf>

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STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. This non-profit organisation works to educate and raise awareness among consumers as well as to promote co-operation between the business community and the authorities. STOP PIRACY positions itself in the public domain as a provider of facts and analyses, and actively informs about counterfeiting and piracy, the risks of this phenomenon and what is actually behind it.