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Brand IP Seminar (4th Quarter)



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Agenda

- Introduction to Seminar and Panel
- Discussion of Brand Protection Challenges and Each Company's Approach to Dealing With Them
 - Gemmy Industries Corp. (David McIntyre)
 - ABRO Industries, Inc. (William Mansfield)
- Venable Co-Panelists (Roger Colaizzi and Andrew Price)
- Questions from the Audience
- Closing

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Counterfeiting is Big Business Worldwide



Estimates of global counterfeit sales range from **\$200 Billion to \$600 Billion** per year (between 2.5% and 7% of all world trade)

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The Counterfeiting Problem

- On average, U.S. Customs & Border Protection (CBP) only scans 4% of incoming containers
- In FY 2013, CBP conducted more than 24,000 seizures of goods that violated intellectual property rights, with a total retail value of \$1.7 billion
- This means that a lot of counterfeit goods get through to U.S. consumers
- Trade in counterfeit goods = health and safety risks for consumers + major losses for businesses



Recent News



“During the weeks leading up to the end of the year, the market is flooded with counterfeit products being sold at stores, on street corners, and online, not only ripping the consumer off and providing shoddy products, but also putting their personal financial information at risk.”

- ICE News Release, 11/25/2014





Recent News

“U.S. Immigration and Customs Enforcement's (ICE) Homeland Security Investigations (HSI) teamed with industry and 24 law enforcement agencies across 18 countries to shut down 29,684 domain names that were illegally selling counterfeit merchandise online to unsuspecting consumers as part of Project Transatlantic/ Operation In-Our-Sites V.”

- ICE News Release, 12/2/2014



Recent Counterfeit Examples

Airbags (see <http://youtu.be/B9pLMA6Tw2o>)

Brake Pads and Discs



Contact Lenses



Circuit Breakers



Recent Counterfeit Examples

Pharmaceuticals



Smoke Alarms



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Recent Counterfeit Examples

Toys for Children



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David McIntyre, Gemmy Industries



Brand Protection at Gemmy Industries

Gemmy Industries was founded in 1984 in Dallas, Texas. Since then, Gemmy has been a groundbreaker in the fields of novelties and animation.

Gemmy has been very successful in the seasonal decorations market, creating new categories. We were the originators of Airblown[®] Inflatables, which have since become a staple of holiday decor. Gemmy has also pioneered the way in life-sized figures for Christmas and Halloween, and blazed new trails in lighting solutions and technology – most notably with our LightShow[™] brand.

Our products have enjoyed time in the limelight, and lodged in pop culture. We've appeared in the pages of the Wall Street Journal, USA Today and the Washington Post and have been featured prominently on The Tonight Show, Late Night with Conan O'Brien and the Colbert Report.



Example Gemmy Products



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Brand Protection at Gemmy Industries

- Overview of Past Brand Protection Challenges
 - Lessons Learned
 - What Worked?
 - What Didn't Work?
- Current Brand Protection Challenges
- Current Brand Protection Strategy and Tactics
- Recommendations for Others Facing Similar Problems

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William Mansfield, ABRO Industries



Brand Protection at ABRO Industries

ABRO Industries, Inc., is a 75-year old company headquartered in South Bend, IN. ABRO exports a wide variety of household, automotive, and light industrial goods such as glues, tapes, and oils from the United States under the ABRO brand to distributors and consumers in over 185 countries and territories around the globe.



While not as widely known in Western Europe and the United States, ABRO is a major brand name in a number of developing countries.

ABRO sells its products through a world-wide team of dedicated and energetic distributors. ABRO distributors are independent entrepreneurs who have joined together to form one of the most powerful distribution systems in the industry. Wherever there is a market to be served, you can be sure that ABRO has a distribution partner working hard, day and night, to serve it.



Example ABRO Products



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Brand Protection at ABRO Industries

- Overview of Past Brand Protection Challenges
 - Lessons Learned
 - What Worked?
 - What Didn't Work?
- Current Brand Protection Challenges
- Current Brand Protection Strategy and Tactics
- Recommendations for Others Facing Similar Problems

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**Interactive Discussion
With Venable Co-Panelists
Andrew Price & Roger Colaizzi**



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Open Questions & Answers



Closing

