

SNB-REACT Expansion project



A few months ago, a questionnaire was sent out to the members to see who was interested in a further expansion of SNB REACT.

We were very pleased to receive 30 positive responses.

Although many European countries were mentioned, Spain, Poland and Serbia were clearly indicated as priority countries. Subsequently the board decided to focus its attention on these countries. Meanwhile the first steps have been taken:

SPAIN – As of 15 November a well known investigation company is working for SNB-REACT members in mainland Spain. A contract for a test period of three months was concluded; after this, results will be evaluated. The intention is to enter into a long term contract.

The company is Brand Protection Services Srl, managed by Mr Ancares who is already working for a number of well known brands and is enjoying a very good reputation with the law enforcement agents. Also on the Canary Islands we have established a contact with a private investigator Mr Bolanes, who will be preparing a survey on the most counterfeited brands on the three main islands.

The fees we will charge for cases run by our Spanish contacts are

in line with our usual ones:

€ 350 for regular cases and € 100 for small street market actions. Please contact the Italian SNB REACT office for more specific information.

Poland – In the course of November and December, two Polish investigating Companies will monitor intensively the markets for us.

With the results we will approach members to initiate actions. Polish lawyers have been approached to act on a standard type of cases for the usual REACT fees. A positive response is expected.

Moreover we have approached Polish customs, who are also of the opinion that the new simplified procedure of article 11 of the EU Regulation 1383/03 must be applied to Poland as well.

This could imply great savings for right owners on their anti counterfeiting programmes in Poland. Potentially cost increasing are instead the new provisions clearly indicating that the rights owners must bear costs of storage and Destruction of Counterfeit products.

To this extent SNB REACT has proposed to put joint storage facilities near the main ports so that all counterfeit goods can be immediately stored in those

Announcement

Anual Assembly 28 January 2005 / Training exercise Dutch Customs / Police

Please note in your agendas; the next Annual Assembly combined with a training exercise for Dutch customs and police will be held on 28th January 2005.

In the Annual Assembly specific attention will be paid to the expansion of SNB-REACT's activities to countries in East and South Europe. Next to this we will demonstrate the interactive module on our intranet site snbreact.org to exchange brand information with enforcement officers, consult the ongoing cases, as well as relevant members documents.

For our Italy based members, we will hold an instruction meeting on the developments of SNB-REACT on 25th February in Milan. Other members who prefer this date and/or location are of course most welcome to attend as well. The official Annual Assembly meeting however, is the one in Amsterdam on 28th January.

containers at no storage costs and at minimal destruction costs.

Polish customs are now positively considering this proposal.

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Relevant seizures in The Netherlands

ROTTERDAM SEAPORT

Customs of Rotterdam seaport had two important actions recently, the first one involving a large quantity of luxury products (handbags, belts, shawls) of Gucci, Prada, Louis Vuitton and Burberry. About 9000 products made in China and destined for the Portuguese market were intercepted. Our Portuguese branch ensured that the case was quickly settled with the Portuguese importing company according to the article 11 procedure of the new EU Regulation 1383/03.



The second case concerned the consignment of 8500 fake Nike shoes. The origin of these goods was China and the destination was the UK. Again the case was quickly settled directly with the UK importer who claimed to have ordered shoes without any brand!



Fake Nike shoes seized in Rotterdam

SCHIPHOL AIRPORT

Schiphol airport is also a very active and supportive partner in our anti-counterfeiting fight. The number of mail consignments stopped at Schiphol airport is impressive. Lately there were also some significant seizures of fake fashion products.

Estonia: Narva

A major seizure was done by Estonian customs at the Russian border in the city of Narva. More than 30.000 products illegally bearing the brand names Diesel, Colombia, Gian Franco Ferré, Armani, adidas and others were confiscated. The goods were transported by rail and produced in China. The intention was to re-export them to Russia. This strange manoeuvre must have been made for fiscal purposes. The SNB-REACT representative in Estonia is handling the matter for a number of brands.

ITALY: Football shirts

A nation wide operation initiated by the Guardia di Finanza took place in Italy just before the Summer and is about to be concluded.

This operation, originating from the Guardia di Finanza unit based in Rome Fiumicino airport, was lead against a chain of stores selling counterfeit shirts and t-shirts bearing, among others, Arsenal and FA -The Football Association trademarks.

Seizures by the Guardia di Finanza were made in more than 50 shops in the main Italian cities. The biggest seizure of more than 3000 items was made directly from the production site.

The investigation is still ongoing to determine which of these shops is directly linked to the main defendant since many of these cases have been regrouped as a single proceeding, now pending trial.

Portugal: new SNB-REACT office in Lisbon

Cases in Portugal have enormously increased in these past months thanks to the good work carried out by Paulo Pereira, supported by our Italian office. In view of further enhancing our services in Portugal and of assisting Paulo in his daily work, we decided to hire a secretary and to look for a new office space in Lisbon.

We found a beautiful office centre in an ancient building in downtown Lisbon and have rented a space as of 1 December 2004.

Recent cases in Portugal were carried out by initiative of the Brigada Fiscal, which can be considered one of the most active police forces in anti-counterfeiting in Europe. Seizures mainly involved luxury goods and mobile phone accessories.

Together with Paulo Pereira, the Brigada Fiscal is investigating warehouses and production units and taking rapid actions.

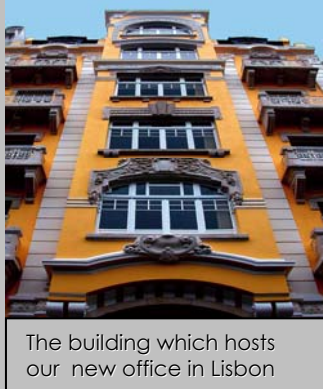
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Seminar in Romania, 4-5 November 2004



The seminar held in Bucharest was Romania's most important event of the year on intellectual property and anti-counterfeiting issues. The number of participants reached one hundred people, made up specifically of twenty brand owners, sixty police officers, customs officers and public prosecutors and the remaining were representatives of the central authorities.

The companies who participated and gave presentations were Nokia, LVMH, Puma, VF Europe, adidas, Christian Dior couture, Epson, l'Oréal, Lancaster, H-D, BIC

Henco, Imperial Tobacco, Ford, Reebok and Timberland.

The seminar was opened by Mr Ionel Blanculescu, head of the Ministry of Control of Romania, together with Mr Gabriel Turcu, coordinator of REACT Romania, and Mr Dan Docan, president of The Romanian Association for Fighting against Counterfeiting. The customs officers, police officers and prosecutors who took part in the seminar were from Bucharest and from the surrounding region, Ilfov county. On the first day Mr Gabriel Turcu, together with the representatives of the customs authorities and Police, also organized a press

conference, in parallel with the seminar, in order to point out to the media the most important aspects on which the authorities should focus.

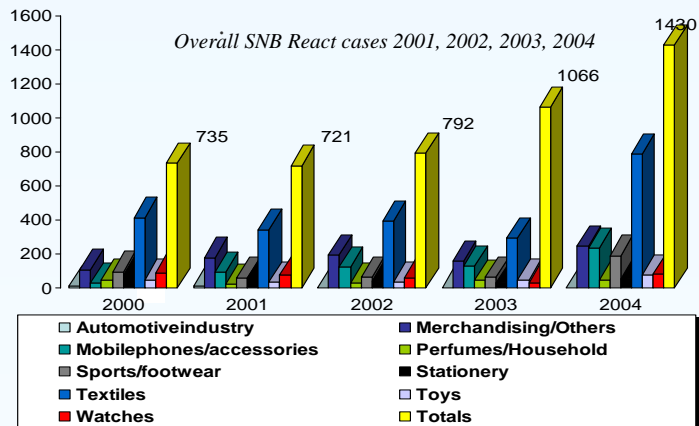
On the evening of the first day, participants enjoyed dinner at a typical Romanian restaurant. The organizers received positive feedback from the Romanian authorities, both during the seminar itself and immediately afterwards as we noticed an increase in police seizures. The seminar was a success and reached its purpose of rising the interest and focus of Romanian authorities on the problem of counterfeiting.

REACT Italy report

During the past two years the Milan based office has been working on the creation of a substantial and effective network in Italy, as well as assisting our operational units in Portugal and Romania.

The constant work carried out in all institutional environments as well as the support of our members, allowed us to be considered nowadays as key players in the Italian anti-counterfeiting scene. Cases originating from all enforcement authorities have been carried out by our office, in defense of an increasing number of brand owners who joined our enforcement programme in Italy. To enhance our services on field, negotiations with skilled investigating professionals are undergoing and these kind of services will soon be active.

Special focus is always given to our relation with Customs and as one of the first signatories of the Memorandum of Understanding with the "Agenzia delle Dogane" we contributed to the enhancement of their effective modernization of enforcement procedures (use of digital images in particular). As many as 21 customs applications are currently filed at Central Customs in our



Budapest :Seminar 29 October 2004

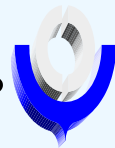


name and common training initiatives have been carried out jointly, both at international level (see WCOIPR meeting) and at local level. A series of regional training programmes is planned for 2005, please contact us to know the calendar (only Italian speakers).

React Italy is also actively supporting the FALSTAFF identification system created by Customs, which is now in its experimental phase. A group of 20 companies, who participated in the WCO-IPR event in Rome last October were briefed on the system.

The launch of the on line interface is programmed for January 2005. The Milan office will keep you updated of any further developments.

Yet another training seminar organized in cooperation between SNB-REACT and the Hungarian foundation VSZA (Védjegy- és Szerzői Jogvédő Alapítvány) was held on November 29 in Budapest. Customs officers from the 7 Hungarian regional directorates, as well as police forces acting against counterfeit activities in the country, had the chance to follow presentations, exchange information and material with ten brand owners associated to SNB-REACT. With its three non EU borders (Ukraine, Serbia and Romania), Hungary has a particularly sensitive role in the transit of counterfeit products into the newly established twenty-five countries Union.



PANAMA Technical training, October 7-8



With the support of brand owners representatives in the Region and in line with the WCO-IPR Group extension activities on a global scale, another technical Training Seminar was held in Panama last October 7 and 8. Panama Customs welcomed with great enthusiasm this initiative and followed with great interest the ten presentations from WCO-IPR members, as well as the technical customs related ones. Mr Roger Smith, high official of the WCO, introduced Panama customs to the WCO-

IPR model legislation and highlighted the main strategies of the organization with regards to the Freezones. This last issue is particularly sensitive to the Central American country, since the freezone of Colon is the crossway for most of the trade towards South America, either of legal or illicit origin.

In this respect the seminar proved to be a good opportunity to stress the importance of cooperation between customs and the freezone administration,



especially to enhance enforcement against widespread counterfeiting activities in the area.

More activities in the region are to be planned for next year.

ROME Technical training, October 19-20



Just before the Second Global Conference on Anticounterfeiting, organized by WCO, Interpol and WIPO, the WCO-IPR group decided to organize a technical training event for Italian Customs, which took place on 19 and 20 October 2004 at Italian Customs headquarters in Rome.

REACT Italy team, jointly with the antifraud unit of the hosting country customs, took care of logistics organization for the two days event. All together twenty brand owners addressed customs officers coming from all Italian regions and the thirteen country's general directorates, as well as Italian Fiscal Police (Guardia di Finanza) representatives,

which raised the audience number to a significant total of over 100 people.

Besides brand owners' contributions, WCO High official Will Robinson participated as Chairman of the meeting and alongside with other Customs official guests like George Agius from Maltese Customs, gave the audience the possibility to discuss highly technical Customs related issues.

During the training a new concept was introduced: the two days agenda was structured so as to give specific focus on each industry sector, grouping companies belonging to similar business families in joint panel discussions following their technical presentations.

The concept proved to be effective and in order to enhance synergies between business partners and enforcing authorities, may be used in other WCO-IPR events in the future.

WCO-IPR/SNB
Training Seminars
Planned Events

- 18-19 January '05 – Ho Chi Min, Vietnam
- 28 January '05 Amsterdam, Netherlands (G.A. SNB)
- Planned in 2005:
- Kazakhstan, Pakistan, Algeria, (WCO)
- Poland, Lithuania (SNB)



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