

INTELLECTUAL PROPERTY REVIEW & INFRINGEMENT SERVICES



1. **Reviews**
2. **Comprehensive Inquiries**
3. **Enforcement Actions**
4. **Monitoring Activities**

Our Services

Intellectual property protection programs are typically customized to meet client needs. However we have segregated services that will speak to most general interests for our customers:

- **Reviews:** A typical IP review identifies vulnerabilities and provides advice and guidance on how susceptible intellectual property is to corporate thieves and how this information can be better protected. Focus on the manufacturing process as well as information security process can provide details of security gaps that can be exploited. Mitigation measures can then be identified and implemented.
- **Inquiries:** A comprehensive inquiry of the counterfeiting operation to determine the market(s) where the counterfeits are being sold, the supply chain being used, and the manner of production to include the counterfeiters' materials source.
- **Enforcement Actions:** Once the inquiry has provided proof of the crime, we will recommend an enforcement course of action that could entail a simple cease and desist letter or be as serious as the organization of a coordinated law enforcement raid with seizures and arrests.
- **Monitoring Activities:** Once any enforcement actions are completed ARC will stay vigilant in the market place, via market surveys and coordinating custom spot check on suspicious shipments, thereby further protecting the trademarks of our customers' intellectual property interests.

A Victimless Crime?

Counterfeiting or the violation of trademark rights has been likened the identity theft of trademark owners. Counterfeiting also robs consumers of many things, including reliability and their personal safety. Some people think of counterfeiting as a "victimless" crime but this notion is baseless. The impact of counterfeit goods on trademark owners, consumers and national economies should not be underestimated. Today, the unprecedented levels of trademark counterfeiting reflects the low regard counterfeiters' have for public safety and the enormous illegal profits that can be made from the sale of counterfeit goods.

Today's Risks

The greatest asset a company has, besides employees, is their intellectual property. Billions of dollars are spent annually on research and development of safe and reliable products. If that research is compromised, not only will the time and money be lost, but also a certain amount of market share as well as the potential liabilities and loss of reputation. For some companies, the loss of intellectual property could mean loss of jobs and even bankruptcy.

According to the International Trademark Association (INTA), counterfeit products accounted for approximately 10 percent of world trade (or US\$2.9 trillion) in 2012. However, thousands of people each year are injured and sometimes killed due to the lack of safety protocols in these counterfeit products.

Why ARC?

ARC is a pure risk consulting firm, our solutions are developed to serve only the best interests of the client. ARC consultants have been providing risk mitigation services for large corporations, small businesses, and various governments throughout the Asia-Pacific region for more than twenty-five years.