

# UK Brand Enforcement

**TODAY, COMPANIES MANUFACTURE** and sell goods in a global marketplace; doing business 24/7 everywhere also means enforcing your intellectual property rights around-the-clock ... everywhere. While the world is getting smaller, for those tasked with brand protection, it's still a pretty big place. Therefore, responding globally with only your internal team to every enforcement need is virtually impossible. To further complicate matters, to mount an effective enforcement response you are often navigating a myriad of standards and procedures with various governmental and law enforcement agencies.

Protecting brands in the United Kingdom can be especially cumbersome for companies, as it requires a local representative to respond quickly to requests by Trading Standards officials for product verification. There are approximately 200 local authorities within the UK, each having individual Trading Standards departments. When Trading Standards Officers (TSOs) seize alleged counterfeit goods, a company representative must authenticate the product in order to have legal recourse for prosecuting the counterfeiters.

PICA Corporation offers flat-rate, monthly packages on comprehensive brand protection services for the UK, including registration, training, brand representation with the TSO, and enforcement.

Led by London office director Lisa Lovell, a well-known, well-respected brand protection specialist, PICA offers additional eyes, ears and boots on the ground to help you work credibly with law enforcement officials to protect your brand in the UK.

## **Representation**

PICA will ensure your right to enforce your intellectual property is registered with all relevant law enforcement agencies.

PICA will represent you and your brand and provide a liaison function by being a main point of contact.

## **Enforcement**

PICA can assist the relevant law enforcement authorities in gathering sufficient evidence in order that they may bring prosecutions against criminals on your behalf.

With sufficient product identification training, PICA may provide expert evidence by way of witness statements in order to secure convictions.

## **Training**

PICA will provide training for all relevant law enforcement officers who are employed to enforce your intellectual property rights.

We will attend events such as the Anti-Counterfeiting Group law enforcement roadshows as well as provide in-house training for particular authorities where required.

## **Brand Intelligence**

PICA will constantly collate and disseminate intelligence regarding the amount of illegal produce on the market, as well as the amount we have managed to reduce, in order that we can demonstrate the cost-effectiveness of our services.

*If you are experiencing challenges guarding your brand in the UK, call PICA and let us sit down with you, discuss the scope of your problem and develop a customized and cost effective solution to help you protect your most valuable asset.*

