

Anti-counterfeiting in India - A practical approach

Anti-counterfeiting is a rapidly growing menace in India. With the opening of Indian economy and advent of the international brands in the country the problem has spread to big and small towns. In order to educate the brand owners, the high ranking officials from various companies and other industry bodies, the Italian Embassy (IPR Desk) had organised Seminar on April 13, 2011 in collaboration with our firm (Ranjan Narula Associates (RNA) as knowledge partner. The topic was "Anti-counterfeiting in India - A practical approach". The idea was to provide a practical insight into the anti-counterfeiting measures in India. Over 100 participants from industry, brand owners, members of various embassies and government officials from trademarks office were present. The speakers from RNA included Ranjan Narula, Managing Partner, Rahul Sethi, Rachna Bakhru, Rajiv Suri and Manav Kumar, partners of the firm. Mr Roberto Germani from the Italian Embassy IPR desk shared Italian companies' perspective. From Industry, the legal managers of BP, GSK and Dolby shared their experiences. Speakers from Ernst & Young shared case studies on cracking distribution network of counterfeiters.

The speakers covered a wide range of topics which *inter alia* included –

- How and Why to conduct investigations,
- Border measures control in India,
- practical approach to civil and criminal actions against counterfeiters,
- Industry perspective on measures to address counterfeiting issues.

The feedback from attendees was very positive and we had many compliments on depth and knowledge of our speakers. The entire programme was interactive with exchange of ideas freely taking place between attendees and speakers.