



Issues in the Protection and Enforcement of Trademarks in the Online Environment

P&G

65 brands
10 core product categories
Sold in 180 countries

- Brand protection team focused on protecting our consumers and brands
- Global online monitoring program across strategic country/ brand/platform combinations
- We seek to influence and enable others in the fight against counterfeits



From Obvious Trademark Infringement To...



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BRANDED DETERGENT POWDER 🇵🇭



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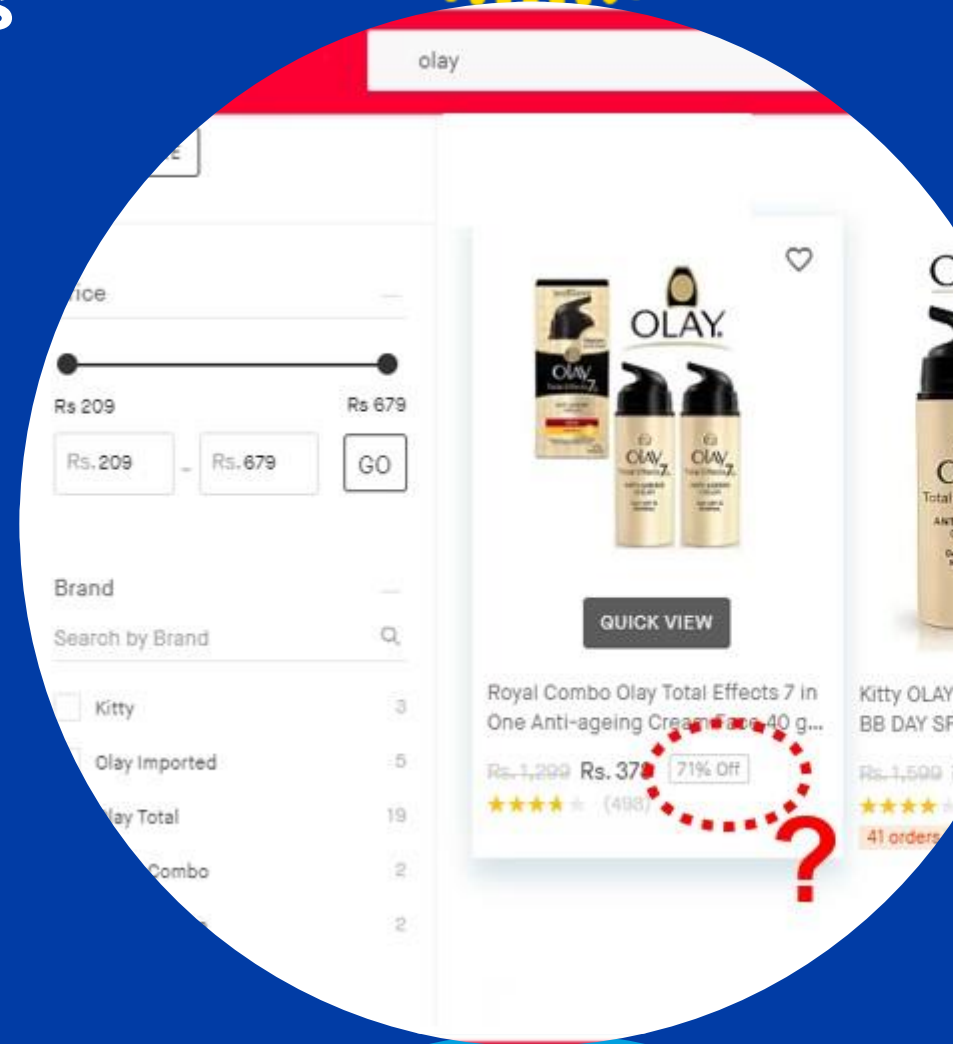
Our strategies:



5+ millions of online offers for counterfeits taken down by 20 brands in 2 months*

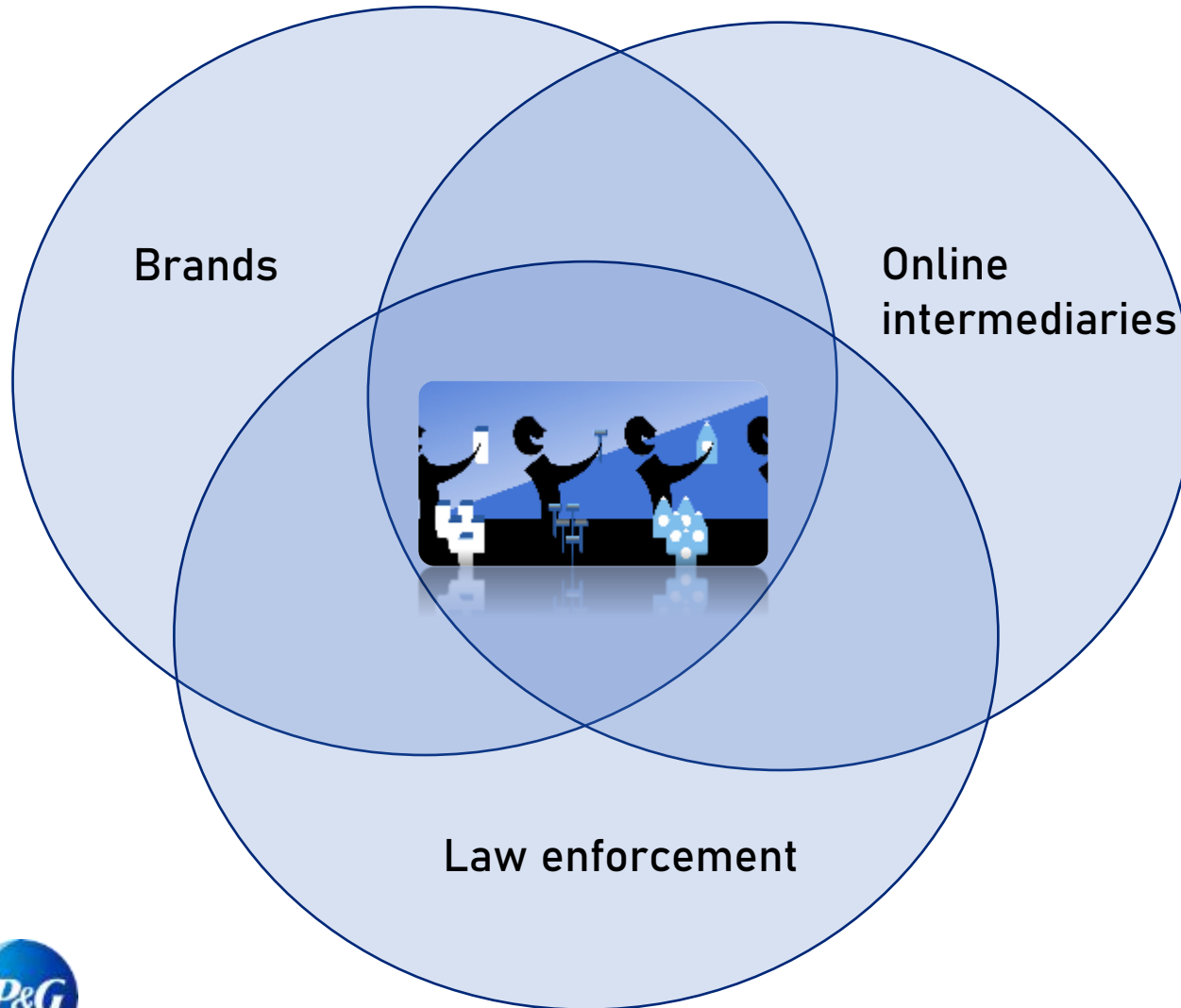
Counterfeit consumer products are fraud, pure and simple.

Keeping eCom channels safe require that all stakeholders play their part.



(* Unifab study - March 8, 2021)

What works?



- Detect and prove
- Remove offers
- Sanction traders
- Deter repetition
- Learn and prevent

NOW is the time to step up...



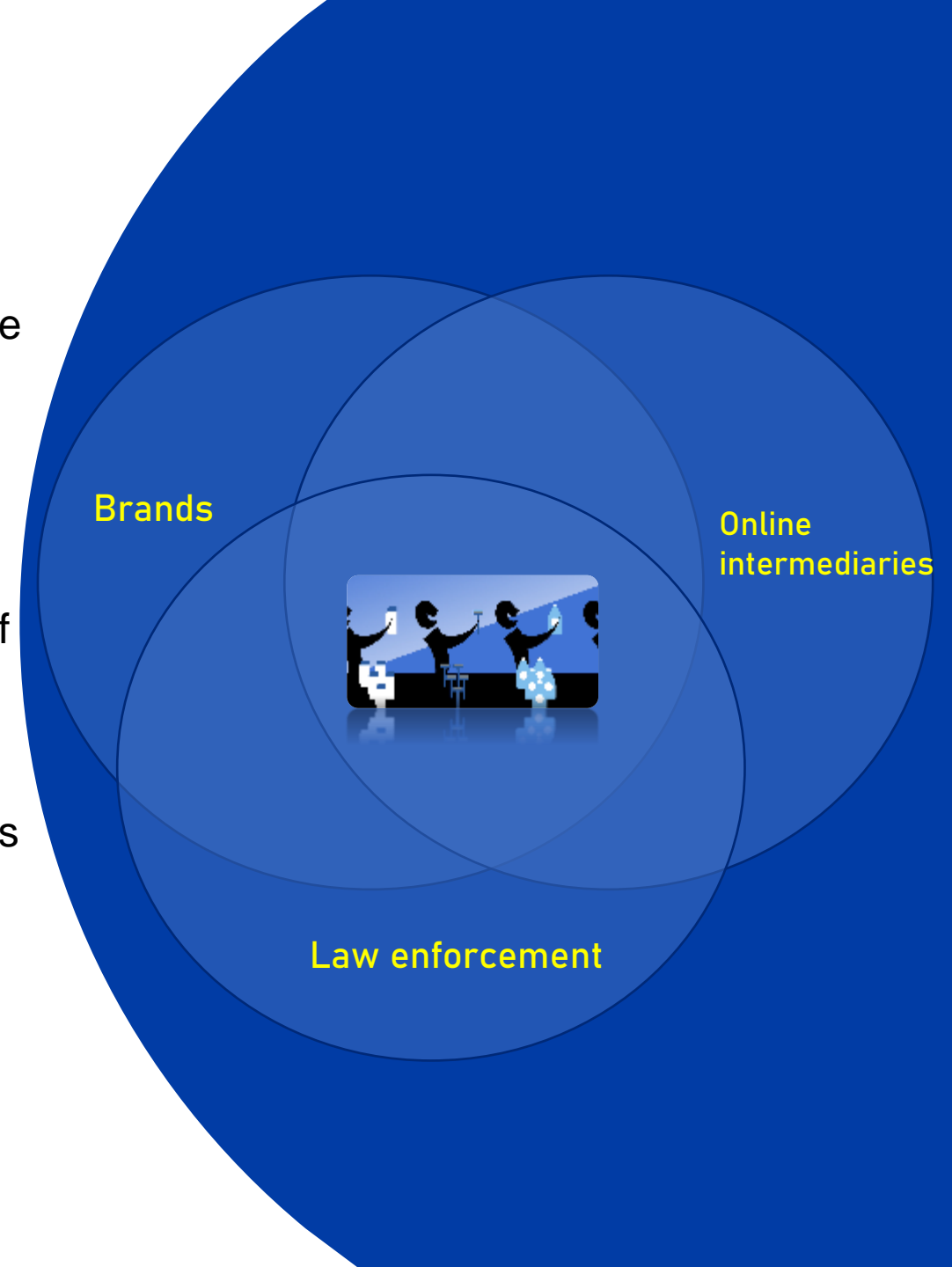
Example of good practices - brands

- ✓ **Fight counterfeits at the source**
- ✓ Attack the whole supply chain leading to counterfeits sold online
- ✓ Investigate and enforce on-line and off-line with fluidity
- ✓ Connect the dots

- ✓ Utilize platforms' dedicated tools to record IP rights and to file notice & take downs ('NTDs')
- ✓ Train platforms to detect suspicious offers and provide points of contact to verify authenticity

- ✓ **Listen to consumers and retailers** and act on all opportunities to protect them

- ✓ Utilize NTDs as ONE tool within a toolbox



Example of good practices – online marketplaces

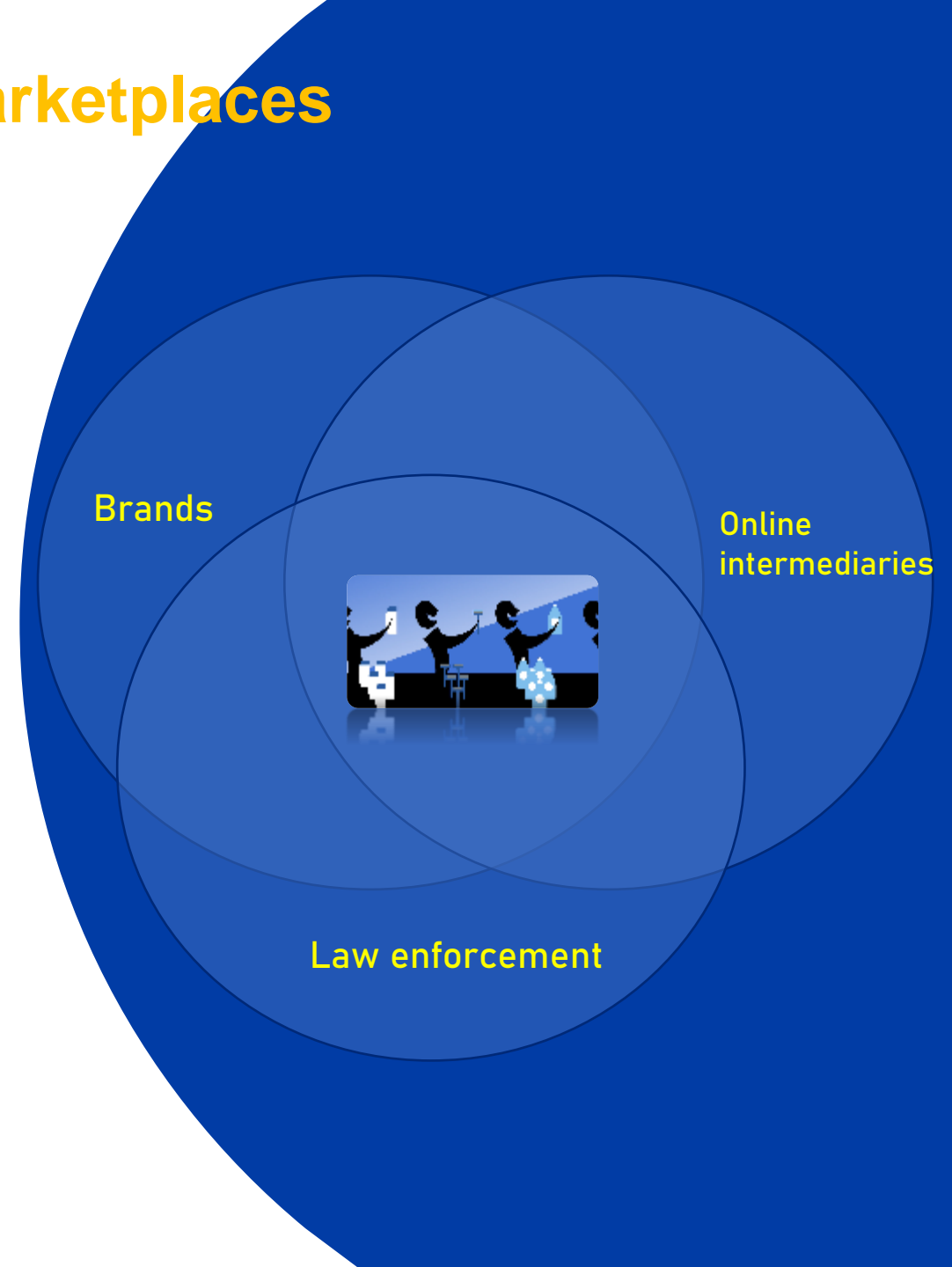
- ✓ Due diligence on sellers (“Know Your Business Customer”)
- ✓ Transparency for consumers

- ✓ Clear terms & conditions
- ✓ Security deposits & fines

- ✓ Proactive detection

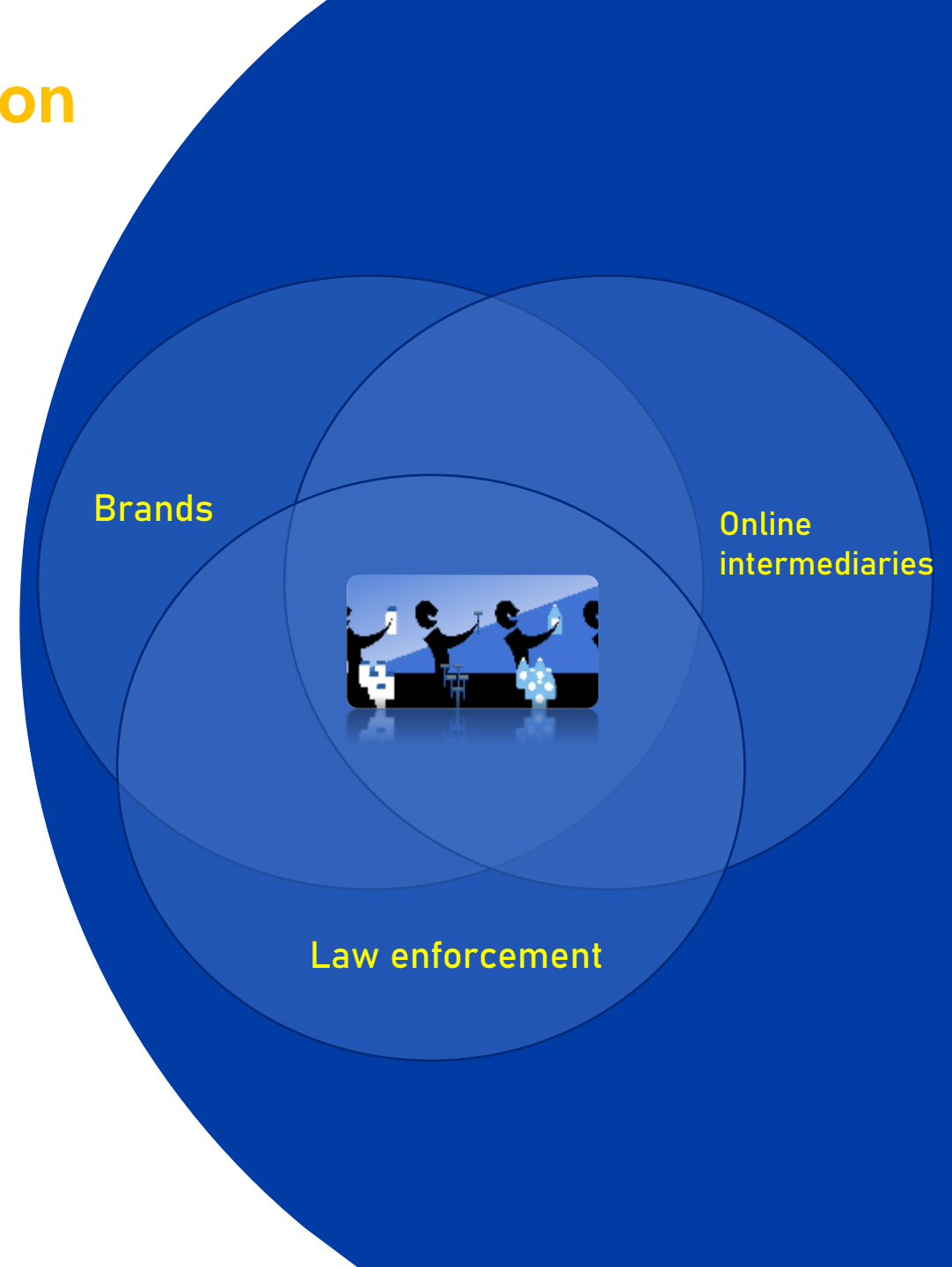
- ✓ NTD efficient and effective
- ✓ Graduated sanctions, repeat offender policies, enabling offline investigation and enforcement

- ✓ Enable all to flag fake goods, not just brands
- ✓ Keep up on trends, work with brands and law enforcement



Example of good practices – cooperation

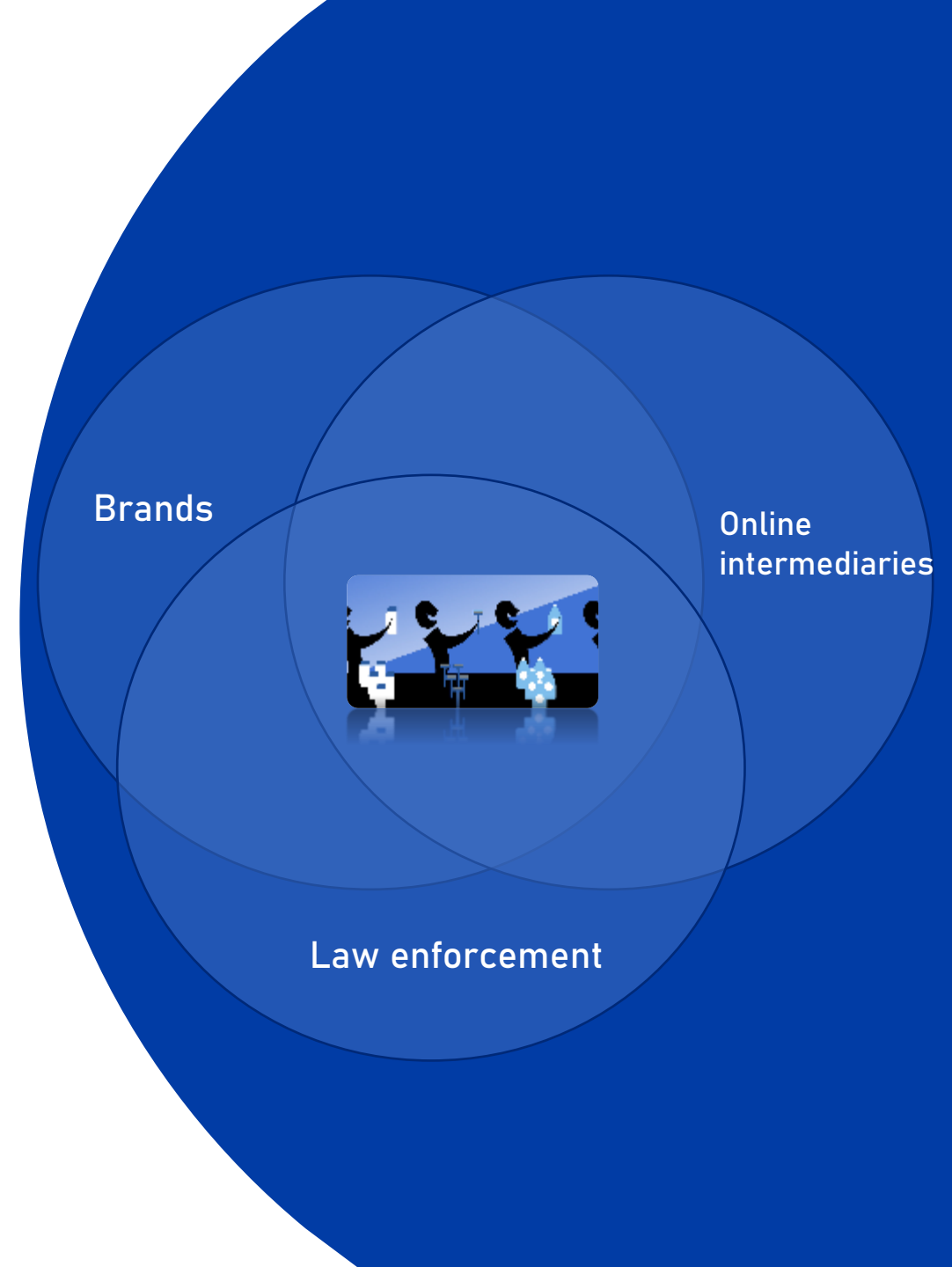
Why it takes all of us



Opportunities...

Legislation and frameworks supporting and facilitating good practices and cooperation

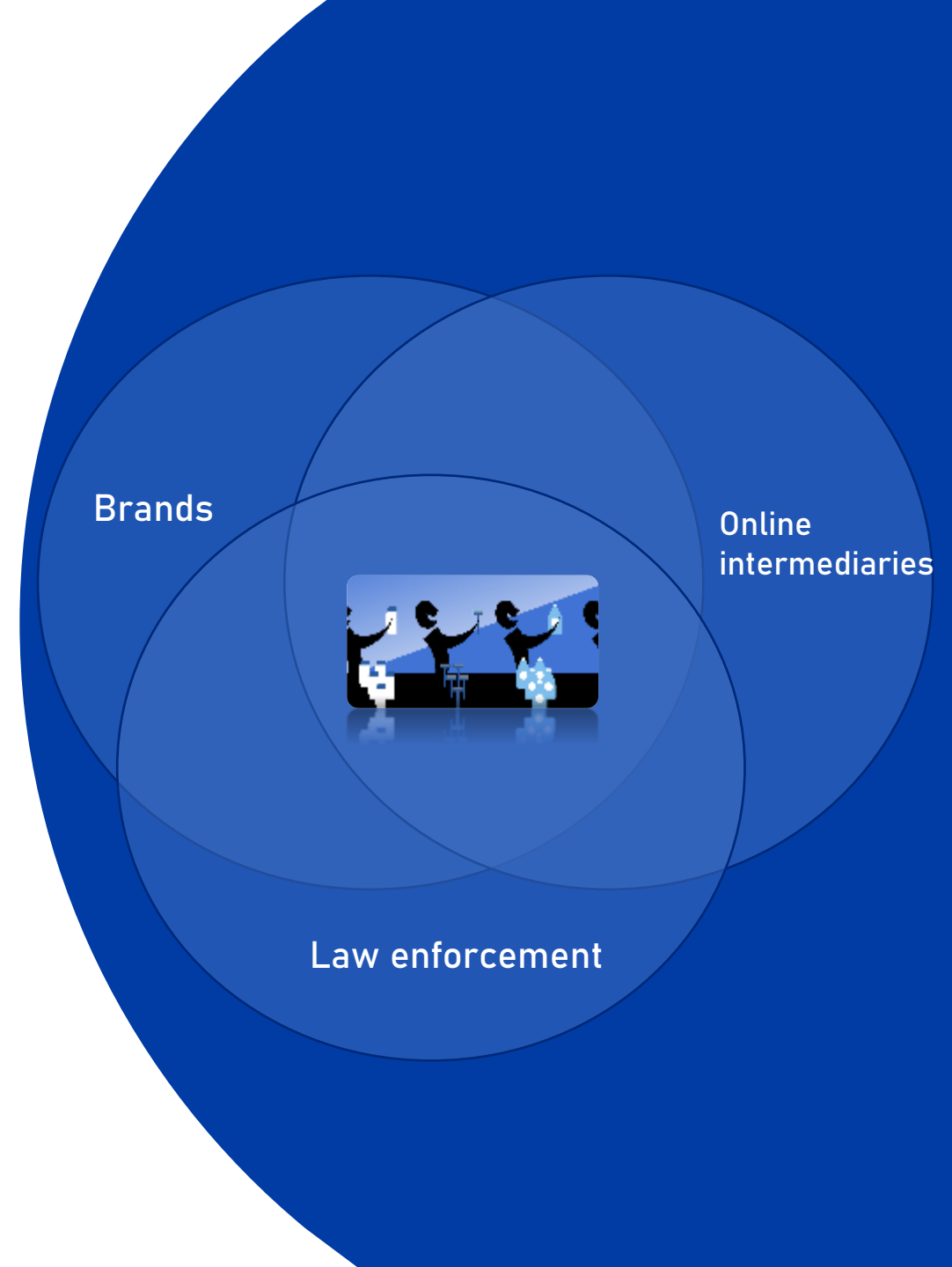
Example = data and information sharing



Opportunities...

Addressing emerging threats

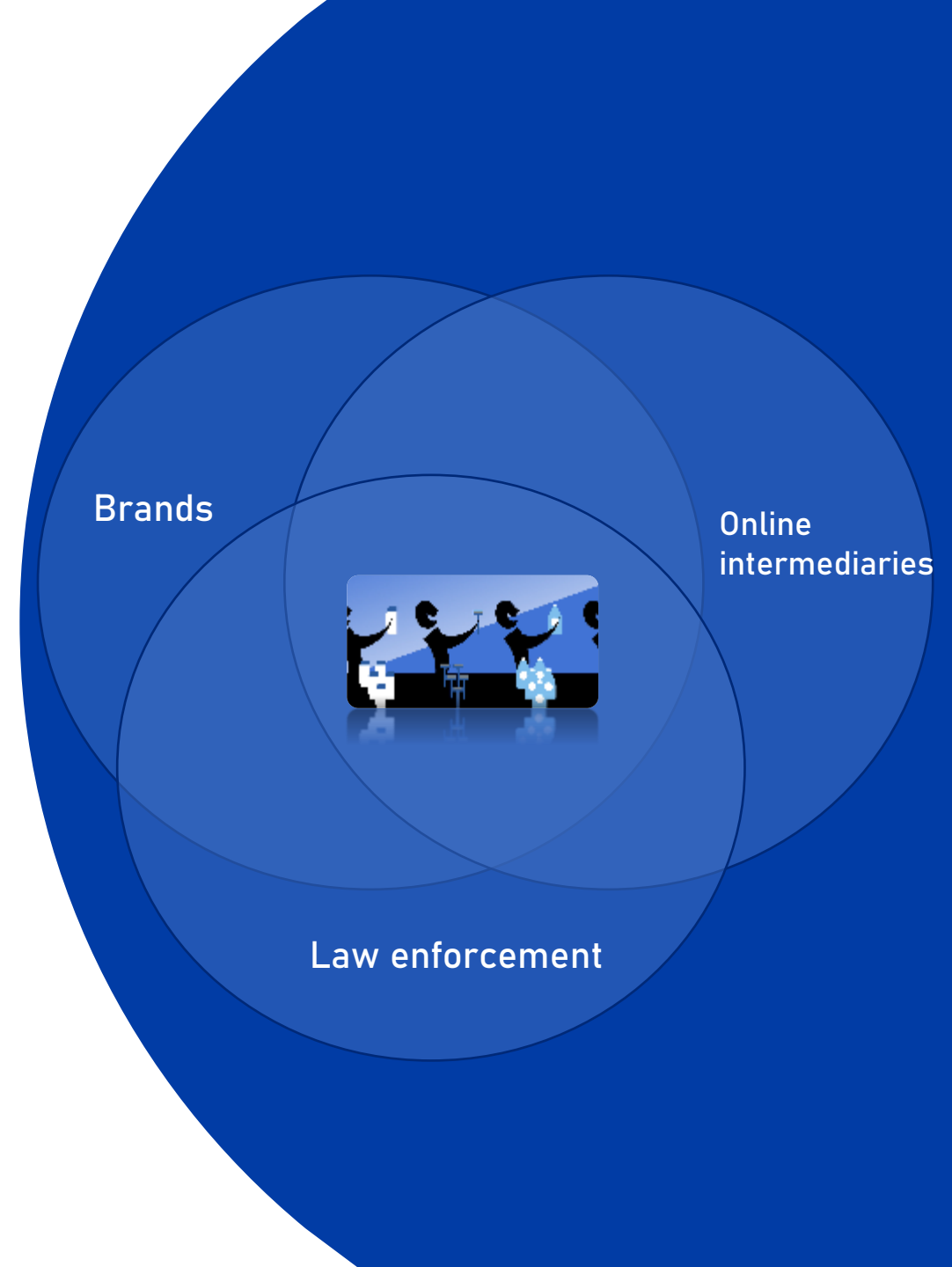
New business models (e.g. community buy, messaging apps, etc.)



Opportunities...

Enabling retailers and consumers
to make informed choices

Is the price too good to be true?
Can the seller be trusted?





Thank you for your attention

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