

MEMBER

Spotlight

August 2020



Louise Butler

[Diageo Plc](#)

Global Head of Brand Protection

London, United Kingdom

What is your role in your company/ organization?

As Global Head of Brand Protection, I oversee Diageo's global fight against counterfeiting of our spirits brands, coordinating the approach across markets.

What do you view as the greatest challenge to brand protection today? How should it be addressed?

The greatest challenge to brand protection has always been the agility of counterfeiters, which is clear from their response to the global pandemic. Counterfeiters do not adhere to the same quality and safety standards that we do, which means that agility is built into their business model from the outset. To tackle counterfeiting at a global level, we need to focus all efforts on working together to make it difficult for counterfeiters to do business, disrupting their supply chains and cash-flow, and ensuring that the penalties they face are sufficiently punitive to cause real and lasting damage to their business.

What's one fun or interesting thing about yourself?

I grew up in the Irish countryside in County Tipperary, a place famous for the uniquely Irish sport of hurling, the fastest and oldest field sport in the world. I spent many summers celebrating great victories by the Tipperary team and have been fortunate enough to be at an All-Ireland final in where Tipp raised the Liam McCarty Cup! I look forward to doing so again, post COVID-19.

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BRAND MEMBER

Spotlight



Larry Griffith

[The Bohning Company](#)

President and CEO

Lake City, MI, USA

What is your role in your company/ organization?

As the owner I set the strategic direction and goals of the company. As a small business owner I then help with the implementation of actions necessary to attain these goals using the resources available to us.

What do you view as the greatest challenge to brand protection for SMEs or your industry today? How should it be addressed?

Denial. I believe most companies in our industry making a good product are threatened with or are actually losing sales to counterfeiters. I believe they are absorbing product warranty costs due to counterfeit products. Our industry is composed of small family owned businesses and equity groups who have purchased companies. The small family owned businesses do not know how to begin investigating this threat. The equity groups' focus is on maximizing profits and reselling the acquired entities at a profit. In the long run it hurts the industry if our customers are not sure what is a quality product.

What's one interesting experience you can share?

Here is a brief synopsis of police raids in China: Consumer tip about a counterfeit product. Social media influencer promoting and selling counterfeit

product. Shut down and obtained supplier invoices. Obtained trademarks in China. Searched e-commerce sites selling to US consumers provide new Chinese leads. Counterfeit product purchased. I arrive in China as an expert witness. Meet Chinese attorneys. Investigators confirm 3 of 4 targets have counterfeit product on premise. Raids scheduled next day. Suit and tie for raids. Security team driver, law clerk and one of the investigators. Met Chinese senior police from 0730-0815. Present for first two raids executed at 0845 and 0915 - successful. Third raid police ask for reinforcements and my presence. Biggest haul. All actions completed by 1300 hours. Cost \$19,500 for police to raid 3 operations.

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INVESTIGATIVE MEMBER

Spotlight

Anil Nayer

[Assiduous Consulting Pvt Ltd](#)

Managing Director

Gurgaon, India



What is your role in your company/ organization?

Founder and Managing Director

What makes your company unique?

Assiduous Consulting pioneered the investigative processes for software anti-piracy for our IT Sector clients in India, and subsequently adapted these effectively across Sri Lanka, Bangladesh and several other countries in Asia. These campaigns are some of the most successful IPR campaigns in India. Assiduous also trailblazed investigative methodologies on criminal syndicates engaged in the manufacture/import, distribution & sale of counterfeits for clients spanning the Movie Industry, Software, FMCG, Financial, Petrochemical, Pharmaceutical, Tobacco & Alcohol, Heavy Engineering and Medical Equipment sectors, among others. Assiduous also spearheaded the investigations and evidence collection against entities victimizing US & European citizens through tech support (and other) frauds culminating in multiple enforcement actions by Law Enforcement.

What's the most rewarding part of your job / what is the thing that you've been most proud of in your anti-counterfeiting work?

Given our geographical area of operations most victims of counterfeiting come from demographics most vulnerable – particularly low-income sections who place their trust in well-

known brands only to be saddled by an inferior counterfeit. Especially critical are the FMCG & Pharmaceutical sectors considering the potential harm to health & life. Preventing this & discouraging future violations makes a difference – and is the most rewarding aspect of our work. We see the same sentiments mirrored in our clients, who are determined to preserve their Brand's reputations which are built by years of quality & customer satisfaction. Supporting the rights owners & fighting abuse is also uniquely rewarding.

What's one fun or interesting thing about yourself?

I was previously with the Indian Army's Special Forces and I commanded India's foremost anti-terrorist unit. Using my previous training I developed investigative methodologies and came up with unique solutions to problems within the civil/corporate spaces. For instance, every employee of our organization is required to participate in Investigation when pertinent ensuring there is synergy between co-workers from the Operations and say Accounting, HR & IT staff. The right person for the job could mean our Accounts person will help our Investigators in cases related to financial frauds & our HR managers helping unearth vendor connivance and other employee misdemeanors. This approach ensures all of us here are au courant with our core competency making for overall better internal synergy, work ethic & client results.

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LAW FIRM MEMBER

Spotlight

Carlos Dávila Peniche

[Baker McKenzie](#)

Partner

Mexico City, Mexico



What is your role in your company/ organization?

My role is assisting IP owners in the understanding of cultural and legal nuances to develop and implement enforcement strategies, both locally and regionally. I coordinate Baker McKenzie's domestic IP enforcement practice, encompassing associates, investigators, and paralegals, as well as serve as the liaison with government agencies related to this challenging field, such as the Mexican Trademark Office, the Federal Attorney General Office, and Customs.

What makes your company unique?

While there are many possible answers to this question, to me, what makes us stand out is our People, based on our culture of friendship. It is very powerful and unique to be in a room full of friends, sharing similar mindsets, drive and passion for work, across the globe. Even our younger lawyers benefit from their exposure to this experience, as the more senior practitioners' know-how and experience will transition to them, ensuring that they develop in this culture. When you have that kind of human talent, and then add up top technology and a truly global reach, you are part of a unique institution.

What's the most rewarding part of your job / what is the thing that you've been most proud of in your anti-counterfeiting work?

I'm incredibly fortunate to team-up, on a daily basis, with passionate individuals from different backgrounds and cultures, to solve problems; provoking a personal reinvention as time goes by. On the one hand, we partner with IP owners who trust in us to understand the complex and sophisticated challenges that their businesses face and create practical, efficient solutions for them based on their objectives. On the other hand, I'm part of a team of individuals who love working to create those solutions. This atmosphere triggers my creativity, helping me to keep a clear and open mindset for each case.

What's one fun or interesting thing about yourself ?

Back in the day, when Geocities meant something, well before the social media breakout and becoming the standard for connecting, some friends and myself came up with a proto-social media site where we created fictional stories based on situational, impromptu pictures shot throughout the daily happenings of high school life. Somehow, the website gained traction, becoming quite popular! People from different high schools visited our site, finding humor in our bogus stories. Oh, and I've gained recognition for being THE spirits Connoisseur. Delighted to share my knowledge at the next IACC meeting! Look for the beard!

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LAW FIRM MEMBER

Spotlight



Yuriko Kanematsu

[Momo-o, Matsuo & Namba](#)

Attorney-at-law

Tokyo, Japan

What is your role in your company/ organization?

I am one of the partners of our firm and head our IP enforcement/brand protection team. I also handle corporate, transactional and employment matters, so I can advise brand owners from various perspectives.

What makes your company unique?

Momo-o, Matsuo & Namba (“MMN”) is a full-service corporate law firm and one of the pioneering firms in Japan in the field of brand protection. MMN implements vigorous anti-counterfeit and anti-infringement programs on a continuous basis for numerous well-known trademark owners. Products protected range from luxury goods such as clothing, bags, leather goods, shoes and accessories to sports gear to household goods. With over 20 years of experience and historical data with respect to counterfeit and infringing dealers, MMN is confident in representing brand owners on their brand protection program in Japan and in connection with their other legal needs.

What's the most rewarding part of your job / what is the thing that you've been most proud of in your anti-counterfeiting work?

I work closely with Japan Customs on border enforcement issues. Because MMN maintains an extensive counterfeiter database, I know the trends of counterfeited items and counterfeiters dealing in multiple brands. I have successfully

rebutted importers who attempted to import counterfeit goods as "parallel imports" and issued warnings to consumers who imported counterfeit goods for "private use." I am proud of being a pioneer in the field of IP enforcement online in Japan. I was one of the first attorneys to successfully obtain the ID of a counterfeiter from an ISP by applying the Provider Liability Limitation Law to IP infringement.

What's one fun or interesting thing about yourself?

I have played (mediocre!) golf for more than 20 years. I love walking the course, surrounded by trees, whether rain or shine (and even in the oppressive August heat in Japan). It is currently difficult to play golf with someone other than my family, but I look forward to playing golf with my friends and colleagues again in the future.

I research local restaurants before attending each IACC conference. I have also created an extensive database of restaurants in Tokyo and look forward to hosting IACC members who will visit Tokyo when things return to normal.

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PRODUCT SECURITY MEMBER

Spotlight



Julia Kolikova

[BrandMonitor](#)

Business Development Director

Moscow, Russia

What is your role in your company/ organization?

I am responsible for establishing new partnership and relationship for BrandMonitor.

What makes your company unique?

BrandMonitor has succeeded in combining things that are commonly thought of as incompatible - police and technology, legal services and automation, academic research on counterfeit markets and in the field investigations. We are a one-stop shop offering our clients a full range of brand protection services at competitive prices.

What's the most rewarding part of your job / what is the thing that you've been most proud of in your anti-counterfeiting work?

I guess our case management software and the integrated approach we have adopted are something to be proud of. Thanks to technology and innovation, we can make our brand protection work more efficient by saving time and resources on day-to-day operations, allowing our clients the opportunity to focus on some really worthwhile things.

What's one fun or interesting thing about yourself?

I have recently taken up skydiving and right now I am doing an accelerated free fall course. So if you ever make up your mind to enjoy a breathtaking view of Russia at an altitude of 4,000 meters, just let me know and feel free to join our tandem skydive.

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PRODUCT SECURITY MEMBER

Spotlight

Pulin Thakkar

[MARKETLY](#)

Founder & CEO

Saratoga, California USA



What is your role in your company/ organization?

As CEO, my role varies, and I love that. We are a lean organization, and I focus on areas that are under-served. Lately, I have been focused on Business Development & Finance in addition to recruiting and nurturing talent.

What makes your company unique?

We provide innovative technology solutions to reduce the piracy of our customer's digital content and thereby increase their revenues. We are a small team of passionate technologists dedicated to reducing piracy through strategic enforcement of DMCA in search, social media, and pirate sites. We believe that your growth is our company's growth, and that your success is our success.

What's the most rewarding part of your job / what is the thing that you've been most proud of in your anti-counterfeiting work?

The customers that have trusted in us to protect their most-valuable intellectual properties created globally. And the team that has come together to serve our mission. It is rewarding to serve our customer-base and the opportunity to address the challenges of protecting their Intellectual Property on the Internet.

What's one fun or interesting thing about yourself?

I love to road bike and to challenge myself on long endurance rides. I have ridden from Seattle-to-Portland (204 miles) in a day and conquered Mendocino Scary Monster Ride (100 mi, 10K ft climb).

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