

Brand Integrity and Intellectual Property Investigation Services

Services

FTI Consulting has extensive experience in resolving a wide variety of brand integrity issues. Our services include:

- Strategic consulting for brand protection
- Market surveys, market monitoring and evidence collection
- Anti-counterfeit information collation and database management
- IP due diligence into suppliers, distributors and third-party manufacturers
- IP related criminal and civil litigation support services and litigation intelligence gathering
- IP registration, renewal, cancellation, opposition and licensing
- Piracy investigations and the coordination of multiple raid actions
- Forensic analysis of seized computer evidence and forensic printing and packaging examination
- Inquiries into the rogue registration of patents and trademarks
- Customs liaison, coordination and cross-border protection programmes
- Cyber-trade investigation and intervention measures
- Quantification of losses through infringement
- Coordination of anti-counterfeiting publicity campaigns

The FTI Consulting Global Risk and Investigations practice undertakes sophisticated investigations, uncovers actionable intelligence and performs value-added analysis to help decision-makers address and mitigate risk, protect assets, make informed decisions and maximise opportunities in the Asia Pacific region. We bring an interdisciplinary and comprehensive approach to business critical investigations. Our multicultural teams combine the skill and experience of former senior law enforcement officials and regulators with forensic accountants, anti-corruption investigators, economic researchers, academic analysts, and computer forensic, electronic evidence and enterprise data specialists based around the world.

In the globalised economy, the pirating of Intellectual Property (IP) has become a major transnational problem, diluting both brand equity and the profitability of large and small multinationals. In a world where a brand is one of a corporation's crown jewels, counterfeiting and other forms of brand piracy can threaten the very livelihood of a business and increases its reputational risk, especially in relation to product safety and health issues.

Supporting Strategic Brand Protection

Brand protection requires a multifaceted strategic approach, combining both prevention and response, and internal and external measures to protect the company's intellectual assets. FTI Consulting has the experience and capability to deliver strategic advice and tactical operations wherever piracy occurs. With operational capability across the PRC, we can design and deliver comprehensive programmes to help protect patents, copyright, trademarks, core brands, proprietary data and other IP assets. Working with brand owners, law firms, in-house counsel and other stakeholders, we can advise and assist clients to implement strategic solutions and tactical actions to meet increasingly sophisticated threats.

Counterfeit Investigations

FTI Consulting believes effective IP enforcement programmes begin by targeting syndicated, rather than stand-alone, targets. Raid and seizure enforcement actions, often measured chiefly by seizure quantities, may remove individuals and some counterfeit goods from the market, but such narrow focus is rarely able to achieve long-term sustainable reduction of counterfeiting problems. By focusing on disrupting counterfeit supply chains, we aim to achieve measurable reductions of trade in our clients' counterfeit and infringing goods.

Two of the weakest points of counterfeiters are: illegal printing and packaging production to simulate the genuine article; and distributors and shipping entities. Through sample collection, forensic analysis and data collation, FTI Consulting can identify the key players and undertake focused investigations to achieve serious disruption of counterfeit products in markets worldwide. This may be facilitated by developing a database of potential targets for each brand owner and providing a fuller picture of syndicates, which in turn can be utilised to upgrade security protocols for genuine products.

Where appropriate, and in conjunction with law enforcement officials, we can support the location, retrieval and analysis of potential evidence of counterfeit activity. Beyond raids and seizures, we can further assist clients in seeking criminal and civil sanctions.



For more information on our activities across Asia Pacific and how FTI Consulting can help your business, please contact us on info-ap@fticonsulting.com

CRITICAL THINKING
AT THE CRITICAL TIME™

About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organisations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. FTI Consulting professionals, who are located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring.

www.fticonsulting.com

©2014 FTI Consulting, Inc. All rights reserved.