

LET'S TALK BULLETIN

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LEARN TO SINK THE IP PIRATES

HOW safe are your business's designs, patents and other intellectual property from digital piracy and counterfeiting?

That was the question posed by Evidence Talks managing director Andrew Sheldon to delegates at the 2008 e-Crime Congress in London.

Many of the 700-plus professionals from governments, intelligence agencies and multinationals at the biggest event on the security calendar turned out to hear Andrew spell out ways to minimise the threat.

He identified the **three** key internal 'risk' areas as:

- The locations that develop and administer ideas, store plans, build prototypes and create designs
- Production environments
- Distribution environments

Intellectual property (IP) can be lost, 'siphoned out' or stolen by both staff and external entities.

Andrew warned the closer a project is to the idea or design stage any loss takes place, the higher the potential cost to the business.

The next stage of exploitation is carried out by the 'middlemen' who provide the stolen IP to counterfeiters.

"They may, for example, acquire your new logo for the



2012 Olympics shirt and sell it to one or more manufacturers who then make the counterfeited copies," said Andrew. "Or they may have obtained the packaging design for your new drug.

"These kinds of transactions take place in closed community environments such as Internet Relay Chat (IRC) and in open 'trade board' communities such as AliBaba.

"Identifying the fact that someone is offering to trade in your design or brand is the first step in mitigating the risk.

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a physical site where digital evidence may exist. We can instantly capture and examine evidence and get it into the hands of the enforcement community in an evidentially-sound way.

"This in turn limits the risk of financial and reputational damage caused to a business when its products and IP are counterfeited or pirated."

For more information on how Evidence Talks can help mitigate your risks, call Andrew for free expert advice today on 0845 125 4400.

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