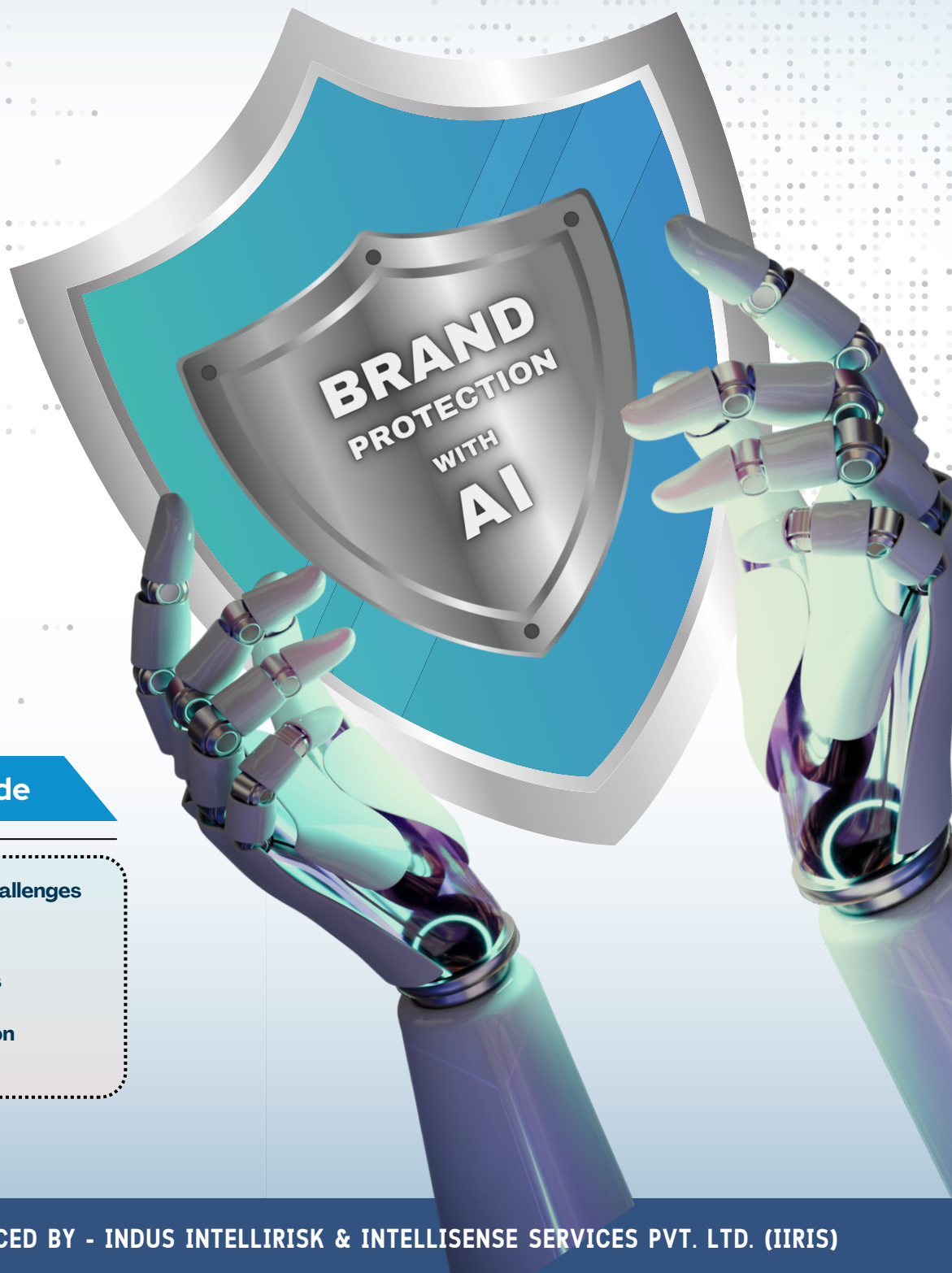


INDIA IPR - ENFORCEMENT

MONTHLY DIGEST  EDITION - JUL 2023



Featuring Inside

- ⦿ **Brand Protection Challenges**
- ⦿ **Information on enforcement actions**
- ⦿ **Counterfeit Detection with AI**



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P R E F A C E



AS TECHNOLOGY ADVANCES AND COUNTERFEITERS GROW MORE SOPHISTICATED, THE NEED FOR INNOVATIVE SOLUTIONS BECOMES INCREASINGLY URGENT. IN THIS ERA OF DIGITAL DECEPTION, HOW CAN BRANDS DEFEND THEIR AUTHENTICITY AND MAINTAIN CONSUMER TRUST.

The pace at which technology is changing, the façade of Brand protection is also to be keeping abreast with the upgradation of technology process. A new challenge is forth seeing with the advent of AI (Artificial intelligence) and everyone seems to be impacted by this leap in technology. AI driven marketing can evaluate vast amounts of data, design strategies and forecast upcoming trends with precision. As a result, businesses can automate repetitive aspects of marketing operations, improve their campaign in real time and make better judgement where to allocate their marketing budgets. Thus, marketers gain insight into consumer behaviour and preferences to help create tailored messaging and experiences that resonate with target audience.

As technology advances and counterfeiters grow more sophisticated, the need for innovative solutions becomes increasingly urgent. In this era of digital deception, how can brands defend their authenticity and maintain consumer trust.

To safeguard the integrity of the brand, companies use of AI technology by harnessing the capabilities of the AI to the usage such as to harnessing data, then processing the unstructured and semi-structured data, processing natural languages, analyzing images and identifying locations.

Let's come and make joint efforts to ensure environmentally friendly disposal of the material.

Welcome to the World of AI & Keep fighting the counterfeiters.

Capt Sandeep Kumar Mehta
Head - IPR, Brand Protection
IIRIS Consulting

COUNTERFEIT CASES IN JUNE 2023: AN OVERVIEW

COUNTERING COUNTERFEITING: ACROSS INDUSTRIES, ZONES, AND STATES

In the ever-evolving landscape of business, safeguarding brands has taken a futuristic leap with the integration of AI. India's economy, like the rest of the world, has undergone change, and brands have had to adjust to changing consumer preferences. Amidst these changes, a significant challenge has been the rise of counterfeit products. This is where IIRIS, a brand protection service provider, comes in to help companies tackle the issue of counterfeiting. In the month of **June 2023**, a total of **165** instances of counterfeiting surfaced across various industries and regions in India. This serves as a stark reminder of the importance of swift detection and reporting of counterfeit goods. Collaborating with experts like IIRIS not only shields your brand but also averts potential revenue loss and reputational harm.

Addressing the issue of counterfeiting requires a multi-faceted approach that encompasses stringent enforcement, proactive industry engagement, and robust consumer education. The impact of counterfeiting extends beyond financial losses for businesses; it poses significant risks to consumer health and safety. Counterfeit products, ranging from counterfeit pharmaceuticals to electronics and luxury goods, can risk consumer well-being and compromise the integrity of critical sectors. By understanding the overall landscape of counterfeit cases in June 2023, we can identify hotspots and vulnerable industries, allowing for targeted strategies and resource allocation to combat this illicit trade effectively.

The information shared in the report is all statistical and has been compiled from third-party sources, which we believe are reliable.

EXPLORING ZONE, STATE, AND INDUSTRY TRENDS

Counterfeiting continues to be a significant challenge in the modern marketplace, posing threats to various industries and economies around the world. In the month of **Jun 2023**, a total of **165 counterfeit cases** were reported, highlighting the need for continued vigilance in combating this illicit activity. These cases shed light on the prevalence and impact of counterfeiting on businesses and consumers.

The **reported 165 counterfeit cases** in **Jun 2023** encompassed a wide range of industries, including alcohol, currency, pharmaceuticals, FMCG, and more. Counterfeit products pose significant risks, from substandard quality and safety concerns to revenue losses for legitimate businesses. It is crucial for authorities, industry organizations, and consumers to work together in order to combat counterfeiting effectively.

At IIRIS, we understand the paramount importance of brand protection. For a comprehensive grasp of the counterfeit landscape in India, we present four insightful charts:

- Chart one divides the nation into five zones, highlighting raid actions in each zone.
- The second chart delves into the breakdown of enforcement actions by industry.
- Our third chart spotlights the leading states in India, reporting the highest counterfeit case figures.
- Lastly, the fourth chart compares counterfeit cases reported in June 2022 and June 2023, showcasing variations on a state-by-state basis.

This comparison offers a clear visualization of the strides taken in combating counterfeiting across different states within a year. The data serves as an indispensable tool for businesses and law enforcement, directing attention and resources to areas that demand heightened focus in the ongoing battle against counterfeiting.

The fusion of AI technology and brand protection has created a compelling narrative, underlining the significance of proactive strategies in preserving brand integrity.



JUN 2023 RAID ACTIONS – INDIA

Analysis of Counterfeit cases in June 2023 across different Zones

In **June 2023**, the cases of counterfeit products in India were distributed across different regions, providing insights into the extent of the issue. Among the regions, North India recorded the highest number of cases with **69 instances** of counterfeiting reported. This significant figure highlights the prevalence of counterfeit goods in this part of the country. Other regions also had notable instances, with East India reporting **25 cases**, West India reporting **32 cases**, and South India having **28 cases**. Central India had the lowest number of cases, **totalling 11**. These regional breakdowns offer a comprehensive view of the counterfeit landscape, aiding businesses and authorities in understanding the distribution and directing efforts to combat counterfeiting effectively. The collective total of **165 cases** underscores the pervasive nature of this challenge and emphasizes the importance of strategies to safeguard brand integrity and consumer trust.

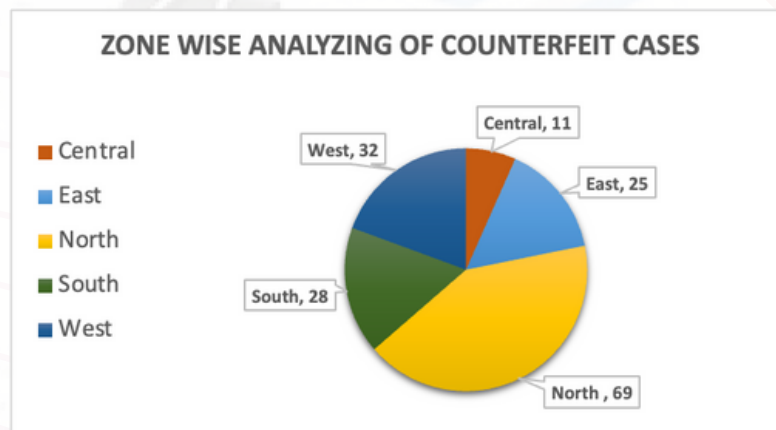


Exhibit 1: Pictorial Depiction of zone wise data shows total no. of counterfeit cases – June 2023

Industry-Wise analysis of Counterfeit cases in June 2023

The counterfeit landscape in **June 2023** spanned across various industries in India, reflecting the diverse range of sectors affected by counterfeit products. Notably, the Alcohol industry experienced the highest number of counterfeit cases, **totalling 42 instances**. This underscores the challenges of protecting alcoholic beverages from counterfeiters. Currency counterfeiting was also prominent, with **39 cases reported**, indicating the importance of safeguarding the monetary system. The Fast-Moving Consumer Goods (FMCG) sector encountered **22 counterfeit incidents**, highlighting the breadth of consumer products susceptible to counterfeiting. The Pharmaceuticals industry faced **13 instances**, emphasizing the significance of ensuring the authenticity and safety of medicines. Other industries such as Tobacco (17 cases), Electronics (6 cases), and Toys (6 cases) also had notable counterfeit instances. While some industries reported only a few cases, every instance of counterfeiting poses a risk to brand reputation and consumer trust, reinforcing the necessity of comprehensive brand protection strategies.

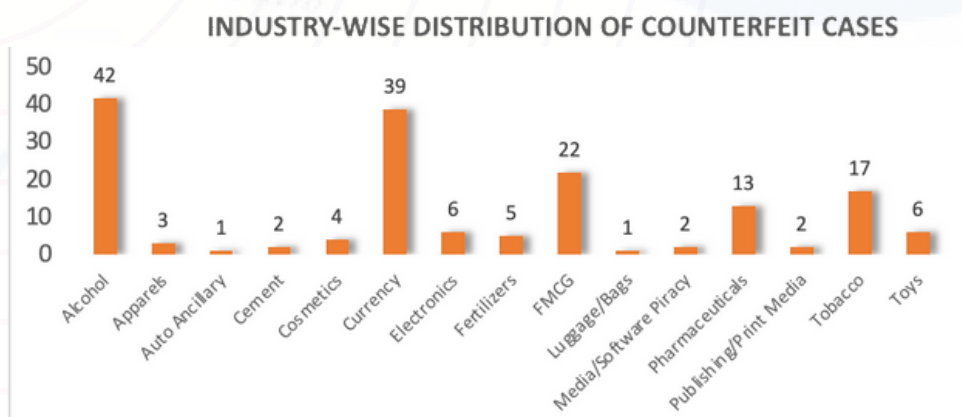


Exhibit 2: Graphs showcasing industry wise Enforcement action performed in the month of June 2023



JUN 2023 RAID ACTIONS – INDIA

Mapping counterfeit cases in India: State-Wise Analysis for June 2023

In **June 2023**, counterfeit cases were spread across various states and union territories in India, indicating the widespread nature of this issue. Maharashtra reported the highest number of cases with **18 instances** of counterfeiting, followed closely by Uttar Pradesh with **17 cases** and Gujarat with **12 cases**. Punjab, Tamil Nadu, and Haryana each had **12 cases**, underscoring the significance of these states in terms of counterfeit incidents. Other states like Delhi, Rajasthan, and Telangana reported **5 to 10 cases** each. On the lower end, several states such as Goa, Meghalaya, Mizoram, Nagaland, and Kolkata had only **1 case** each. It is crucial for authorities, law enforcement agencies, and industry stakeholders to collaborate in developing comprehensive strategies. These strategies should include strengthening enforcement efforts, enhancing border control measures, conducting regular market surveillance, and raising public awareness about the risks associated with counterfeit products. By leveraging technology, implementing authentication systems, and fostering a culture of respect for intellectual property rights, India can combat counterfeiting effectively, ensure a safe marketplace, and protect the integrity of its industries.

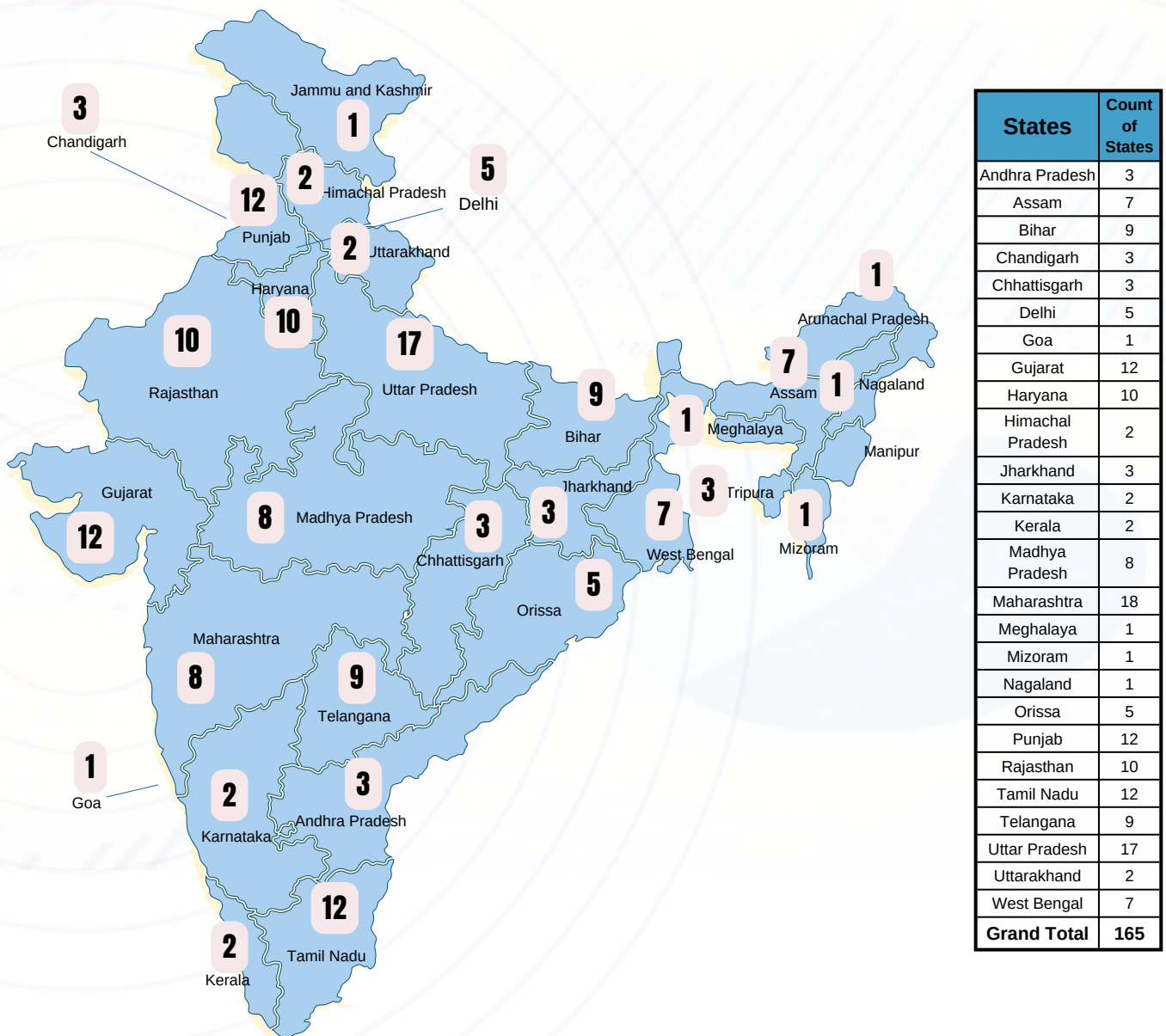
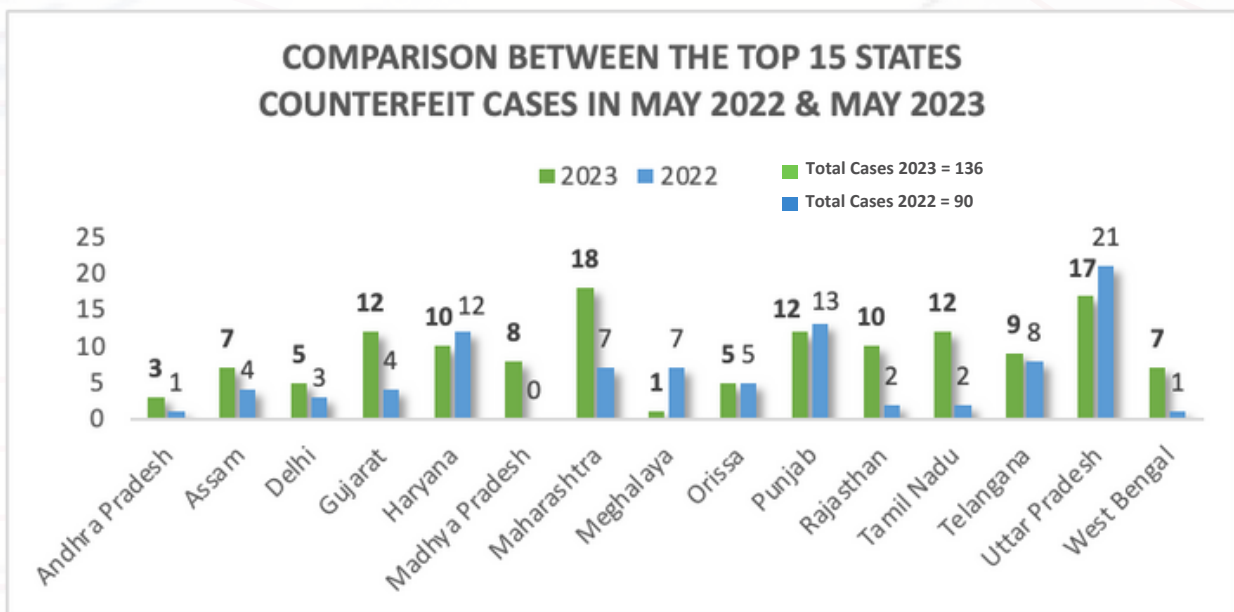


Exhibit 3: State wise bifurcation of IPR enforcement action – Jun 2023

JUN 2023 RAID ACTIONS – INDIA

State-wise Comparison of Counterfeit cases: June 2023 vs. June 2022

The comparison between **June 2022 and June 2023** reveals a significant shift in the landscape of counterfeit cases across various states in India. Notably, the total number of reported counterfeit cases surged from 66 in June 2022 to 136 in June 2023, underscoring the growing challenge of counterfeiting. Maharashtra witnessed a substantial increase from 7 cases in 2022 to 18 cases in 2023, highlighting the amplified efforts needed for brand protection in the state. Uttar Pradesh, despite a decrease from 21 cases in 2022 to 17 cases in 2023, maintained a prominent position. Gujarat exhibited a substantial rise from 4 cases in 2022 to 12 cases in 2023, indicating an alarming increase in counterfeit incidents. While some states like Punjab, Haryana, and Tamil Nadu experienced fluctuations, others such as Madhya Pradesh and Meghalaya reported counterfeit cases for the first time in 2023. This data comparison signals the need for continuous vigilance and proactive strategies to curb counterfeiting activities and safeguard brand integrity.



States	Andhra Pradesh	Assam	Delhi	Gujarat	Haryana	Madhya Pradesh	Maharashtra	Meghalaya	Orissa	Punjab	Rajasthan	Tamil Nadu	Telangana	Uttar Pradesh	West Bengal
Jun-23	3	7	5	12	10	8	18	1	5	12	10	12	9	17	7
Jun-22	1	4	3	4	12	0	7	7	5	13	2	2	8	21	1

Exhibit 4: Pictorial depiction of comparison of total number of IP enforcement cases undertaken in Indian state in the month of **June 2022 and June 2023**

Disclaimer :

The report findings have been gathered, inter alia, using advanced research and methods using publicly available sources (that may or may not be pay-walled or accessible with reasonable technical acumen). Owing to such reliance, **IIRIS CONSULTING** cannot be held liable for any misrepresentation, fraud, theft, unethical practice, inaccuracies, or lacunae in the report that are attributable to sources that are not capable of further corroboration or supplementation.



A FUTURISTIC APPROACH TO BRAND PROTECTION

SAFEGUARDING BRANDS WITH AI

In today's fast-paced digital era, protecting your brand is more important than ever. Businesses face additional difficulties as their online presence increases, posing a risk to the integrity, goodwill, and profitability of their brands. In order to protect your brand from potential harm, cutting-edge solutions are now available thanks to the power of artificial intelligence (AI).

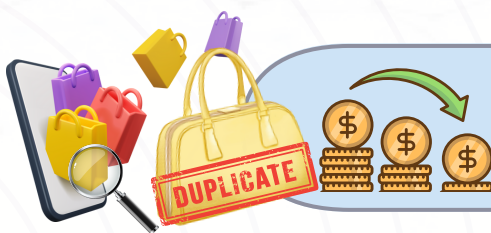
The term artificial intelligence (AI) describes intelligent computer systems that are capable of learning, analysing, and solving problems tasks that traditionally require human intelligence. AI systems analyse vast amounts of data, look for

trends, and make informed decision to safeguard your brand from numerous hazards in real-time.

The fight against counterfeiting is centuries old, but with the help of AI, we can expect to see threats detected and removed out before they have time to impact consumers. In addition, better coordination with law enforcement agencies will help to set stricter regulations in place to tackle evolving counterfeit trends and assure customers of a safe, genuine brand experience no matter what they buy.

BRAND PROTECTION CHALLENGES

AI is used to address brand protection challenges, such as the growing issue of counterfeiting and intellectual property infringement on e-commerce platforms, which harm brand image and revenue. Counterfeit products also erode brand protection, consumer confidence, and business sustainability by unauthorized use of brand elements like logos and trademarks, leading to reputation damage. AI helps combat cybersquatting and domain hijacking threats, where malicious actors register similar domain names for fraudulent purposes. Additionally, AI aids in tackling rising consumer health and safety problems caused by counterfeit products in industries like pharmaceuticals, medical devices, and agriculture. It also addresses digital abuse on social media and digital platforms that can harm a brand's credibility and customer trust. Finally, AI streamlines the complex task of monitoring numerous online platforms, making it more efficient than manual methods.



Counterfeiting and Intellectual Property (IP) Infringement :

Counterfeit products and IP violations have increased, due to rise of e-commerce platforms that is negatively impacting the brand's image and causing revenue losses.

Brand Reputation Damage :

Counterfeit products are destroying brand protection, consumer confidence, and business sustainability. Unauthorized usage of brand logos, domain names, or trademarks can lead to brand dilution and reputation damages, confusing customers and affecting brand loyalty.



Cybersquatting and Domain Hijacking :

Malicious actors may register domain names similar to your brand, redirecting traffic to take websites for fraud or phishing purposes.

BRAND PROTECTION CHALLENGES

Rising Consumer Health and Safety Problems :

Consumer health and safety problems are increasing, which caused illness and even death from counterfeit products. Examples in the pharmaceutical, devices used in medicals, and agricultural industries.



Digital Abuse :

False accounts and malicious content on social media and digital platforms can harm your brand's credibility and customer trust.

Online Brand Monitoring complexity :

The sheer volume of online platforms and data makes manual monitoring challenging and inefficient.



AI SOLUTIONS TO COMBAT COUNTERFEITING



To tackle the issues effectively, AI solutions offer several advantages:

1

➤ **Counterfeit Detection:** AI powered systems can continuously trace online platforms and swiftly identify instances of brand abuse, allowing for immediate action.

2

➤ **Data Analysis and Pattern Recognition:** AI algorithms can process vast amount of data and recognize complex patterns, making it easier to spot unauthorized product listings, counterfeit goods, or trademark infringements.

3

➤ **Social Media Reputation Protection:** AI can identify the social media engines and spot the signs such as suspicious activity or anomalies, which can immediate sent alerts so that brand can take over and stop any unauthorized activity.

4

➤ **Automated Enforcement systems:** Function by which AI can automate enforcement actions like takedown notices, making the process quicker and more efficient.

5

➤ **Predictive Analysis:** AI can anticipate potential risks by analysing historical data, enabling proactive brand protection strategies.

6

➤ **Improved Brand Monitoring:** AI can cover a broad range of online platforms simultaneously, reducing the chances of missing harmful activities.

AI solutions combat counterfeiting by monitoring online platforms, identifying brand abuse, and automating enforcement actions, ensuring comprehensive brand protection and risk reduction.



COUNTERFEIT DETECTION WITH AI POWERED SMART TECHNOLOGY

In the digital age, counterfeit products pose a serious threat to brands and consumers alike. However, thanks to Artificial Intelligence (AI), we now have a powerful tool to combat this menace efficiently and accurately. AI utilizes advanced image recognition techniques and text analysis to swiftly identify counterfeit products, preserving brand reputation and consumer trust.

1 **IMAGE RECOGNITION TECHNIQUES --**

AI acts like a skilled detective for products, distributing real from fake through image recognition :

Data Collection: The first step in image recognition is collecting a large dataset of authentic labelled images, examining every unique detail that sets them apart. The data collection phase is vital as it helps AI understand the unique visual characteristics and features in different types of images.

Pattern Identification: This is another way where AI excels. Learning from the data, AI identifies distinct features and designs unique to genuine products, creating a digital fingerprint to detect counterfeits.

Real-Time Analysis: When presented with a new product image, AI rapidly compares it with the reference database, determining its authenticity.

Speedy Detection: AI's fast processing capability enables it to scan numerous product images on e-commerce platforms and social media in a short time, spotting potential counterfeit categories promptly.

2 **ROLE OF TEXT ANALYSIS --**

Text analysis is the process of using the computer systems to read and understand human written text for business insights. AI's language expertise comes into play for spotting fraudulent product descriptions :

Authenticity Verification: To ensure consistency and authenticity, text analysis checks product descriptions, labels, and associated documentation.

Language Anomalies: AI algorithms identify language irregularities such as misspellings or incorrect grammar, that might indicate counterfeit products.

Supply Chain Traceability: Text analysis helps track the movement of the items and flags inconsistencies by analysing textual information in shipment documents and invoices.

Information Extraction: Information Extraction uses machine learning to automatically extract the specific information and extract relevant or core information from the unstructured text.

Fraud Detection: Text analysis helps to identify counterfeit items in the supply chain, preventing them from reaching to consumers.

Most of the large multinationals companies who are in the consumer goods, fashion or technology space have stated using the AI driven platforms to combat counterfeiting and infringements ensuring authenticity of their products.

WRITTEN BY - MS NANDINI CHATURVEDI

Sr. Analyst-Brand Protection, IIRIS



www.iirisconsulting.com



UPCOMING EVENTS


INDIA AND THE WORLD


The 5th Annual Pharma Packaging, Labelling, Serialization, Track & Trace 2023 event, hosted by Virtue Insight, took place on August 2nd, 2023, at the Kohinoor Continental Hotel in Mumbai, India. This event aimed to provide in-depth knowledge and insights into Track & Trace and Serialization Solutions, with a focus on optimizing the pharmaceutical supply chain. The event provided attendees with the chance to learn from knowledgeable speakers, obtain useful experience, and take advantage of cutting-edge solutions. The event highlighted the significance of Pharma Packaging, Labelling, Serialization, and Track & Trace in enhancing consumer safety, ensuring supply chain transparency, and facilitating business growth.

Prominent speakers from well-known pharmaceutical businesses, including experts from FDC, Cipla, Mylan Laboratories, Sun Pharma, Boehringer Ingelheim, Lupin, Glenmark, and others, offered their perspectives. The programme covered the use of technologies including QR codes, blockchain, NFC, RFID tags, and others to improve serialisation and track & trace operations, ensuring labelling quality and accessibility. Additionally emphasised were the importance of preserving packaging and labelling quality, adjusting to shifting legal requirements, and managing the dynamic environment of pharmaceutical packaging and labelling.


This gathering provided a valuable networking platform for industry leaders, including CEOs, CTOs, CIOs, Directors, Heads, and Managers from pharmaceutical manufacturing, healthcare, regulatory agencies, packaging, and labelling companies, as well as authentication technology suppliers and anti-counterfeiting service providers. The event facilitated the exchange of ideas, strategies, and innovative solutions that contribute to the continuous improvement of pharmaceutical packaging, labelling, and serialization practices.

INDIA


 7th Annual Anti-Counterfeiting and Brand Protection Summit 2023 | Mumbai, India
21st - 22nd September 2023

 9th International Conference on IPR
New Delhi, India
7th - 8th November 2023

INTERNATIONAL

 The Global IP ConfEx
London, UK
20st September 2023

 European Brand Protection Congress
Frankfurt, Germany
9th-10th October 2023

 12th Brand Protection | Excellence
Forum | Singapore
2nd November 2023

 USA Brand Protection Congress
New York, USA
7th - 8th November 2023



ABOUT IIRIS CONSULTING

IIRIS Consulting aka **Indus IntelliRisk & IntelliSense Services Pvt. Ltd.** stands committed as a value catalyst to corporates bringing in innovative, cutting edge technology aided, risk advisory and intelligence management solutions that help clients not only mitigate risks but also enable better business decisions.



IIRIS is an India born solutions and consulting firm, with wide operations across South Asia, Far East, USA, UK and Middle East. We operates in the fields of advisory, risk management, intelligence, digitization, and forensics.

Each of our services is delivered by experienced leaders using advanced methodologies that combine legally acceptable technological resources, on-the-ground intelligence collection, and data analytics.

Apart from helping clients make better business decisions, IIRIS also acts as an industry mentor that provide certification and skill building to help professionals be better future leaders.

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MARKET RESEARCH

SUPPLY CHAIN AUDITS

