



**Canadian
Anti-Counterfeiting
Network**

**Réseau
anti-contrefaçon
canadien**

www.cacn.ca

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About CACN



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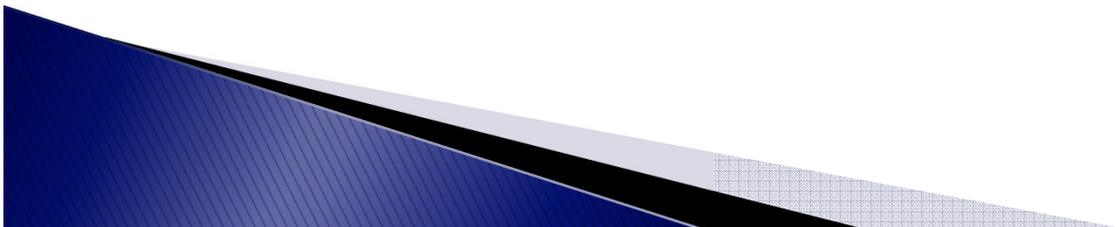
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The Canadian Anti-Counterfeiting Network (CACN) is a coalition of individuals, companies, firms and associations that have united together in the fight against product counterfeiting and copyright piracy in Canada and internationally.

CACN members include:

- Associations
- Brand Owners
- Service Providers (i.e. law firms, investigation firms, brand protection firms)

Government agencies and law enforcement cannot join CACN, however, they are invited to attend meetings as observers and are proud partners.



Membership Benefits



Strengthens your company's brand reputation through membership affiliation;



Provides ongoing information and knowledge exchange through monthly newsletter, regular Webinars and seminars, and news bulletins;



Invitation to participate in CACN's Training & Education Committee, Legislative Committee and/or Outreach Committee;



Draws public awareness to issues that may be prevalent in your industry through affiliation with media, government and law enforcement;



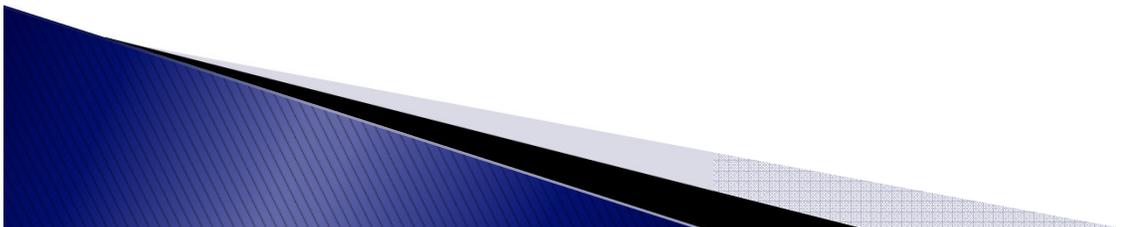
Provides an opportunity for your company to help advocate for legislative change and engage with law enforcement on product counterfeiting and piracy issues;



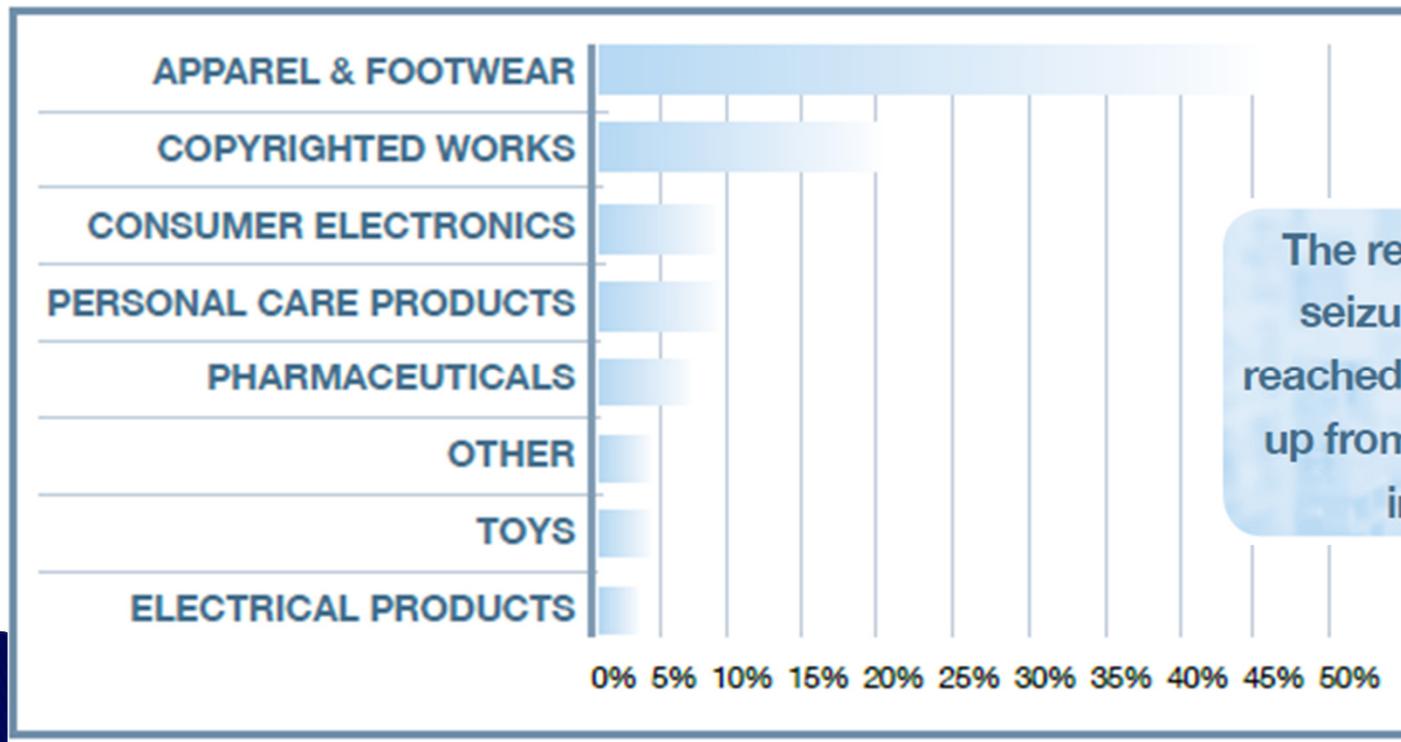
Offers participation in CACN's training and education programs, including access to sessions held with/for law enforcement and government officials nationwide.

Issues We Face

- ▶ The continuing growth of counterfeit products and intellectual property (IP) crime in Canada.
- ▶ Advocating the government for positive legislative changes to adequately deal with instances of counterfeiting and other IP crimes.
- ▶ Lack of controls and enforcement at Canadian borders.
- ▶ Educating the public about the dangers and consequences of counterfeit products.
- ▶ Maintaining and sharing information regarding counterfeit cases, developments and emerging trends with law enforcement and the private sector.
- ▶ Developing and maintaining ties with like-minded organizations with similar objectives in Canada and internationally.



Types of Commodities Seized in 2012



The retail value of seizures in 2012 reached \$38.1 million, up from \$7.7 million in 2005

Accomplishments

- ▶ **Endorsement and participation** in a number of industry events throughout the year, including the Interpol Conference and the annual Anti-Counterfeiting Conference.
- ▶ **Organized and led** a Customs Officer Training program to educate Canadian customs officers on counterfeit products. Also, provided material for use in a Border Services college program to train customs officer students.
- ▶ **Lobbying efforts** continue with ongoing discussions with parliamentary ministers and members, the Canadian Chamber of Commerce, U.S. and international embassies, among others, to recommend policy for the enhancement and effectiveness of Canada's anti-counterfeiting and anti-piracy regime.



Accomplishments

Fakes and Forgeries: Yesterday and Today

- ▶ CACN organized a reception at the Royal Ontario Museum (ROM) which coincided with the ROM's new exhibit entitled "Fakes and Forgeries: Yesterday and Today"
- ▶ This event provided an opportunity for CACN to deliver a message to attendees about the importance of fighting counterfeiting and piracy – not only for the Canadian economy, but for international trade. The Minister of Canadian Heritage and the U.S. Ambassador to Canada were guests of honour and both reiterated their support for strong action in this matter



Accomplishments

CACN Reality Tour

- ▶ As part of this event, a press conference was held, generating media coverage in most major Toronto dailies and other media outlets across the country, raising public awareness of counterfeiting and piracy, ahead of the holiday shopping season.
- ▶ The CACN Reality Tour 2010 sessions – held in Toronto, Saskatoon and Vancouver – were well attended by members of the RCMP, Canada Border Services Agency, Health Canada, investigation firms and many local police forces.
- ▶ Many rights holders and associations participated in the tour to provide practical examples and solutions to help law enforcement officials to better deal with IP crimes in Canada.



Let's Put an End to **Product Counterfeiting, Fraud & Copyright Piracy**
in Canada – so your business can continue to...



For more information, contact Swati Patel at
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