



Canadian
Anti-Counterfeiting
Network

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HELP PREVENT PRODUCT COUNTERFEITING, FRAUD & COPYRIGHT PIRACY IN CANADA

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



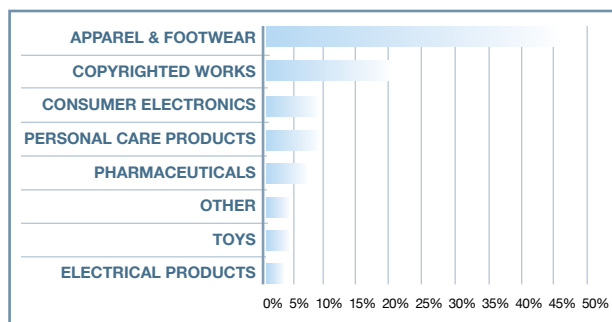
ABOUT CACN

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

Counterfeiting has become a huge, highly-organized, global business.

Over a decade ago, counterfeit goods were limited in volume and variety – but today, they have escalated to unprecedented levels. Counterfeit and pirated products extend across many categories.

Types of Commodities Seized in 2012



Many of these illegal products pose a **serious threat towards consumer health and safety.**

There is a significant rise in the number of occurrences involving harmful counterfeit products – from 11.5% in 2005 to 30.4% in 2012

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

Counterfeiting and piracy **undermine legitimate businesses**, depriving companies of revenue and affecting their **brand reputation.**

Data Source: <http://www.rcmp-grc.gc.ca/fep-pelf/ipr-dpi/report-rapport-2012-eng.htm>

MEMBERSHIP

By joining CACN, your company becomes part of a widely-recognized, action-oriented organization that provides benefits which directly impact your business...and your bottom line.



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Membership Benefits

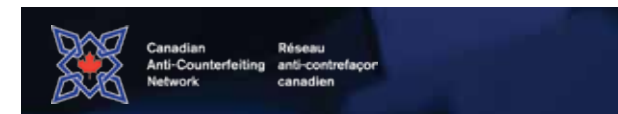
- Strengthens your company's brand reputation through membership affiliation;
- Provides ongoing information and knowledge exchange through monthly newsletter, regular Webinars and seminars, and news bulletins;
- Invitation to participate in CACN's Training & Education Committee, Legislative Committee 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.

Join Today!
Becoming a member is easy!
Simply visit www.cacn.ca and fill out the application form.
To view a listing of all members, visit www.cacn.ca.

CACN IN ACTION

Through the continued support of members, CACN has achieved many milestones as it strives to tackle the critical – and growing – issue of IP crime in Canada. These achievements include:

- 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.



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Become a CACN member today and help extend the reach of consumer safety and brand protection by combatting product counterfeiting, fraud & copyright piracy in Canada.

Join today in one of three ways!

Online: www.cacn.ca
Email: cacn@electrofed.com
Phone: 647-260-3090

Partnerships

As a leading advocate on legislative and regulatory issues addressing Intellectual Property (IP) crime in Canada, CACN also maintains strong alliances with the following organizations:

