



PRESS RELEASE

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The 2024 Global Anti-Counterfeiting Awards

The winners of the twenty-fourth annual Global Anti-Counterfeiting Awards organised by the Global Anti-Counterfeiting Group, are announced in Paris today on World Anti-Counterfeiting Day. The winners reflect the continuing broad field of individuals and organisations both established and new to the scene. The awards are made as a recognition of achievements in IPR Enforcement by organisations, companies and individuals. The winners (details in attached note) announced today, are:

National Public Body Award
Police de Saint-Ouen

International Public Organisation
Europol
&
US Customs and Border Protection (CBP)

Association Award
International Trademark Association (INTA)

Company Award
MSD - Global Security Group

Individual Achievement Award
John Anderson – Past chairman of GACG
&
Sheila Henderson - Richemont

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Delphine Sarfati-Sobreira, new President of the GACG international network of national and regional anti-counterfeiting organisations said “The 2024 awards this year highlight the wide range of co-operation that is needed – and provided - by different organisations and individuals, especially across the public/private sector divide, in the campaign against the international trade in fakes. The importance of coordination, education and communication was an evident feature of many nominations. Counterfeiting is a significant and ever-growing challenge for all intellectual property owners, and, tackling it requires a mixture of legal knowledge, investigative resources, technology, enforcement and public awareness. All those organisations recognised in this year’s Awards have demonstrated their commitment to break this illicit trade, and they deserve congratulations on their recognition.”

The awards presentations are made in Paris on 5th June at the Musée de Contrefaçon, housed at the Headquarters of the Union des Fabricants (UNIFAB) on World Anti-Counterfeiting Day.

The jury was composed by some major actors in the intellectual property universe:

- Delphine Sarfati-Sobreira – CEO of Unifab and President of GACG
- Juna Shehu – General Director of Indicam and Vice-president of GACG
- Gerard Guiu – General Director of Andema and Vice-president of GACG
- Julien Delucenay – President of Apram (law practitioners association) and winner of the award 2023

*GACG: The Global Anti-Counterfeiting Group is the international organization, which leads all national associations against counterfeiting around the world. It is chaired by Delphine Sarfati-Sobreira, CEO of Unifab, Juna Shehu, General Director of (Italian association) & Gerard Guiu, General Director of Andema (Spanish association)

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/Note to Editors.....

Note to Editors: Details of 2024 Award Winners

Individual Achievement Award (2 winners exaequo)

John Anderson served as Chairman of the Global Anti-Counterfeiting Group (GACG) from 2002 to 2024. He worked extensively on strengthening global intellectual property protection and enforcement mechanisms on a global scale. The multiple collaboration as with INTA, EUIPO, UNICRI, WIPO, etc... gave to this association a high level of visibility all around the world.

Sheila Henderson has over a 25 years career. She has worked for many brands in different sectors. She has had many successes, including her strategic guidance in winning groundbreaking cases. These include the Paris Court of Appeals case in which a landmark decision was delivered on the crucial question of IP ownership when an employee designer makes a design within the scope of employment for a (jewellery) company. The Court firmly declared that a jewellery design is a simple contribution to a collective work, which is exclusively owned by the company. In terms of innovation, Sheila has raised awareness on specific aspects of the international legal landscape to enable more effective possibilities of protecting innovation and creativity in a swiftly changing digital age.

National Public Body Award

The Saint-Ouen police force, with the support of the Bobigny public prosecutor, is a major player in the fight against counterfeiting in France. Saint-Ouen is a major European sales and supply center for counterfeit goods, particularly at the Saint-Ouen flea market. The Saint-Ouen police force, in particular the flea market brigade, works daily to combat these illegal activities. It's worth mentioning the large-scale seizures and dismantling of stores carried out every year.

International Public Body Award (2 winners exaequo)



Europol IP Crime Department is huge. Each year this organisation has stopped a large amount of counterfeit goods in Europe and internationally by carrying out seizure operations with European Member States and other associated national and international Law Enforcement Agencies, and with stakeholders all over the world. The operation APHRODITE V conducted in year 2023 which led to the seizure of 35 million of fake cosmetics.

United States Customs and Border Protection (CBP) plays a crucial role in enforcing intellectual property rights at U.S. borders. They work to prevent the importation of counterfeit and pirated goods, collaborating with rights holders, other government agencies, and international partners to seize infringing products and prosecute violators.

Company Award

The Global Security Group of MSD, since 2009, has built a holistic strategy and operations for Product Integrity that support their mission to protect patients from the dangers of counterfeit and illicit medicines. MSD has a team of experts and accredited forensics labs across the world, fighting counterfeiting, illegal diversion and theft of pharmaceuticals. They work closely with local and federal law enforcement agencies to identify, disrupt, and dismantle criminal organizations that are involved in the manufacture and distribution of counterfeit and illicit medicines.

In 2023, this led to over 1200 suspected counterfeit product investigations completed by MSD, along with more than 160 arrests and seizure of over 30,000 illicit products by law enforcement. Recent advancements within MSD's Product Integrity mission include enhanced investigation and intelligence capabilities, advanced forensic methods for the characterization of counterfeit medicines, novel applications of serialization and product security features to enable consumer verification of products, and support to major consumer awareness campaigns of the dangers of counterfeit medicines.

Association Award

INTA, the global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property to foster consumer trust, economic growth, and innovation. They provide resources, advocacy, and educational programs to promote effective trademark protection and enforcement worldwide.

The **Global Anti-Counterfeiting Awards** are presented for outstanding achievement by organisations, companies or individuals involved in combating counterfeiting and piracy, either to protect their own brands or products or in the development of an environment which encourages the combating of counterfeits and pirate products. The Awards are now given in five main categories: Individual Achievement, National Public Body, International Public Organisation, Company, and Association. The Awards Judges may also consider Special Awards in each category.



Counterfeit and pirated goods could cost the global economy up to €2.5 trillion of the world trade (OECD estimate), and this translates into loss of legal employment, lack of investment in new jobs and increased prices of legal goods. It also means less public funding for services such as health, education and social welfare. Many organisations, companies and individuals are taking effective actions against these illicit, dangerous and sub-standard goods to protect consumers, promote investment in new jobs and increase government revenues, and to combat the involvement of organised crime. Some of them ‘go the extra mile’ and the GAC Awards are recognition of these outstanding performances.

The awards are open to nominations from anyone with an interest in brand protection, anti-counterfeiting, and anti-piracy activities, particularly in the international context, ensuring a wide spread of nominations from across the world. The awards are judged by a Panel of GACG Members, a sister organisation and a representative of previous award winners.

World Anti-Counterfeiting Day (Journée Mondiale Anti-Contrefaçon), also now in its twenty-fourth year, was established by GACG members to enable the organisation of local, national and regional events under the umbrella of an international campaign which could focus on the particular problems of counterfeiting and piracy in the countries or regions involved. The WAC Day events are usually held on the same day in summer each year but are individually organised by the national or regional associations themselves who may or may not take up themes suggested by the GACG or being used by other associations. Some industry associations have also organised publicity. Again in 2024 some events have already taken place on World IP Day – 26th April – and more are expected to co-incide with the event organised in Paris by the Union des Fabricants.

[End]