

Best practices in Brand Protection and IP Enforcement: A cross industry perspective

30 September , 2021

3:00 pm – 4:30 pm (IST)

LIVE
WEBINAR



Authentication Partners

Organized by

A 360-degree approach towards Brand security

A multi-pronged corporate brand protection strategy and robust IP enforcement are key to preventing the menace of counterfeiting. Online brand enforcement has emerged as a significant additional responsibility in this age of e-commerce boom in order to protect trademarks in the expanding online marketplace.

Presently, the way forward is with smart authentication solutions that provides valuable brand a dual secure shield not only at the physical / packaging level but also at a digital level, enabling track-and-trace monitoring capability and ensuring integrity across the entire supply chain. **ASPA and Messe Frankfurt India** brought together key representatives of the industry together in an insightful webinar.

The panel discussion on “**Best Practices in Brand Protection and IP Enforcement: A Cross Industry Perspective**” touched upon important aspects identifying gaps in **Brand security** and collective steps taken in Consumer education, awareness and engagement programs.



Speaker highlights

The webinar featured a Panel discussion among distinguished industry experts who shared rich insights and experiences in brand protection best practices applicable across industries/sectors and product groups.



Mr. Anurag Kashyap

Partner,
Fraud Investigation & Dispute Services,
Ernst & Young



Mr. Gopal Choudhary

Chief of Security and Brand Protection,
Tata Steel



Mr. Anubhav Jain

Global BR Manager (Brand Protection),
APAC & Middle-East,
Amazon



Mr. Diwaker Bharadwaj

President Marketing Communication &
Packaging Development,
Polycab



Mr. Ronald Brohm

Managing Director and Founder,
REACT (European Anti-Counterfeiting
Network)



Mr. Murad Nathani

Co-Founder,
Sepio Products Pvt. Ltd.

The panel addressed various aspects of the counterfeiting topics covering on:

Best strategies in counterfeit prevention

Global best practices in IPR enforcement

Online brand enforcement and counterfeit prevention in the expanding e-commerce / online retail space

Role of Supply chain integrity in Counterfeit prevention

Importance of investing optimally in brand protection as a case for business-loss-prevention, rather than look at brand protection / authentication solutions and strategies as cost centre

Webinar summary

WEBINAR LASTED

121

MINUTES

ATTENDED BY

154

DELEGATES

82

ATTENDEES SPENT MORE THAN 60 MINS IN THE WEBINAR

A global stage with a regional focus

Webinar attendees from

INDIA

UGANDA

UNITED ARAB EMIRATES

ZIMBABWE

SOUTH AFRICA

RWANDA

UNITED STATES

POLAND

BANGLADESH

DENMARK

KENYA

THAILAND

GREAT BRITAIN

PAKISTAN

SINGAPORE

PHILIPPINES

SWITZERLAND

VIETNAM

SWEDEN

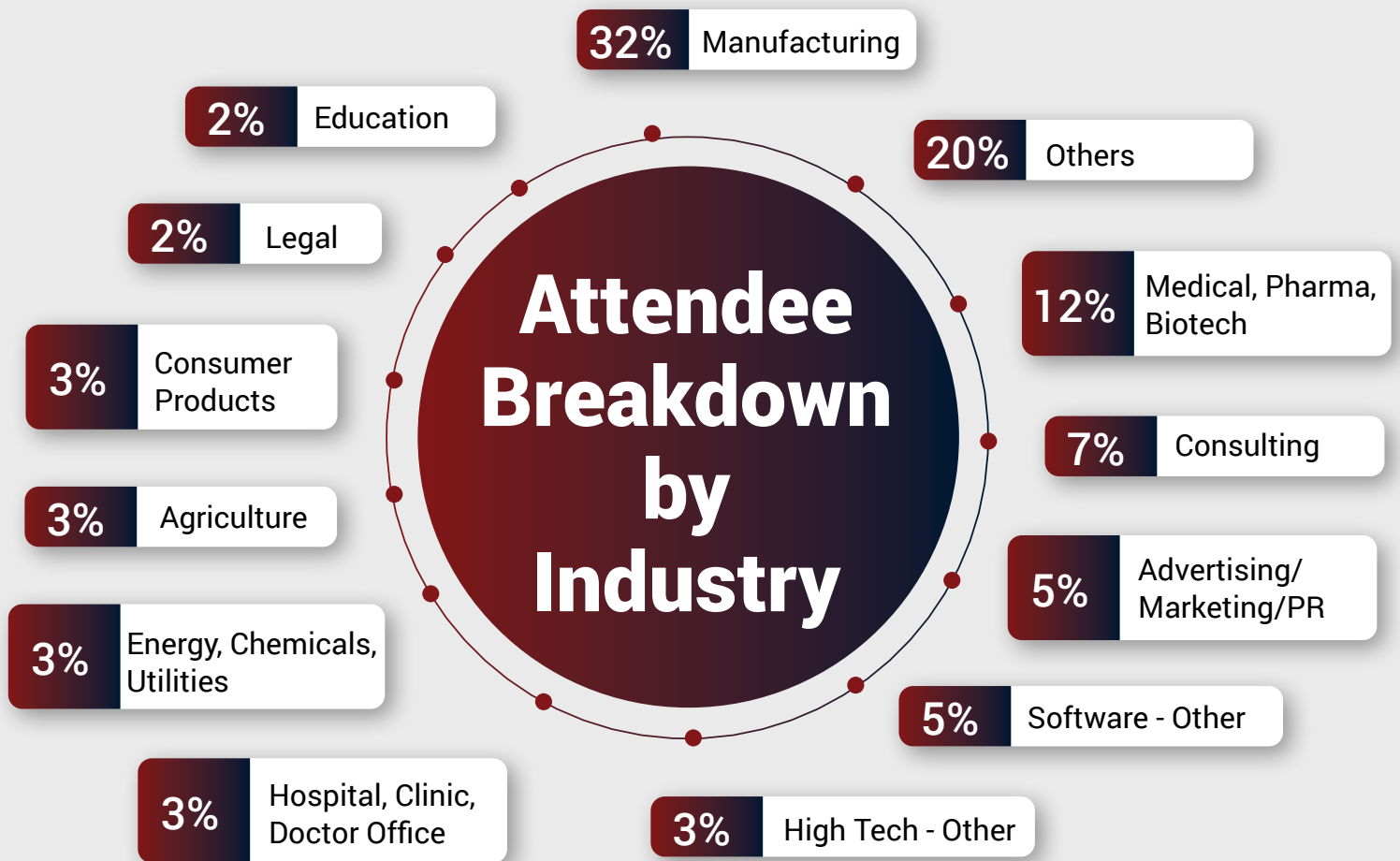
MOROCCO

BELGIUM

TUNISIA

NIGERIA

ETHIOPIA



Participation from leading organizations

ACG Pharmapack Pvt. Ltd.

Ahlan Luxury Gourmet

Artek Surfin chemicals Ltd.

Avery Dennison

Dalmia Cement Bharat Ltd.

Delux Bearings Pvt Ltd.

Emami Ltd.

Flipkart

FMC India Pvt. Ltd.

HMEL

Hytech Seed India Pvt. Ltd.

Hyundai Motor India

Jubilant

Landmark Group

Mahanagar Gas Ltd.

National Agency for Food and

Drug Administration and Control

PharmaSecure

Sanjivani tea Pvt. Ltd.

Sanofi

Sproxil Nigeria Ltd.

Tata Power

Tata Steel Ltd.

TCPL Packaging Ltd.

Vedanta Aluminium and Power

Vedanta Group



The Seal of Genuineness

HOLOSTIK[®]
Authenticating Supply Chains, Securing Lives

HOLOSTIK

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30+
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SERVED 90+
Countries Globally



12+
Centers at Strategic Locations



5+
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750+
Members workforce

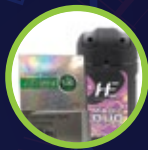
Anti-Counterfeiting Products



Security OVDs (Holograms)



Security Labels



3D Speciality Labels



Holographic Shrink Sleeves



Holographic Hot Stamping Foils



Holographic Wads/EPE Liners



Holographic Folding Monocartons



Holographic & UV Packaging Films

Digital Solutions



Supply Chain Management



Authentication



Track & Trace



Warranty Management



Inventory Management



Reward Management

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To make the world a better place one product at a time by creating unique digital identities for every product

SEPIO

Sepio is a one-of-a-kind, cloud based, enterprise SaaS (Software as a Service) platform to digitize and manage product identity.



It is a unified platform to make everyday products smart. Smart products connected via a digital supply chain can provide end to end traceability and visibility from raw materials to the end consumer. Most importantly, smart products can prevent product misuse and improve brand protection - all using ONE digital ID



TRACECHEK

ACHIEVE END-TO-END PRODUCT TRACEABILITY FROM RAW MATERIALS TO POINT OF SALE AND TRACK AND TRACE EVERY PRODUCT AS IT MOVES THROUGH THE SUPPLY CHAIN. DIGITIZE SUPPLY CHAIN OPERATIONS TO REDUCE COSTS, AND BETTER MANAGE WORKING CAPITAL.



TRUSALE

BUILD TRUST AND CONFIDENCE IN YOUR BRAND. REDUCE COUNTERFEITING AND INCREASE SALES. ALLOW CONSUMERS AND INVESTIGATORS TO CHECK PRODUCT AUTHENTICITY BY LEVERAGING PATENTED AI, ML AND IMAGE RECOGNITION SOLUTIONS. USE CONSUMER GENERATED DATA TO BETTER DIRECT BRAND PROTECTION EFFORTS.



CODETALK

INTELLIGENT PACKAGING SOLUTION TO MAKE YOUR PRODUCTS SMART AND CONVERT THEM INTO A DYNAMIC MARKETING CHANNEL TO DELIVER CUSTOMIZED CONTENT TO YOUR CONSUMERS BASED ON THEIR PERSONA TO DRIVE PURCHASE INTENT

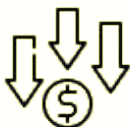
GS1 Compliant

Seamless IT Integration

Software as a Service

Hardware Agnostic

Easy to Implement



Reduce supply chain and operations cost and better manage working capital

Increase operational efficiency and gain new business insights

Improve brand trust, build customer loyalty and goodwill

Regain lost sales, drive product re-purchase via 1-1 consumer engagement

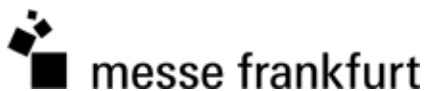
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About the Organisers



The Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 15,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB), FICCICASCADE , Indian Beverage Association (IBA) & others industry bodies in India.



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