



AGMA Fact Sheet

Organization Profile The Alliance for Gray Market and Counterfeit Abatement (AGMA) is a non-profit organization comprised of leading high technology companies committed to addressing the global impact of intellectual property rights issues such as gray market fraud, parallel imports, counterfeiting, software piracy, and warranty and service abuse on the technology industry. AGMA was formed in 2001 by founding members Cisco Systems and Hewlett-Packard.

As an umbrella organization, whose members' combined annual revenues exceed \$300 billion, our mission is to ensure the highest product quality standards, uphold customer satisfaction, protect brand integrity, improve standards for intellectual property enforcement, mitigate the counterfeiting of hi-tech products, and stem the unauthorized flow of goods into the gray market.

AGMA's goals are threefold:

- To educate the industry about the gray market and parallel imports and its impacts on the industry. AGMA provides a forum for sharing best practices the industry can employ to reduce the unauthorized flow of products into the gray market and issues related to gray market fraud. AGMA also offers valuable resources to our membership to assist them in addressing concerns they may face in their own distribution model.
- To develop industry best practices to mitigate the counterfeiting of branded technology products with the goal to reduce the potential harm counterfeits cause to customers authorized channels, and overall high tech industry.
- To provide awareness of the service fraud and abuse, its enablers and impacts as well as sharing best practices in mitigating service, warranty, and other support abuse.

The AGMA initiatives include educational initiatives, benchmark studies, formulation of non-binding industry guidelines, and, as appropriate, public policy advocacy.

AGMA Members AGMA extends a personal invitation to high technology companies in the information technology, electronics, semiconductor manufacturing and telecommunications industries to join AGMA, a leading technology industry association. AGMA's membership includes the following industry leaders: American Power Conversion by Schneider Electric, Avaya, Cisco Systems, Dolby, EMC², Hewlett-Packard, Hitachi Global Storage Technologies, IBM, Juniper Networks, Microsoft, Oracle, QLogic, Samsung Electronics America Inc., Seagate.

Companies who provide goods, services or governmental and law enforcement to combat gray marketing, counterfeiting, service and warranty abuse, or any other related issues affecting the AGMA membership are invited to join AGMA. Membership Includes: Sideman & Bancroft, LLP and PricewaterhouseCoopers.

AGMA Leadership
Ram Manchi, Chairman and President (*Cisco Systems*)
Chris LaChapelle, Director (*QLogic*)
Cori Hartje, Director (*Microsoft*)
Franziska Hanreich, Director (*Seagate*)
James Vanlandingham, Director and Secretary (*Hitachi Global Storage Technologies*)
Lorne Morris, Director (*Juniper Networks*)
Marie Elizabeth Myers, President Emeritus (*Hewlett-Packard*)
Peter Hlavnicka, Treasurer (*Avaya*)
Phyllis Massey, Director (*Hewlett-Packard*)
Scott Olsen, Director (*Oracle*)
Tim Holland, Director (*EMC*)
Joanne Cooke, Executive Director

AGMA Mailing Address & Website Alliance for Gray Market and Counterfeit Abatement
4217 Rose Street, Unit D
Houston, TX 77007
Website: www.agmaglobal.org

Contacts AGMA Contact:
Joanne Cooke
(252) 500-0123
jcooke@agmaglobal.org

Media Contact:
Dena Grigas **or** Kerry Fedro
Lages & Associates
(949) 453-8080
dena@lages.com **or** kerry@lages.com