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BRAND PROTECTION ISSUES TAKE CENTER STAGE AS TECHNOLOGY LEADERS GATHER TO SHARE BEST PRACTICES

Federally Prosecuting High Tech Crimes; IP Threats Stemming from the Internet and More Discussed at AGMA's Quarterly Meeting

LOS GATOS, Calif., October 13, 2010 – The [Alliance for Gray Market and Counterfeit Abatement](#) (AGMA), a non-profit organization dedicated to addressing gray market, [counterfeiting](#) and warranty and service abuse of branded goods around the globe, recently held their quarterly industry forum on gray market fraud, counterfeit issues and warranty and service abuse. The conference, hosted by EMC in Bedford, Massachusetts, focused on how to best prevent the erosion of brand integrity.

For example, EMC's Dave Martin outlined the steps that EMC takes to protect the company's corporate identity, stressing that all employees receive comprehensive information security training. In addition, eight speakers took the stage at the AGMA quarterly meeting covering a wide variety of topics, ranging from ways to take a proactive approach in protecting the enterprise from IP threats to brand protection challenges presented by the Internet and online auctions as a source of gray market goods. Presenters included representatives from AGMA member companies such as Oracle, EMC and APC by Schneider Electric, as well as speakers from law enforcement agencies, government representatives and service providers specializing in anti-counterfeiting and security technology.

According to AGMA president [Ram Manchi](#), "AGMA conferences provide invaluable insights into the process of detection, investigation, evidence, engagement of law enforcement, and litigation. Such engagement further helps member companies to

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learn more about working with available government agencies – as well as how the legal system can help.”

AGMA provides a platform for sharing collaborative strategies, brand protection programs and effective processes which address the growing threats of counterfeiting, gray market fraud and service and warranty abuse in the IT sector. At AGMA’s quarterly conferences, members and guests receive invaluable insights to combat, deter and prevent the global impact of the gray market and counterfeiting on their intellectual property rights. Additionally, the following topics were addressed at the most recent AGMA quarterly conference:

- Oracle’s Scott Olsen, as head of AGMA’s Government Affairs Committee; delivered an update on the strides the committee is making on Capitol Hill;
- Ben Smith from APC by Schneider Electric outlined the scope of the gray market problem and identified prevention as the key to success;
- United States Assistant District Attorney Scott Garland gave tips on prosecuting IP and high tech crimes at the federal level

There are many benefits to becoming a member. AGMA uses a variety of avenues to get its message out and cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, whitepapers, industry guidelines, and, as appropriate, public policy advocacy in areas like law enforcement and customs.

AGMA’s next quarterly meeting will be held in Mountain View, Calif., from October 20 - 21 and will be hosted by Microsoft. To learn more about AGMA’s initiative or to become a member, please visit www.agmaglobal.org.

About AGMA

AGMA is a non-profit organization comprised of influential companies in the technology sector. Incorporated in 2001, AGMA’s mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse of technology products around the globe. The organization’s goals are to protect intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

AGMA welcomes any technology manufacturer, as well as persons or entities that own or hold intellectual property rights to finished goods outside the technology industry; product and service providers, government and law enforcement who provide goods and/or services to combat gray market fraud, counterfeiting and warranty and service abuse threats. AGMA uses a variety of avenues to cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, industry guidelines, and, where appropriate, public policy advocacy. To learn more about AGMA's initiatives or to become a member, please visit www.agmaglobal.org.

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