Real Deal update

The Real Deal campaign is a cross-sector, partnership initiative, bringing together local authority trading standards services, market operators and traders, industry groups, and copyright and trade mark owners, all of whom are united with a common commitment to tackling counterfeit and pirated goods on sale in markets. The Real Deal is also highlighted as ‘one of the three key achievements of the year’ in the current IP Crime Report.

The Real Deal is gaining momentum and there are now 308 markets signed up to the charter, exceeding the target of 300 markets which was set for the end of this year.

To date 44 Trading Standards services are using the Real Deal across 65 local councils with Cardiff and Buckinghamshire being the most recent local authorities to implement the scheme.

This year’s Trading Standards Institute conference was a great success for the Real Deal and had a real impact on the campaign with many new local authorities visiting the stand to specifically discuss implementing the Real Deal in their areas. Hopefully these authorities will see the benefit it has made to other authorities and sign up in the near future.

Another success story is that the Scottish National Markets Group has been established, providing a forum for cross-sector, coordinated, partnership working by enforcement agencies. Regular meetings are being hosted by Police Scotland, National Safer Communities, Interventions Unit, and good progress is being made. With Police Scotland committed to introducing 30 markets to the Real Deal by the end of this year.

The Real Deal is now on Twitter and you can follow the campaign on @RealDeal_Market

More information is also at www.realdealmarkets.co.uk

What does the latest IP Crime Report tell us?

The latest IP Crime Report, published in July 2013 highlights current and emerging threats surrounding counterfeiting and piracy, including those conducted via the internet and the activities to tackle these threats.

Giles York, Chair of the IP Crime Group, which produced the IP Crime Report noted three key achievements:

- IP Crime is on the agenda of the National Crime Agency’s (NCA) Economic Crime Command (ECC);
- Over 300 markets have signed up to the ‘Real Deal’, supported by the National Markets Group;
- The Launch of a New IP Crime Unit run by the City of London Police.

In addition to this, the percentage of Trading Standards Authorities completing the survey leapt from 55% to 87%

According to trading standards investigations, clothing continues to be the most heavily counterfeited products available, with 89.9% of authorities investigating incidents in 2012/13.

For further information please visit http://www.ipo.gov.uk/2012crimereport.pdf
Enforcement successes

Brighton Racecourse raid

Infringing goods worth almost £100,000 were seized from a bank holiday market at Brighton Racecourse following a raid by trading standards/Police part of ongoing drive, supported by IPO and outdoor market organisers, to stop sale of counterfeit goods at similar locations across Sussex. [http://goo.gl/llbBhx](http://goo.gl/llbBhx)

Fake items found in North Lanarkshire

A man has been ordered to hand over £26,000 under POCA following the discovery of thousands of fake items at his North Lanarkshire home. Michael Dillon, 57, admitting possessing counterfeit Prada, Louis Vuitton, Versace and Dior branded items. [http://goo.gl/gaRNU6](http://goo.gl/gaRNU6)

Trader jailed

A trader who made £460,000 over five years selling counterfeit DVDs, CDs and MP3s online has been sentenced to three years and 10 months imprisonment at Liverpool Crown Court. Police found 5,240 master discs at the home of Lester Hawkes, 58. The conviction follows an investigation supported by BPI and IPO. Hawkes must also pay back £3,190 under POCA. [http://goo.gl/Dw10Xj](http://goo.gl/Dw10Xj)

Goods seized by Police in Aberdeen

Fake branded clothing and electrical accessories with a potential retail value of £25,300 were seized by Police from address in Aberdeen. The raid which followed a joint investigation with Trading Standards, was part of on-going work to tackle drugs, violence and anti-social behavior. [http://goo.gl/AIQkHX](http://goo.gl/AIQkHX)

New IP Crime Unit – arrests in Birmingham

The City of London Police marked the launch of the new intellectual property crime unit by arresting two men in Birmingham on suspicion of importing thousands of counterfeit DVD box sets and selling them online as legitimate products. The early morning operations run by the Police Intellectual Property Crime Unit (PIPCU) followed an early referral from the Federation Against Copyright Theft (FACT). Detectives seized DVDs with an estimated sale value of £40,000, with titles including Game of Thrones, CSI and Vampire Diaries. The suspects, aged 29 and 28, were taken to a local police station for questioning. [http://www.cityoflondon.police.uk/CityPolice/Departments/ECD/PIPCU/PIPCUNews/130913-picculaunch.htm](http://www.cityoflondon.police.uk/CityPolice/Departments/ECD/PIPCU/PIPCUNews/130913-picculaunch.htm)

‘Parasitic’ counterfeit goods importers sentenced

On the 7th August at Lewes Crown Court Bueyavanga Lufuankenda of Plaistow, London was sentenced to 20 months imprisonment for importing over 17,000 counterfeit luxury branded goods. His wife Muika-Gydige was sentenced to nine months suspended for two years and her sister Muika Arnelli received 120 hours community service for their parts in the enterprise.

Sentencing Judge HHJ Lawson QC described their activity as a “parasitic” commercial operation on a substantial scale. Their conviction followed an investigation by the South East Regional Organised Crime Unit, the Intellectual Property Office and French Customs who had previously arrested Lufuankenda for similar offences.

IP Minister Lord Younger said; “I congratulate the South East Regional Organised Crime Unit on the successful outcome of this case. The Government takes IP crime very seriously and will continue to pursue, relentlessly, illegal activity. I encourage the public to support UK businesses and not purchase counterfeit or pirated goods.”

Interested in expert IP training?

A partnership between the Intellectual Property Office and the Alliance for IP, this unique IP training course is aimed at those taking the Trading Standards Institute’s Diploma in Consumer Affairs and Trading Standards (DCATS) IP examination, but is also ideal for anyone who wants to gain an understanding of civil and criminal IP law.

The courses cover the background to IP law and IP crime, civil law, criminal law and a revision day.

1 Day: General IP, Civil or Criminal: £199
2 Days: Civil and Criminal: £299
4 Days: All above, plus a revision day and notes: £499
Notes: £99

The 2014 course dates are:

Wednesday 4 June – Newport
Thursday 3 July – London
Thursday 11 September – London
Thursday 9 October – Newport

For more information, or to book please contact allianceiptraining@gmail.com or call 07805 924409