



MARQUES supports the EU plans for new Anti-Counterfeiting Trade Agreement

MARQUES has over 750 trademark owners and professionals in membership and is very active in different fields of Intellectual Property Law and brand protection. The goal of the Association is to assist brand owners in the management, protection and exploitation of their trade marks and other IP rights, and to provide an effective platform for the representation of their interests.

With this in mind, MARQUES welcomes the recent announcement from the EU Trade Commissioner, Peter Mandelson, of a proposal to negotiate a new Anti-Counterfeiting Trade Agreement (ACTA) together with countries such as the US, Japan, Korea, Canada, Switzerland, Mexico and New Zealand.

The goal of the new Anti-Counterfeiting Trade Agreement is to provide a high level international framework that strengthens the global enforcement of intellectual property rights. It will establish new harmonised international standards, and better communication between authorities. One of the objectives of the ACTA will be to establish common enforcement practices and closer international coordination to promote strong intellectual property protection.

Counterfeiting is a major problem for the world economy. The proliferation of counterfeit products is causing risks to health and safety, loss of tax revenues, loss of business, loss of employment, damage to reputation and image of products, and a negative impact on innovation activities, among many others.

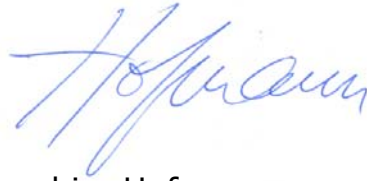
Being aware of this reality, MARQUES and its Anti-Counterfeiting and Parallel Trade Team has always registered their full support to initiatives aimed at promoting a strong legal framework to combat counterfeiting and generally to enforce intellectual property rights. Now, we consider the ACTA a significant step in the right direction in

the fight against counterfeiting, and we hope that the leaders of this initiative will also work closely together to improve the international legal framework for co-ordinated and harmonised criminal sanctions against counterfeiting within the context of the proposed EU Directive and the informal proposal of the Japanese government for an International Convention on the non-proliferation of counterfeits.

We therefore look forward to receiving more details of the ACTA initiative.



Jane Collins
Chair of MARQUES



Joachim Hofmann
Chair of the MARQUES Anti-Counterfeiting and Parallel Trade Team