



International Chamber of Commerce
The world business organization

An ICC initiative

BASCAP
Business Action to Stop
Counterfeiting and Piracy

BRAND PROTECTION DIRECTORY

Business Action to Stop Counterfeiting and Piracy (BASCAP) unites the global business community to more effectively identify and address intellectual property rights issues and petition for greater commitments by local, national and international governments in the enforcement and protection of intellectual property rights.

At the same time, there is also much that business can do to protect its own brands. BASCAP work in the area of brand protection has been initiated to inform stakeholders about measures available to deter intellectual property theft and improve brand protection, either through investigation, legal services or through the deployment of anti-counterfeiting technologies and services.



BASCAP Brand Protection Directory



www.iccwbo.org/bascap/id6171/index.html

Until now there has been no publicly-available, easy-to-use method for connecting the brand protection community. In response, BASCAP has created the Brand Protection Directory – a global listing of companies offering brand protection products and services. The Directory features the company name and a direct link to the company's website or other appropriate contact information. The directory initially provides alphabetical listings, not dissimilar to a telephone directory, along with the capability to search by name, geographic location and product/service specialty.

Visibility

The Brand Protection Directory is a *resource element* prominently featured in the BASCAP Information Clearinghouse:
www.iccwbo.org/bascap.

This web-based clearinghouse is designed to be the premier online destination for locating information on the global fight against counterfeiting and piracy. As a central starting point for directing actors to the best sources of information, the clearinghouse is used by brand owners, government agencies, intergovernmental organizations, customs officials and other actors.



The world business community currently depends on the ICC's main website for information on global business issues – at a rate of 3 million page views per month. BASCAP is prominently featured here and BASCAP pages currently receive 20,000 page views per month.

ICC's list of over 500 global media contacts are regular recipients of news alerts featuring BASCAP activities and products featured on the BASCAP website, including the Directory. Likewise, news alerts on BASCAP developments are routinely sent to ICC's global membership of companies and the BASCAP mailing list of 2,000 companies, business associations and policymakers.

Benefits

- Connecting with brand protection suppliers with brand owners, other suppliers and government decision-makers through a listing in this first-ever “business-to-business” global internet portal.
- Utilizing BASCAP communications channels to educate and inform companies and other stakeholders about the availability and achievements of their products and services.
- Contributing events to BASCAP’s online calendar of global events, including appropriate features in the “highlight events” section of the website. Contributing content, such as press releases, news articles and other achievements to BASCAP country and sector gateways and to BASCAP media alerts and newsletters.



How can my company get involved?

Participation in this initiative presents a valuable opportunity for businesses specializing in brand protection/enforcement products and services to demonstrate their support and engagement in the BASCAP mission. The annual contribution for a company listing in the BASCAP Brand Protection Directory is fixed at fixed at €175 (US\$195).

Other benefits

Companies participating in the BASCAP Brand Protection Directory are provided with further opportunities to raise their profile, including:

- Sponsor one (or more) of the Country or Sector Gateways to strengthen your profile. Featuring your corporate logo on the Gateway homepages provides a leadership opportunity to contribute content to the gateway and highlight your company’s expertise and activities in the area. Companies are invited to strengthen their profiles in this forum for an addition €3,500.
- Create a profile on the BASCAP Virtual Exhibition -- a permanent, globally-accessible exhibition of technology products and services. Not unlike renting conference exhibition space, the Virtual Exhibition will enable a company to feature their corporate logo and create an information forum for products, services, case studies, recent news and accomplishments.

To learn more about participating in the BASCAP initiative, please contact:

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About the ICC Counterfeiting Intelligence Bureau

Listings for the BASCAP Brand Protection Directory are being developed in partnership with the ICC Counterfeiting Intelligence Bureau (CIB), which is the anti-counterfeiting arm of the ICC. Based in the UK, CIB works to protect industry from the damage caused by counterfeiting by gathering intelligence, making undercover enquiries, organizing the seizure of counterfeits, and providing expert advice and training. With the emergence of BASCAP, CIB is directing its experience and resources towards support of the BASCAP Brand Protection Initiative. For more information about BASCAP benefits associated with membership in CIB's Countertech network, contact Peter Lowe cib@icc-ccs.org.uk.

