



BASCAP Brand Protection Initiative

Introduction

Business Action to Stop Counterfeiting and Piracy (BASCAP) is a business initiative created and led by the world business community, specifically brand owners, and organized by the International Chamber of Commerce. Sponsored by businesses – large and small, brand owners and brand protection agents – this initiative is committed to the global fight against counterfeiting and piracy.

BASCAP work in the area of brand protection has been initiated to more effectively inform stakeholders about measures the business community can take to protect its own brands, either through investigation or through the deployment of anti-counterfeiting technologies and services. In order to most effectively communicate these messages to the broadest possible audience, BASCAP has created a Brand Protection Directory and a series of Counterfeiting and Piracy Intelligence Reports (CPIR).

Participation in this initiative presents two important opportunities for businesses specializing in brand protection/enforcement products and services to demonstrate their support and engagement in the BASCAP effort by:

1. Sponsoring the Brand Protection Directory and contributing case studies, best practices across sectors and information on how to connect with brand protection/enforcement experts that can provide specific products and solutions.
2. Corporate placements on the highly-trafficked pages dedicated to the BASCAP Intelligence Reports.

Where are the Brand Protection products located?

The Brand Protection Directory and the Intelligence Reports are 'resource elements' featured in the BASCAP information clearinghouse (www.iccwbo.org/bascap). The web-based clearinghouse and associated product elements are designed to be the premier entry [online] destination for locating information on the global fight against counterfeiting and piracy, including enforcement data and strategy, good practices, examples of innovative solutions & technology, model legislation, industry stats and reports. It seeks to centralize access to a broad range of online resources (new and existing), many of which have a sectoral or regional focus and which often exist in isolation from similar efforts in other industry sectors or in different regions of the world. As a central starting point for directing efforts to the best sources of information, the clearinghouse will be utilized by brand owners, researchers, press, government agencies, intergovernmental organizations, customs officials, trade associations, investigators, brand protection experts and technology providers.

Who visits the BASCAP website?

- The world business community currently depends on the ICC's main website as an important resource for information on key business issues from trade to taxes and climate change to customs – at a rate of 3 million page views per month. BASCAP is prominently featured here.
- BASCAP events, including sector (e.g. auto and film) and CEO (e.g. CEO meetings with government officials) events generate global media inquiries and follow on news stories. BASCAP's list of over 500 media contacts specializing in counterfeiting and piracy stories are regular recipients of BASCAP news alerts.

C&P Intelligence Reports

A new product to the BASCAP effort is the development of the series of Counterfeiting and Piracy Intelligence Reports, which will take the form of a [daily report](#) circulated to over 5,000 subscribers. The report will provide “real time” information on counterfeiting and piracy incidents, brands involved, country locations and seizure values; a global [C&P Monitor](#) that compares incidents between sectors; [Facts & Figures](#) which summarize counterfeiting activity by brands counterfeited, brand protection strategies, industry reports and country specific data; and [Search Facts](#) which allows the users to locate specific information.

This series of web pages and the associated products offer enormous online promotion and educational options for security technology providers, investigators, anti-counterfeiting and anti-piracy organizations and conference organizers seeking to tap into the growing internet audience tracking C&P on a daily basis. The current prototype pages are attracting the general public, media and importantly, the brand owners in the business community who are seeking information and solutions to the problem.

→ **Companies are invited to participate by providing corporate placements imbedded throughout the 40+ web pages dedicated to the Intelligence Reports. Opportunities start from €3,000 and range to €25,000 for dedicated page sponsorships. For more information and to order a Media Kit, contact Jeff Hardy (jhd@iccwbo.org)**

Brand Protection directory

Financial contributions are not a requirement to get involved in BASCAP, but they are needed to sponsor the work and defray the costs associated with developing and delivering BASCAP products, including the information clearinghouse. Within the global family of businesses active in the fight against counterfeiting and piracy, brand owners are largely underwriting the overall BASCAP effort through financial contributions of as much as €50,000.

While all businesses, including brand protection agents, are welcome to make a financial contribution to BASCAP, the launch of the Brand Protection Directory now offers a tangible opportunity for brand protection companies to sponsor the portal development and demonstrate their support to the overall BASCAP effort.

As part of the partnership commitment to BASCAP, participating sponsors of the Brand Protection Directory will be entitled to utilize a variety of channels to educate and inform companies and other stakeholders about the availability and achievements of their products and services. The Brand Protection Directory will invite sponsors at three levels: Platinum, Gold and Silver.

Platinum Sponsors

- Entitled to a Company Showcase listing (12 -16 company showcase listings will be highlighted and presented at the top of the Brand Protection Directory web pages). The Company Showcase is a website within the website, where companies can list information about their operations, products, services, case studies and achievements.
- Welcome to provide news or case study information to the ‘Case Studies’ section.
- Entitled to an industry directory listing, with active website hyperlink.
- Eligible for up to a 20% discount on banner placements on the highly-trafficked pages dedicated to the BASCAP Intelligence Reports.
- Annual contribution: €15 000.
- *Member companies of the ICC Commercial Crime Services “Countertech” network are entitled to a 30 percent discount.*

Gold Sponsors

- Entitled to a company logo listing in the industry directory, with active website hyperlink. All company logos will be listed prior to the alpha-text listing available to silver sponsors.
- Eligible for up to a 10% discount on banner placements on the highly-trafficked pages dedicated to the BASCAP Intelligence Reports.
- Annual contribution: €7,000
- *Member companies of the ICC Commercial Crime Services “Countertech” network are entitled to a 50 percent discount.*

Silver Sponsors

- Entitled to list their company name in text in the global industry directory listing, with active website hyperlink.
- Annual contribution: €2 000.
- *Member companies of the ICC Commercial Crime Services “Countertech” network are entitled to a free listing in the industry directory.*

What’s the relationship between CIB and BASCAP?

The Counterfeiting Intelligence Bureau (CIB) is the anti-counterfeiting arm of the International Chamber of Commerce. Based in the UK, CIB is a membership organisation tasked with combating counterfeiting and piracy. 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 to its members, which mostly comprise large multinational companies, trade associations, law firms and technology producers. With the emergence of BASCAP, the CIB will direct its experience and resources towards support of a variety of key BASCAP projects, including the Brand Protection Portal, development of the BASCAP ‘Why Enforce Compendium’ of facts, data and case studies to support the protection of intellectual property, and the delivery of in-country workshops on combating counterfeiting and piracy.

→ **Through their affiliation with CIB, member companies are regarded as champions of the overall BASCAP effort and their membership qualifies them for benefits within the BASCAP program.**

How can my company get involved?

Send an email with an expression of interest in and support for the BASCAP initiative, along with an indication of your corporate commitment to one of the sponsorship levels for the BASCAP *Brand Protection Directory* and/or interest in banner placements within the web pages dedicated to the *C&P Intelligence Reports*. We will then work with you to discuss your participation and collect the relevant logos, business information, and contacts.

Contact Jeff Hardy, jhd@iccwbo.org

Members of CIB's Countertech network are invited to contact Peter Lowe cib@icc-ccs.org.uk to obtain the CIB discount.