



# Customs Monitoring & Management Services

**As counterfeiters become more sophisticated, it is increasingly challenging for brand owners to determine where to target their actions and spend. A well-conceived approach should include a plan for working closely with local customs authorities to ensure swift and decisive action.**

## **Working with customs authorities**

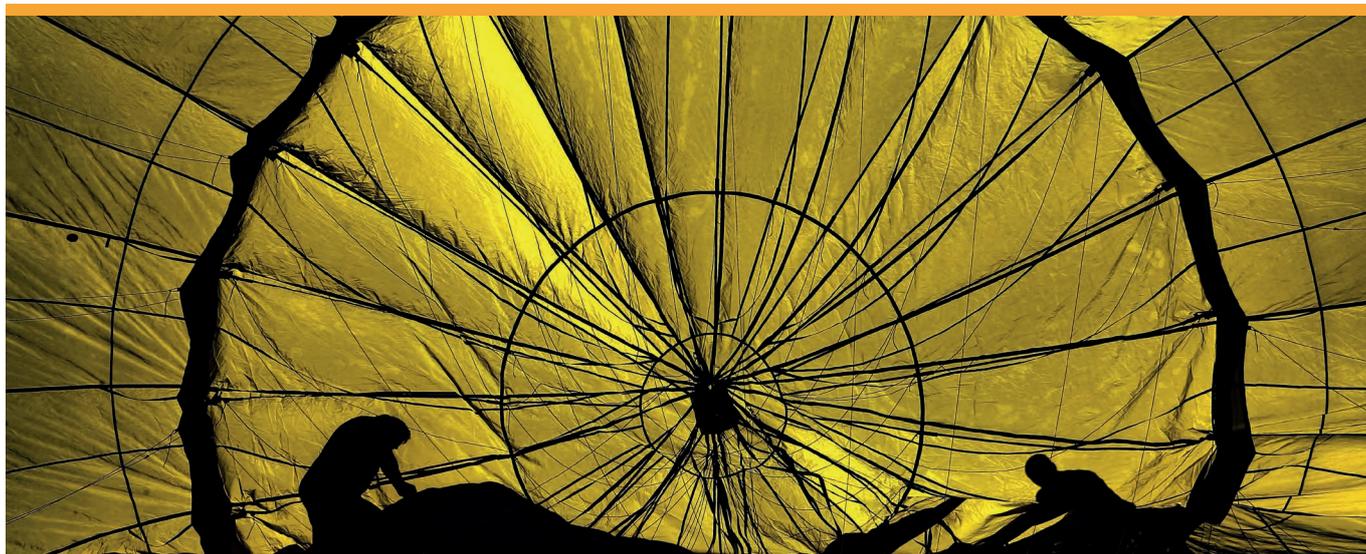
When an infringer attempts to pass goods through customs, you want authorities to be on the ready. Working in conjunction with customs, Novagraaf acts as your single point of contact to educate, monitor and ensure immediate steps are taken to stop the flow of counterfeit goods.

Novagraaf will assist in establishing an approach and process for customs by first filing customs records in your key markets, as well as in countries that are well-known for manufacturing counterfeit goods or have major transit hubs and international trade ports. This way, customs authorities are armed with the information they need to identify suspect goods. When suspicious products are discovered, customs will immediately notify Novagraaf, providing basic information about the detained goods. We will then alert you of the seizure to confirm whether to detain or release the products in question.

If you decide to detain the products, Novagraaf will file the application to request the destruction of the goods from their owner/importer/exporter on your behalf.

Time is of the essence following a customs notification with deadlines of as little as three working days to file an application for action, and up to 10 working days to inspect the provided sample(s) of the detained goods in order to confirm whether or not they are genuine items. Within this timeframe, you will also need to begin your infringement action if the goods are counterfeit. The support of a trusted adviser is key to meeting those deadlines.

Novagraaf will also provide you with a monthly status report of current and handled customs cases. We collect all relevant data and maintain records of each individual case. As well as ensuring that counterfeit goods are permanently removed from the market, keeping a record of seized products also provides brand owners with valuable intelligence as to the sources of infringement. It also sends a clear message to counterfeiters and customs that you are serious about fighting fakes, which may help to deter infringement, while encouraging customs officers to keep an eye out for your brand.



### Custom recordals: A checklist

In order to effectively take action at customs, supporting information and examples of the relevant goods, their packages and the usual shipping routes, need to be provided. This will help customs to detect anything unusual at border control, and to identify and alert you to suspicious consignments. Novagraaf will facilitate collecting the relevant information including:

- Details of the genuine branded goods (distinctive features, total value, colours used, etc.);
- Photos of the goods;
- Kind of package (number of items per package, description including distinctive features);
- Place of production (country, company, address and town);
- Routes of trade, sales channels, retail shops (name, address and town);
- Distributors and licensees if applicable (name, address and town);
- Clearance details of the goods and distribution information;
- Proof of the registered IP rights in question; and
- When applicable, a pattern of infringement or fraud.

A customs trademark recordal generally lasts one year and is renewable.

### Why work with us?

As specialist attorneys responsible for clients' IP strategy and implementation, we have the knowledge, background and global reach needed to integrate your off- and online brand protection approach seamlessly into the larger IP landscape of your business. We provide brand owners with a single point of contact for their anti-counterfeiting and brand protection activities, offering a consistent and comprehensive approach, providing regular reports on progress and advising on new tools and techniques for better targeting the sources and channels of infringement.

### International agent network

Novagraaf maintains a large global network of specialist agents. This gives us the global reach and local presence that is necessary to act locally and rapidly to monitor and enforce anti-counterfeiting and brand protection programmes. Through this network, we can be the extra set of eyes effectively protecting your IP rights on a global scale.

### Get in touch

To find out more about Novagraaf's services or for specific support, please contact our experts at:  
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