

ROLE OF SOCIAL MEDIA IN COUNTERFEITING AND OTHER ILLICIT ACTIVITIES

April 27, 2022

April 26, 2022



THIS WORKSHOP WILL DELVE INTO THE ROLE SOCIAL MEDIA PLAYS IN ONLINE COUNTERFEITING AND ITS CONNECTION TO OTHER ILLICIT ACTIVITIES ON SOCIAL MEDIA

Moderator: Eric Hawk, Anti-illicit Trade Director EU+ The Americas, JTI

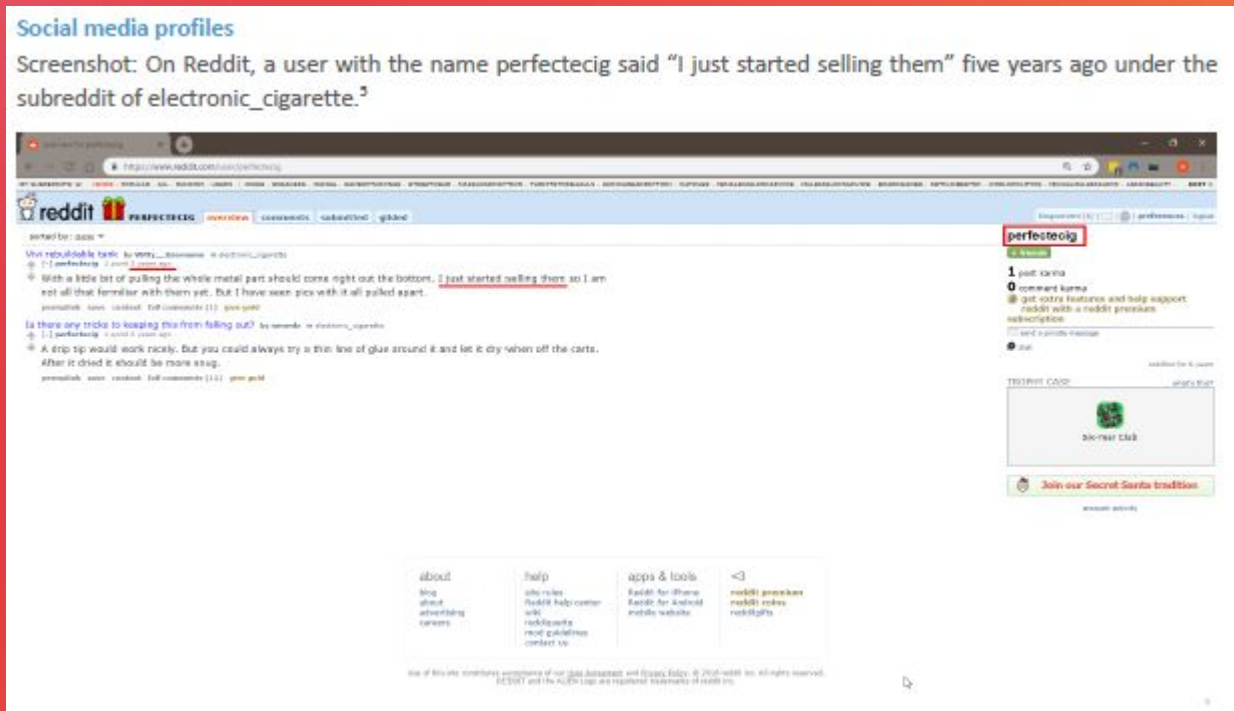
Speakers:

- **Fiona Gao**, Director of Brand Protection Strategy, LexisNexis
- **Christopher Merriam**, Senior Counsel, Computer Crime and Intellectual Property Section (CCIPS), United States Department of Justice

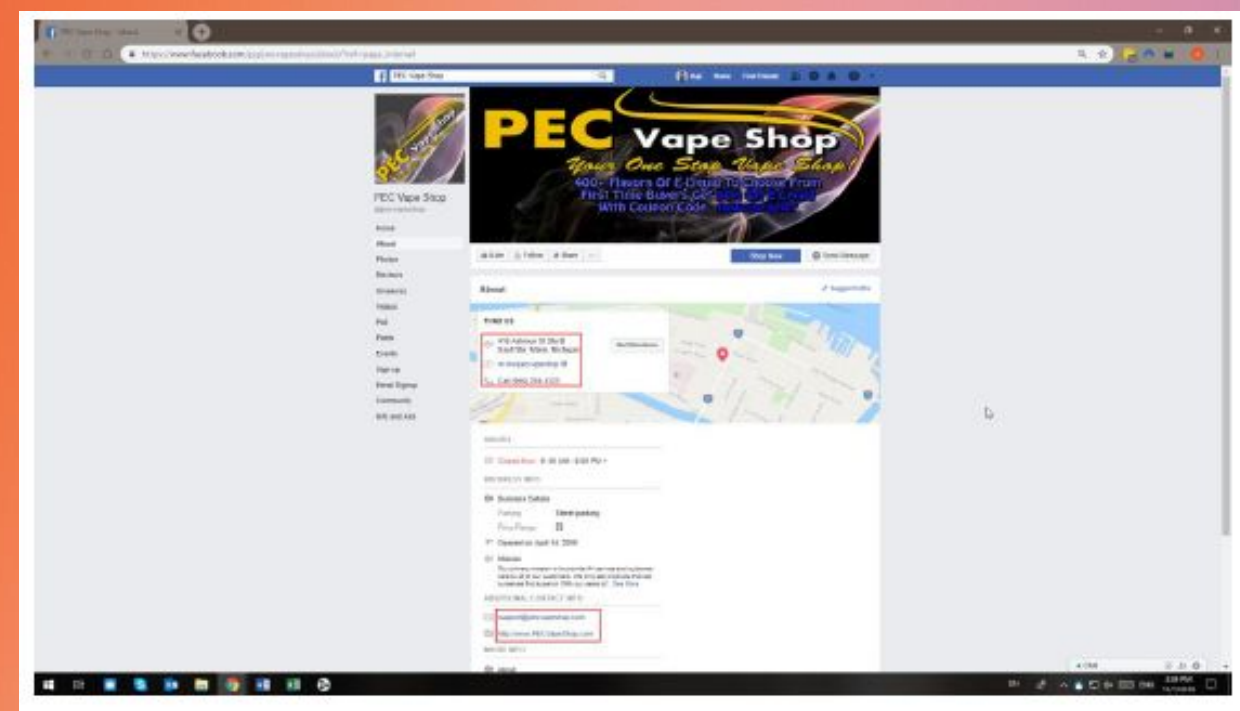
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CASE STUDY – REDDIT / FACEBOOK



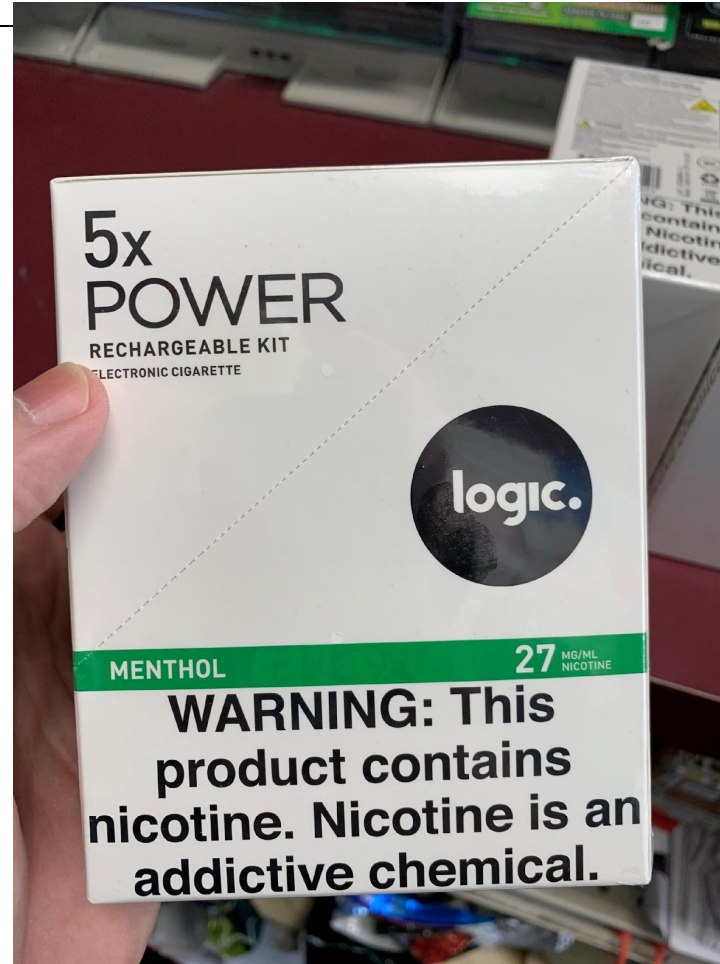
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Operation IILogic - Results



Operation II Logic - Results



Operation IILogic - Results



Operation IILogic - Results



Operation IILogic - Results

Started with a social media post offering suspected counterfeit Logic

Online investigation conducted by a service provider

Report received and prepared for law enforcement

Took part in the raids together with law enforcement

Results

1. Counterfeit removed from the market
2. Conviction and jail time for the group involved
3. Restitution ordered for my company
4. Legitimate sales increased

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