

Panel 1

Future of IP Enforcement



A promotional graphic for the IACC Annual Conference 2023. The graphic features a sunburst acoustic guitar on the left, three red stars above its neck, and a yellow musical staff with notes arching over the text. The background is divided into three horizontal bands: white at the top, yellow in the middle, and light blue at the bottom.

*Rock it in '23
with the...*

IACC
INTERNATIONAL ANTICOUNTERFEITING COALITION

ANNUAL CONFERENCE 2023

*April 2-4, 2023 Nashville, Tennessee
JW Marriott Nashville*

Panel 1

Future of IP Enforcement

Speakers

Roy Albiani, Johnson & Johnson

Shawn Hardwood, U.S. Homeland Security Investigations

Adrienne Rose, U.S. Department of Justice

Daniel Shapiro, Red Points



Moderator

Amber Lilly, John Deere

Combating Counterfeit Medical Devices: A Case Study



Roy Albani

Director, Global Brand Protection,
MedTech, Johnson & Johnson

SURGICEL® Hemostats

- SURGICEL® Original Absorbable Hemostat is a knit of oxidized regenerated cellulose used to stop or reduce bleeding in surgical procedures.
- SURGICEL® Original has been sold for more than sixty years and used in more than 150 million surgical procedures.
- #1 trusted brand of adjunctive hemostats.



Counterfeit SURGICEL Case Study



Counterfeit SURGICEL discovered at large US hospital system



eSutures Seizure

Approach to Results & Key Take Aways:



Approach



Goals

- Safeguard patients with urgency
- Destroy and dismantle global illicit supply chain *across borders*



Prioritized Tactics

- Trademarks registered in key markets
- Civil enforcement to rapidly seize evidence, stop distribution and freeze assets
- Collaboration with law enforcement and regulatory agencies to pursue criminal penalties
- Global market intelligence and buys from HVT's
- Internal and external communication
- Enroll key business stakeholders for investment

The Brand Protection Engine

Holistic Brand Protection Solutions to address illicit trade risks within our end-to-end value chain and across the illicit supply chain



Assess

Advanced Data & Analytics



Protect

Enhanced Value Chain Integrity



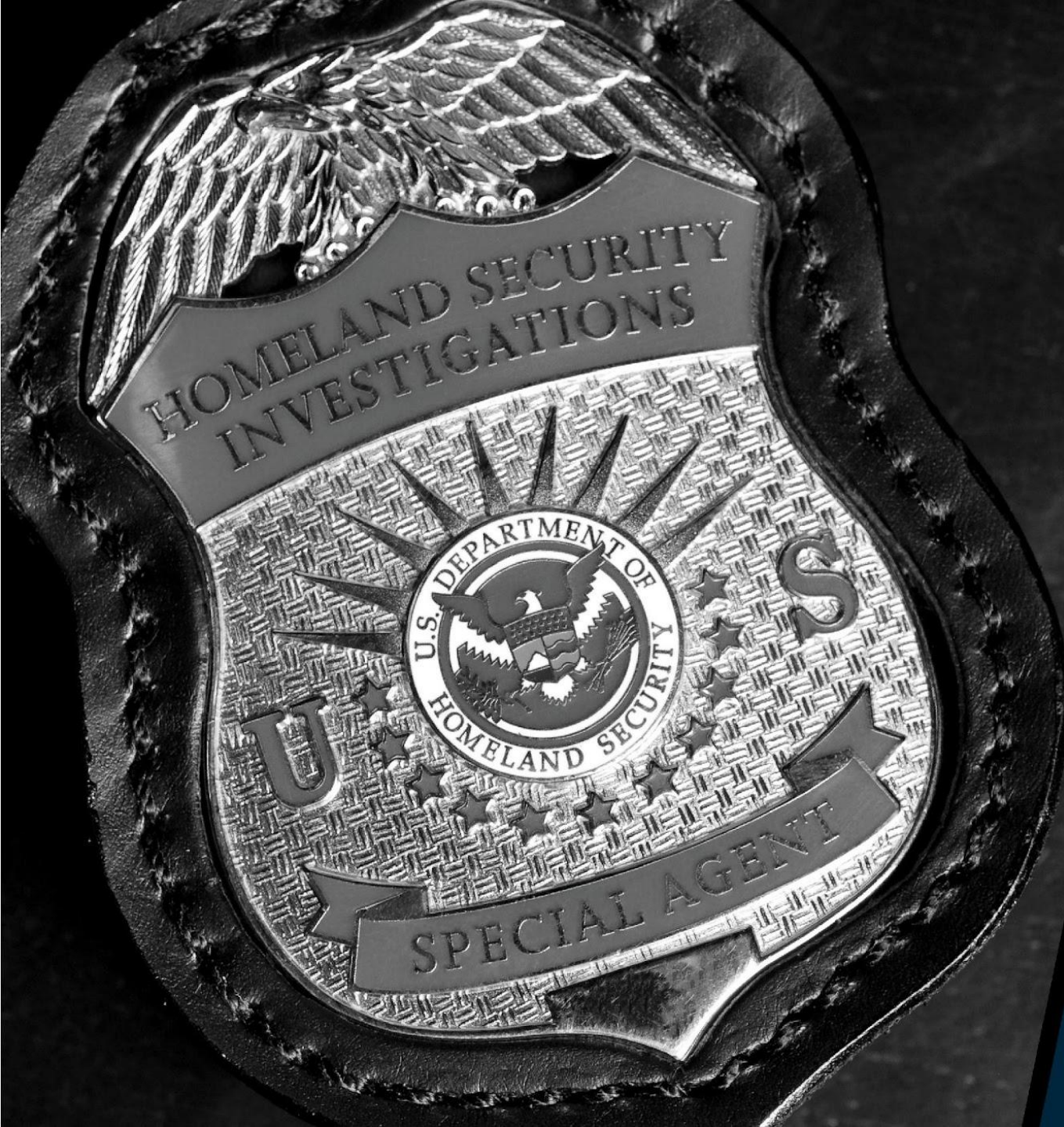
Monitor

Disrupting The Illicit Supply Chain



Respond

Act on Intelligence



Homeland Security Investigations

Office of International
Operations

A stylized, light blue line-art graphic of an eagle's head and wings, facing right, positioned behind the text.

HONOR | SERVICE | INTEGRITY

HOMELAND SECURITY INVESTIGATIONS

About HSI International Operations

The principal investigative arm of the Department of Homeland Security.

The HSI Office of International Operations promotes national security through investigations of Transnational Criminal Organizations (TCOs), in partnership with foreign law enforcement and other international partners.



HOMELAND SECURITY INVESTIGATIONS

Global Footprint



HOMELAND SECURITY INVESTIGATIONS

Intellectual Property & Commercial Fraud Casework

Protecting consumer health and safety.

Safeguarding the international supply chain from illegal and unfair trade practices.



HOMELAND SECURITY INVESTIGATIONS

IPR Enforcement in China

Researchers claim that 80-90% of the world's counterfeit goods originate from the People's Republic of China.

China reports significant success in policing domestic IP violators. Official press releases state IP enforcement efforts yield an average of 26,000 arrests, \$7.4 billion in seized counterfeit each year.

In addition to enforcement and prosecutorial work, China operates a stand-alone IP court system dedicated to ruling on civil and administrative IPR disputes – handling approximately 300,000 cases per year.

To disrupt the export of dangerous counterfeit goods, U.S. law enforcement must continue to foster strong law enforcement collaboration with Chinese counterparts.

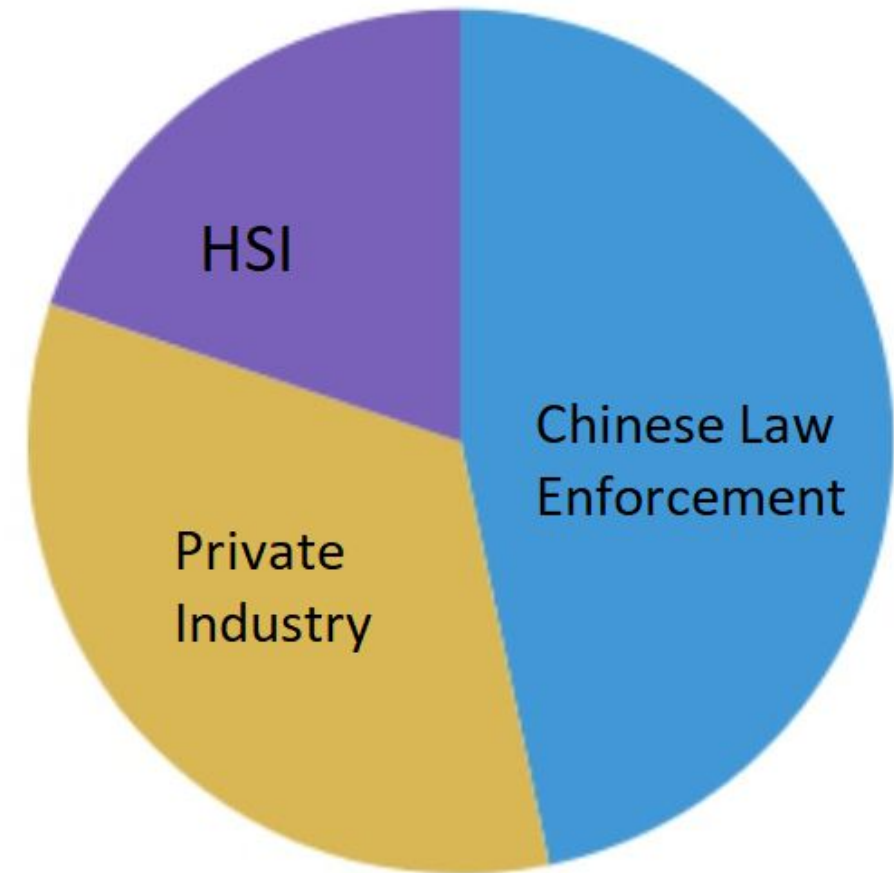


HOMELAND SECURITY INVESTIGATIONS

IPR Enforcement in China

In its ideal form, IPR Enforcement in China is a collaborative system; a pie with three distinct slices:

1. Chinese law enforcement; only domestic investigators and police officers can seize contraband and arrest criminals.
2. Private industry brand protection offices exist all over China and frequently develop the initial IPR violation lead; Two Words: Undercover Work.
3. HSI and U.S. partner agencies analyze customs, financial, and other proprietary data to map distribution networks, quantify the value of the fraud, and identify international co-conspirators.



HOMELAND SECURITY INVESTIGATIONS

IPR Case Study – United States / China

In late 2022, HSI Beijing met with brand protection officers from a U.S. company whose products were allegedly being counterfeited, sold, and exported into the United States by a major technology business in China.



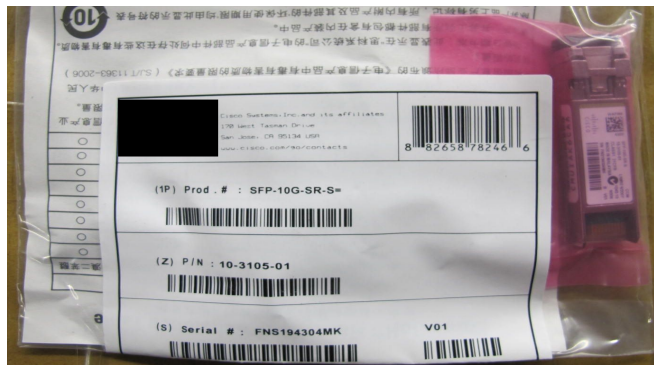
Working with the brand protection office, HSI agents applied analysis of financial and customs data (proprietary DHS information) to develop the private industry lead into ***a ready-made case for Chinese police partners.***

HOMELAND SECURITY INVESTIGATIONS

IPR Case Study – United States / China

HSI investigative findings identified numerous individuals and companies in the United States that had purchased goods from the target company in China.

Many of these U.S. importers then resold the counterfeit equipment to schools, businesses, and even the U.S. military. The counterfeit technology included telecommunications switches, transceivers, network modules, routers, etc.



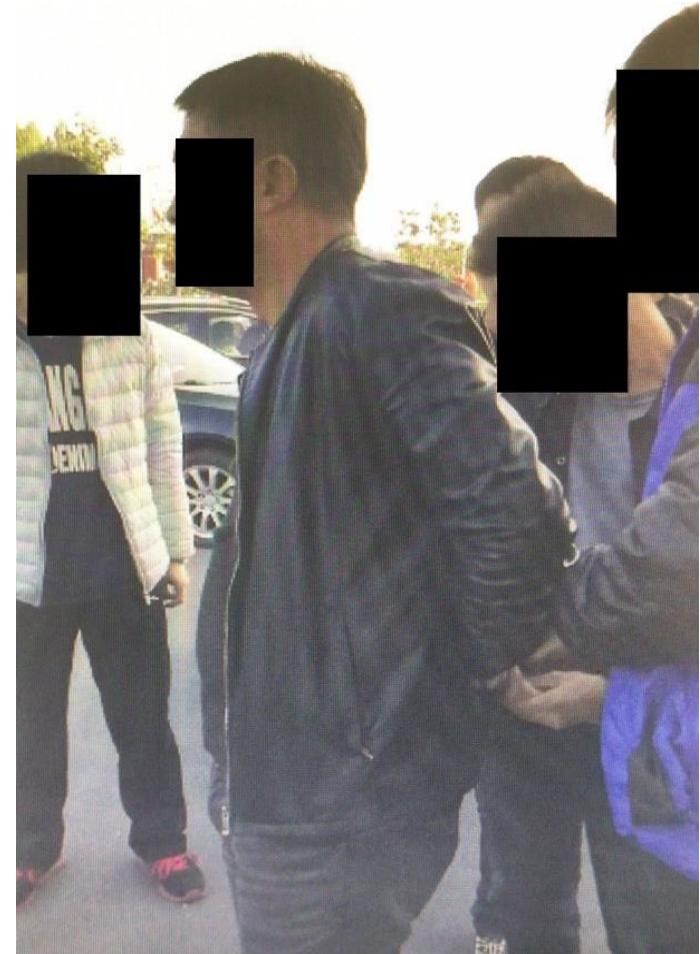
HOMELAND SECURITY INVESTIGATIONS

IPR Case Study – United States / China

HSI Beijing, private industry brand protection officers, and the Chinese Ministry of Public Security all contributed **significant and unique value** to disrupt the originators of the IPR crime.

As a result, Chinese officers were able to conduct a raid on the violator business, arresting the principal target and a co-conspirator. In a related police action, Chinese officers arrested 27+ individuals and seized 800+ counterfeit devices.

HSI investigative efforts combined with evidence seized during the most recent enforcement action in China allowed HSI Beijing to prompt numerous spin-off investigations in the United States. The first U.S. trial will begin soon and several others are ongoing.



HOMELAND SECURITY INVESTIGATIONS

Shawn M. Harwood

Country Attaché

shawn.m.harwood@ice.dhs.gov

Steven M. Timmins

Assistant Attaché

steven.m.timmins@ice.dhs.gov



Future of IP Enforcement

Adrienne Rose

Computer Crime and Intellectual Property Section
U.S. Department of Justice

IACC Annual Conference 2023



Agenda

- Prosecutions and Disruptions with Criminal Copyright Infringement
 - Gears Case Study – Prosecution Example
 - Op. Offsides – Domain Seizure as a Tool for Disruption
- Collaboration between Prosecutors, Law Enforcement, Victims, and Foreign Counterparts
 - Case Origination - Referrals from Victim, Law Enforcement Outreach to Victim
 - Coordination throughout the Investigations and Prosecutions



Criminal Copyright Statutory Framework

17 U.S.C. §§ 101-122

- Defines what is copyrightable and scope of protections

17 U.S.C. § 506 & 18 U.S.C. §§ 2319, 2319C

- Establishes criminal offenses, based on **motive**, **method of infringement**, **quantity** and **retail value** of works infringed
- Criminal infringement as the exception and not the rule



Prosecutions in Criminal Copyright – Gears TV



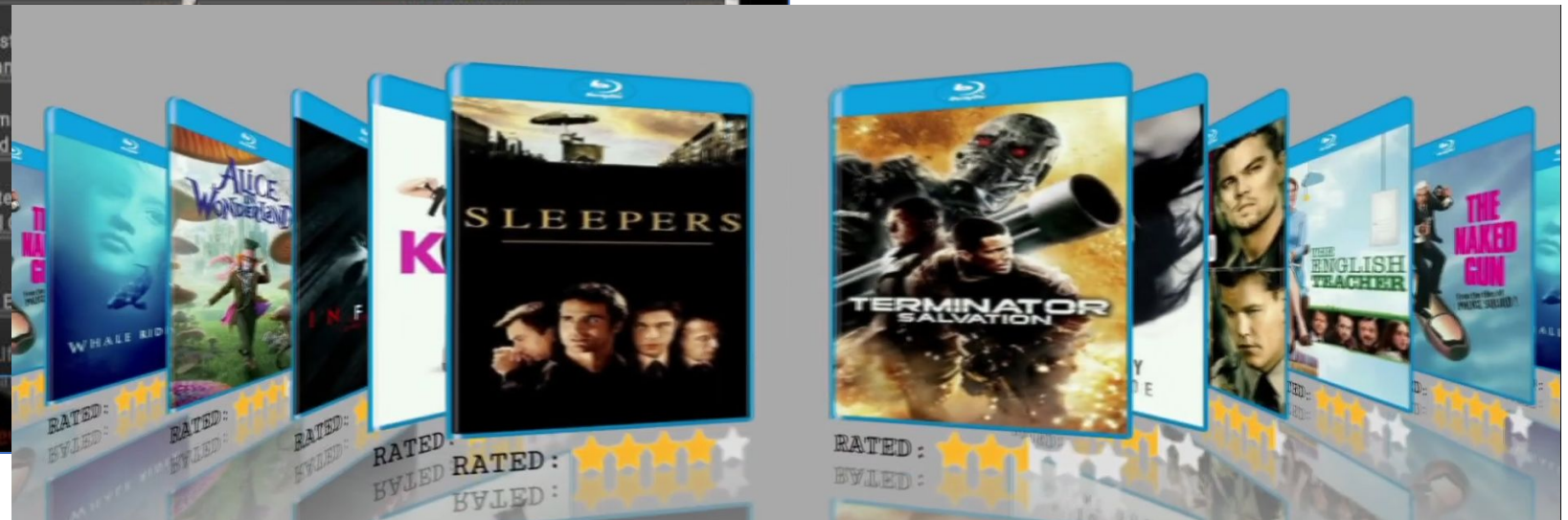
Future of IP Enforcement



Methods of Infringement:

Reproduction, Distribution, Streaming in Gears

TV





Sentencing in Criminal Copyright Infringement Cases

The Philadelphia Inquirer SIGN IN


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NEWS

Local YouTube star sentenced to 5½ years, ordered to forfeit \$30M in large-scale cable piracy case

Bill Omar Carrasquillo amassed a \$30 million fortune selling access to streaming cable TV content hijacked from set-top boxes at prices as low as \$15 a month.



Bill Omar Carrasquillo, better known to his online fans as "Omi in a Hellcat," photographed next to some of his cars, outside his Swedesboro, N.J., home.

Courtesy Photo

by Jeremy Roebuck
Published Mar 7, 2023

A local YouTube star who built a sizable following with slickly produced

YouTube content creator from New Jersey sentenced for cable piracy

A federal indictment says "Omi in a Hellcat" and his partner stole cable signals from major TV providers

By 6abc Digital Staff
Thursday, March 9, 2023



Omi in a Hellcat Handed 66 Months in Prison For Pirate IPTV, Forfeits \$30m

March 8, 2023 by Andy Maxwell

HOME > LAWSUITS > IPTV AND STREAMING >

Bill Omar Carrasquillo, better known online as Omi in a Hellcat, has been sentenced to 66 months in prison for a number of crimes related to his now-defunct pirate IPTV services. In comments outside a Pennsylvania federal court, Carrasquillo said the judge had been "super lenient but fair" and described the sentence - which includes almost \$11m in restitution to several cable companies - as "probably salvation for my fat ass to lose some weight."

After entering a guilty plea some time ago, former pirate IPTV service operator Bill Omar Carrasquillo was sentenced Tuesday in a Philadelphia court.

Last month the U.S. government called for [15.5 years in prison](#) for crimes related to Carrasquillo's pirate IPTV service, Gears TV, which was [shut down by the FBI](#) in 2019.

That was still a far cry from the 500+ years thrown around in the [earlier stages](#) of the case, but after causing an estimated \$167 million in damages to TV providers Charter Communications, Comcast, DirecTV, Frontier Corporation, and Verizon Fios, perhaps not





Disruptions in Criminal Copyright – Op. Offsides

Department of Justice

U.S. Attorney's Office

District of Maryland

SHARE

FOR IMMEDIATE RELEASE

Monday, December 12, 2022

Maryland U.S. Attorney's Office Announces the Seizure of 55 Domain Names that Violated Copyrights by Illegally Live Streaming the World Cup

Baltimore, Maryland – The U.S. Attorney's Office for the District of Maryland has announced the seizure

THIS DOMAIN HAS BEEN SEIZED



This domain name has been seized by Homeland Security Investigations (HSI) pursuant to a warrant issued by the United States District Court for the District of Maryland under the authority of, inter alia, Title 18, United States Code, Section 2323.

It is unlawful to reproduce or distribute copyrighted material including movies, music, software, or games without authorization.

Individuals who do so risk criminal prosecution under Title 18, United States Code, Section 2319. First time offenders convicted of a criminal felony copyright violation face up to five years in prison, fines, restitution, and forfeiture.

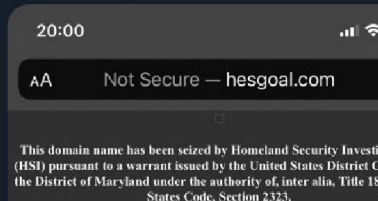


Disruptions in Criminal Copyright – Op. Offsides



AbleMan Mr Good Vibes 🍷🤔😎
@EbukaAchonwa

What type of witchcraft is this ?
HOMELAND SECURITY seized hesgoal
😞. So I can not stream this match and
enjoy my potato chips in peace.
[#ArgentinaVsCroatia](#)
[#FIFAWorldCup](#) 🏆



Armaan. 🌙
@LostKefin

oh my god bru the government seized all
the sites to stream the world cup what
am i gonna do at school now

8:37 PM · 12/11/22 · Twitter Web App



Predictions News Qatar 2022 World Cup Match Threads Mega Threads



Posted by u/Mx_LunarZ_xM 7 days ago



Where can i watch Argen-Croa free? I use hesgoal usually but
HLS shut it down





Disruptions in Criminal Copyright – Op. Offsides

What is next for TOTALSPORTEK.COM

No live links to external sites for any sport/competitions moving forward.

No infringing content. But we keep the site going with authentic sports articles with topics like money, history of sports, records and some sports quizzes.

The 2022 FIFA World Cup 2022 in Qatar kicks off from 20 November, and football fans worldwide are looking for ways to livestream football's biggest tournament for free.

To our loyal supporters,
We are sad to announce that soccerstreams will be shutting down immediately. There will be duplicate websites that pop up to replace us, no doubt, but none of them will be by us.
Goodbye old friends, see you in another life.



Collaboration – Prosecutors, Agents & Victims



National Intellectual Property Rights
Coordination Center



Report IP Theft

To report violations of intellectual property rights, including counterfeiting, IP Theft and piracy, to the National IPR Coordination Center, click here.



REPORTING INTELLECTUAL PROPERTY CRIME

A Guide for Victims of Copyright Infringement, Trademark Counterfeiting, and Trade Secret Theft

Third Edition

[Checklist for Reporting an Intellectual Property Crime](#)

U.S. Department of Justice
Criminal Division



REPORTING INTELLECTUAL PROPERTY CRIME

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Third Edition



U.S. Department of Justice | Computer Crime and Intellectual Property Section | October 2018



Collaboration – USG and Foreign Counterparts





Questions and Contact Information




???

Adrienne Rose

Computer Crime & Intellectual Property Section

U.S. Department of Justice

Adrienne.Rose@usdoj.gov



Future on IP Enforcement

Daniel Shapiro, SVP, Strategic Partnerships
& Brand Relationships at Red Points

IACC

April 2023



IP Enforcement Data

IP Enforcement Data

About the data

1.2K

**Companies
worldwide**

35M

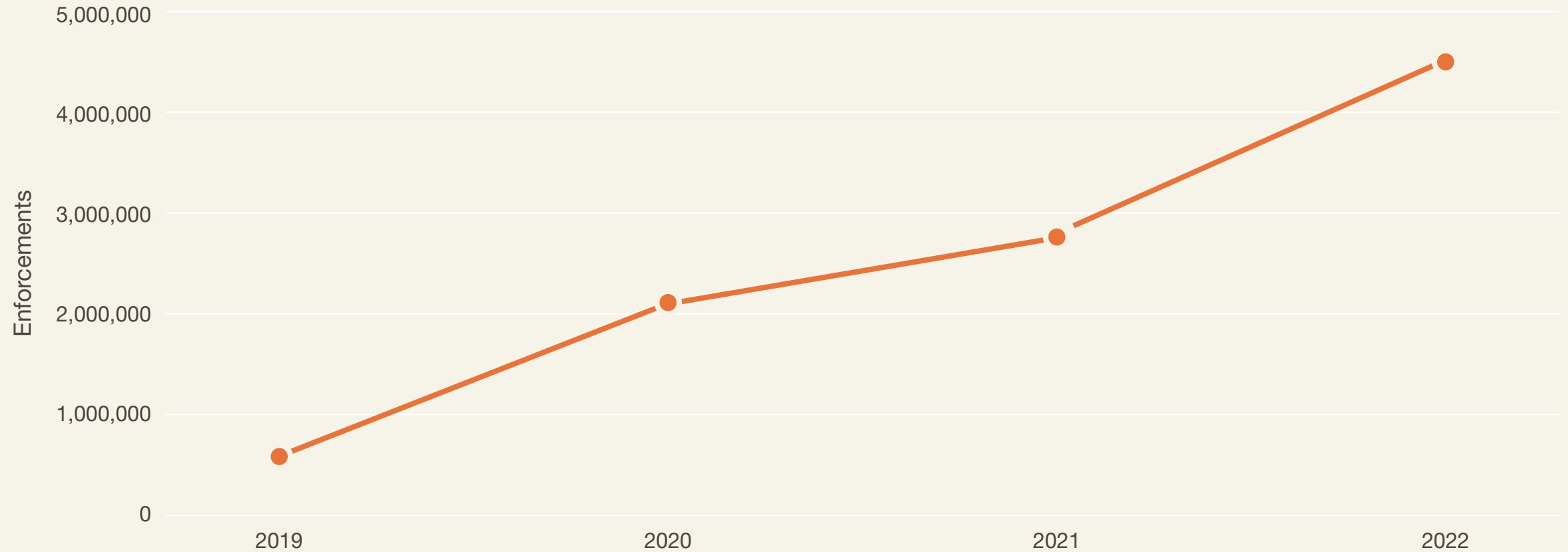
**New links
per day**

4.6M

**Infringements
enforced**

IP Enforcement Data

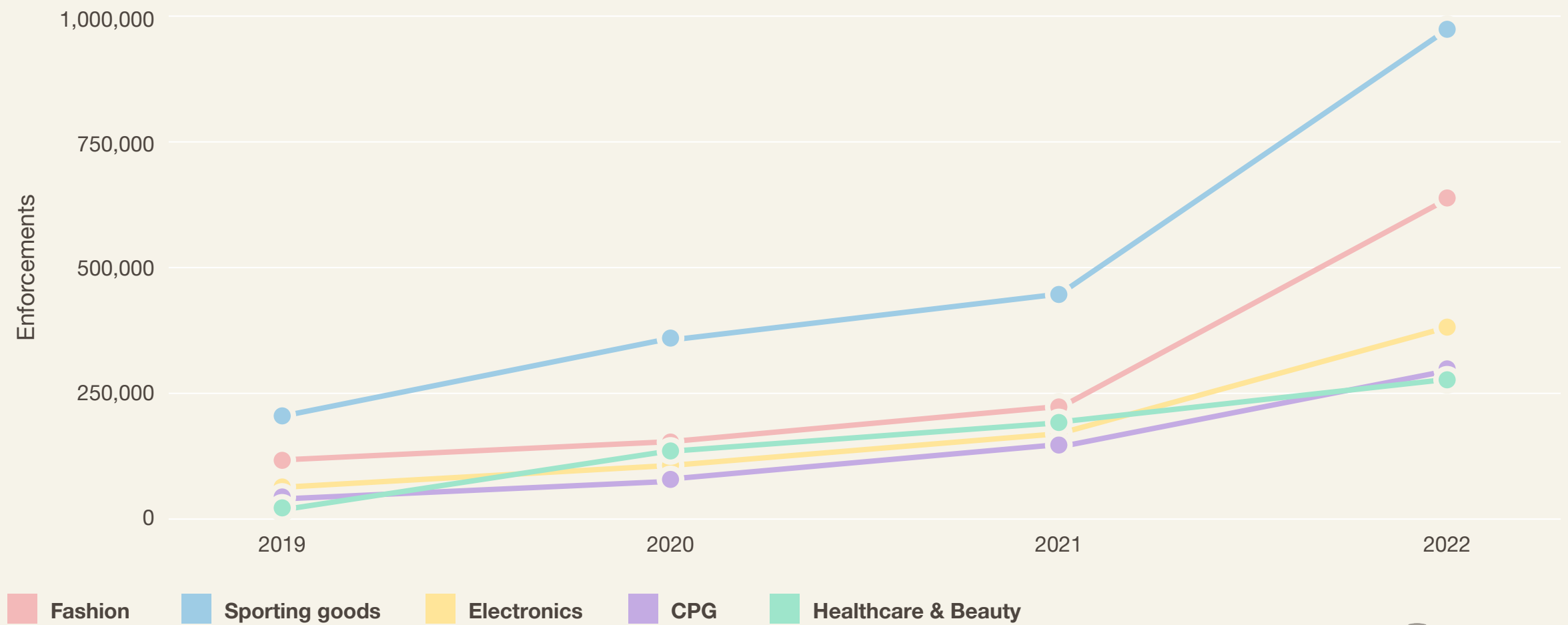
Volume of enforcements



Data from Red Points' customers from 1/1/2019-12/31/2022



IP Enforcement Data

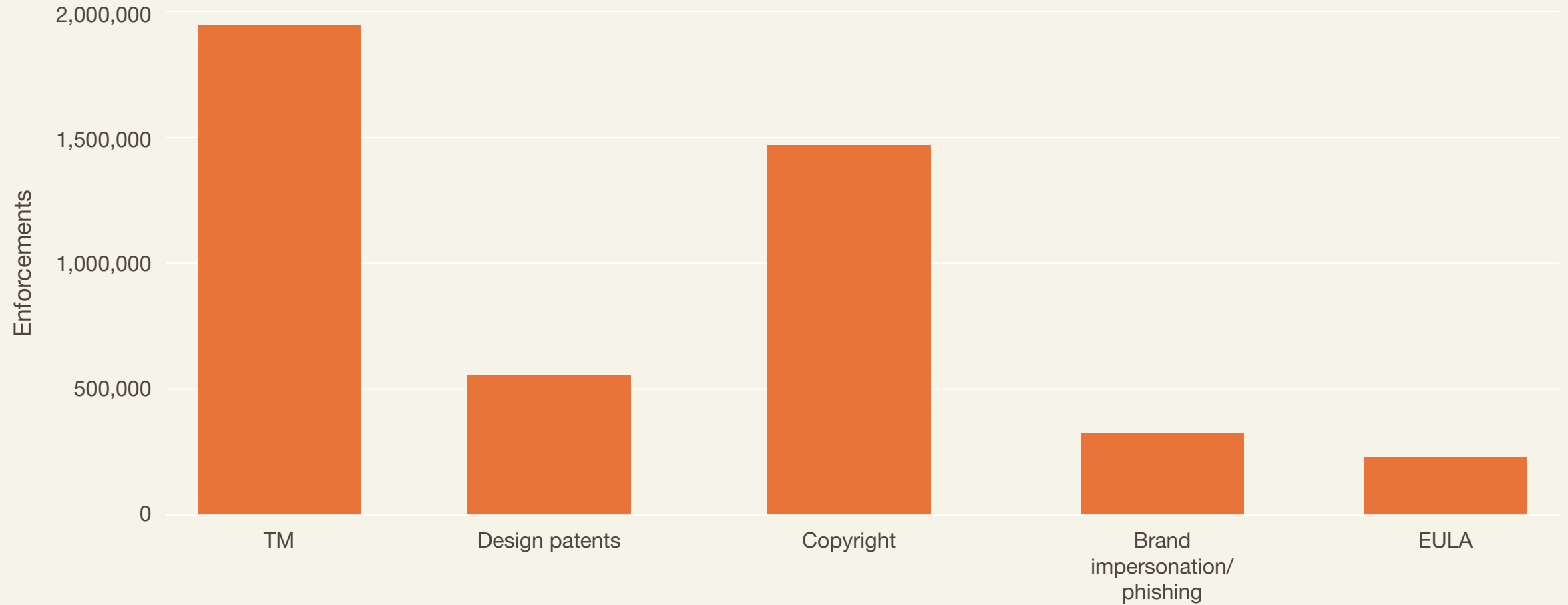


Data from Red Points' customers from 1/1/2019-12/31/2022



IP Enforcement Data

Volume of enforcements



Data from Red Points' customers from 1/1/2022-12/31/2022



IP Enforcement Data

% of change 2021 vs 2022



38%

Marketplaces



63%

Social Media



78%

Websites

IP Enforcement Data

% of change 2021 vs 2022

+16%

Data from Red Points' customers from 01/1/2021-12/31/2022



IP Enforcement Data

% of change 2021 vs 2022

+16%

Non-enforceable cases

Data from Red Points' customers from 01/1/2021-12/31/2022



The Future of IP Enforcement

IACC

April 2023



The future of IP Enforcement

The Future of IP Enforcement



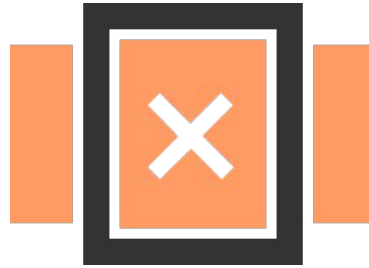
Higher volumes,
scalable
approach

The future of IP Enforcement

The Future of IP Enforcement



**Higher volumes,
scalable
approach**



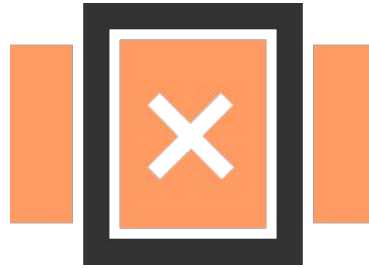
**Limiting
infringement
exposure**

The future of IP Enforcement

The Future of IP Enforcement



**Higher volumes,
scalable
approach**



**Limiting
infringement
exposure**



**Takedowns are
not the only
answer**



Take back what is **rightfully yours.**

Stop counterfeits, impersonation, piracy, and distribution abuse from stealing what's rightfully yours.

Contact us at info@redpoints.com or at redpoints.com

Barcelona

Berlín, 38-48 1.
08029, Barcelona, Spain
T: +34 934 189 433

Beijing

Rm.1726, 17/F, Tower D1, DRC
Diplomatic Office Building No.19,
Dongfang Dong Road, Chaoyang
District, Beijing (100016)

New York

12 E 49th St
10th Floor
New York, NY 10017,
USA +1 646 736 7505

Salt Lake City

250 East 200 South,
16th Floor
Salt Lake City, UT 84111,
USA+1 801 662 0968



THANK YOU!

