

By selecting Wackenhut for your Brand Integrity and Protection Services, you will be sure to avoid the following:

Fortune 500 companies spend an average of \$2-\$4 million per year to combat counterfeiting, some spending as much as \$10 million.

International Counterfeiting Coalition



Each year an estimated \$8 billion worth of drugs sold are counterfeit.

International Federation of Pharmaceutical Manufacturers Association



The Software industry loses \$12 billion annually to piracy.

The Business Software Alliance



WACKENHUT BRAND INTEGRITY AND PROTECTION SERVICES

Consumers have millions of choices each day. Many times the "brand" transcends the actual product into being the foundation of the business-consumer relationship, which makes brand value more important than ever.

Unfortunately, counterfeiters have also realized the significance of brand value. What is known as the "Crime of the 21st Century," according to the FBI, has cost Fortune 500 companies over \$200 billion and has led to more than 750,000 job losses.

Whether it is from trademark infringements, counterfeit goods, or intellectual property breaches, businesses that do not have proactive brand integrity or intellectual property protection programs in place are vulnerable to not only substantial financial losses, but also damages to their corporate integrity.

Wackenhut helps leading corporations remain competitive in today's economy, by combating violations and infringements on their brands. Our brand protection services will help assess your business risks and concerns and help implement solutions to prevent losses and ensure the quality and value of your brand.

Wackenhut's Brand Integrity Services include:

- Strategic Risk Assessment of Product Cycle
- Investigative Consulting
- Trademark Infringement Investigations and Enforcement
- Internet Monitoring



Strategic Risk Assessment of Product Cycle

To combat the disturbing increase in counterfeiting and intellectual property infringement, the first step is to identify the companies' vulnerabilities, through Wackenhut's strategic risk assessment. This step focuses on the complete cycle of the product, from the manufacturing, to the distribution phase, ending at the management stage.



Investigative Consulting

Utilizing their familiarity and best-practices, Wackenhut's team of experienced professionals can assist your company in creating and implementing the right proactive preventative plan, by recommending the right policies, procedures, and security safeguards to protect your brand image.



Trademark Infringement Investigations and Enforcement

Wackenhut assists companies protect their brand image from infringement by enforcing. Utilizing their surveillance, investigative, and undercover techniques, Wackenhut assists companies in identifying the sources of counterfeit products, locating the illegal manufacturing sites, validating distributors' product licenses and assisting authorities with appropriate legal actions.

Internet Monitoring

With the growth of the World Wide Web, more companies and consumers use the Internet to conduct business. This extensive growth has led Wackenhut to utilize its computer forensics expertise to track down counterfeiting, theft and infringement on the Internet.



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