



## **Electrical Product Safety Conference 2015**

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# UL Global Security & Brand Protection Team



Working for a safer world since 1894

# 2014 Activities



## RESULTS

354

GLOBAL INVESTIGATIONS  
INVESTIGATIONS  
UNDERTAKEN

1,294

GLOBAL BORDER PROTECTION  
CUSTOMS INQUIRIES  
RECEIVED

470

SEIZURES

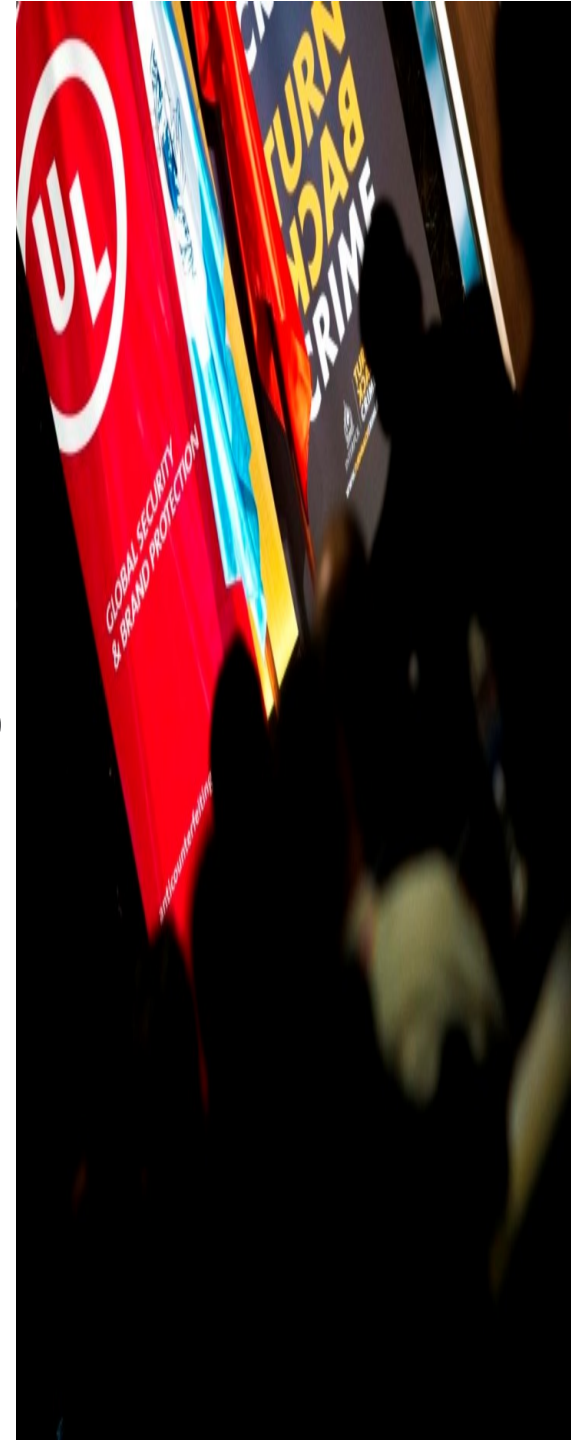
181

PORTS SENT  
INQUIRIES



# Anti-Counterfeiting Operations Mandate

- Protect and maintain the integrity of the UL family of marks from counterfeiting activities
- Work closely with UL customers, law enforcement and other global partners to remove products bearing counterfeit UL trademarks.
- Make accountable those responsible for their manufacture and distribution
- Specifically target illegal products that pose a risk to public safety



# Global Border Protection Program

- Our team works closely with customs agencies globally and completes verification requests to identify counterfeit UL marked products
- Our team also provides UL mark authentication training to law enforcement agencies worldwide
- These agencies prevent hundreds of thousands of potentially hazardous items from reaching the public on an annual basis
- Dedicated team supporting Customs in USA, China and Latin America







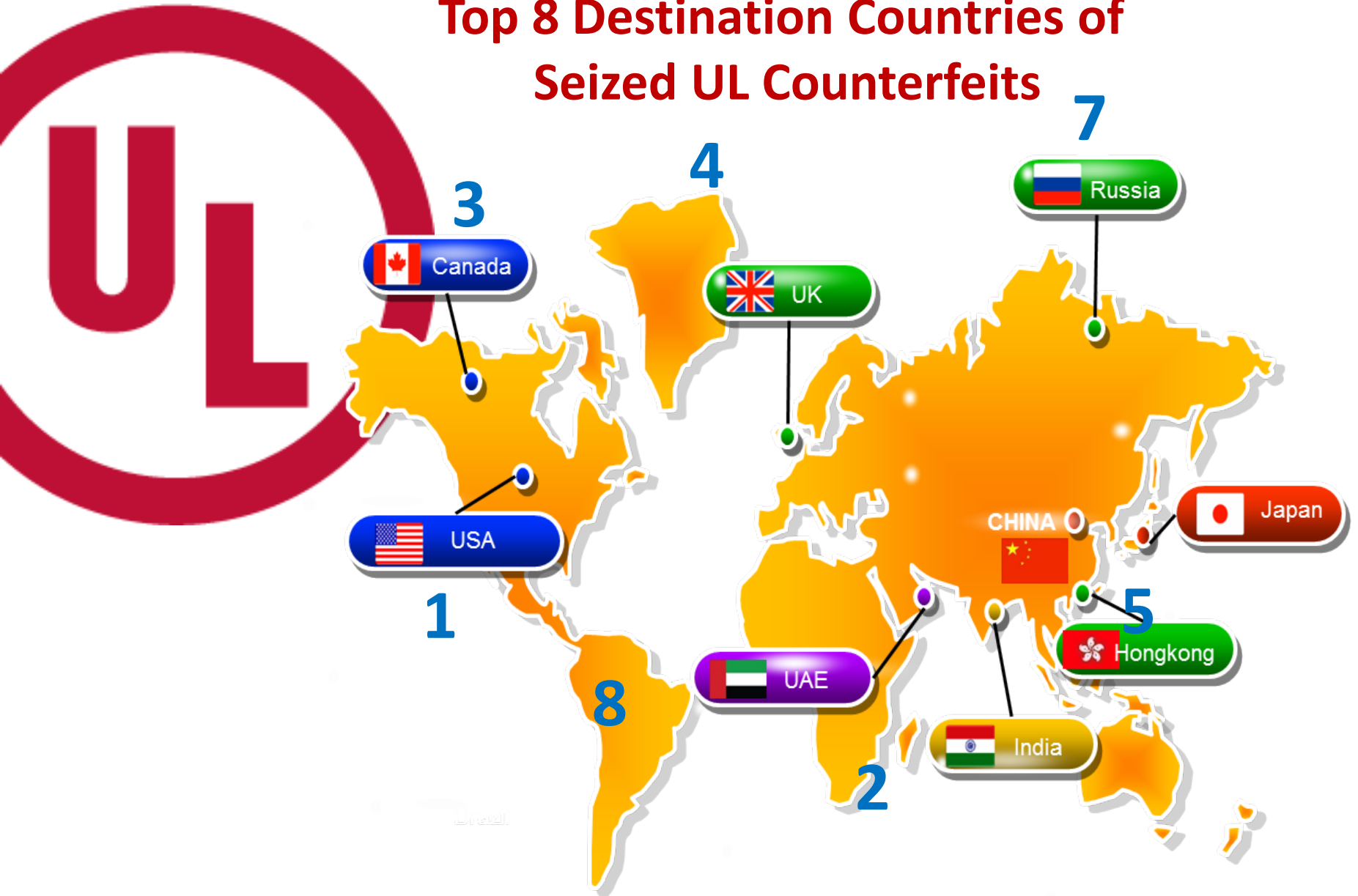
# Anti-Counterfeiting Operations

## Global Enforcement

- Partner with law enforcement agencies to plan, coordinate and undertake enforcement activities
- Work with clients and other rights holders on joint investigations and enforcement initiatives
- Support all law enforcement efforts including preliminary investigation reports, search warrants & court proceedings



# Top 8 Destination Countries of Seized UL Counterfeits



China Customs Programme – 2014

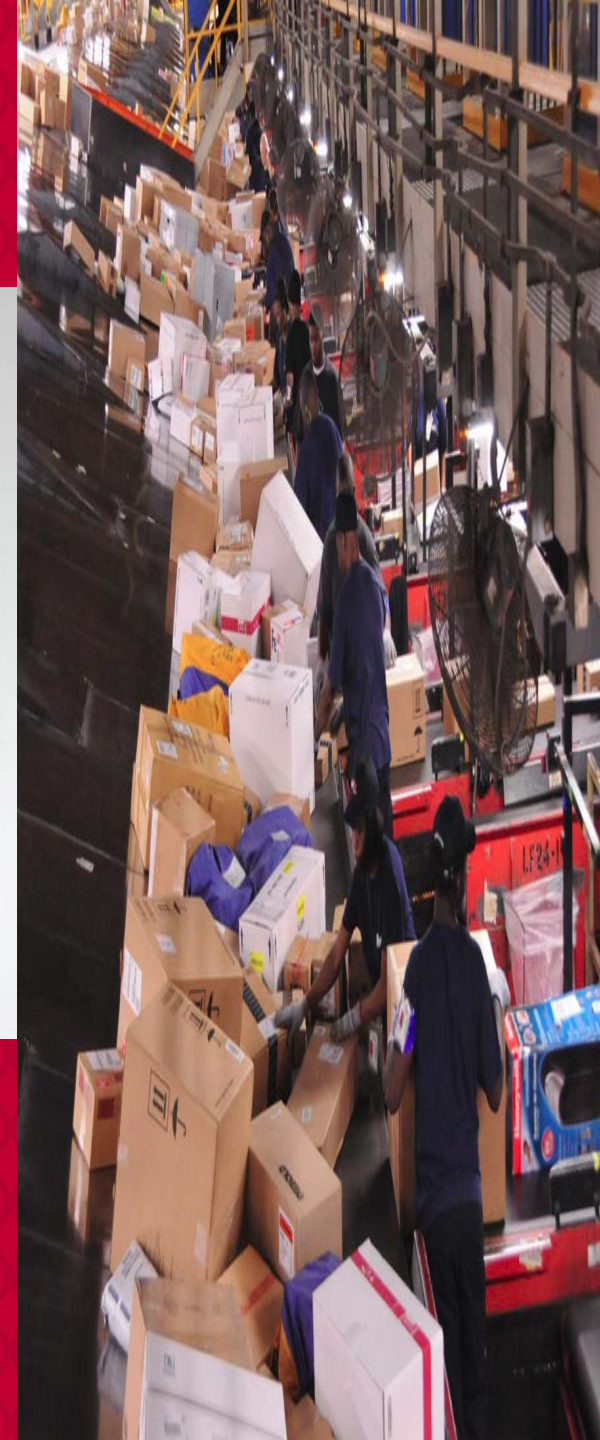
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# Most Seized Product Category



**36% of Inquiries  
Adaptors & Power Supplies**

**U.S. Customs & Border Protection – 2014**





## In Second Place....



**24%**  
**of seized**  
**counterfeit UL**  
**mark**  
**products**  
**were battery**  
**components**







# A Counterfeiting Tragedy

- **Ma Ailun died when she picked up her phone while it was charging**
- **She was 23 years old**
- **A counterfeit charger was found to be the cause**





# Faulty USB phone charger blamed for Sheryl Aldeguer's death

Phone kill: Faulty charger electrocutes woman in Australia

Published time: June 27, 2014 07:29

[Get short URL](#)

June 27, 2014

Emma Partridge, Saffron Howden



Sheryl Aldeguer, 28 (Image from facebook.com)







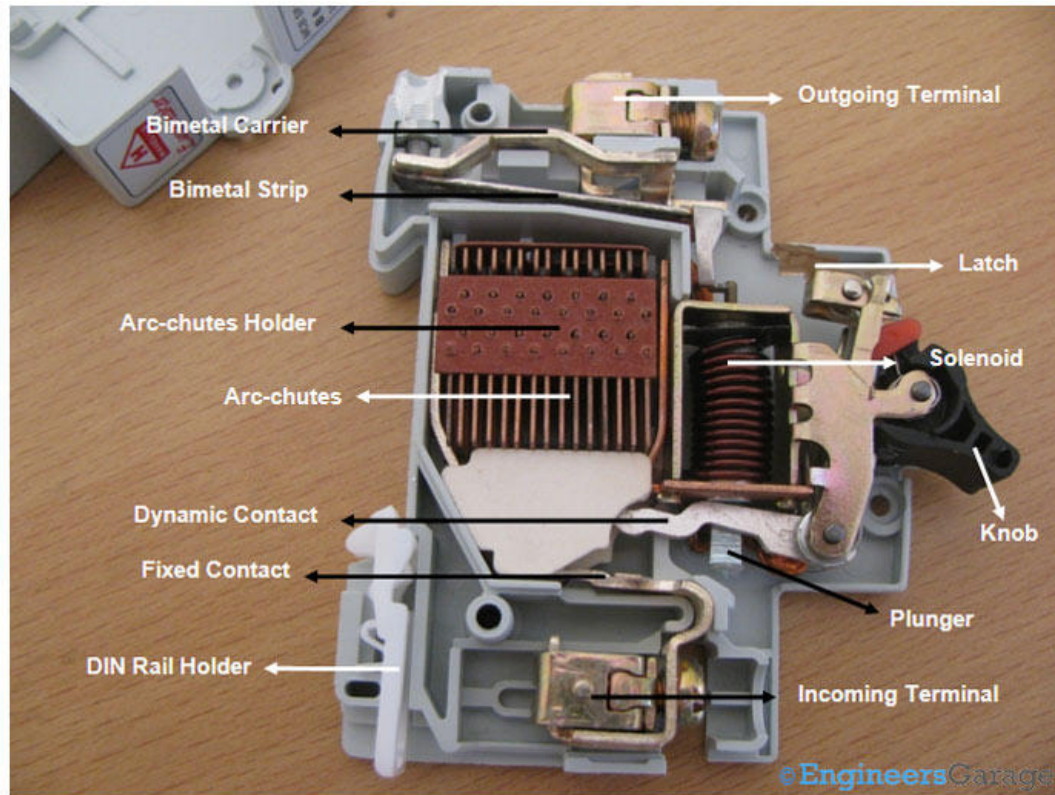
REAL

FAKE



It's what's **Inside** that really matters...

# Like a Circuit Breaker...





# Counterfeit MCB – empty and dangerous





# EDMONTON, ALBERTA FUEL STORAGE TANKS



Products designed to Keep People Safe

...Counterfeited



# ATLANTA, GA SMOKE ALARMS



# U.A.E. FIRE SUPPRESSION SPRINKLERS





# LATIN AMERICA FIRE PROTECTION VALVES



# GULF OF MEXICO – OFFSHORE OIL PLATFORMS COMMERCIAL FIRE EXTINGUISHERS





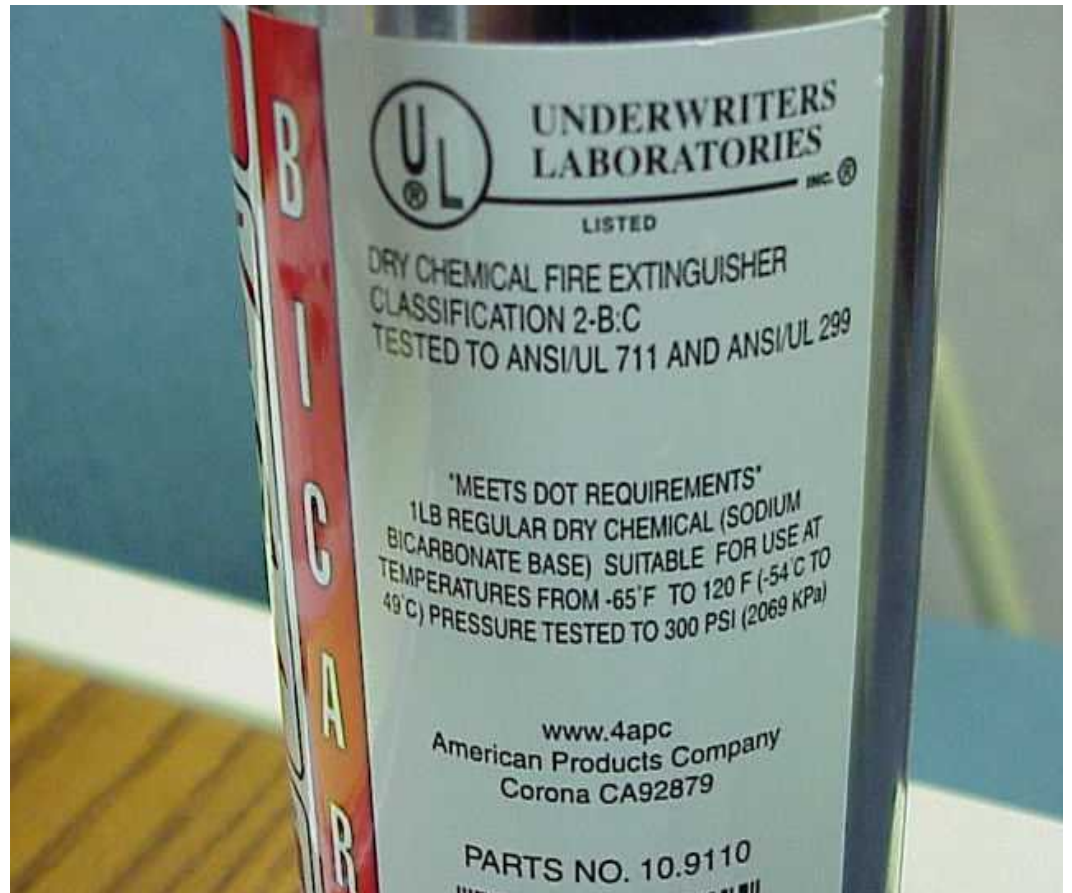
# INTERNATIONAL LAW ENFORCEMENT ACAI SAN SALVADOR FIRE EXTINGUISHERS





U.S.A.

# FIRE EXTINGUISHERS FOR NASCAR



# TESTING OF COUNTERFEIT FIRE EXTINGUISHER



# Global Partnerships & Education

## ✓ Outreach & Capacity Building

Our team participates in initiatives to strengthen public & private sector awareness & capabilities to combat counterfeiting and piracy crimes

## ✓ International Intellectual Property Crime Investigators College

A joint initiative between UL and INTERPOL. Anti-counterfeiting training platform for global law enforcement, regulatory authorities and private sector investigators







# International IP Crime Investigators College

An INTERPOL Initiative in Co-operation with UL University



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## Counterfeiting Can Hurt Children

### Online Training

Access the IIPCIC online training modules

### Course Sample

Access the IIPCIC course sample

### Interpol News

Intellectual property crime news

### Interpol Videos

See the organization in action

## Value Added Services include ...

- ✓ **Investigation Support** for UL clients, together with global law enforcement authorities
- ✓ **Training** for UL clients, including customized courses about their products for law enforcement through the International IP Crime Investigators College
- ✓ **Networking** with global law enforcement and private sector stakeholders through UL brand protection conferences and workshops



<http://iipcic.org>







**Thank you.**

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