

## COURSE REFERENCE CODE

## IIC (Investigating the Internet Based Counterfeiting Trade)

### COURSE OVERVIEW

Over the past few years, the need for brand owners to step up their e-commerce investigative capabilities has increased dramatically due to the proliferation of counterfeiting activity over the Internet, and today there are a large number of investigative approaches to assist brand owners tackle the e-commerce counterfeiting problem. Approaches to the problem vary, and include cease and desist notifications, mass takedowns, as well as deploying dedicated Web monitoring providers offering a wide range of brand protection services, as well as the more traditional investigative service providers who claim to have resources to tackle this growing phenomenon.

Commencing an investigation into a suspect web site may be a daunting prospect for many *traditional* investigators, who may find it difficult to understand some of the acronyms and abbreviations used. This module has therefore been designed to help those investigators be more aware of and understand the basic investigative techniques and tools that can be used to conduct a relatively detailed e-commerce based anti-counterfeiting investigation.

### COURSE OBJECTIVES

The following objectives will be covered during this module:

- Definition of internet-based counterfeiting;
- Technological solutions;
- Tools to assist the investigation;
- Use of high-volume takedowns;
- Investigating and searching for evidence; and
- Reporting results.

### METHOD OF INSTRUCTION

This hands-on course takes a practical approach towards Investigating internet-based brand counterfeiting trade. In addition to classroom sessions, students will be required to complete one or more assignments during the course to enable assessment of understanding by our trainers.

***On conclusion of the module participants will receive a comprehensive set of student notes and certificate of completion.***

| COURSE DURATION | COURSE VALUE  |
|-----------------|---|
| 1/2 day module  | This module will be of value to investigation managers and field investigators who have a responsibility to conduct limited e-commerce anti-counterfeiting investigations, as well as legal counsel who are often involved in overseeing the investigation of trademark, copyright, and patent infringement on the Web. |