

Marca y Falsificaciones



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Partnair Flight 394



The Figures

- 2009 Worldwide Counterfeit Trade: €228 billion
- 2015 Value of Globally traded Counterfeit and Pirated Goods: €877 billion
- 2013 Detention Cases in the EU: 87,000
- 2013 Value of U.S. Seizures: €1.55 billion



Consumer Behavior

Not Only Luxury Goods





Effects of Counterfeiting

Counterfeiting in Spain



Supply and Demand



Online Counterfeiting



Small Consignments



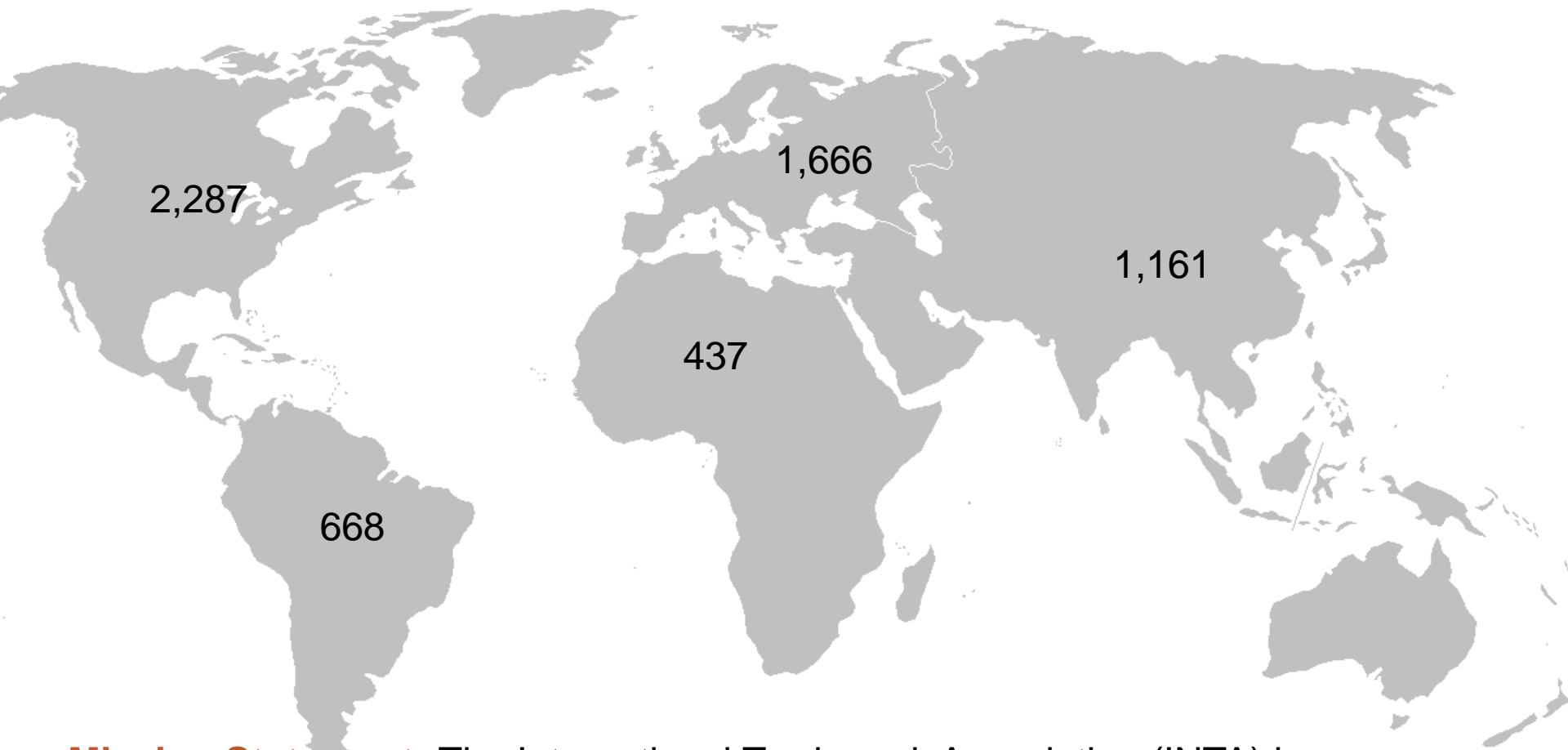
Goods in Transit



Free Trade Zones



INTA's Membership and Counterfeiting



Mission Statement: The International Trademark Association (INTA) is a global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce

Thank you!

DECEMBER 10 - DECEMBER 11 • ROME, ITALY

Interplay

BETWEEN TRADEMARKS, GEOGRAPHIC NAMES AND INDICATIONS

