

# WSN ACADEMY



Learn

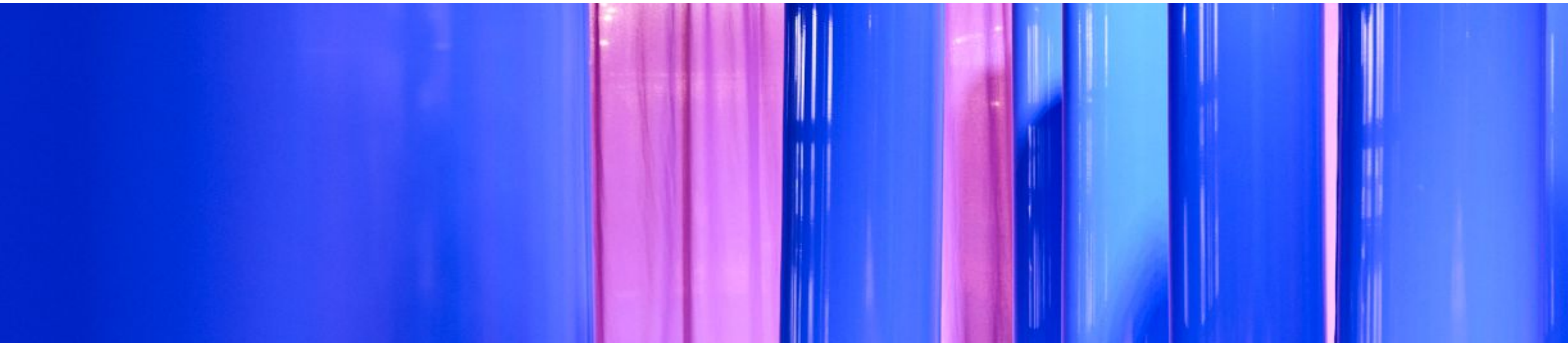


Grow



Innovate

## FIGHTING COUNTERFEITING IN FASHION EFFECTIVELY



**01**

**STEP 1**

**02**

**STEP 2**

**03**

**STEP 3**

**04**

**STEP 4**

**05**

**STEP 5**

**06**

**STEP 6**



# 01

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## STEP 1

Monitor in order to act upstream



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## **Trademark and domain name monitoring**

Tool for detecting trademark filings and domain name reservations identical or similar to your distinctive signs.

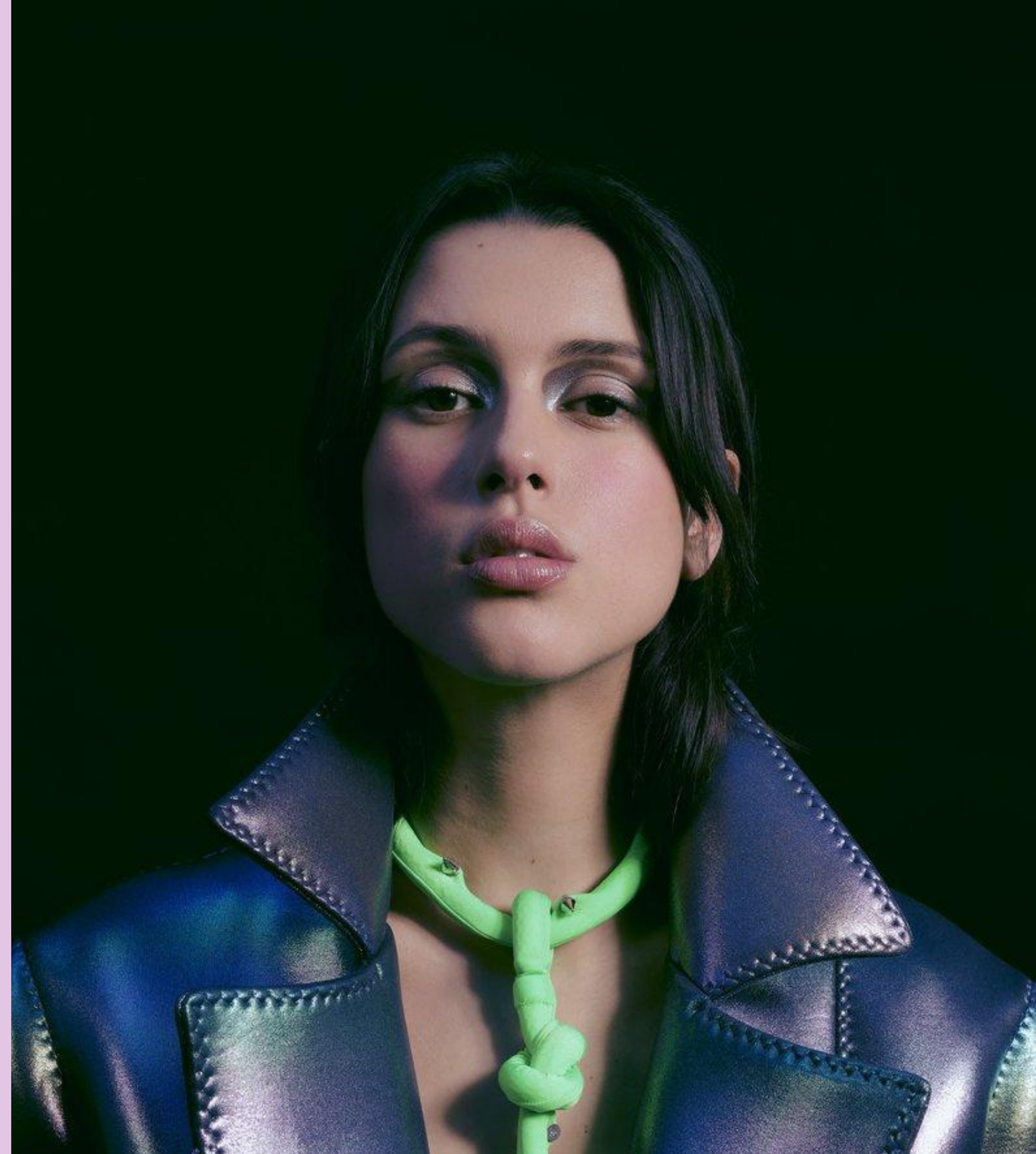
②

## **Act before the launch**

When a risk is detected, a simple amicable approach (withdrawal letter) often makes it possible to block the competing project before it even launches.

## **OBJECTIVE :**

Prevent copies and confusion before they take hold in the market.







### ③ **If necessary, simple and quick procedures**

When an amicable solution is insufficient, administrative procedures can be used to obtain the withdrawal:

- Opposition to the INPI or EUIPO for trademarks
- UDRP or SYRELI procedures for domain names

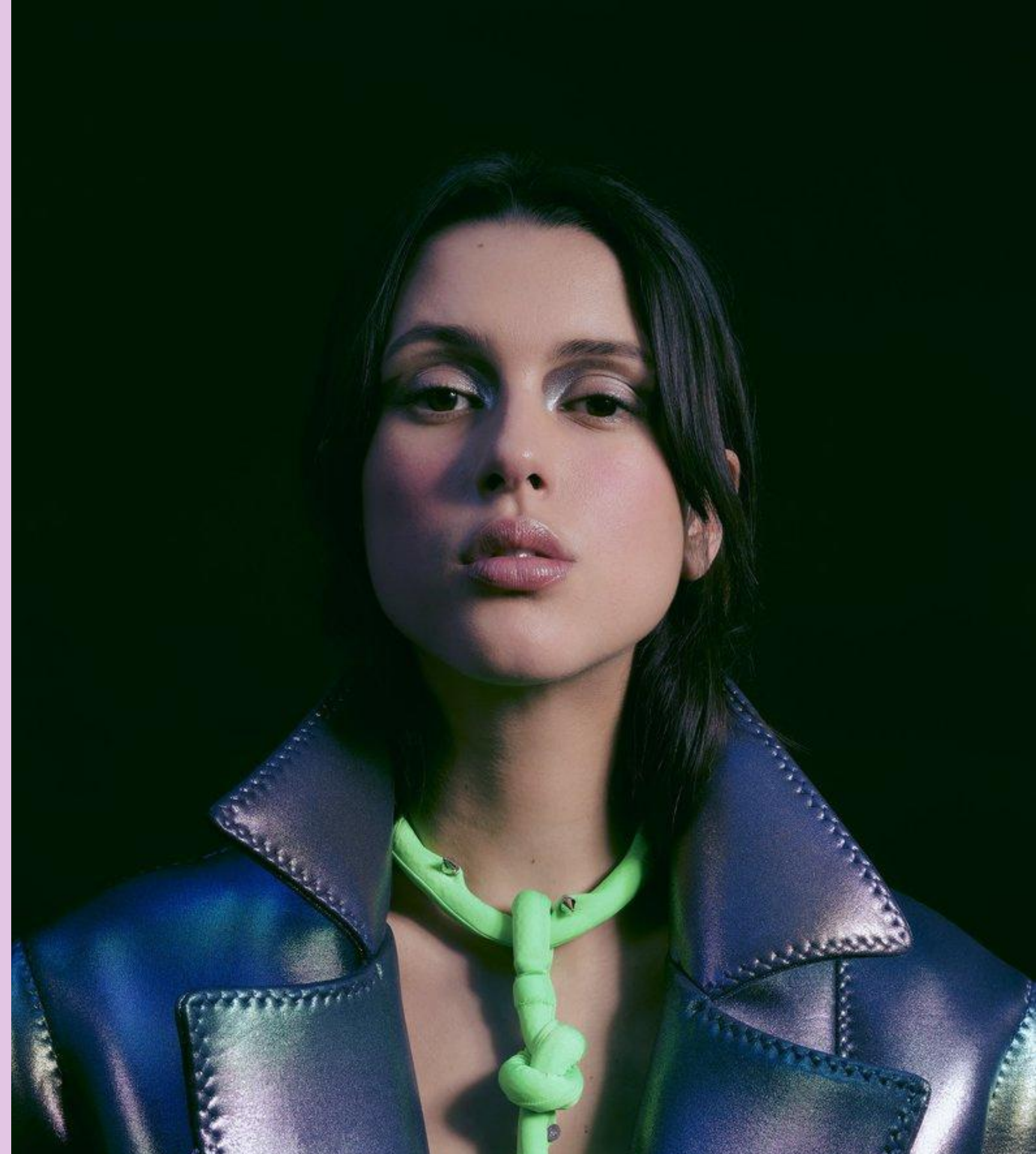
### ④ **Risk-free operation**

Monitoring is free.

You only pay if action is actually taken.

## **OBJECTIVE :**

Prevent copies and confusion before they take hold in the market.





# 02

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## STEP 2

Counterfeiting on the internet

## 1- IDENTIFY THE ILLICIT CONTENT

Imitations of brands and/or creations

## 2- AMICABLE WITHDRAWAL PROCEDURE

Requests addressed directly to hosting providers and intermediaries (online sales platforms, e-commerce sites, social networks: Shein, Amazon, Etsy, AliExpress, Instagram, etc.)

## 3- FAST AND INEXPENSIVE WITHDRAWAL

Content is usually removed within 48 hours, without legal action.

## 4- SECURE PROCESS

Risk of “counter-attack” if claim is unfounded: prior validation by a lawyer is recommended.

## OBJECTIVE :

Stop the spread of counterfeit goods before they become widespread.



# 03

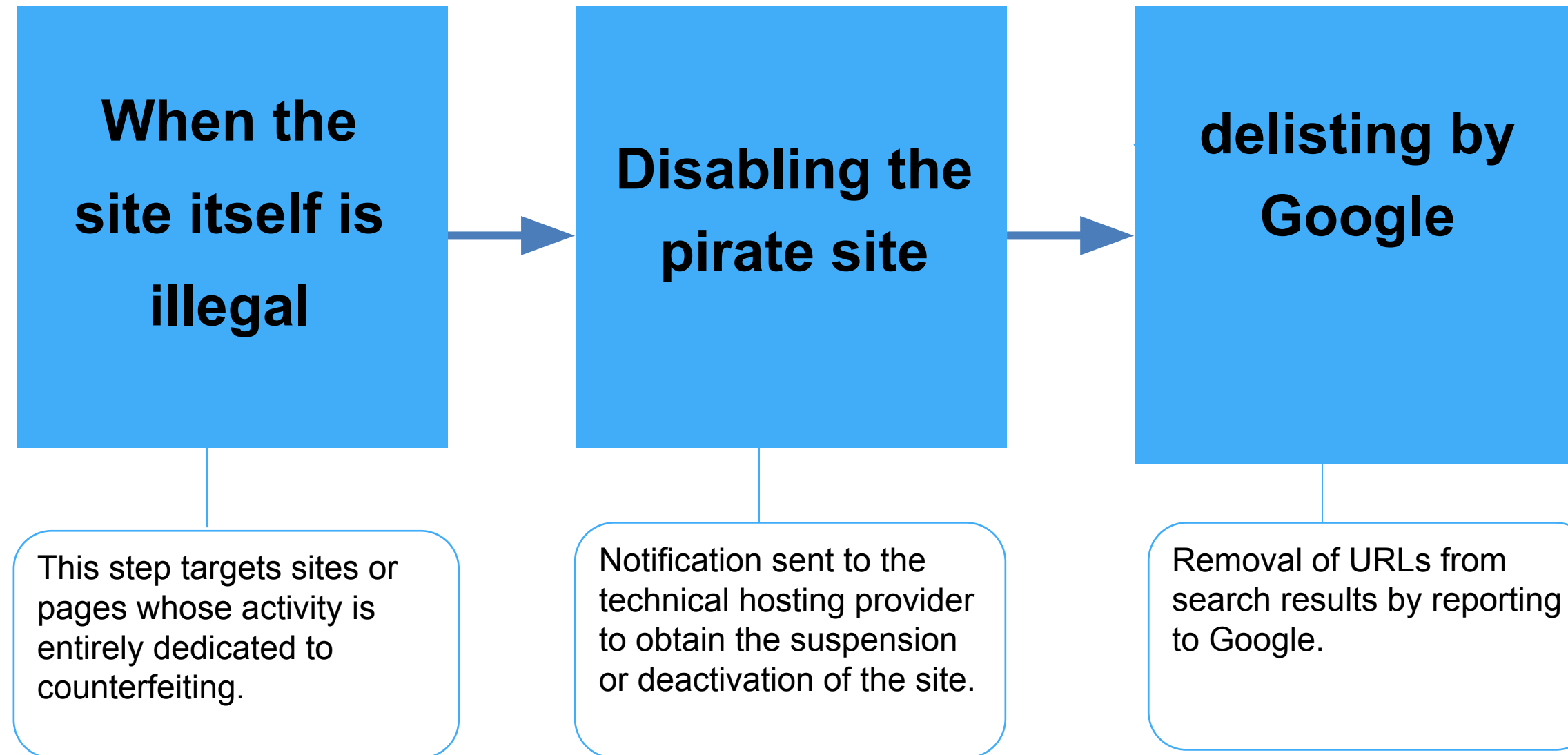
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## STEP 3

Pirate sites & pages



# Pirate sites & pages



## Principle common to all actions



Fast and efficient amicable and administrative procedures, generally implemented within a few days.

## OBJECTIVE :

Eliminate pirate sites by cutting off their access and visibility.



# 04

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## STEP 4

Customs detention

# OBJECTIVE :

To prevent the entry and marketing of counterfeit products in France.

## Simplified product destruction

An administrative procedure allowing the destruction of goods without legal action, in a quick and efficient manner.



Customs detention allows counterfeit products to be blocked before they are placed on the market.

**Intervene at the border**



**National demand**

Control of goods on French territory (ports, airports, logistics warehouses).



**Simple application process:**

Copyright certificates, product images, brand contact information.



**European demand for cross-border flows.**





# 05

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## STEP 5

Contractual clauses



**OBJECTIVE :** Prevent the risks of parallel production and provide lasting protection for creations.





## Contractual framework of relations

Integration of specific clauses into contracts to secure the production chain.



### Protection of intellectual property rights

Clauses recalling the intellectual property rights of the trademark and the ownership of the creations.

### Enhanced confidentiality

Confidentiality clauses relating in particular to patterns, models, prototypes and know-how.

### Liability and penalties

Liability and penalty clauses in the event of the manufacture or marketing of similar or competing products.





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## STEP 6

Formal notice before legal action



# Formal notice letter

Sending a formal letter to the counterfeiter in order to stop the illegal activities (manufacturing, marketing, distribution).

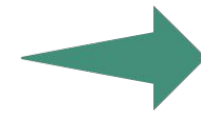


# Seeking an amicable agreement

The formal notice opens the way to a negotiated solution: cessation of actions, withdrawal of products, written commitment, possible compensation.



One step is often enough



In many cases, this approach allows the dispute to be resolved quickly, without going to trial.



In case of failure: legal action

If no amicable solution is reached, legal action can be taken to have rights recognized, to obtain an injunction against the violations, and to obtain financial compensation.

**OBJECTIVE :** The priority is to stop the attacks, while reserving the right to take legal action.





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# THANK YOU!

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We'd love to hear your opinion!