



People to People: Working Together for Your Safety

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November 03rd 2015:Encore: Ten Ways to Protect Your Brand from Counterfeiters

Counterfeiting is a complex, dynamic and global problem that negatively impacts brands in every industry and often threatens the health and safety of consumers around the world. Diversion of products into unauthorized sales channels and distribution of "gray market" goods cause significant losses for many companies. While there is no 'cookie cutter' solution to address the brand protection challenges that a company may face, companies seeking to better protect their brands should consider the following best practices in the development of an anti-counterfeiting and brand protection strategy ta

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Featured Guest



Justin E. Pierce

Mr. Pierce has managed complex intellectual property licensing and litigation on an international scale in matters dealing with patents, trademarks and copyrights; and handled cases in various international proceedings, U.S. federal courts and the U.S. International Trade Commission. A partner at Venable LLP, Mr. Pierce regularly speaks and writes on a number of intellectual property and brand protection issues; and he co-chairs the brand protection practice at Venable LLP. Beyond his experience as an attorney, Mr. Pierce is a graduate of the U.S. Military Academy at West Point, served as an infantry officer in the U.S. Army, and attained the rank of Captain prior to going to the George Wash

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