

# THE BENEFITS OF A PROACTIVE APPROACH TO TRAINING

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In the article “Law Enforcement Training Helps to Suppress Counterfeit Products in the Thai Market” published in our July 2007 issue, we explained that in order to enforce the rights of our clients, Tilleke & Gibbins (T&G) has always adopted a proactive approach towards the continuous education and training of government officers.

In the firm's latest efforts, intellectual property lawyers have conducted more training sessions for police and customs officials in different cities, at ports of entry, and at border crossings. The training focused on methods of identifying and differentiating between genuine and counterfeit goods and also reiterated the importance of cooperation between government authorities and brand owners in the suppression of counterfeiting in Thailand.

The Department of Intellectual Property has also organized a number of training sessions for police authorities in different provinces in Thailand on product identification. Our lawyers participated in these seminars on behalf of our clients and trained the police officers how to distinguish between counterfeit goods and genuine products. Our lawyers represented companies from the electronics, telecommunications, luxury goods, fashion, and automotive industries.

In August, T&G organized training at four Customs ports: Bangkok Port (Klongtoey District), Suvarnabhumi International Airport (Samutprakarn Province), Ladkrabang Port, and Laemchabang Port (Chonburi Province). Our lawyers gave presentations on behalf of manufacturers of luxury goods, electronics products, and fashion apparel.

The Thai-Italian Chamber of Commerce also organized a seminar called “IPR Protection in the European Union and in Thailand” for enforcement officers in September. T&G lawyers represented a number of our European, American, and Asian clients.

Training programs yield tangible results for IP rights owners. For example, after engaging in an extensive training program, Casio Computer Company Limited saw a major increase in customs seizures. In August 2007, customs officials seized two shipments involving more than 100,000 counterfeit Casio and Citizen products. This demonstrates that a well-planned training program can be an effective tool in helping brand owners to protect their intellectual property rights. ♦