

# RAID SEIZURES OF AUTO PARTS AND ALLOY WHEELS BY DAIMLER AG

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The increasing volume of counterfeit automotive components and accessories in the Thai market has raised concerns among many companies in recent years. Many Tilleke & Gibbins clients now clearly recognize that appropriate enforcement measures are not optional; they are a necessity. Such actions allow automotive companies not only to secure their intellectual property rights, but also to ensure the safety of their loyal customers.



In mid-2008, Daimler AG found that counterfeit spare parts and accessories, especially alloy wheels, were being openly displayed and offered for sale on some Web sites and in shops in Bangkok. A series of market surveys and in-depth investigations were then conducted in order to reveal the identity of the illegal business operators and collect evidence to pursue legal actions.

After months of strategic planning and preparation, successful police raids were carried out against three targets in Bangkok in October 2008. As a result, alloy wheels and accessories bearing “Mercedes-Benz” and “Three-Pointed Star” trademarks were seized representing a value of over THB 500,000.

In order to ensure that these wrongful traders will not repeat these activities, Daimler AG was committed to pursuing all available legal remedies.

While the criminal cases were proceeding, Tilleke & Gibbins was instructed to concurrently commence civil suits against all three targets, each of which was eventually concluded with favorable settlement results for Daimler AG.

The news about these raids spread quickly in the automotive industry in Thailand. The results were readily apparent as many shops immediately removed the infringing products from their shelves and online catalogs. While the possibility exists that the disappearance of these counterfeit products from the market may only be temporary, Daimler AG and Tilleke & Gibbins are well prepared with proactive and creative solutions in order to handle any future challenges. ♦