



INTELLECTUAL PROPERTY INVESTIGATIONS

www.keyriskconsultingasia.com

Key Risk Consulting undertakes sophisticated investigations and uncovers actionable intelligence. By performing valuable analysis, Key Risk Consulting helps to address and mitigate risks, protect assets, make informed decisions and maximize opportunities in the Asia region.

OUR TEAM

Our team is composed of experienced multi-lingual professionals with backgrounds in senior law enforcement, intelligence, the legal profession, academic and economic research and investigative journalism. In today's globalized economy, the theft of Intellectual Property (IP) has evolved into a major transnational problem which, through organized crime and terrorist networks, has created a serious concern for many governments. Counterfeiting degrades both brand equity and the profitability of large and small multinationals; many corporations take years to build a reputable brand but counterfeiting and other forms of brand attacks threaten the very foundation and course of a business (this is especially true when a company's products have health and safety concerns). Many government enforcement agencies still rely heavily on the brand owners themselves to develop the evidence they need to facilitate enforcement and prosecution.; however, when brand owners do not have the tools required to tackle an entrenched counterfeit problem, our team at Key Risk Consulting does.

SUPPORTING STRATEGIC BRAND PROTECTION

Key Risk Consulting has learnt that Brand Protection requires a multi-faceted strategic approach that combines both prevention and response; internal and external measures are used to protect the company's intellectual assets. We have spent a number of years developing our strengths in creating customized solutions as well as delivering strategic advice and tactical operations where counterfeiting is uncovered. All of our capabilities are designed to support government enforcement actions whenever the need arises.

ANTI-COUNTERFEITING INVESTIGATION

Key Risk Consulting understands that many brand owners need to maintain a zero-tolerance approach to counterfeiting at all levels of the supply chain and therefore frequent raid and seizure actions are an important component; however, we also advise clients that a truly effective long-term IP enforcement programme must eventually evolve into one that targets syndicated rather than stand-alone targets. Therefore, we focus on the development of "real actionable" intelligence and analyze how this can be used to disrupt manufacturing and the counterfeit product supply chains.

All work undertaken by Key Risk Consulting is conducted in an ethical manner and is in full compliance with local and international laws.

"Mitigating risk in a volatile world"

KEY RISK CONSULTING ASIA

Key Risk Consulting Services Include:

Market surveys, target identification and enforcement actions

Strategic and tactical brand integrity investigations .

Cross border investigations and enforcement coordination

Strategic assessment and market penetration studies

IP due diligence into suppliers, distributors and third-party manufacturers

Anti-counterfeit information collation and database management

E-commerce investigation and take-downs measures

Customs liaison, coordination and cross-border protection programmes

Microscopic analysis and comparison of sample fake products to identify common manufacturing sources

IP related criminal and civil litigation legal support services and litigation intelligence gathering

Detailed market reports to support client lobbying efforts

Key Risk Consulting Experience:

We are currently working with our strategic partner, which is employed by several luxury brand owners, on a long term programme with the Malaysian Customs to provide actionable intelligence that allows the identification and seizure of large scale shipments of counterfeit goods heading for the export market.

We have been engaged by a leading pharmaceutical client to develop intelligence and identify targets involved in the production and sale of one of their leading drug products, which to date has resulted in numerous raid actions in S.E Asia countries.

A client has long been concerned regarding the issue of high quality counterfeit baby formulae products bearing their trademarks entering the market. We have been engaged to develop intelligence and evidence against the main operators and are now working with enforcement agencies to interdict the syndicates activities.

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