



React



THE ANTI-COUNTERFEITING ORGANIZATION

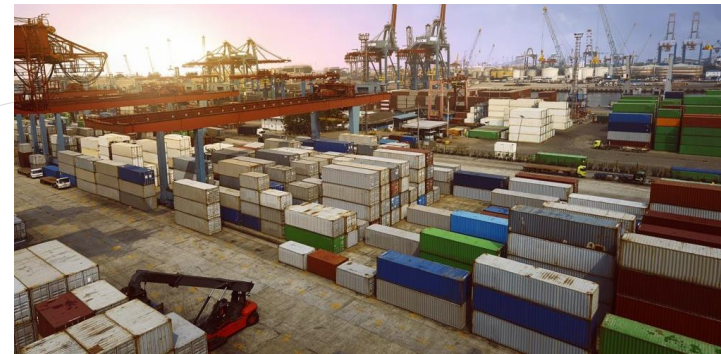
WWW.REACT.ORG

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**WIPO
CABO VERDE
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THE ANTI-COUNTERFEITING ORGANIZATION

- 30 years' experience
- Amsterdam Chamber of Commerce
- HQ in Amsterdam, Netherlands
- Not for profit organization
- 120 offices and partners worldwide
- React currently has 320 Members
- 150+ brands are monitored online





OUR MISSION / ETHOS

- Cost effective and efficient
- Not for profit ethos
- Reputation for practicality and reliability
- Membership organization with Annual Members meetings, Supervisory Council and Management Board



REACT MEMBERSHIP

- All actions at not for profit basis
- Participate strategic group meetings
- Individual strategic enforcement advice including analysis of data

**World's most trusted partner
in anti-counterfeiting**

●●●● OUR SERVICES

Customs enforcement



- ✓ Customs recordals
- ✓ **Training events for (Police &) Customs**
- ✓ Handling of notifications:

Market enforcement



- ✓ Market monitoring
- ✓ Market survey
- ✓ Test purchases

Online enforcement



- ✓ Online Monitoring & removal
- ✓ Test purchases
- ✓ Domain name procedures

Intelligence units

- ✓ online + offline investigations





THINK GLOBAL, ACT LOCAL

THE REACT SERVICES



LOCATIONS

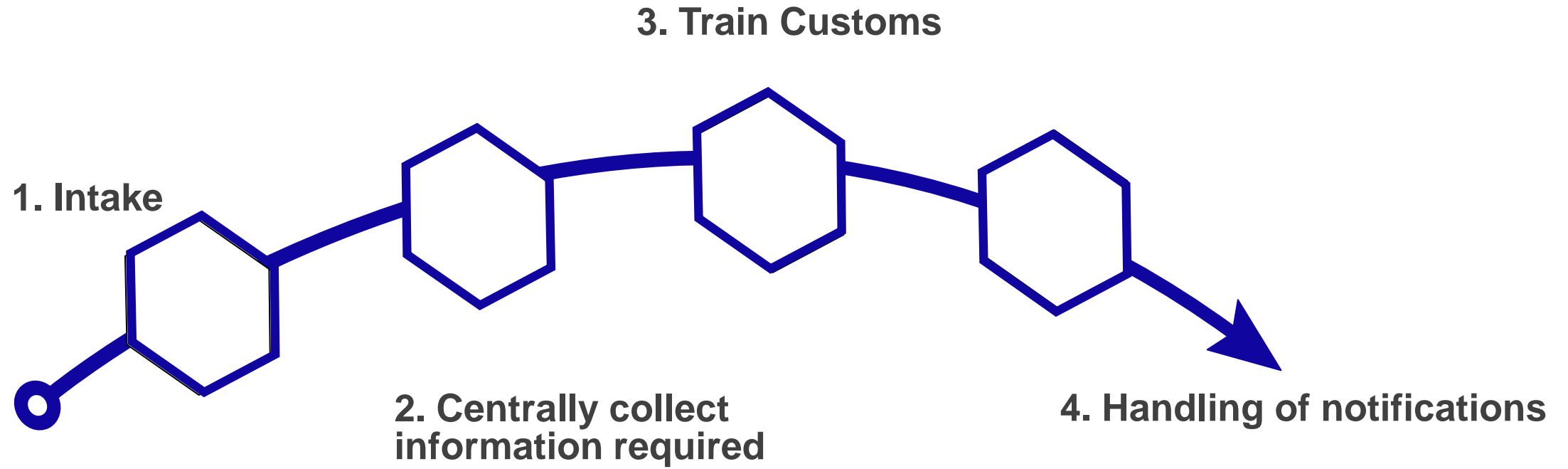
+120 COUNTRIES ARE COVERED BY THE REACT
NETWORK

[Link to all locations](#)





CUSTOMS ENFORCEMENT





CUSTOMS ENFORCEMENT



Handling all seizure cases

Communication with Customs, sampling, and storage, recycling or destruction

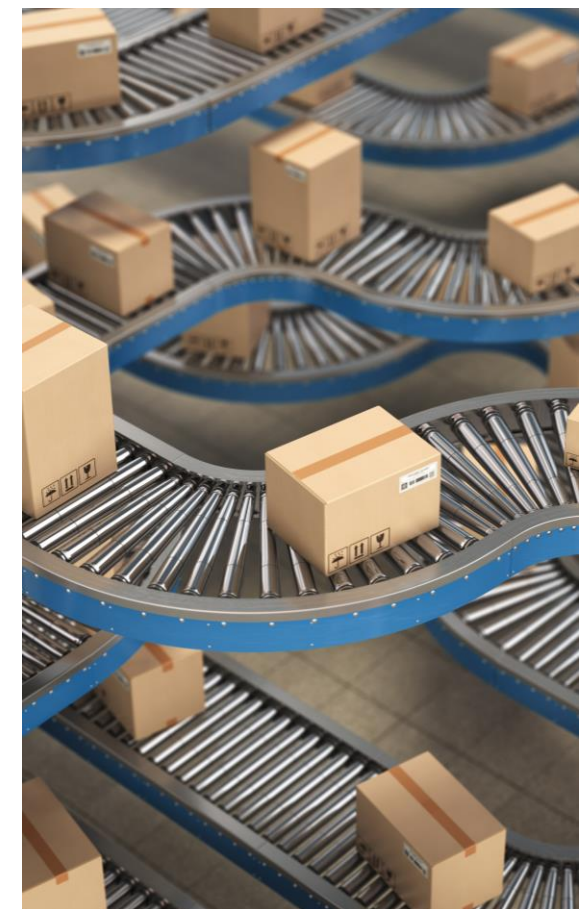
Global Customs enforcement program

Europe, Balkan, Eurasia, Asia Pacific, Latin America, Middle East, Africa, Turkey



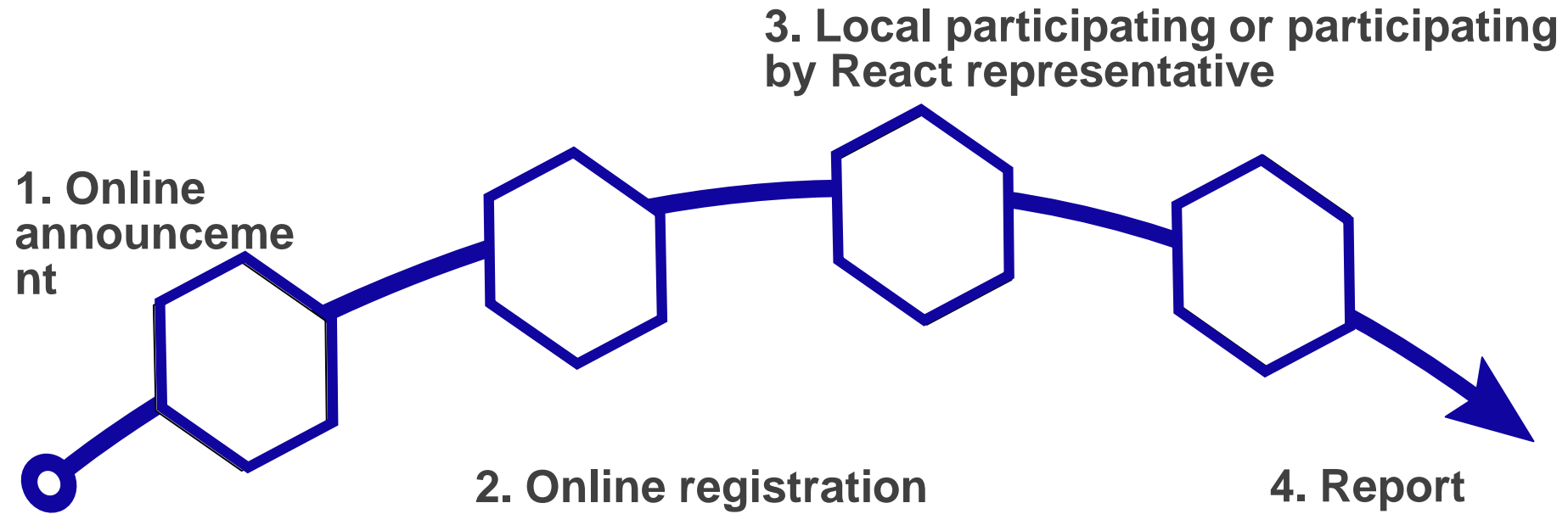
CUSTOMS COOPERATION

- Maintained through our regional and national offices
- We organize training sessions for Customs worldwide
- We assist our Members in filing Application for actions (AFA)
- Recycling program: React Sustains





TRAINING EVENTS / MARKET SURVEYS





TRAINING EVENTS



- **International training program** of customs, police and local investigators
 - **150+ seminars** organized worldwide at strategic locations
 - **High level of contact and liaison**
 - Online & Offline

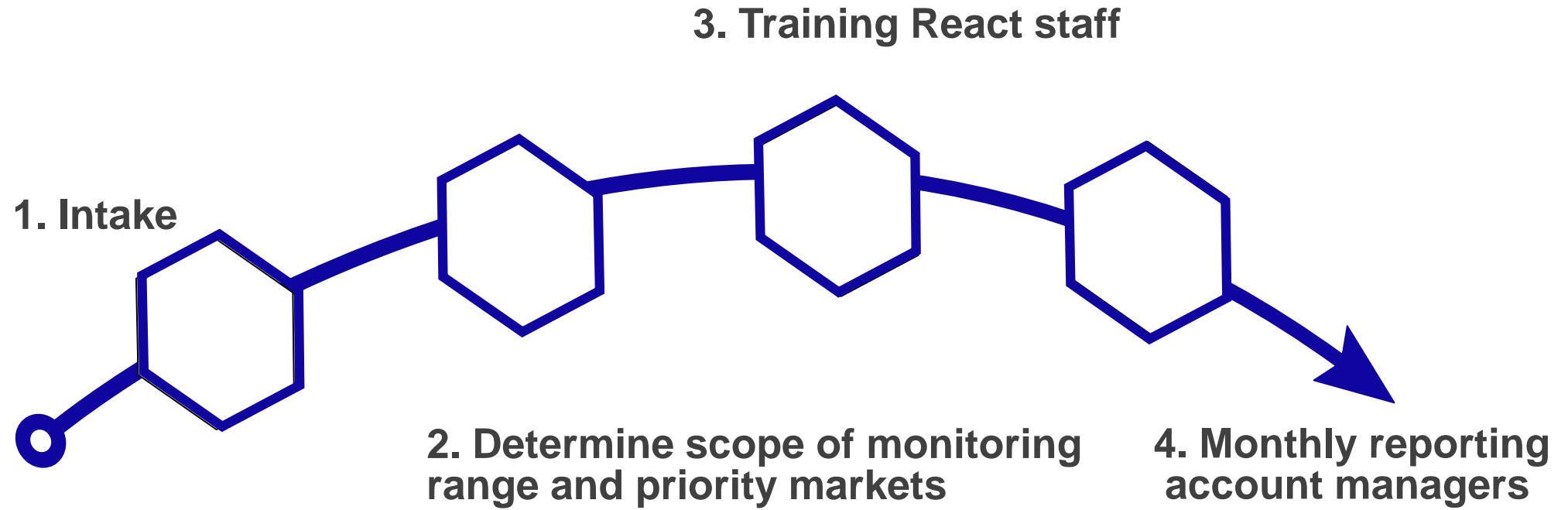


MARKET ENFORCEMENT INCLUDES

- Market surveys, On site investigations, Inspections, Test purchases
- Organization of market sweep actions
Global landlord liability programmed
- Practical enforcement action
- Monitoring of markets worldwide



ONLINE ENFORCEMENT





ONLINE ENFORCEMENT

- **React has specialized monitoring teams in:**
India, Vietnam, Latin America, Russia, Macedonia, China, Malaysia, Ireland, and Brazil
- **Experts in online data analyses and regional specialists in:**
India, Vietnam, Latin America, Russia, Macedonia, China, Europe, Malaysia and Brazil
- **Local support wherever needed to**
secure cooperation from ISP's, make test buys, follow up cases



SERVICE

- Account managers: one main point of contact
- Monthly summary reports
- Trends & Analysis
- Local follow up of potential targets



“The online enforcement team will do the work for you!”



SERVICE

Authorities

React

Right
holder



DOMAIN NAME PROCEDURES

- Reacts' inhouse IP lawyers
- File UDRP complaints at low costs
- Share costs with other brands
- Multiple domains in one cluster
- Favorable national procedures



INTELLIGENCE UNITS

- IT experts and brand protection specialists
- Verification of targets:
customs – online – any other source
- Disclosure of clusters and supply chains
- Managing online and offline investigations
- Global test buy program
- Provide briefings and trend reports



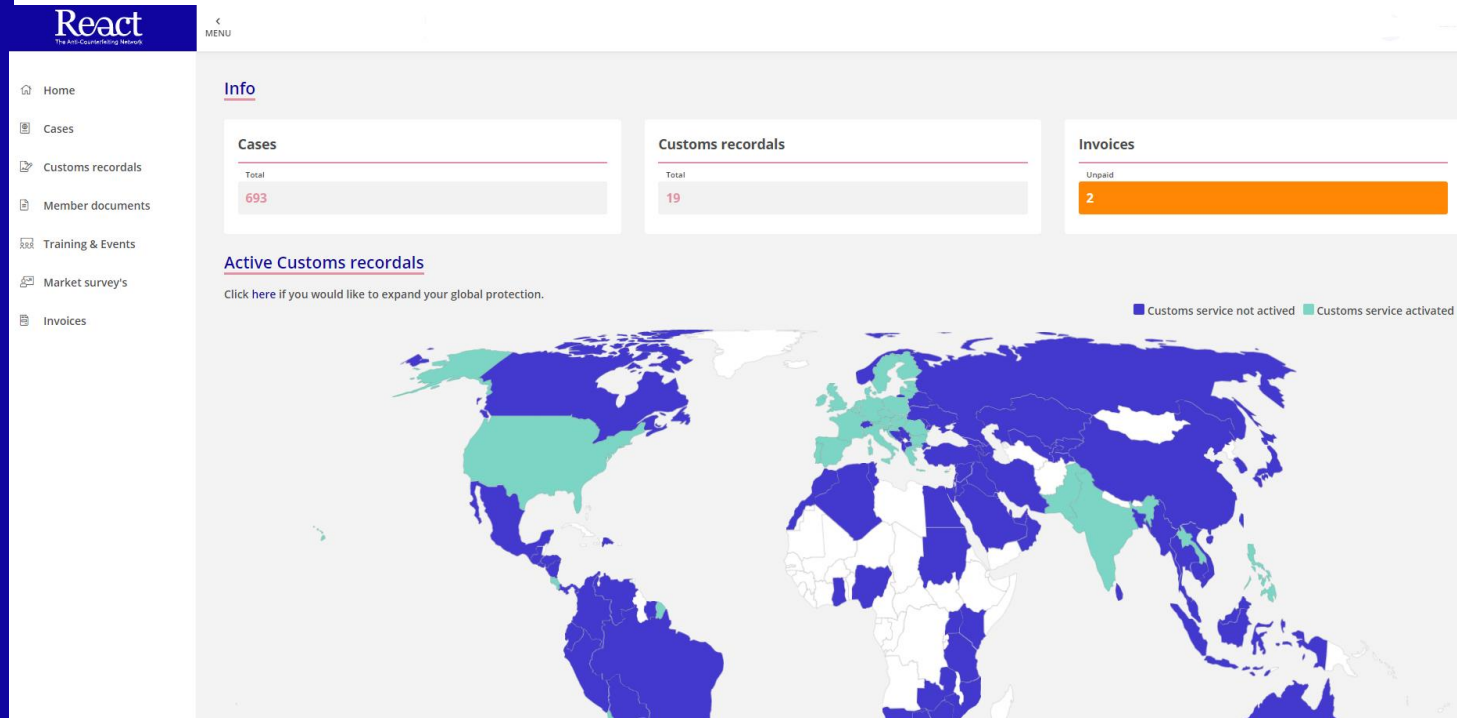
MEMBER PORTAL

Case overview and reporting

Membership and Services
information

Register for training events
and market surveys

View Customs Applications





THANK YOU



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www.react.org

