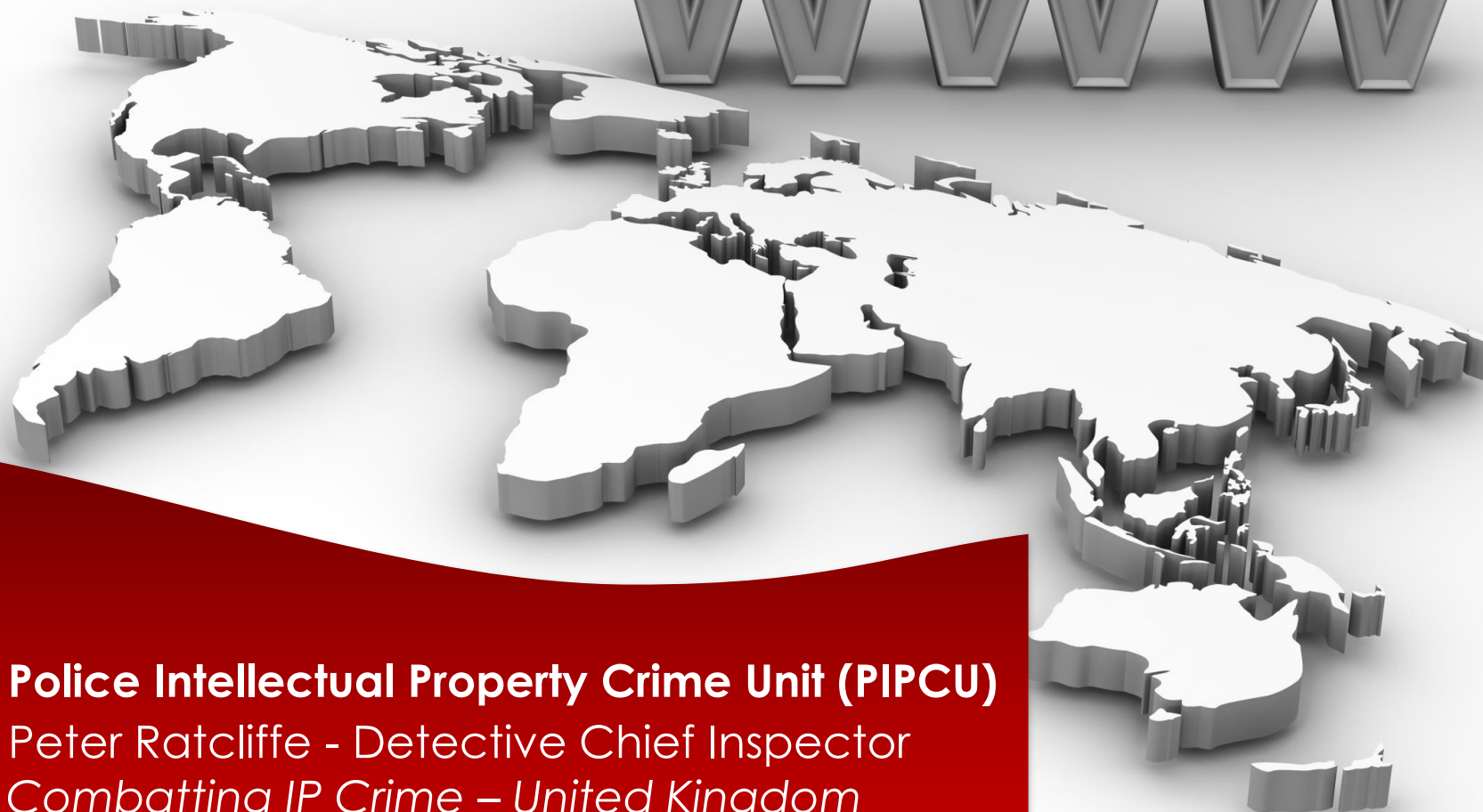


WWW



Police Intellectual Property Crime Unit (PIPCU)

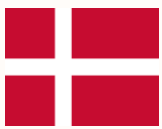
Peter Ratcliffe - Detective Chief Inspector

Combatting IP Crime – United Kingdom

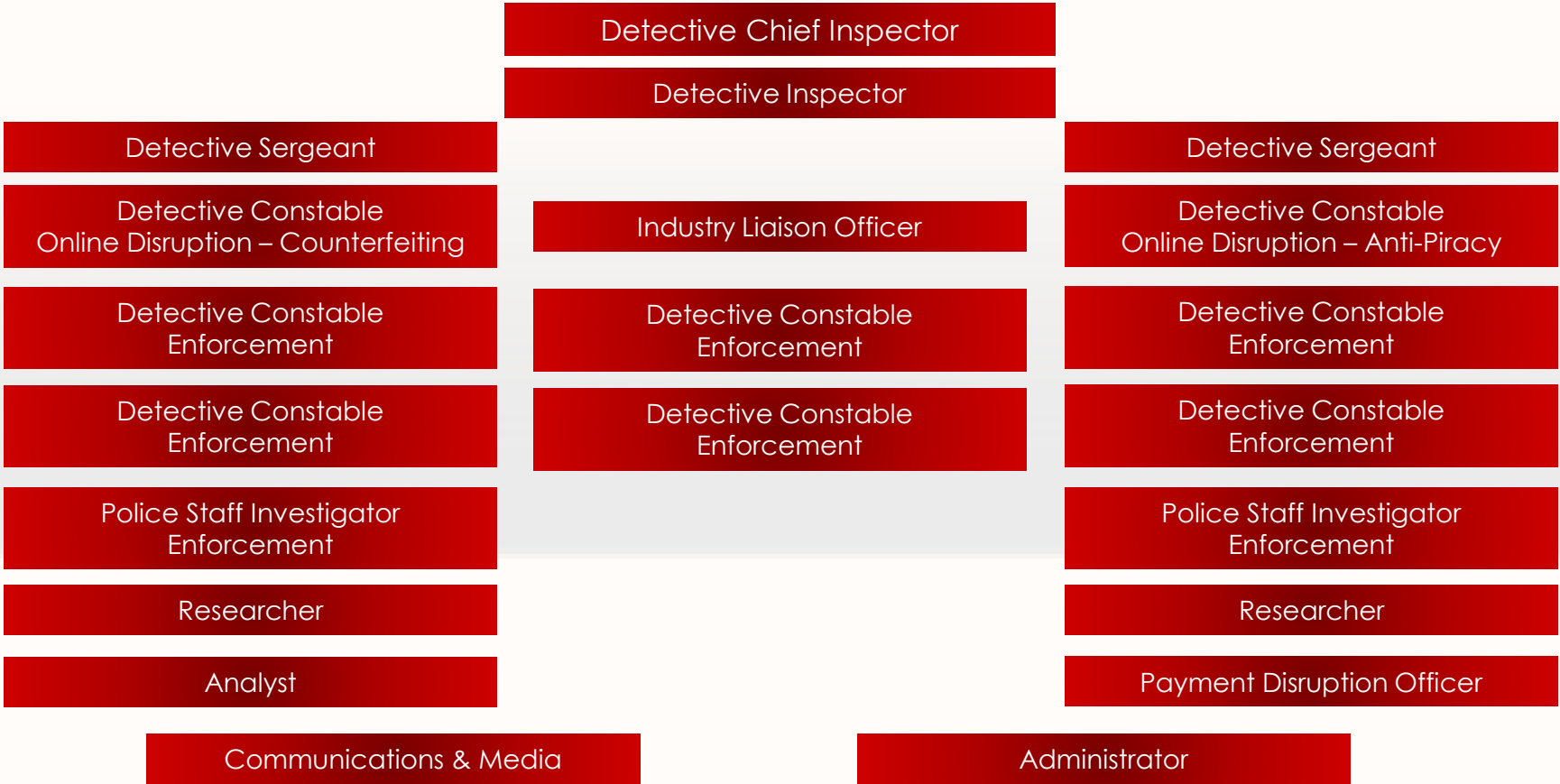


Background

- City of London Police is the National Lead Force for economic crime in the United Kingdom (U.K)
- Successful model for bespoke investigation teams
- Funded by the Intellectual Property Office (IPO) - £3.75m for 2 years
- Enforcement - Disruption – Prevention
- Mainly concentrated on digital entertainment and fashion industries



Unit Structure





Current initiatives

- New sectors of the IP industry
- Social Media
- Media campaigns
- Finances - Payment providers
- Foreign engagement
- Secondments





Working Internationally

- Close collaboration worldwide to fight IP Crime in Europe, Central America and the Asia Pacific regions.
- Participation including HSI/FBI, EUROPOL and INTERPOL, Asia to combat criminality.
- The PIPCU's success has led to adopted models by foreign jurisdictions including India's TIPCU.



PIPCU/Private Sector Partnership

How we can work together

- Communicate
- Share information/Best practice
- Early intervention
- Share expertise
- Resource





Operation Ashiko

Background

- At inception - protecting UK business a priority.
- Proliferation of cyber enabled IP crime linked to counterfeit goods.
- PIPCU created Operation Ashiko.
- Targeted the sale and distribution of counterfeit websites with a focus on the .UK ccTLD.
- PIPCU developed partnerships with brands and UK Registry.



Operation Ashiko

Achievements

Over **19,000** counterfeit websites suspended since PIPCU's inception in 2013.

5271 counterfeit websites between August 2016 to January 2017 on the .uk domain tree.

Higher than any other law enforcement agency between November 2015 to October 2016 . *(For second year running)*





Operation Ashiko

In Partnership With Nominet

- Nominet's primary role is to maintain the registry for the .uk domains, including .wales and .cymru.
- Collaboration between Nominet the City of London Police to suspend illicit websites within the .uk.
- Suspensions without the need of a Court Order.
- Mutual understanding that the PIPCU will carry out strict due diligence assessing counterfeit websites on linked to fraud and intellectual property offences.



Operation Creative

Background

- Ground-breaking initiative designed to disrupt and prevent websites from providing unauthorised access to copyrighted content.
- Unique partnership between the PIPCU and the UK advertising industry.
- Techniques include suspension of illegal sites, advert replacement and disrupting advertising revenue.
- 8 key industry stakeholders



Operation Creative

Five Phase Disruption Process

1. Cease and Desist.
2. Domain/ Hosting Disruption.
3. Inclusion onto the Infringing Website List (IWL).
4. Payment Provision Suspension.
5. Enforcement.



User

Operation Creative

Create

IWL Portal

Email/Username:

Organisation:

Registration Status:

Locked Out:

New portal active since August
194 organisations/businesses
328 users currently signed up
1270 sites within IWL portal



IDEA|EXCHANGE



groupm



CONVERSANT



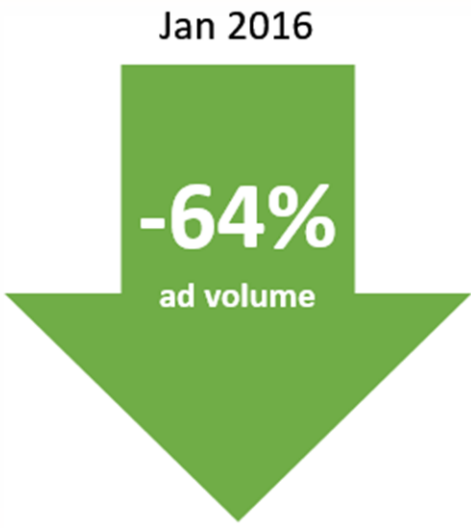
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Operation Creative

Impact on Ad Volume on IWL Websites



whiteBULLET data shows a **64%** decrease in ad volume on IWL websites in 12 months.



Data: 205 specific websites from the PIPCU Infringing Website List (IWL) appeared in both Jan 2016 and Jan 2017 datasets. whiteBULLET monitored advertising on these same websites during calendar months of Jan 2016 and Jan 2017 and compared ad volume.



Operation Creative

Ad Profile on IWL Websites

whiteBULLET data shows branded ad campaigns still represent a significant proportion of advertising on IWL websites in 2017.

Although a slightly higher volume of **HIGH RISK** ads (malware, fraud, adult) was identified in January 2017 (38%).



Counterfeit Airbags

Protecting Consumers and Saving Lives

- Case referred to the PIPCU by the biggest car manufacturers in the world reporting the sale of counterfeit airbags.
- Sold online to consumers and businesses in the motor trade via online auction platform EBAY.
- Over 830 counterfeit airbags were sold.
- The counterfeit airbags were reported to have the potential to cause death and serious injury to drivers.



Counterfeit Airbags

Officers in Action





Organised Crime

Officers in Action

BBC Sign in News Sport Weather iPlayer TV R

NEWS

Home UK World Business Politics Tech Science Health Education Entertainment

Technology

Piracy fighters battle Kodi 'epidemic'

29 September 2016 | Technology

Bootle home raided in probe over illegal set-top TV boxes

Man questioned on suspicion of selling illegal devices allowing people to watch films and football and free

BY JOE THOMAS 12.42, 9 FEB 2017 UPDATED 10:16, 9 FEB 2017

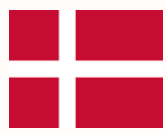


STOP IT!!!

Alternative Methods

- No-nonsense Pro-active Police initiative targeting criminals.
- Utilising a variety of cease and desist options with the agreement of the original referrer.
- Offers stakeholder an alternative where a referral has not been accepted for formal investigation.
- Provides a fast early intervention resolution to cease criminal activities.





Global Partnerships

Intelligence Led Policing and Enforcement

- Closer collaboration between the UK and other countries disrupting criminal activities.
- Dismantling organised crime groups.
- Targeting the facilitation, distribution and sale of counterfeit goods.
- Creating a safer environment for consumers.
- Reducing the effects IP crime in both countries.



Questions?

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