

Enforce

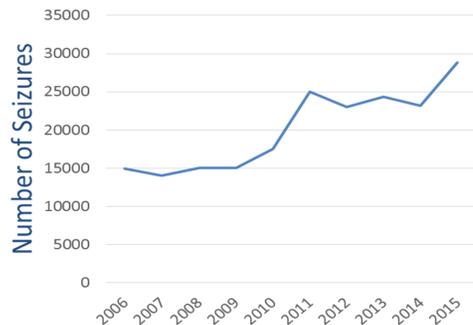
CBP employs a multi-layered, risk-based approach to enforce IPR at the border. This includes CBP's ability to:

- **Target shipments based on intelligence** to better prevent the importation of merchandise that infringes on trademarks, copyrights, and exclusion orders issued by the ITC
- Use its Mobile Intellectual Property Enforcement Team, a special task force of top IPR enforcement experts within CBP, to conduct **IPR enforcement operations preventing the entry of illicit goods** into the United States
- Deploy IPR Strike Units, audit-centered teams, **focusing on real-time enforcement and improving compliance**

IPR Key Enforcement Statistics

- In Fiscal Year (FY) 2015, the number of **IPR seizures** increased nearly **25 percent** to **28,865** from 23,140 in FY 2014.
- The **total estimated manufacturer's suggested retail price** of the seized goods, had they been genuine, increased **10 percent** to **\$1,352,495,341**.

10 Year IPR Seizure Totals by Quantity



Reporting Suspicious Trade Activity

If you have any suspicion of or information regarding suspected fraud or illegal trade activity, please contact CBP through the e-Allegations website:

<https://eallegations.cbp.gov/Home/Index2>

Centers of Excellence and Expertise transform the way CBP approaches trade operations and work with the international trade community to facilitate the timely resolution of trade compliance issues nationwide.

For more information, please visit:

<http://www.cbp.gov/trade/centers-excellence-and-expertise-information>

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Office of Trade

Intellectual Property Rights Division

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www.cbp.gov/ipr

Intellectual Property Rights

U.S. Customs and Border Protection

Office of Trade

Priority Trade Issue



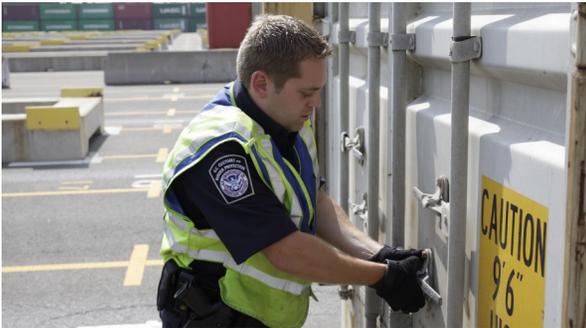
U.S. Customs and Border Protection



Overview

CBP has identified **Intellectual Property Rights (IPR) as a Priority Trade Issue (PTI)**. To address this PTI, CBP engages in the interdiction of products that infringe on U.S. trademarks, copyrights, or exclusion orders issued by the U.S. International Trade Commission (ITC). The enforcement of IPR supports public health and safety, promotes economic prosperity, and preserves domestic and international security.

CBP has developed a strategic approach that focuses on collaborative efforts to **educate** and **engage** stakeholders to deter the importation of illicit goods, and employs innovative approaches to **enforce** IPR law at all ports of entry.



What is a Priority Trade Issue (PTI)?

PTIs represent high-risk areas that can cause significant revenue loss, harm the U.S. economy, or threaten the health and safety of the American people. CBP focuses its actions and resources around PTIs to better direct an effective trade facilitation and enforcement approach.

Educate

CBP collaborates with stakeholders to identify risk, and interdict prohibited merchandise. Additionally, CBP offers trainings, programs, and resources for both agency personnel and rights holders.

CBP distinguishes legitimate goods from an increasingly sophisticated assortment of illicit merchandise by leveraging the following resources:

- The **e-Recordation Program** allows rights holders to report all trademarks and copyrights that are registered with the U.S. Trademark Office or U.S. Copyright Office, which is used by CBP to maximize IPR protection at the border
- **Product Identification Guides**, produced by rights holders, assist CBP in making infringement determinations at ports of entry
- **Product Training Sessions**, provided by rights holders, for CBP personnel allow stakeholders to have face-to-face interactions with the officers and import specialists who will be inspecting shipments and identifying IPR infringements



Engage

CBP engages with foreign governments, federal agencies, state and local authorities, and private industry to protect America's innovation and competitiveness. To ensure effective IPR enforcement at the border, CBP:

- Works with **rights holders** to deliver technical product training and updated Product Identification Guides to officers in the field
- Coordinates with the **National Intellectual Property Rights Coordination Center (IPR Center)**, which CBP cofounded, to actively exchange valuable enforcement, targeting, and intellectual data with other IPR Center partners
- Partners closely with our sister agency, **Immigrations and Customs Enforcement (ICE) Homeland Security Investigations (HSI)** - the investigative arm of the Department of Homeland Security - to combat criminal organizations that illegally exploit American trade
- Pursues agreements with **foreign counterparts** to conduct joint customs IPR enforcement operations, share effective enforcement practices, and exchange information on violations to identify illicit trade trafficking
- Works with the **Office of the U.S. Intellectual Property Enforcement Coordinator**, an office dedicated to the protection of America's IPR by ensuring a coordinated U.S. government response to IPR theft, as envisioned in the PRO-IP Act of 2008

