



*The Anti-Counterfeiting Group  
Campaigning Against the Trade in Fakes  
[www.a-cg.com](http://www.a-cg.com)*



7<sup>th</sup> December 2006  
Press Release

## **Gowers Review “The trade in fakes – time for action”**

**The Anti-Counterfeiting Group and British Brands Group have welcomed the Gowers Review and have called upon the Government to take action to clamp down on the trade in fake products that cause consumer confusion and undermine trust in brands.**

The Gowers Review recognises that innovation and creativity, the twin pillars of the UK economy, rely on a framework of strong, effectively enforced intellectual property (IP) rights. Unfortunately these rights are frequently undermined by the unscrupulous producers of counterfeit goods and copycat packaging. Those involved are actively seeking to confuse consumers and profit unfairly from illegal or deliberately misleading practices. The Gowers Review provides a basis on which to develop the UK's IP regime so that it truly delivers innovation, competitiveness and consumer benefit.

Ruth Orchard, Director General of the Anti-Counterfeiting Group said:

“Brands are loved by consumers but this makes them easy targets for the faker. So often counterfeits are linked to organised crime so consumers are hit twice, first by shoddy and even dangerous goods and second by funding future criminal activity. Trading standards officers need more resource and car boot sales and Sunday markets need tighter regulation. IP crime warrants Police action and consumers need to be better informed of the harm in buying fake goods. Encouragingly these are all important recommendations in the Review.”

John Noble, Director of the British Brands Group, says:

“Intellectual property theft is not a victimless crime. It affects consumers, businesses and the economy as a whole. I welcome the Gowers Review but it is disappointing that it did not go further. It recognises the inadequacy of existing laws but calls for “continued scrutiny”. What we need is not further review or scrutiny – what we need is Government to take action.”

**For further information, contact Ruth Orchard on 01494 449165  
or John Noble on 01730 821212.**

## NOTES TO EDITORS

1. Andrew Gowers was appointed a year ago to lead a thorough review of the UK's Intellectual Property regime to ensure it was "fit for purpose " for the 21<sup>st</sup> century. His Review, published on 6<sup>th</sup> December 2006, can be found at [http://www.hm-treasury.gov.uk/media/53F/C8/pbr06\\_gowers\\_report\\_755.pdf](http://www.hm-treasury.gov.uk/media/53F/C8/pbr06_gowers_report_755.pdf)
2. The Anti-Counterfeiting Group was founded in 1980 and now represents the interests of over 200 companies in 30 different countries. Its brand owning members make clothing, car parts, toys, pharmaceuticals, food, drink, washing powder, and healthcare and beauty products. All these products and more are now routinely counterfeited.
3. The British Brands Group was founded in 1994 and provides the voice for brand manufacturers in the UK. It promotes the contribution brands make to consumers, society and the economy, while representing its members on those issues that affect their ability to deliver choice and value to consumers.

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