

4<sup>th</sup> July 2017

EMBARGOED UNTIL 00.00, 5<sup>th</sup> July 2017

## Brands – A force behind Britain’s success

Today – British IP Day – the Anti-Counterfeiting Group and British Brands Group outline brands’ powerful contribution to the UK and call for action to further strengthen performance.



On British IP Day (5<sup>th</sup> July 2017), the Anti-Counterfeiting Group and British Brands Group are writing to Members of Parliament stating the importance of brands to us as individuals, to innovation, jobs, wages, productivity and export performance. They call for action in four areas to allow brands to contribute even more.

The role of intellectual property (IP) in the UK’s current and future success is central and trade marks are by far the most valuable economically. Trade-mark-intensive industries contribute the most value added, more than double that of patent-intensive industries in second place. They also provide the most jobs, more than double that of design-intensive industries, the second largest source of employment.

A trade mark, as an ownable sign of origin, allows companies to capture and protect investments in reputation and is therefore considered a proxy for brands.

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

“British IP Day is the perfect time to recognise the enormous contribution of companies that rely on IP. That includes those that create strong, engaging brands. It also time to focus on where the UK must do more to derive greater value. It remains far too easy for the unscrupulous to free ride on the hard won and fragile reputations of familiar brands and we urge Government to act.”

Alison Statham, Director General of the Anti-Counterfeiting Group, added:

“The international trade in counterfeit and pirated goods now amounts to a massive 2.5% of world or \$461 billion. Most brands are hit and the UK is a primary target. It is more important than ever that the UK has an effective framework and the necessary resources to stop the social and economic harm that fakes cause.”

A copy of the communication to parliamentarians can be downloaded from [this link](#). For any further information, please contact:

John Noble (British Brands Group) on 01730 821212 or [jn@britishbrandsgroup.org.uk](mailto:jn@britishbrandsgroup.org.uk)  
Alison Statham (Anti-Counterfeiting Group) on 01494 449165 or [alison@a-cg.com](mailto:alison@a-cg.com)

## NOTES TO EDITORS

### **Anti-Counterfeiting Group**

The Anti-Counterfeiting Group (ACG) is a not for profit trade association, recognised as a leading authority on the worldwide trade in fakes. ACG was founded in the UK in 1980 with just 18 members (mostly in the automotive industry) who discovered that they had a common problem with counterfeits. Today ACG represents over 130 multinational companies that between them own around 3,000 brands, operating in, or providing specialist advice to, most industry sectors where counterfeiting is an issue.

For more information please visit the website: [www.a-cg.org.uk](http://www.a-cg.org.uk).

### **British Brands Group**

The British Brands Group was founded in 1994 as a non-profit-making membership organisation. Its primary role is to provide the voice for brands, speaking out when commercial and regulatory issues threaten the ability of branding to be a positive force. Member companies manufacture familiar and popular branded products in a wide range of product categories and two thirds of them are SMEs.

For more information please visit the website: [www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk).