



Trademarks and Industrial Designs Office.

Capacity Building Trademark Workshop.

Alexandria, Egypt.

February 2021.



Objective

To examine the value of brands and the impact of counterfeiting on society.

Fake Terminology

COUNTERFEIT

PIRACY

Agenda

Economy.

Organised Crime.

Health.

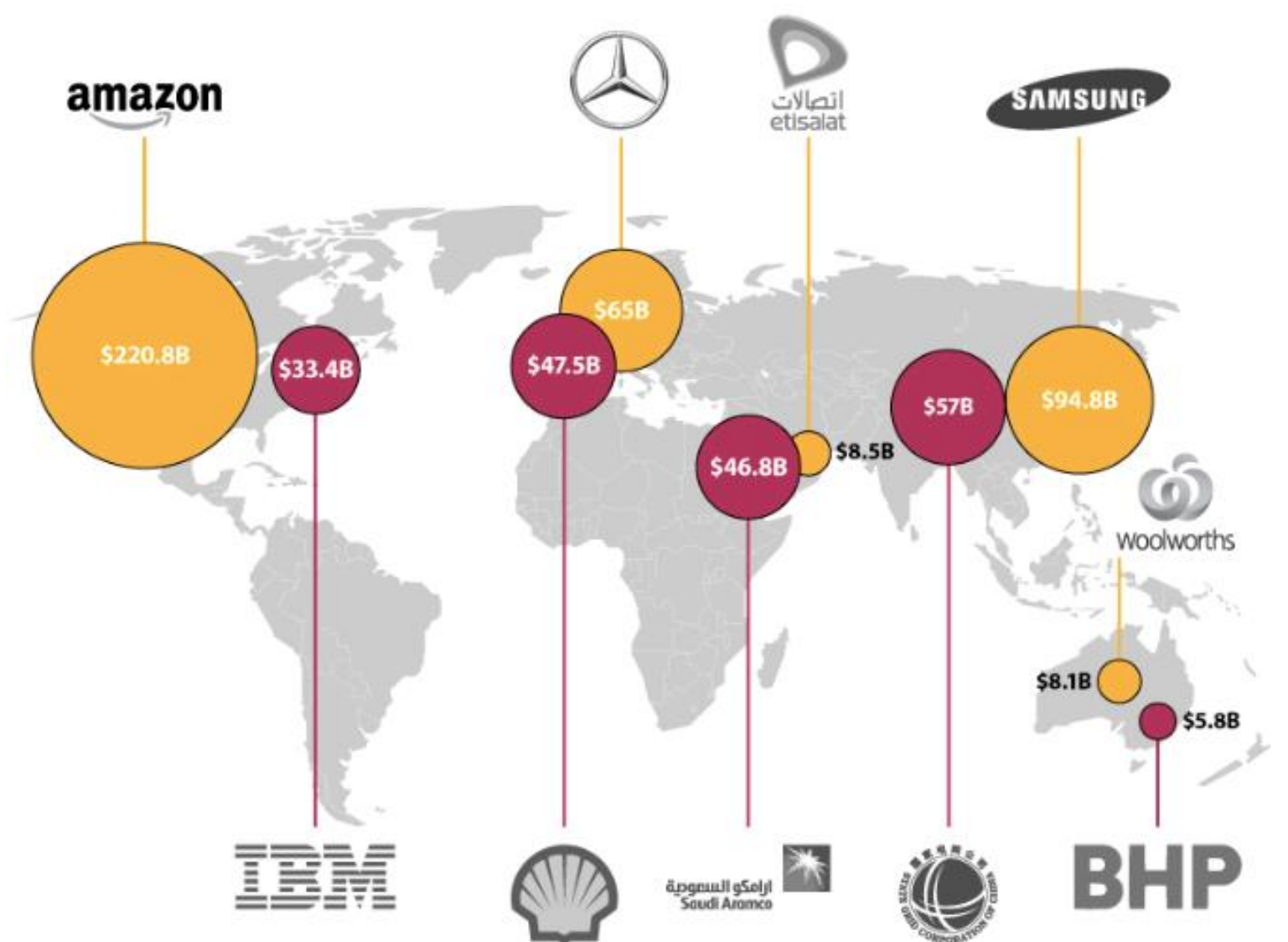
Conclusion.



Most Valuable Trademarks

Ranking	Brand	2020 Brand Value	YoY % Change	Country
#1	Amazon	\$220B	17.5%	United States
#2	Google	\$160B	11.9%	United States
#3	Apple	\$140B	-8.5%	United States
#4	Microsoft	\$117B	-2.1%	United States
#5	Samsung	\$94B	3.5%	South Korea
#6	ICBC	\$80B	1.2%	China
#7	Facebook	\$79B	-4.1%	United States
#8	Walmart	\$77B	14.2%	United States
#9	Ping An	\$69B	19.8%	China
#10	Huawei	\$65B	4.5%	China

Most Valuable Trademarks



Economy

IPR-intensive industries: contribution to economic performance and employment in the European Union

A joint study between the Office for Harmonization in the Internal Market and the European Patent Office

September 2013



OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
UNION MADE AND BEYOND



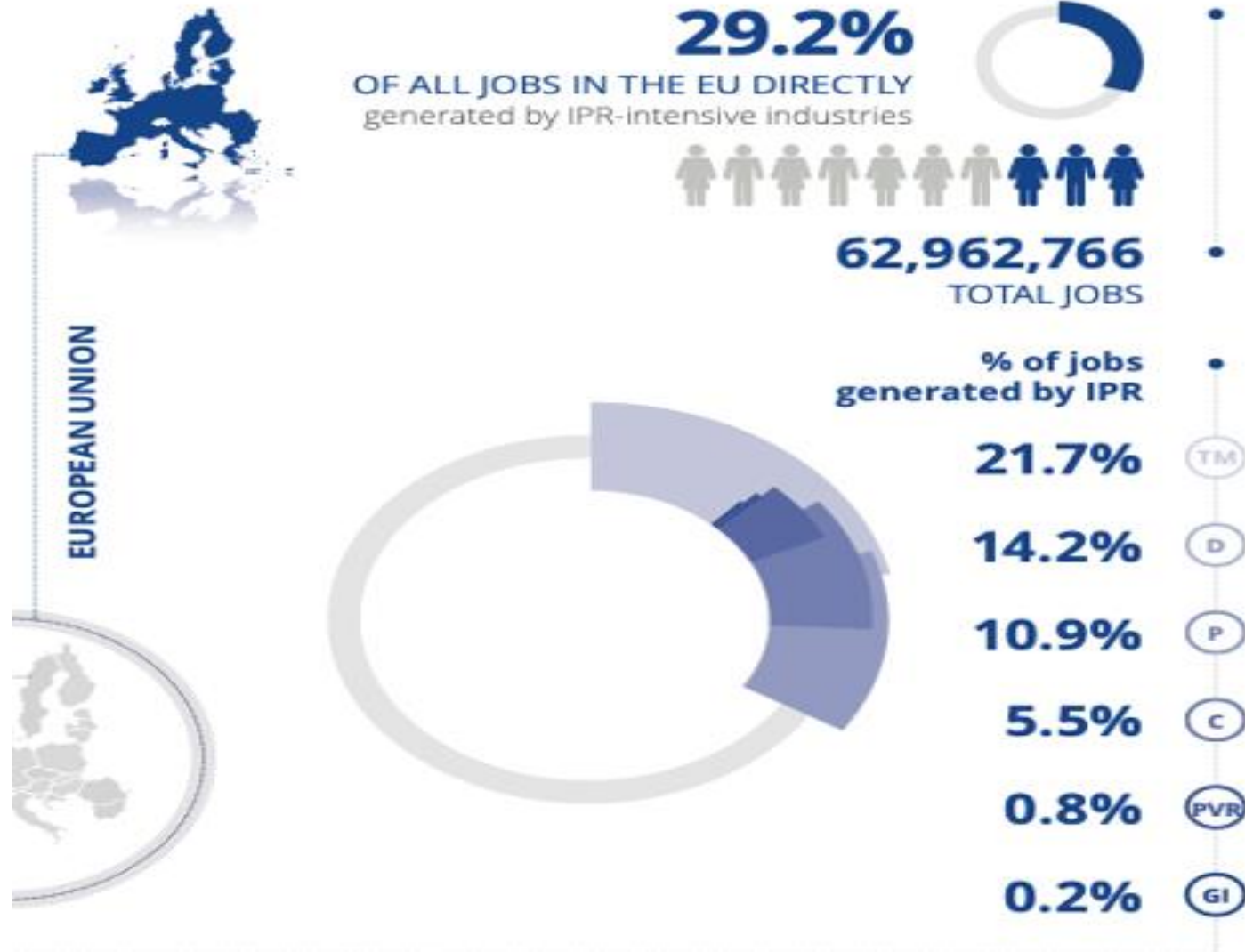
IPR-intensive industries and economic performance in the European Union

Industry-Level Analysis Report, September 2019
Third edition

A joint project between the European Patent Office
and the European Union Intellectual Property Office



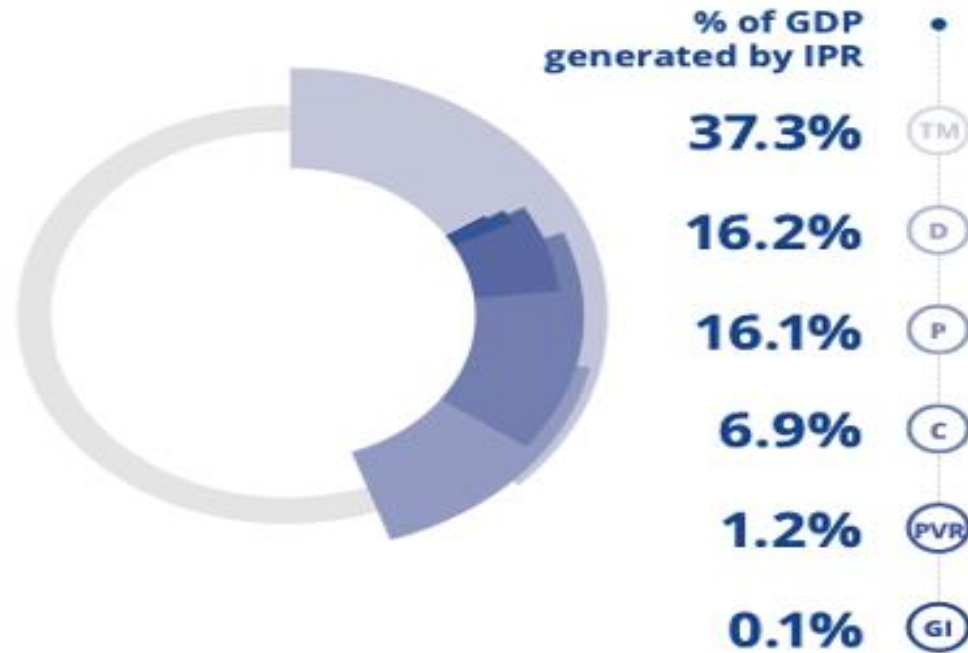
Economy



Economy



EUROPEAN UNION



Agenda

Economy.

Organised Crime.

Health.

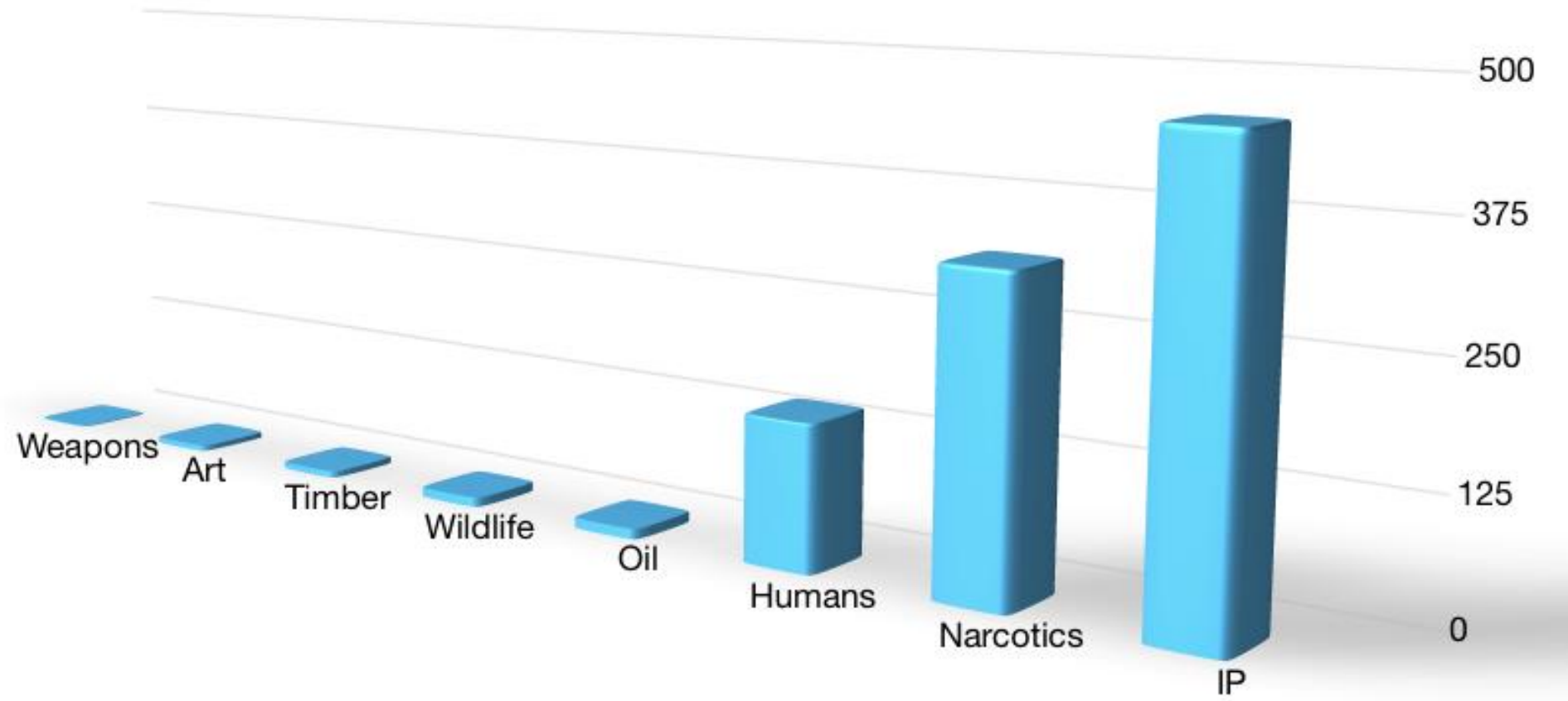
Conclusion.

Organised Crime



\$509 Billion-USD

Organised Crime



OECD (2016), *Illicit Trade: Converging Criminal Networks*.

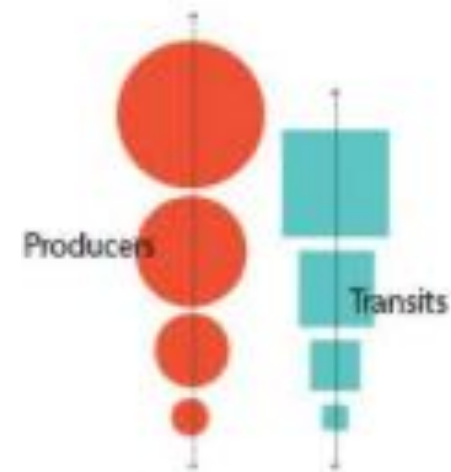
Organised Crime

- **Three or more persons.**
- **Existing for a period of time.**
- **Acting together to commit crimes.**
- **To obtain an economic benefit.**





HIGH INTENSITY
of producing or transiting
fakes in many categories

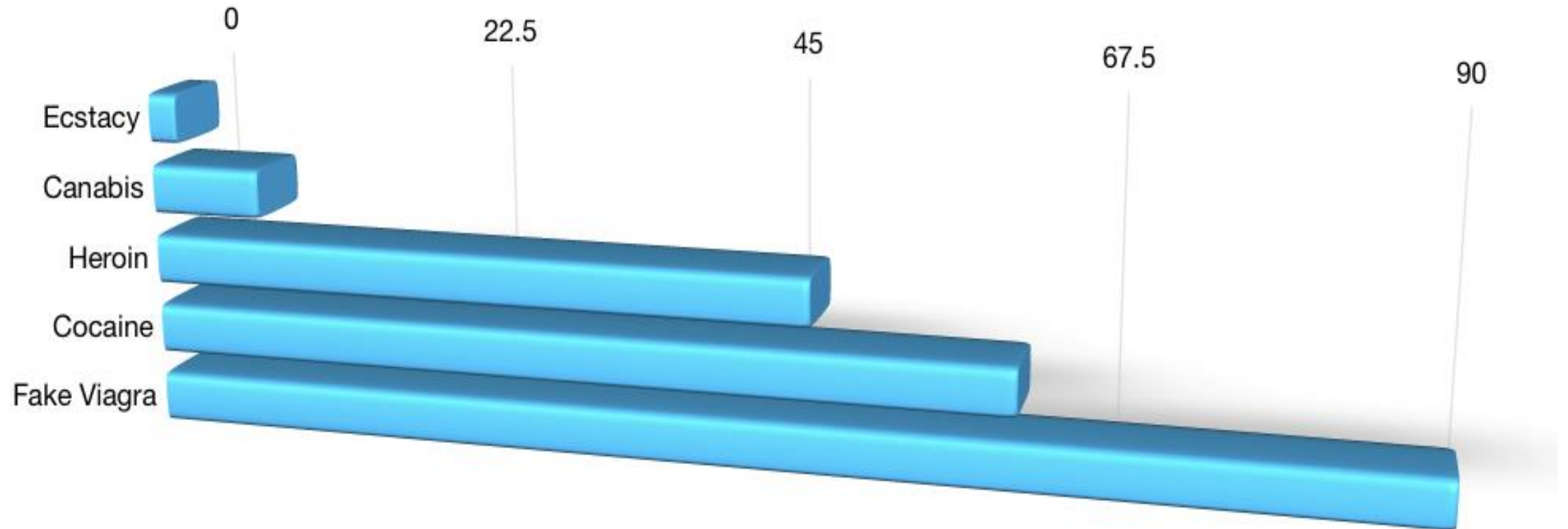


LOW INTENSITY
of producing or transiting
fakes in few categories

The probability for producing fakes is based on the average GTRIC scores for the analysed economy. For more details on the GTRIC index see the OECD/EUIPO report.



Organised Crime



University of Bonn, Germany, 2016.

Organised Crime

- **Low Risk.**



High Profit.

Agenda

Economy.

Organised Crime.

Health.

Conclusion.

Health



Health



Health



Agenda

Economy.

Organised Crime.

Health.

Conclusion.



YouTube
Broadcast Yourself™

McDonald's

amazon.com

EA

Nikon

Google

facebook
Twitter

adidas

Unilever



Coca-Cola



SAMSUNG



YAHOO!



bi

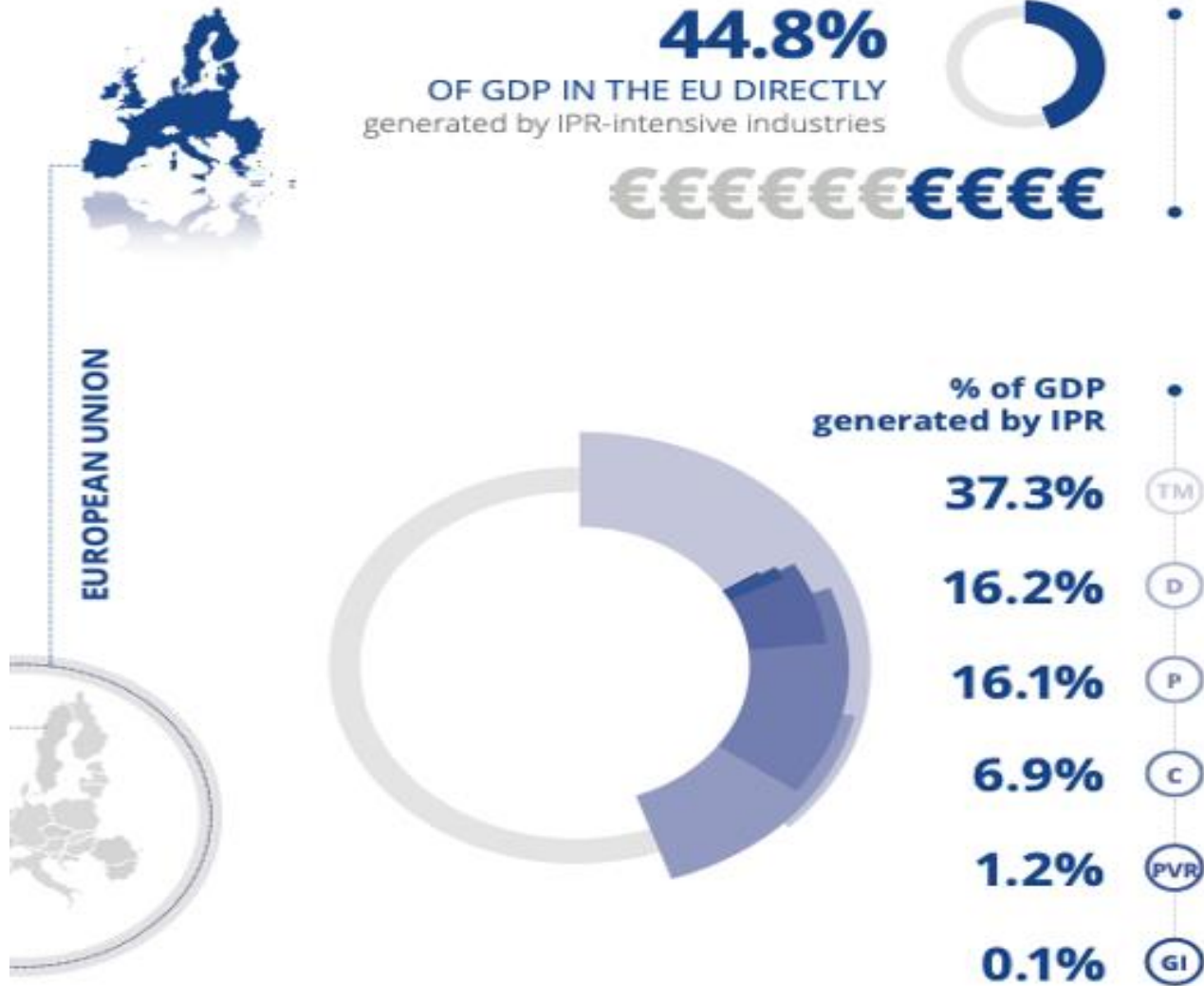
TOP

MA

H

Play

Conclusion



Conclusion





Trademarks and Industrial Designs Office.

Capacity Building Trademark Workshop.

Alexandria, Egypt.

February 2021.

