STRENGTHENING TRUST: COLLABORATIVE ACTION ON ILLICIT GOODS

8 October 2025,
14.00–15.00 CEST (UTC+2)

Online via Zoom (in English)

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MARK HEATH

Postal Operations and Security Expert, UPU International Bureau

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Introduction	Mr **Abdel Ilah Bousseta**, Director of Postal Operations, UPU International Bureau
Overview and introduction of INTA and its activities	Mr **Pietro Gagliano**, Co-Leader, Anticounterfeiting and Innovation Global Project Team, INTA; Head of Innovation and New Propositions Development, Corsearch
The fight against counterfeiting in the postal stream	Mr **Christophe Pereira**, Customs and Supply Chain Manager, La Poste Group
UPU WNS counterfeit stamp detection app	Mr **Benjamin Combes**, Philately Development and Documentary Heritage Programme Manager, UPU International Bureau
Protecting revenue, brands and reputations	Mr **Ian Brigham**, President, Cartor Security Printers
Closing	Mr **Mark Heath**, Postal Operations and Safety Expert, UPU International Bureau

Welcome to the International Trademark Association

INTA ACC Introduction

Pietro Gagliano
Co-Leader, INTA Anticounterfeiting & Innovation Global Project Team

October 2025

About INTA

Our Mission

We're a global association of brand owners and professionals dedicated to supporting trademarks and complementary intellectual property (IP) to foster consumer trust, economic growth, and innovation, and committed to building a better society through brands.

Membership

INTA member organizations include brand owners from major corporations, small- and medium-sized enterprises, law firms, and nonprofits. Our community also includes government agency members, professors, and law students.

37,000 Professionals

6,700 Organizations

185 Countries

INTA

New York Headquarters, **USA**

Brussels, **Belgium**

Beijing, **China**

Washington, D.C.
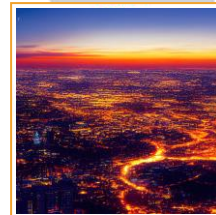Metro Area, **USA**

Singapore

Middle East
Consultancy

India Consultancy

Santiago, **Chile**

Africa
Consultancy

INTA

Membership

North America:
Associate: 11,908 individuals at 1,527 organizations Corporate: 3,472 individuals at 660 organizations

Europe:
Associate: 7,676 individuals at 1,433 organizations
Corporate: 1,130 individuals at 275 organizations

Middle East:
Associate: 653 individuals at 196 organizations
Corporate: 16 individuals at 9 organizations

Asia-Pacific:
Associate: 3,878 individuals at 697 organizations Corporate: 438 individuals at 107 organizations

China:
Associate: 2,028 individuals at 213 organizations Corporate: 208 individuals at 52 organizations

Latin America and the Caribbean:
Associate: 3,043 individuals at 661 organizations Corporate: 106 individuals at 49 organizations

Africa:
Associate: 889 individuals at 231 organizations
Corporate: 24 individuals at 8 organizations

India:
Associate: 1,090 individuals at 158 organizations Corporate: 143 individuals at 47 organizations

As of September 2024

INTA's 2026–2029 Strategic Plan

Our New Mission

INTA is a global association of brand owners and intellectual property (IP) professionals committed to elevating the understanding of and respect for IP rights to foster consumer trust, economic growth, and societal transformation.

Top Policy Priorities

Combating Counterfeits: INTA's Anticounterfeiting Committee in Action

MISSION

The ACC is dedicated to the enforcement of anticounterfeiting procedures worldwide. The Committee evaluates treaties, laws, and regulations related to anticounterfeiting and enforcement, develops and advocates strong policies to protect against infringement, creates guidelines, resources and research on counterfeit-related issues and promotes counterfeit education and awareness with all relevant stakeholders.

LEADERSHIP

Chair Tara Steketee (USA)

Vice Chair Kristina Schrader (Adams and Reese, USA)

REGIONAL SUBCOMMITTEES

9 regional subcommittees

(including South Asia Subcommittee)

GLOBAL PROJECT TEAMS

4 global project teams

VOLUNTEERS

349 members (The largest INTA committee)

REPRESENTATION

70 countries represented, 80 corporate members

2024-2025 Anticounterfeiting Staff Liaison Team

Alastair Gray
Director
External Relations -
Anticounterfeiting

Valentina Salmoiraghi
Senior Advisor External
Relations - Anticounterfeiting

Gauri Kumar
South Asia SC
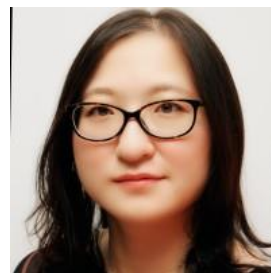
Sebastian Gomez Fiedler
Latin America & Caribbean SC
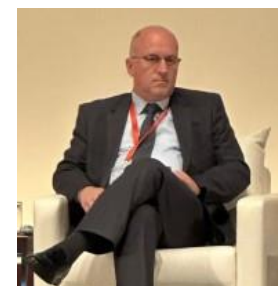
Tat Louembe
Easter Europe
Central Asia SC

Walter Chia
East Asia
Pacific SC

Monica Su
China SC

Charles Shaban
Middle East &
Africa SC

Hazel Okoth
Middle East &
Africa SC
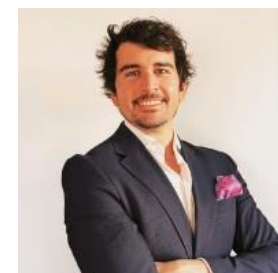
Fernando Diaz
Western
Europe SC

Anticounterfeiting Committee Structure

Subcommittees:

- Canada
- China
- East Asia and Pacific
- Eastern Europe and Central Asia
- Latin America and Caribbean
- Middle East and Africa
- South Asia
- United States
- Western Europe

Global Project Teams:

- Anticounterfeiting Policy Global Project Team
- Online Counterfeiting Global Project Team
- Customs Global Project Team
- Anticounterfeiting Innovation Global Project Team (New in 2024)

ACC Objectives

Objective Categories:

- **Engagement:** Objectives focused on direct engagement with stakeholders including law enforcement, Customs and those who may come into contact with the counterfeit supply chain.

- **Resources Development:** Objectives focused on creating, researching or developing resources and guides for INTA members and non-members on anti-counterfeiting issues or topics.

- **INTA Advocacy Support:** Objectives focused on evaluating treaties, laws, and regulations related to anticounterfeiting and enforcement globally and to provide ad hoc inputs and comments which contribute to INTA's official legislation submissions.

ACC Priorities 2024 – 2025

Online Counterfeiting

- *Policy dialogues & stakeholders meetings (platforms, government officials, agencies)*

- *Addressing the Sale of Counterfeits on the Internet & INTA Board Resolution on Protecting Consumers from Third-Party Sales of Counterfeit Goods via Online Marketplaces*

Cross Border Enforcement

- *Develop Customs surveys to build a map on global counterfeit routes*

- *Gather border enforcement information*

- *Best Practices Sharing on border enforcement*

Capacity Building

- *Provide Customs trainings*

- *Develop forums to enhance sharing of best practices (private & public sector)*

- *Participate in World Customs Organization Private Practice Consultative Group*

Emerging Trends & Technologies

- *Identify impact of new technologies on anticounterfeiting efforts worldwide*

- *Develop and publish up to date resources for INTA members & external stakeholders*

INTA Anticounterfeiting Highlights (2024–2025)

Advocacy

- EMPACT (European Multidisciplinary Platform Against Criminal Threats) is the EU's flagship framework for tackling serious and organized crime. INTA coordinated a coalition of **24 member associations** to successfully advocate for the inclusion of **Intellectual Property (IP) Crime** as a priority in the 2026–2029 policy cycle.

- Provided guidelines and recommendations to the **ASEAN Secretariat** on Best Practices for tackling counterfeits on Ecommerce marketplaces.

- Provided comments on the **OECD**'s Working Party on Countering Illicit Trade (WP-CIT) **Draft Voluntary Guidelines for Countering Illicit Trade in Counterfeit Goods on Online Marketplaces**.

- Joined Industry Support (12 associations) for **US Bill S. 2677 / H.R. 4930** which extends CBP's authority to information on products, packaging and packing materials.

- Joined Industry Support (4 associations) to applaud efforts to advance the US Stopping Harmful Offers on Platforms by Screening Against Fakes in E-commerce (**SHOP SAFE**) Act.

- Provided comments to the Bureau Of Indian Standards on its consultation to the **E-Commerce Principles And Guidelines For Self-Governance**.

- **CUSMA Submission (Canada)**: Advocated for stronger border enforcement under Chapter 20 of the Canada-United States-Mexico Agreement

Training & Capacity Building

- Trained **300+ officials** (police, customs, consumer protection) across 15 sessions globally including at Annual and Leadership Meetings and set up virtual trainings with CBP (thanks to Justin!)

- Engaged with **OLAF, EUROJUST, Australian Border Force, Brazilian Customs, Indian Customs**, **Sri Lanka Consumer Affairs Authority**, and **US DOJ.**

- **Online Takedowns Certificate Program**: 694 live attendees, 928 on-demand views across nine platforms.

- (NEW) **Retailer Education Program** ("REP"): In development to launch in ASEAN to educate small B2C retailers on counterfeit risks.

Resources (available on inta.org)

- Published Anticounterfeiting & Return on Investment Paper

- Published Best Practices for Law Enforcement Product Training

- Published Cash On Delivery Trend Paper

- Best Practices for Working with Customs Around the World

- Update in progress on "Addressing the Sale of Counterfeits on the Internet" Best Practices

What's on the AC radar

EU Anticounterfeiting Recommendation and DSA (inc. Trusted Flaggers)

Union Customs Code Revision (Trilogues underway July 2025) and engagement with OECD on Free Trade Zones

Understanding the barriers and opportunities for sustainable destruction/deconstruction of counterfeits

Counterfeit and fraudulent advertising continues to be a persistent challenge for rights owners

Expanding and regionalizing the Unreal Campaign (INTA's anticounterfeiting awareness campaign for students)

Law Enforcement Training and Capacity Building and Intermediary Engagement

agray@inta.org
vsalmoiraghi@inta.org

Identification of the issues

eCommerce and postal flows

Switching from Lettermail to parcels

Defining new routes for postal shipments

Delivering high volumes of small parcels

Illegal usage of the postal channel

Reliable services

- Universal service
- Cheap rates compared to other modes of transport
- Track and trace system

Customs processes

- CN22/CN23 paper forms
- Limited data transmission
- Limited liability of consignors and consignees

Mail typologies

- Huge volumes in small parcels
- C2C mail

LA POSTE GROUPE

Counterfeits seizures in the EU

Top 3 origin countries and nature for seized goods in the EU

Which are the top 3 countries of provenance? 📊 🪙

% Articles and country of provenance

China 44.53 %

United Arab Emirates 6.54 %

Türkiye 21.99 %

All other countries 26.94 %

China again predominates for most of **articles detained** in 2024. It is followed by **Türkiye and the United Arab Emirates.**

Key infringing categories identified for 2024 in the **top 3 countries of provenance** in terms of **number of articles**: **'Toys'**, **'Clothing'** and **'Other body care items'**.

China
- Toys 19.70%
- Other goods 11.79%
- Other body care items 11.27%
- All other categories 57.25%

Türkiye
- Labels, tags, stickers 9.43%
- Clothing 55.32%
- All other categories 29.66%

United Arab Emirates
- Other body care items 97.33%
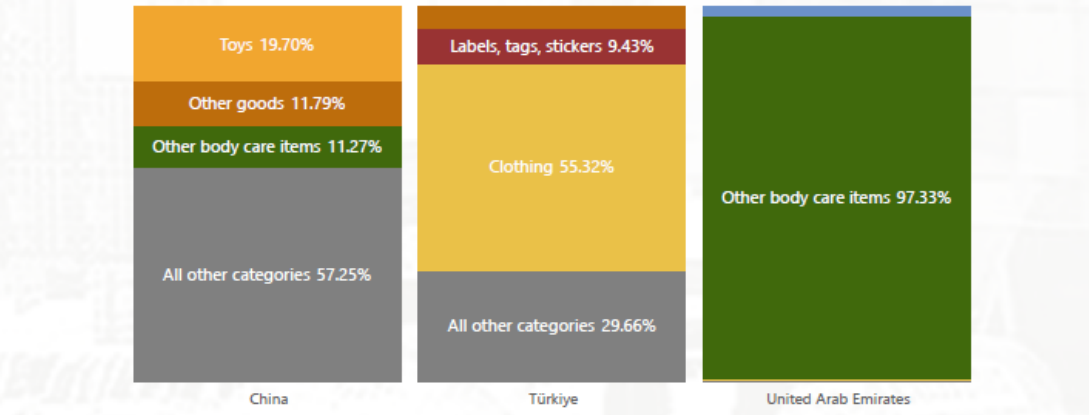
Top 5 of means of transport for detained goods in the EU

Means of transport ✕

Sea transport 52.21 %

Road transport 25.98 %

Number of articles 100.00 %

Air transport 9.58 %

Express courier 6.70 %

Postal Consignment 4.37 %

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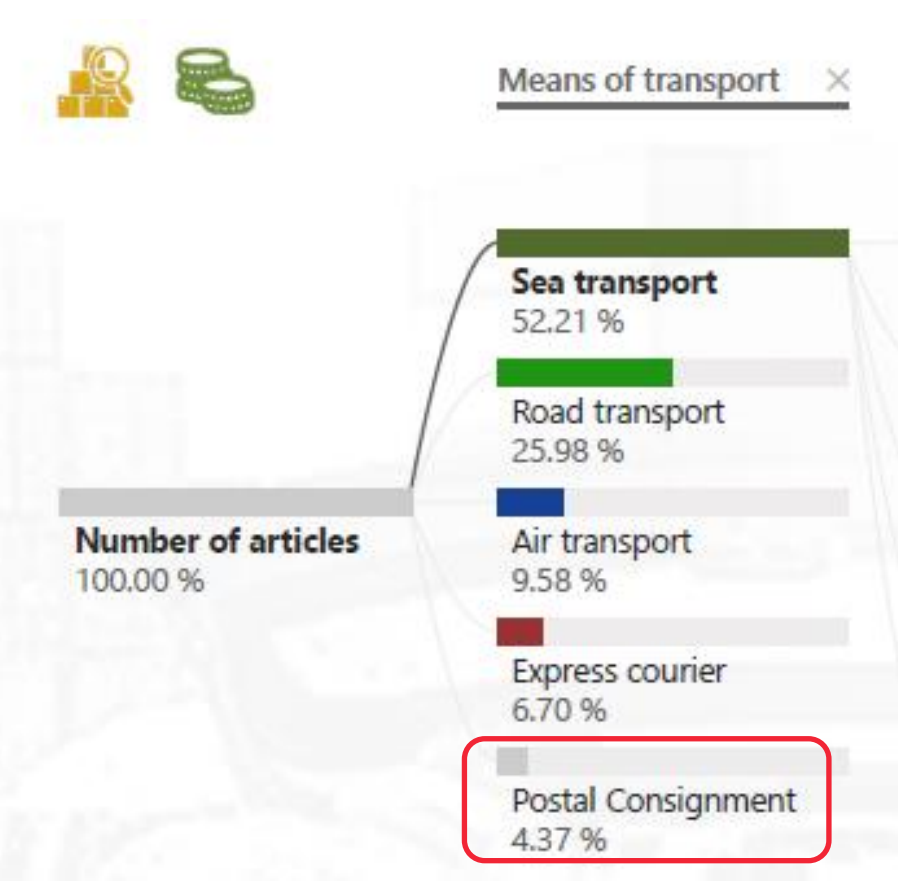
Fragmentation of data sharing

Today, many data exist. But they are shared in silo
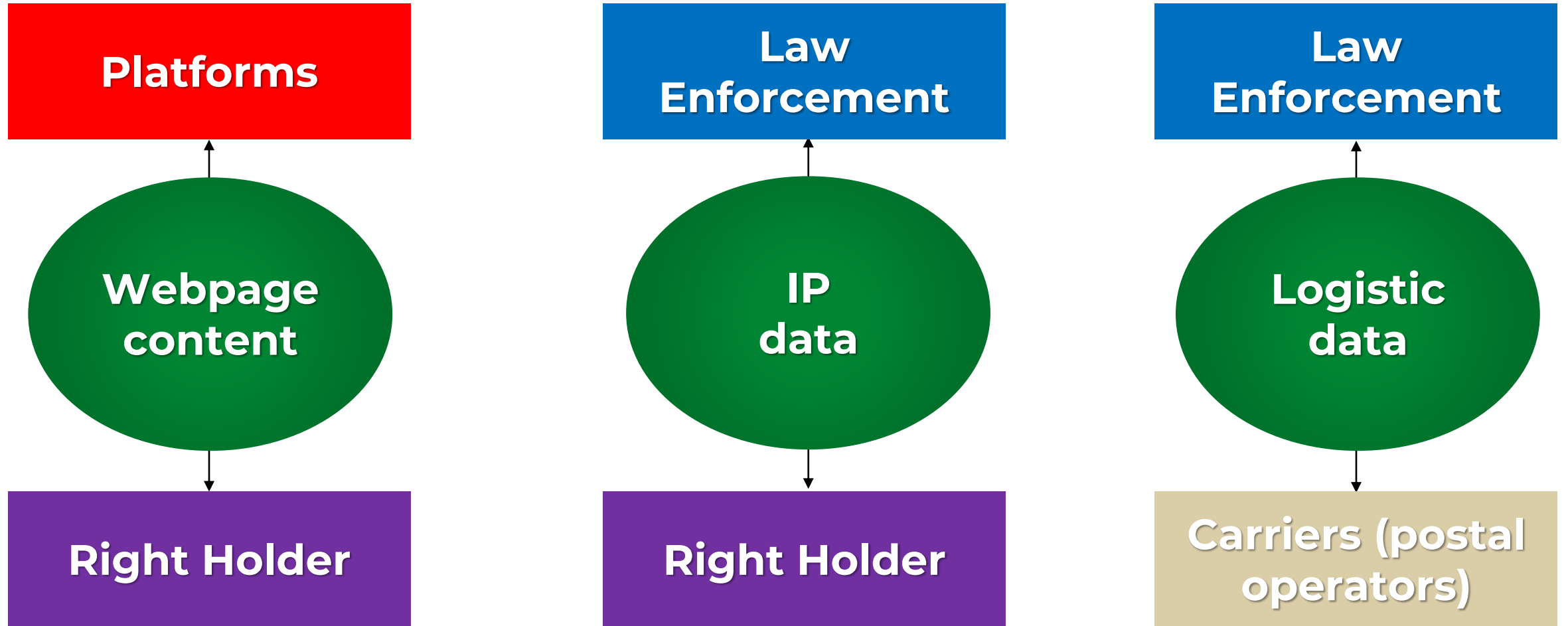
La Poste's actions

Partnership with law enforcements

Partnership with law enforcements is fundamental:

- The fight against illicit trade is included in the high level discussion and in the roadmap between French customs and La Poste

- Customs officers are operating 24/7 in international mail processing centers (mainly for inbound operations)

- Postal workers assist customs officers in identifying suspicious items when treating for customs clearance

- Delivery men are involved in controlled delivery operations by customs and police

-

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Innovative technology

counter check

Global Standard Anti-Counterfeit Technology for Brands with Logistics Firms

LA POSTE

Image Processing
We process camera images locally, no API calls. **All onsite.**

Machine Learning
Our detection algorithms can detect given specifications

Optical Character Recognition (OCR)
Our market leading reading models read different types of shipping labels

Use of **computer vision technology** (image processing, machine learning and optical character recognition) in parcel processing to identify counterfeits.

It takes 0.6 sec to identify the parcel, then 5 sec to make a decision on the sorter:
- 80% success rate
- Processing 6 million parcels / month
- Identification of 2,000 counterfeits / month

Despite of interesting outcomes, La Poste had to stop the collaboration due to data privacy consideration

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Need for a global response

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Reengineering of counterfeiter's supply chain processes

The counterfeiting phenomenon is global and affects all parts of the international supply chain

Origin country
- Development of small counterfeiters businesses
- Production on order
- Production split in different parts of the country

Transit country
- « Relabelling » of items
- Free Trade Zones
- Multimodal routes
- Hybrid Mail

Destination country
- Exclusive partnerships contracts for distribution
- Diversification of points of entry (port, airport, road)

Data sharing is key

Creation of a data ecosystem

- eCommerce platforms
- IA based detection of webpage content
- Blacklist of counterfeiters
- Potential counterfeiters
- Right holders
- IP rights data
- Law enforcement
- Customs data
- Postal operators
- Investigation request
- Certificates of authenticity
- Ad-hoc operations
- Supply chain data in a common repository
- International organisation (UPU, WCO, WIPO)

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How can the postal sector contribute?

Postal operators can play a key role:

- **Enhance the cooperation** with law enforcement by including the counterfeiting issue in their daily operations

- **Encourage UPU** to build up specific **solutions** (could be included in DGST?)

- **Initiate discussion** with right holders and e-commerce platforms to get relevant data (bad actors list,...)

-

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WNS 2.0 | *For the public*

INTRODUCING THE STAMPS IN ALL SMARTPHONES

- Unrivaled and unique data accuracy,
- All philatelic materials shown in mint condition,
- The perfect tool to engage younger generations,
- A unique showcase of stamps from around the world - in just seconds,

NO COMMERCIALS, NO ACCOUNTS, NO PERSONAL DATA COLLECTED
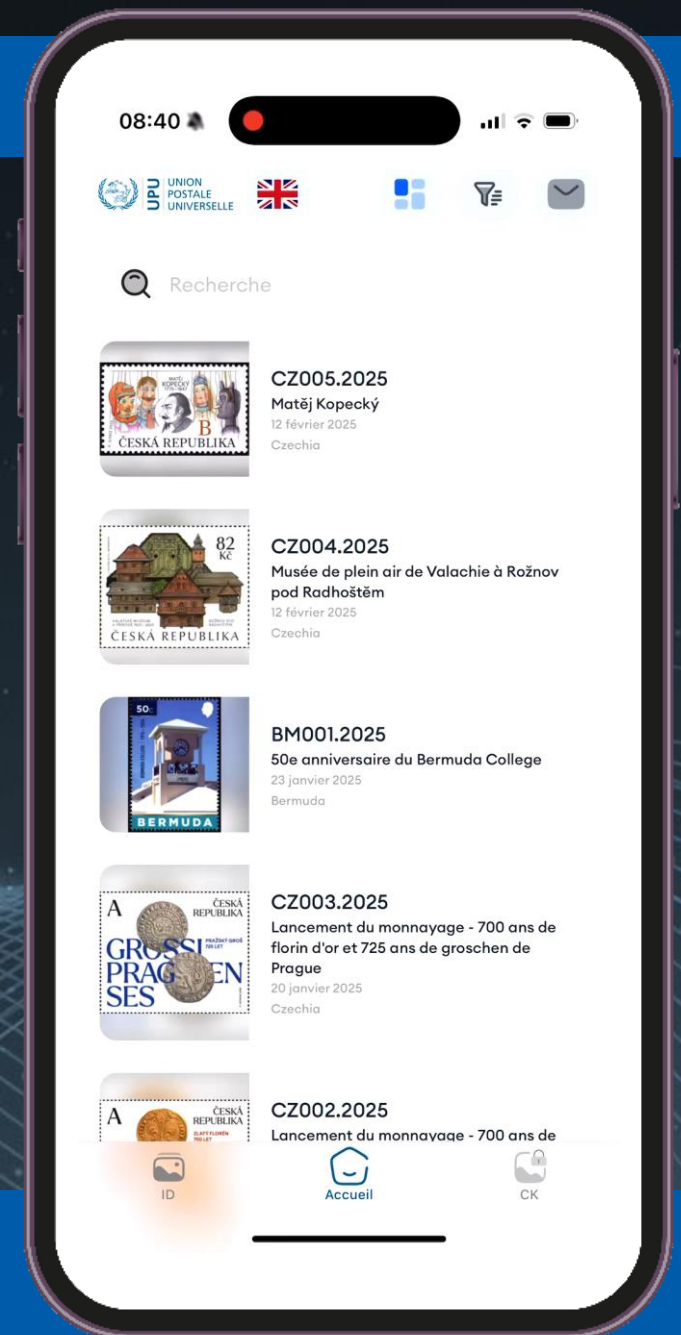
WNS 2.0 | *For the collectors*

AN DAILY TOOL FOR ALL COLLECTORS

- All metadata for each stamp in one place,
- A direct link to Posts eCommerce platform,
- A unique showcase of stamps from around the world - in just seconds,

- And still completely free to use for your clients...

INCORPORATING INTELLIGENT AUTOMATIC IDENTIFICATION
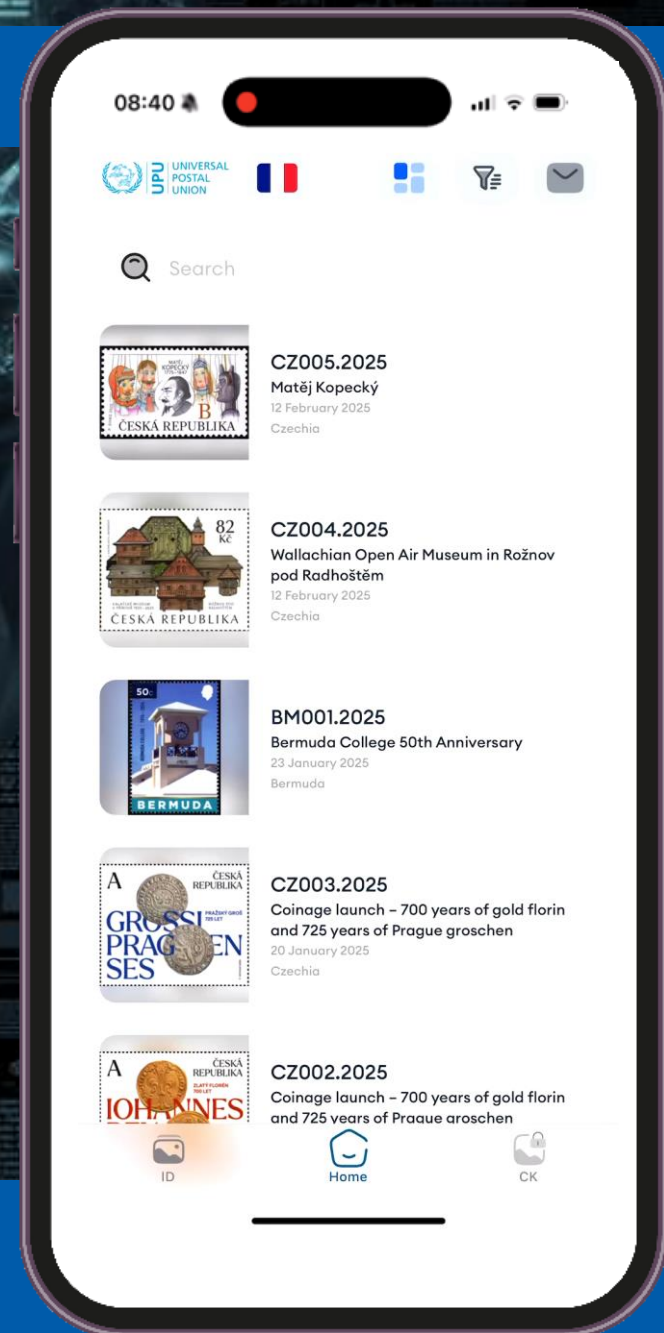
WNS 2.0 | *Incorporating Artificial Intelligence*

- Revenue Protection & Business Development,
- A powerful solution to support customs officers.

AN ANALYSIS BASED ON HD IMAGE OF STAMPS AND THEIR META DATA

- Detail enhancement
- Interaction with user for special components

PERFORATION ALGORYTHM DETECTION

- Calculation and check of the perforations expected based on the meta data provided by the posts

A GLOBAL SOLUTION FOR REVENUE PROTECTION
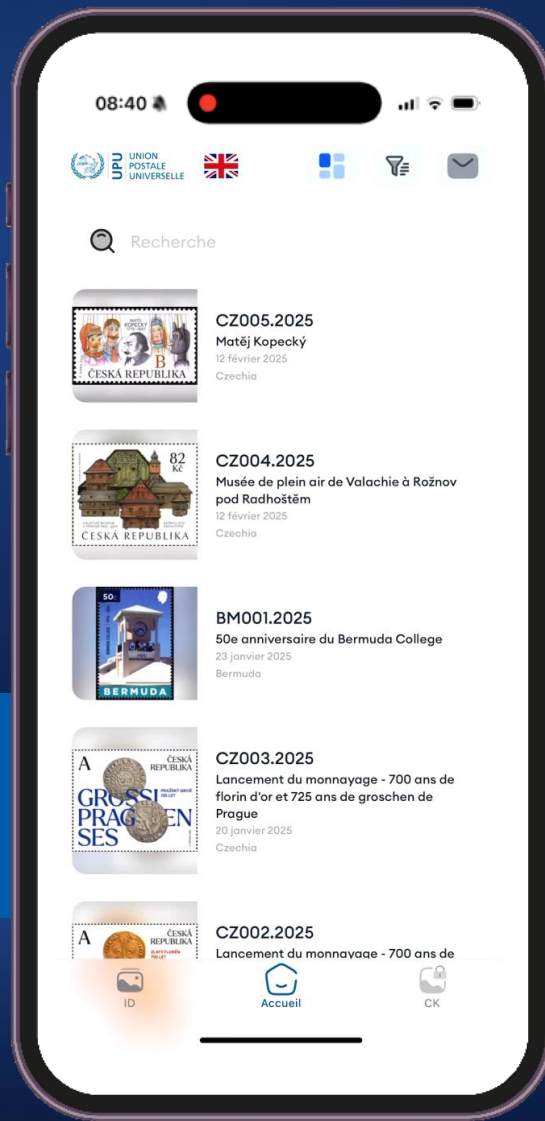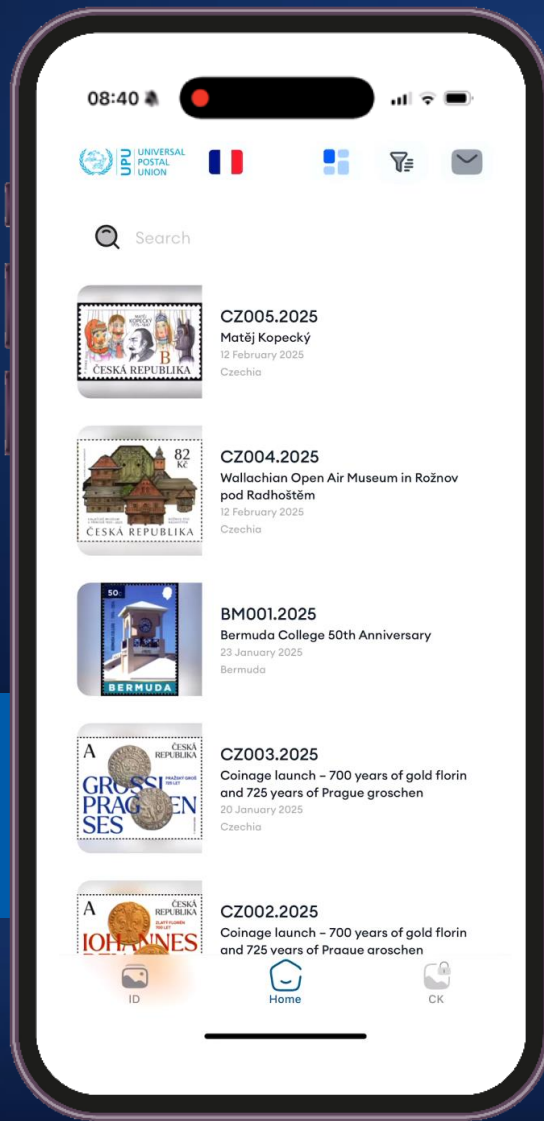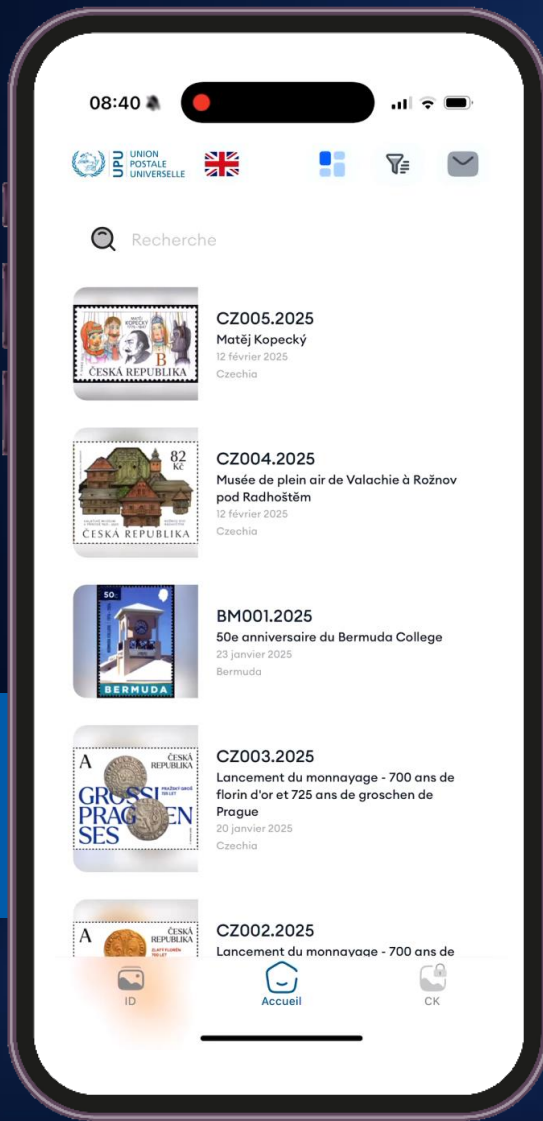
Protecting revenue, brands and reputations

- Spectra is a highly responsive organisation that develops advanced solutions for its customers.

- By using the very latest, state-of-the-art technology, Spectra makes it difficult for counterfeiters to operate in industries with high monetary or intellectual value products and services.

- Taggants and sensors developed and manufactured in its Rhode Island facility in the United States feature strongly in its portfolio available to the public and private sector.

- **45 billion** banknotes worldwide have Spectra's covert level 3 security features

- Spectra authentication products are comprised of engineered materials and hardware systems which verify the unique signatures of authentication materials in banknotes and brand products.
- Each of the group's manufacturing sites has invested in specialist equipment, thereby ensuring it can deliver a broad range of security products and services from all its facilities.

- Cartor Security Printers, a member of the Spectra Group, is ideally positioned to drive the adoption of Spectra's optical materials across postage, tax, and revenue stamps through its two manufacturing sites, one in the UK and one in France.

- Within the postal sector, the group's reputation has been earned delivering innovative solutions to over 180 administrations where the Cartor name has become synonymous with highly creative and innovative security printing.
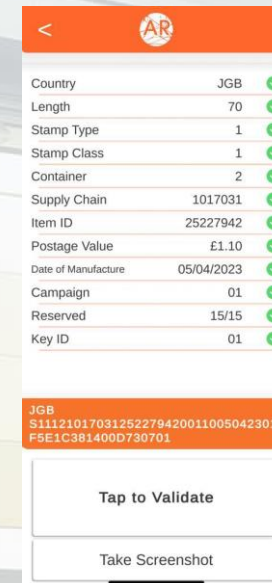
Fighting fraud with DMC's

- Postage Stamps over the years have been enhanced through clever design, the use of covert and overt special inks and special substrates. These techniques have also migrated to the brand protection sector, but organised crime is never far behind and in recent years has targeted many Postal authorities. Deutsche Post and Royal Mail were the first to further enhance the security in stamps through the use of Data Matrix Codes to prevent loss of revenue due to stamp counterfeiting and stamp re-use.

DMC content

- To meet this threat, Cartor developed software for creating secure codes with 256 bit encryption

- The barcode allows digital authentication and cancellation of stamps to prevent counterfeiting and re-use.

- For enhanced postal applications, the code can also provide track and trace and marketing information.

- These codes contain 70 alphanumeric characters including the final 18 characters with the 256 bit encryption

Fighting fraud with covert markers

- The Spectra group is well known for developing level 3 markers or forensic taggants for use mainly in banknotes. One of the largest G8 central banks presently uses such taggants, reading them at high speed on banknote sorting equipment and identifying counterfeits
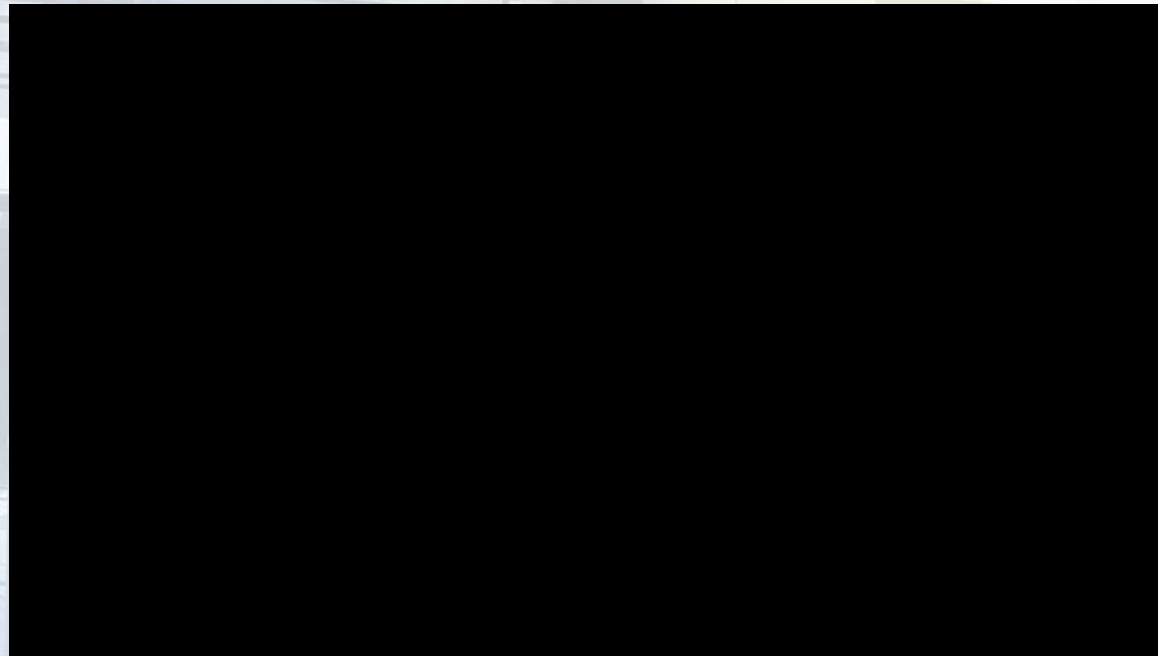
Sensor readable markers

- Level 3 taggants are covert materials which are invisible but can be identified using a detection device and Spectra has developed a series of materials and sensors ideal for use in labels to protect brands and in stamps to protect revenue
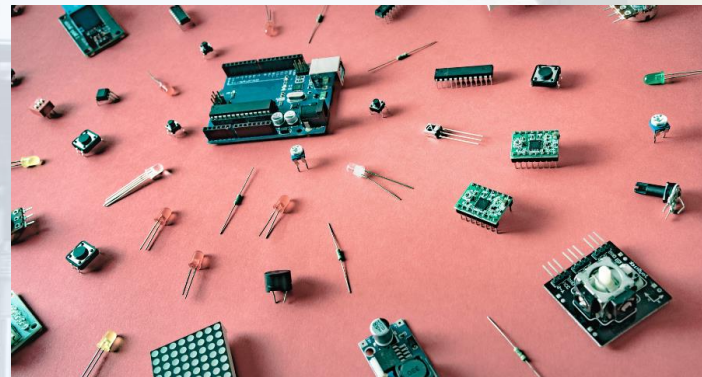
Brand labels with covert markers

- Spectra sensor authenticating wine labels with
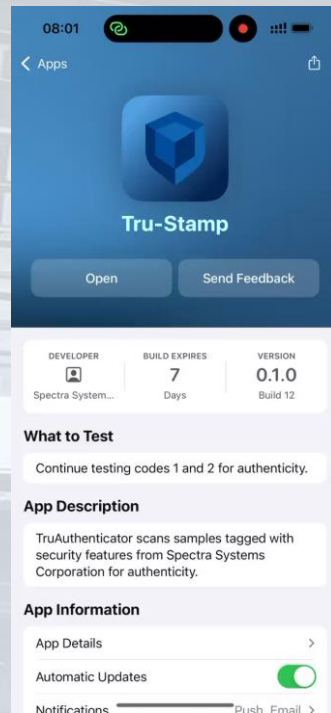
  level 3 forensic taggants
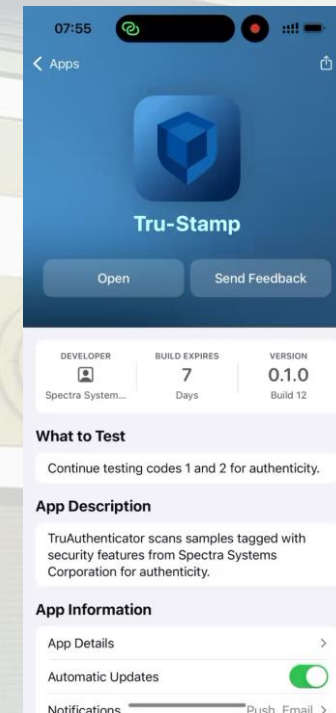
Smartphone readable markers

- Over the last few months Spectra has developed a new series of materials that can be identified with the use of a smartphone.

Postage stamps with covert marker

- Spectra App reading taggant on stamp sample 1
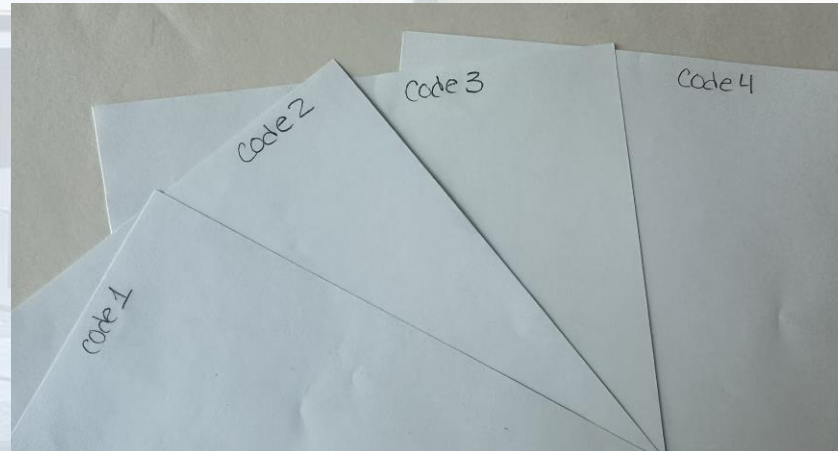
- Spectra App reading taggant on stamp sample 2

Tax stamp with covert marker

- Spectra App reading taggant on tax stamp

Smartphone covert markers

- This new series of 4 taggants has been tested on multiple iOS devices

- Android apps are in development currently

In conclusion

John Ruskin (1819 – 1900) was a British writer, art critic, social thinker, and reformer — a most influential figure of the Victorian era. This quote summarises what many of us face today if we fail to act:

"There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price alone are that man's lawful prey."

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ON ILLICIT GOODS

Thank you for taking the time to complete this survey.
Your feedback is valuable.

https://www.surveymonkey.com/r/562S8K5

Any question regarding the workshop? Please contact
security@upu.int

Thank you