



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates’
Hails New Intellectual Property Rights Protection Web Site.**

Ridgefield, Conn., (December 9, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, commends Commerce Secretary Donald L. Evans for his leadership to enhance the protection of intellectual property rights under the “Strategy Targeting Organized Piracy (STOP!)” initiative with the introduction of the www.StopFakes.gov web site.

On October 4, 2004, Attorney General Ashcroft, Ambassador Robert Zoellick, Homeland Security Undersecretary Asa Hutchinson and Commerce Secretary Donald L. Evans announced the STOP initiative “to protect American businesses and their products from counterfeiters and pirates who are stealing from America’s workers and robbing billions from the U.S. economy.” Fulfilling a promise made by Secretary Evans on October 4th, the introduction of the StopFakes web sites “continues to focus on the President’s goal to level the playing field by opening new markets for American products and tough enforcement of international trade laws in order to grow our economy and create new jobs.” (*Commerce Department Press Release, 10/29/04, www.commerce.gov*)

Speaking about the newly published web site, Stanley G. Hart, President & CEO of S. G. Hart & Associates says, “creating awareness about the global threat of counterfeiting and industrial piracy is the first step in protecting intellectual property rights (IPR), both home and abroad. Access to information about counterfeiting and IPR – *the economic impact of counterfeiting on legitimate U.S. companies is estimated to be between US\$200 - \$250 billion per year alone* – and what companies can do about protecting their brand and their IP can only make our national economy stronger.”

S. G. Hart & Associates has been a strong supporter in providing its clients with relevant information about the global threat of counterfeiting as well as diversion. S. G. Hart & Associates has already published several issues of its complimentary newsletter called BrandEye™ to registered subscribers. Each issue of BrandEye™ offers news and information relevant to the brand equity protection professional with “To Your Desktop” delivery 6 times per year. To become a subscriber or to learn more about BrandEye™, please visit www.sghartassociates.com/brandeye.



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About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. The group helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

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