



## The Brand Equity Protection Company™

### For Immediate Release

### **S. G. Hart & Associates Apprals Reintroduction of Anti-counterfeiting Legislation.**

**Ridgefield, Conn., (January 7, 2005)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, applauds U.S. Representative Joe Knollenberg (R-MI) for reintroducing bipartisan legislation on the floor of the U.S. House of Representatives to address the problem of counterfeit manufactured goods. According to remarks made by Mr. Knollenberg on January 4, 2005, The Stop Counterfeiting in Manufactured Goods Act “would strengthen federal trademark law used to prosecute counterfeiters by providing the mandatory destruction of equipment used in the manufacture and packaging of counterfeit goods, and clarify language the prohibits the trafficking in counterfeit labels, patches and medallions.”

The economic impact of counterfeiting on legitimate companies is enormous. In the US, the FBI estimates losses to counterfeiting at US\$200 - \$250 billion per year. S. G. Hart & Associates, along with many government and industry experts concur that global losses due to counterfeiting are estimated to be \$500 billion dollars per year. During his speech, Mr. Knollenberg made reference to the world-wide threat of counterfeiting and the potential reach of the proposed legislation. “The Office of the U.S. Trade Representative (USTR) is currently engaged in a variety of bilateral and multilateral trade negotiations. However, USTR cannot readily negotiate criminal anti-counterfeiting standards above the levels found in the United States. By passing this bill into law, we will empower our negotiators to press for stronger anti-counterfeiting measures from our trading partners. The U.S. must lead by example in intellectual property rights enforcement and this is a critical step we must take.” said Mr. Knollenberg.

Stanley G. Hart, President & CEO of S. G. Hart & Associates, gave high marks to Mr. Knollenberg for his tenacity to press the threat of counterfeiting on the minds of members of Congress. In remarks made today by Hart about Mr. Knollenberg’s speech, Hart said, “Counterfeiting has a tremendous impact across a wide spectrum of industries. More troubling is the lack of adherence to global standards and a failure by some not to have a comprehensive strategy to identify and counter the threat level of counterfeiting. A combined effort that includes public awareness, government and industry association leadership, and private efforts is the best course of action to reverse the damage counterfeiting can have on long term growth and profitability for companies, as well as nations.”

As part of its strategy to stamp out counterfeiting, 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 publishes a 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](http://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.

### **About BrandEye™**

BrandEye™ is a complimentary newsletter offered by S. G. Hart & Associates providing insight and information relevant to the brand protection professional. BrandEye™ is devoted to providing brand protection news and information to all those engaged in protecting their branded products from the negative effects of counterfeiting and diversion. The brand protection community can subscribe to BrandEye™ by visiting [www.sghartassociates.com/brandeye](http://www.sghartassociates.com/brandeye) today.

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