



## The Brand Equity Protection Company™

### For Immediate Release

#### **S. G. Hart & Associates is Interviewed by Brand Protection News On Sarbanes-Oxley Compliance, Risk Management and Brand Protection Strategies.**

**Ridgefield, Conn., (April 18, 2005)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, is featured in the April 6<sup>th</sup> edition of *Brand Protection News*, a *PIRA International Publication*. In the article, S. G. Hart & Associates discusses its thought leadership pertaining to brand protection and the need for an overall risk management posture that is required of public companies under the auspicious of The Sarbanes-Oxley Act of 2002 (SOX). The article further highlights S. G. Hart & Associates' newest educational offerings targeted to key decision makers, including board of directors and senior managers, who are seeking further information on how SOX effects brand owners' responsibilities in combating counterfeiting and product diversion in order to protect stakeholder value. Visit [www.sghartassociates.com](http://www.sghartassociates.com) to sign-up and participate in the April 28, 2005 web cast.

Stanley G. Hart, President & CEO of S. G. Hart & Associates, explains the need for a comprehensive brand equity protection plan in order to meet the disclosure and internal control requirements of sections 302 and 404 under SOX, "brand protection is an important element of compliance with SOX that goes beyond technical solutions and security features, which are just one piece of the puzzle. Brand owners need to have an overall risk-management system in place." Anthony M. Miano, Executive Partner, echoed Hart's assessment and made the additional observation that "by forcing companies [to comply with SOX] to look at internal / external business processes that relate to brand protection initially not on the SOX radar screen could lead to benefits that can provide a unique competitive advantage and simultaneously satisfy the new regulations."

For those seeking further information, S. G. Hart & Associates has planned a series of educational, on-line "Web Casts" focusing on the Sarbanes-Oxley Act of 2002 and the brand protection disclosure and internal control requirements that apply. Participant registration for these Web Casts is available through the company's website at [www.sghartassocates.com](http://www.sghartassocates.com) along with presentation dates and times.

The Sarbanes-Oxley Act of 2002 (SOX) is U.S. legislation that was signed into law by President George W. Bush during on July 31, 2002. The purpose of SOX is to re-instill confidence and trust in the corporate accounting reporting practices used to evaluate publicly traded companies of the United States. U.S. public companies with equity market capitalization over \$75 million are required to comply with the new SOX amendments beginning with their first fiscal year ending on or after November 15, 2004. Non-accelerated filers must begin to comply with these requirements for their first fiscal year ending on or after July 15, 2006.



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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 global brand protection consulting company helping clients develop and implement strategies that protect supply chains from the disruptions caused by counterfeiting, product diversion, tampering & theft. S. G. Hart & Associates ensures that the integrity of the firm's most valuable asset – its brand - is secure, that the brand's ability to generate and preserve revenue is maximized and that effective controls are used to safeguard the branded asset against unauthorized or improper use.

### **About PIRA International**

PIRA is a leading commercial consultancy, testing and media business which specializes in retail supply chain technologies related to industries such as packaging, paper, plastics, printing, publishing and consumer goods. PIRA has established a reputation as one of the key knowledge providers in these industry sectors.

#### **Media Contacts:**

Director, Public Relations  
S. G. Hart & Associates, LLC  
31 Bailey Avenue, Suite 5  
Ridgefield, Connecticut 06877 USA

Tel: 203-438-4300  
Fax: 203-438-3222  
Email: [PR@sghartassociates.com](mailto:PR@sghartassociates.com)  
Web: [www.sghartassociates.com](http://www.sghartassociates.com)

PIRA International  
Randalls Road  
Leatherhead  
Surrey, KT22 7RU United Kingdom

Tel: +44 (0) 1372 802000  
Fax: +44 (0) 1372 802238  
Email: [publications@pira.co.uk](mailto:publications@pira.co.uk)  
Web: [www.pira.co.uk](http://www.pira.co.uk)

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