



The Brand Equity Protection Company™

**For Immediate Release**

**S.G. Hart & Associates Writes Article for Natural Products Insider on Brand Pirating and the Necessity of Vigilance**

**Ridgefield, CT (PRWEB) October 10, 2006** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, has written an article in the September edition of Natural Products Insider titled “Vigilance Necessary to Prevent Brand Pirating.” Stanley G. Hart, President & CEO of S. G. Hart & Associates authored the work, which explains the need for senior management participation in protecting a company’s intellectual property rights (IPR), trademarks and copyrights from the threat of counterfeiting, diversion, tampering and theft. The article outlines the threat, reviews the harmful results of counterfeiting and diversion, and presents the steps to deal with the problem.

Hart comments, “The dietary supplement, functional food and cosmetic industries are all growing at a fast pace which makes them vulnerable and attractive to counterfeiters and diverters. Assessing this threat and instituting steps to mitigate the risk of counterfeiting and diversions at an early stage are critical in maintaining and building brand equity.” Hart concludes, “Protecting the brand is not just another cost of doing business. Protecting brands, intellectual property, trademarks, and copyrights is smart business that can enhance or recapture top-line revenue. Understanding the threat of counterfeiting and framing this threat the same way one might frame any other competitive situation is a strategic exercise worthy of all senior executives.”

To view the complete article, visit the Natural Products Insider’s website at <http://www.naturalproductsinsider.com/articles/06sep18feat3a.html>.



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**About S. G. Hart & Associates, LLC**

S. G. Hart & Associates, The Brand Equity Protection Company™, 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 and 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.

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