The Need for Anti-counterfeiting Standards Coordination

Presented by
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Secretary ISO TC247
U.S. TAG Administrator ISO TC 247/PC 246

Crossing Borders and Sectors: Exploring Robust Anti-Counterfeiting Solutions | September 22, 2010
Counterfeiting Impacts

- Counterfeiting effects everyone
  - Impact on consumers
  - Impact on business
  - Impact on governments
Counterfeiting supports

- Counterfeiting supports
  - Local criminals
  - Illicit business activity
  - International criminal organizations
  - Terrorists organizations
A study on Counterfeiting and Piracy

• A study by the RAND Corporation on film piracy commissioned by the Motion Picture Association in 2009: “Film Piracy and Its Connection to Organized Crime and Terrorism”
• Major crime organizations and their activities
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<th>Counterfeiting</th>
<th>Racketeering</th>
<th>Human Smuggling</th>
<th>Money Laundering</th>
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<th>Illegal Gambling</th>
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Counterfeiting Affects Industries and Issues

- Consumer Goods
- Food
- Pharmaceuticals
- Aerospace
- Critical Components
- Entertainment
- Electronics
- Automotive
- Identity Documents
- Immigration
- Transportation
- Medical Device
- Bearings
- Industrial Components
- Intellectual Property
- ETC.
Current ANSI/ISO Standards Activity

- ANSI/NASPO Security Assurance Standard
- ISO TC 247 “Fraud countermeasures and controls”
  - ISO MSS ‘Security Assurance’
  - ISO NWIP ‘Anti-counterfeiting unique numbering system’
- ISO PC 246 “Anti-counterfeiting tools”
  - ISO CD ‘Performance of anti-counterfeiting technologies’
- Other industry specific SDO’s
Need for cooperation

• Counterfeiting affects varied industries.
• Solutions are often non-industry specific.
• Standards can support multiple industries.
• Compliance to multiple industry standards are costly and unwanted.
• Standards development provides a forum to bring together cross sector industry experts.
Conclusion

• This is a complex multi-industry issue.
• Industry standards should align with national and international standards.
• A means to coordinate that effort should be established.
Thank you

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