

PRESS RELEASE

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Counterfeit Expert Paul R. Paradise to be Panelist at Annual Global Brand Protection Innovation Programme in London, UK

Conference is Focused on Brand Security and Anti-counterfeiting Technologies

Hoboken, NJ, March 31, 2016 Author Paul R. Paradise will be a panelist at the **Annual Global Brand Protection Innovation Programme (GBPIP), 26th – 27th May, London, UK.** GBPIP 2016 is focused on assisting over 200 attendees (CEOs, VPs, Heads, and Directors) their brand security needs and providing an insight on:

- Global Implementation of Anti-counterfeit Technologies
- Recent Technologies
- Serialization, Track & Trace
- Cyber Crime and On line Security
- Significant Strategies to secure a brand

GBPIP 2016 provides a platform for the industry leaders to share their thoughts on new innovations in the Industry for fighting the counterfeits in the market.

Paul R. Paradise said, "The sharing of information and strategies between the business community, customs and law enforcement is crucial for dealing with the escalating problem of product counterfeiting, now estimated at 7 to 10 percent of all world commerce."

About Paul R. Paradise

The author is well known for his nonfiction book *Trademark Counterfeiting, Product Piracy and the Billion Dollar Threat to the U.S. Economy* (Praeger, 1999, 2000) This scholarly book sold out the first print run in five months and is concerned with a business crime that costs the U.S. economy billions of dollars. The FBI has cited trademark counterfeiting, also called commercial or product counterfeiting, as the "crime of the 21st Century." Paul R. Paradise has authored numerous books and articles and been interviewed on the radio and television for his expertise with trademark counterfeiting. *The Counterfeit Detective*, a novel, is based in part on a book excerpt of real life investigator David Woods that appeared in *PI Magazine* and later in his book *Trademark Counterfeiting, Product Piracy, and the Billion Dollar Threat to the U.S. Economy*, as well as an award winning short story in the 2008 Writers Digest Fiction Competition. The author began his career as staff writer for T.F.H. Publications and later branched out into law enforcement with articles published in *Electronics Now, Police, Law & Order* and *PI Magazine*.

Paradise's novel, *The Counterfeit Detective* is published by Koehler Books and distributed by Ingram Publisher Services. Publication Date is 11/20/2015. SOFTCOVER, \$15.95, 978-1-63393-086-5 EBOOK, \$4.99, 978-1-63393-087-2. Another book about piracy, *How Peer to Peer (P2P) File Sharing is Shaping the Internet* is published by CreateSpace and distributed by Amazon.com at <http://goo.gl/0k9inM> Publication Date is 12/2015. SOFTCOVER, \$13.95 Author website: <http://paulrparadise.com>