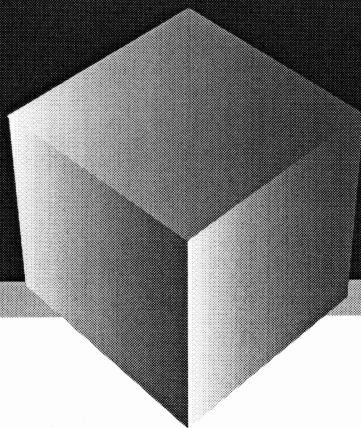


PRODUCT COUNTERFEITING (& DIVERSION) PROTECTION

PRESERVING PRODUCT INTEGRITY: NEW RISKS; NEW SOLUTIONS

March 13-14, 2000



- Counterfeit Knockoffs
- Stolen Goods
- Internet Fakes
- Diverted & Expired Products
- Lost Profits
- Product Liability
- Shareholder Actions
- Bogus Repairs & Returns

New Risks

Manufacturers and brand holders face an increasing array of criminal threats to their sales, profits, brand reputation, and even company share value. Criminals are exploiting new technologies and scams like Internet auction sites to sell counterfeits, while organized retail theft rings and international diversion scams are attacking your business. These attacks are becoming an increasing source of concern.

Increasing Consequences

The consequences of ignoring these problems are growing. Lost sales and diminished profits are bad enough. The threat of paying bogus repair and return claims ups the ante even further. But the impacts are now reaching the Boardroom, as illustrated by the problems Coca Cola faced in recalling diverted product in Europe.; the *Wall Street Journal* suggested that this contributed to Douglas Ivester's resignation. Some shareholders are now seeking to hold company management responsible for disclosing and fighting these threats. And the risk of product liability remains.

New Solutions

Built on its traditional case-study approach, **Product Counterfeiting (& Diversion) Protection (PCP) 2000**, examines how companies can fight back and win! Just as the criminals are becoming better organized and adopting new technologies, so are businesses, law enforcement and security systems providers. **PCP** highlights how new organizations like the Consumer Products Manufacturers Association are building standards to fight theft and counterfeiting. At this conference you will hear how leading software and health care companies are fighting back on the Internet. Learn how the latest security technologies are generating returns of greater than 100:1. The world's leading security companies will be exhibiting the solutions you need to achieve these returns.

Who Should Attend?

PCP is designed to bring important information and practical insights to

- Brand managers
- Brand protection personnel
- Company security managers
- Intellectual property attorneys and trademark managers
- Packaging and labeling companies
- Authentication/security companies
- Investigators
- Trade association executives

Future Diary Dates

Anticounterfeiting Japan October 15-19, 2000
Prague Anticounterfeiting Week March 12-13, 2001
Las Vegas Anticounterfeiting Week March 15-16, 2001