

# Anti-counterfeiting and Enforcement

Counterfeiting is big business. Advancements in technology have made infringers better at evading detection and prosecution, requiring brand owners to take more innovative approaches to intellectual property enforcement.

At Baker McKenzie, we seamlessly collaborate across borders to pursue and pioneer remedies on your behalf. We help you identify urgent enforcement issues that are strategic to pursue and design a campaign tailored to local requirements wherever you operate. We bring vast experience and a track record of success across various industries. Our impressive client base includes top multinational brands in a wide range of industries, including pharmaceuticals, automotive, cosmetics, food, fashion, software, electronics, alcoholic spirits, tobacco, toys and luxury products.

Our lawyers operate on a deep understanding of your business issues, leveraging the necessary legal know-how and commercial insight to meet your enforcement challenges anywhere in the world.

## Cross-border global reach

Counterfeiting is a threat that spans national boundaries. Therefore, effective enforcement requires conducting regional and cross-border anticounterfeiting / anti-piracy programmes and UP litigation efficiently. By leveraging our extensive network of IP teams around the world, we have the ability to co-ordinate enforcement programmes across the region, enabling you to manage your brand protection seamlessly, thereby reducing costs.

## Awards & Accolades

Band 1 for Intellectual Property  
**Chambers Global 2009 - 2024**

Band 1 for Intellectual Property  
**Chambers Asia Pacific 2010 - 2024**

Tier 1 for Intellectual Property  
**Legal 500 Asia Pacific 2010 - 2024**

Recognised as one of the leading trade mark firms in Singapore  
**World Trademark Review 1000 2011 - 2024**

Tier 1 for Patents and Copyrights/Trademarks in Singapore  
**ALB Asia IP Rankings 2018 - 2024**

Tier 1 for Copyright, Trademark Contentious and Trademark Prosecution in Singapore  
**Asia IP Law 2023**

Asia Pacific IP Firm of the Year  
**Managing IP Asia Pacific Awards 2018 - 2022**

Global IP Firm of the Year  
**Managing IP Asia Pacific Awards 2017, 2018 and 2022**

IP Transactions & Advisory Firm of the Year  
**Managing IP Asia Pacific Awards 2021 and 2023**

Tier 1 for Trademark Disputes 2022 – 2024  
Tier 1 for Trademark Prosecution 2020 – 2024  
**Managing IP, IPStars**

"Renowned firm advising on the full suite of IP matters, including enforcement, portfolio management and commercial mandates."  
**Chambers Asia Pacific**

"Baker McKenzie Wong & Leow stands out for its ability to handle cross-border and multijurisdictional engagements across Southeast Asia. It has an especially strong record in the healthcare, pharmaceutical, consumer goods and retail, and TMT sectors. The Singapore team represents a wide range of international brands, coupled with a growing number of regional businesses. It routinely advises major global blue-chip corporates on strategically imperative matters in Singapore and across the Asia Pacific."  
**Legal 500 Asia Pacific**

As Singapore is a global shipping and business hub, curbing the movement of infringing goods in and out of the country can prevent the penetration of counterfeit goods before they enter local markets in the region. Our close ties with local customs and police authorities allow us to effectively combat transshipment of counterfeit products.

### Strategic, market-specific enforcement campaigns

We implement holistic enforcement programmes in a proactive manner, which enables you to utilize every option available to you in protecting your brand, including those that are frequently ignored, such as lobbying and education. Our programmes are scaled to meet your needs and are nimbly executed by leading practitioners in the field.

As Singapore adopts a private prosecution regime, we frequently merge criminal enforcement measures (where applicable) with civil enforcement measures to procure the most favourable results for our clients, including securing public apologies from counterfeiters to generate a deterrent effect against any other would-be infringers in the market. We also have an excellent track record in obtaining damages and costs in settlement, which can go towards funding the enforcement programme. We always seek to make our enforcement programmes partially or fully self-financing.

### How we can help

- **Management of local, regional or global enforcement programmes.** Assist in coordinating and monitoring enforcement strategies locally, regionally and globally, including cost-effective methods such as self-funding and multi-brand campaigns. In Singapore, we work closely with the Intellectual Property Rights Branch (IPRB) of the Criminal Investigation Department as well as the Singapore Customs and experienced private investigators.
- **Pre-litigation services.** Mitigate costly proceedings through flexible fee arrangements for sending cease-and-desist letters, obtaining settlements, and issuing takedown notices to stop infringers online.
- **Civil and criminal litigation.** Obtain restraining orders, injunctive reliefs, orders for the destruction of fake goods and other appropriate measures, as well as prosecute infringers and other parties through innovative applications of laws and regulations.
- **Customised technology solutions.** Take an integrated approach that combines enforcement and portfolio management backed by a dedicated IP support centre. When you engage our Firm as global IP enforcement counsel, you gain access to online tools that track customs seizures and related enforcement activities for timely and informed decision-making.

### Contact Us



**Andy Leck**

Principal

Tel: +65 6434 2525

Fax: +65 6337 5100

[andy.leck@bakermckenzie.com](mailto:andy.leck@bakermckenzie.com)



**Ren Jun Lim**

Principal

Tel: +65 6434 2721

Fax: +65 6337 5100

[ren.jun.lim@bakermckenzie.com](mailto:ren.jun.lim@bakermckenzie.com)

### **bakermckenzie.com**

Baker McKenzie Wong & Leow  
8 Marina Boulevard #05-01  
Marina Bay Financial Centre, Tower 1  
018981 Singapore  
Tel: +65 6434 2606  
Fax: +66 6338 1888