



PRESS REPORT

ECTA

European Communities Trade Mark Association

Cracow, 22/10/2010

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Conference

On October 22, 2010, in Cracow, a meeting with the press was held on the occasion of an International Meeting of the Anti-Counterfeiting Committee (ACC) of the European Communities Trade Mark Association (ECTA), dedicated to the matters of importing, offering and putting the counterfeit goods on the EU market.

Media

In the meeting the below mentioned media took part:

Polish Daily – circulation 53.000 copies

PAP – Polish Press Agency

Radio TOK FM

Further, Dorota Rzażewska, attorney at law and patent attorney, member of the ACC, was interviewed at the Polish Radio Kraków, and was talking *inter alia* about the work being done by the ACC and the protection of consumers and intellectual property rights owners against the counterfeit and pirated goods.

Pictures from the conference







PRESS	RADIO	INTERNET	ALL
2	2	33	37

Publications:

Press:

1. 23.10.2010, *Dziennik Polski* "Cheap fakes flood the Internet" circulation 53 000;
2. 29.10.2010, *Gazeta Finansowa Prawo i Biznes* "Preventing fakes" circulation 20 000.

Radio:

1. 22.10.2010, *Polskie Radio Kraków*, 9.20am, „Przed hejnałem” (“Before the bugle call”);
2. 22.10.2010, *Radio TOK FM*, 10.14pm, “Economic information”.

Internet:

3. www.24pr.pl, "Preventing the fakes is a matter for the whole Europe";
4. www.pap.pl, "About 2-3% of goods in the European Union are fake";
5. www.bankier.pl, "About 2-3% of goods in the European Union are fake";
6. www.biznes.interia.pl, "About 2-3% of goods in the European Union are fake";
7. www.biznes.onet.pl, "About 2-3% of goods in the European Union are fake";
8. www.dlahandlu.pl, "Food is frequently counterfeited";
9. www.eurobankier.pl, "About 2-3% of goods in the European Union are fake";
10. www.finance.wp.pl, "About 2-3% of goods in the European Union are fake";
11. www.forbes.pl, "Counterfeits constitute about 2-3 percent. of all the goods sold in the EU";
12. www.gospodarka.gazeta.pl, "About 2-3% of goods in the European Union are fake";
13. www.hoga.pl, "About 2-3% of goods in the European Union are fake";
14. www.i-region.pl, "About 2-3% of goods in the European Union are fake";
15. www.iszkolenia.pl, "International Conference on the protection of intellectual and industrial property in Cracow";



16. www.money.pl, "About 2-3% of goods in the European Union are fake";
17. www.news.money.pl, "About 2-3% of goods in the European Union are fake";
18. www.pb.pl, "Press meeting ECTA - International Conference on the Protection of Intellectual and Industrial Property";
19. www.pb.pl, "About 2-3% of goods in the European Union are fake";
20. www.pi.gov.pl, "Top International Anti-Counterfeiting Experts meet in Cracow at the occasion of ECTA autumn meeting";
21. www.podatki.onet.pl, "About 2-3% of goods in the European Union are fake";
22. www.polskieradio.pl, "The EU economy is struggling with millions of counterfeit products";
23. www.portalspozywczy.pl, "About 2-3% of goods in the European Union are fake";
24. www.sfora.biz.pl, "Check before you buy - our stores are being flooded with the fakes";
25. www.spedycje.pl, "Counterfeits flooding the European market";
26. www.stooq.pl, "About 2-3% of goods in the European Union are fake";
27. www.wiadomosci.gazeta.pl, "About 2-3% of goods in the European Union are fake";
28. www.wnp.pl, "Millions of counterfeit products flooding Poland and Europe";
29. www.wyborcza.biz.pl, "About 2-3% of goods in the European Union are fake";
30. www.wyborcza.pl, "About 2-3% of goods in the European Union are fake";
31. www.euofunds.org, "About 2-3% of goods in the European Union are fake";
32. www.pi.gov.pl, "Preventing fakes is a matter of the whole Europe";
33. www.netbrokers.pl, "About 2-3% of goods in the European Union are fake".

Press materials for the media

1. Press release: "Top International Anti-Counterfeiting Experts meet in Cracow at the occasion of ECTA autumn meeting";
2. Report from the conference: "Preventing fakes is a matter of the whole Europe".