



Canadian  
Anti-Counterfeiting  
Network

Réseau  
anti-contrefaçon  
canadien

# PREVENTING INTELLECTUAL PROPERTY CRIME IN CANADA

Let's put an end to **product counterfeiting, fraud & copyright piracy** in Canada so your business can commit to...

ENSURING BRAND  
PROTECTION

ASSURING AUTHENTICITY  
TO CUSTOMERS

SECURING BRAND  
LOYALTY

## ABOUT CACN

The Canadian Anti-Counterfeiting Network (CACN) represents a coalition of businesses, associations, law enforcement agencies as well as investigation and law firms who have united in the fight against Intellectual Property (IP) crime.

CACN members participate in law enforcement training, public awareness campaigns and student outreach programs that build engagement and knowledge within communities. CACN also works closely with all levels of government to advocate for legislative change involving IP.

Member companies span nearly every industry segment:

Pharmaceuticals  
Consumer Goods  
Music & Film



Healthcare  
Food & Beverage

Apparel & Footwear  
Electrical & Electronics  
Automotive



Strengthen your industry's commitment to IP protection. Join CACN and take part in building a strong, unified Canadian voice to combat IP crime. Visit **www.cacn.ca** to learn more and to sign up to become a member.

## PROTECT YOUR INTELLECTUAL PROPERTY

IP crime affects your trademarks and copyrights and is highly pervasive across all sectors, constituting an illegitimate multi-billion-dollar global industry, which impacts economic health and the safety and security of citizens.

The implications of IP crime are staggering...

# \$991 billion

The estimated **value of trade** in counterfeit and pirated goods globally by 2022.

# 4-5 million

Estimated net **job losses** by 2022 due to illegitimate counterfeiting and piracy activity.

## Take action:

Protect your brand and join CACN today. Help take collective action to strengthen anti-counterfeiting programs in Canada, while protecting your brand and making a global impact.



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**Join Today!**

Becoming a member is easy!

Simply visit **www.cacn.ca** and fill out the application form.

To view a listing of all members, visit **www.cacn.ca**.

*Data source: INTA-BASCAP Impact Study Launch: The Economic Impacts of Counterfeiting and Piracy - [https://www.inta.org/communications/documents/2017\\_frontier\\_report.pdf](https://www.inta.org/communications/documents/2017_frontier_report.pdf)*

## MEMBERSHIP BENEFITS

CACN is *the* Canadian voice advocating against IP crime. Join today and **'MEET'** your IP protection goals through the following CACN programs and services:

### Mitigation

Receive the tools and resources you need to mitigate potential IP-related risks, while building your network with key industry, government and law enforcement officials. Members are also invited to join CACN's active Steering Committee to share IP-related strategies and best practices to build a more robust anti-counterfeiting platform in Canada.

### Education

Get involved in CACN's public awareness campaigns and student outreach programs. CACN leads frequent programs to educate the public and students about the perils of counterfeit and pirated goods.



### Enforcement

CACN helps influence and enforce legislative change by collaborating with all levels of government and affiliate partners. CACN ensures members' concerns and priorities reach senior-level representatives in government, law enforcement and industry through regular correspondence with key stakeholders.

### Training

Members are invited to participate in regular training programs with law enforcement, government and customs officials. As a member, your company can participate in speaking engagements and trade booth displays, showcasing how IP crime impacts your products and your industry.



## JOIN TODAY!



Help put an end to IP crime in Canada. To join CACN, visit **www.cacn.ca** or scan this QR code to complete the application form.

**QUESTIONS?** Contact us at **[cacn@electrofed.com](mailto:cacn@electrofed.com)**



**FOLLOW US ON TWITTER:**  
**@BuyTheRealThing**

## Strategic Partnerships

As a leading advocate on legislative and regulatory issues addressing Intellectual Property (IP) crime in Canada, CACN maintains strong alliances with the following organizations:

