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**AGMA EXPANDS GLOBAL REACH, PRESENTS AT UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE**

AGMA President Tapped as Specialist on Intellectual Property at UN Forum

LOS GATOS, Calif., August 3, 2010 – [Ram Manchi](#), president of the [Alliance for Gray Market and Counterfeit Abatement](#) (AGMA), a non-profit organization dedicated to addressing gray market, [counterfeiting](#) and warranty and service abuse of branded goods around the globe, recently gave a presentation to the United Nations Economic Commission for Europe (UNECE). Manchi's presentation was titled, "Intellectual Property Protection – Global Enforcement Challenges," and was delivered on July 8 at the United Nations headquarters in Geneva, Switzerland.

Held at the Palais des Nations in Geneva, UNECE's fourth annual session featured presentations from a wide range of specialists on intellectual property (IP). The list of topics covered over the course of the forum included: border measures; controlling trans-shipments; supply chain integrity; internal market surveillance; health and safety hazards; and the 'vicarious' liability of intermediaries.

Speaking on behalf of AGMA, Manchi's presentation provided a glimpse into the challenges associated with protecting IP, including identifying the four key aspects of IP compromise: Vectors, Enablers, Motives, and Impact. Manchi also elaborated on the global challenges faced when attempting to enforce IP protection, including: local laws and governance; enforceability and capability; education and awareness; political and cultural factors; resources and priorities, virtual globalization and new technologies.

Manchi's presentation drew the following conclusions:

- IP compromise is a large and growing global threat that is critically disruptive and could negatively impact the global economy
- AGMA member companies are investing resources to combat IP theft through enhancing controls within their scope
- The US government, as well as other governments, now recognize the significance and magnitude of the problem - and are introducing new laws to address the issue
- Global organizations such as WIPO and UNECE are helping to increase awareness and influence global law makers and impacted parties

AGMA and its member companies strive to make engaging in gray market, counterfeit and warranty and service abuse more difficult, undesirable and unprofitable for the perpetrators. "Being invited to speak at such a prestigious forum as that provided by UNECE is a clear indicator that AGMA's message is being heard on a global scale," noted Manchi. "AGMA's goal is to educate the industry about gray market, counterfeiting and warranty and service abuse issues and their impact. We are actively involved in the development of industry best practices to mitigate these risks and reduce the potential harm caused to customers, authorized distribution partners and the high tech industry as a whole."

To learn more about AGMA's initiative or to become a member, please visit www.agmaglobal.org.

About AGMA

AGMA is a non-profit organization comprised of influential companies in the technology sector. Incorporated in 2001, AGMA's mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse of technology products around the globe. The organization's goals are to protect intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

AGMA welcomes any technology manufacturer, as well as persons or entities that own or hold intellectual property rights to finished goods outside the technology industry; product and service providers, government and law enforcement who provide

goods and/or services to combat gray market fraud, counterfeiting and warranty and service abuse threats. AGMA uses a variety of avenues to cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, industry guidelines, and, where appropriate, public policy advocacy. To learn more about AGMA's initiatives or to become a member, please visit www.agmaglobal.org.

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