



PRESS RELEASE

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The 2025 Global Anti-Counterfeiting Awards

The winners of the twenty fifth annual Global Anti-Counterfeiting Awards organised by the Global Anti-Counterfeiting Group, are announced in Paris today on World Anti-Counterfeiting Day.

The winners reflect the continuing broad field of individuals and organisations both established and new to the scene. The awards are made as a recognition of achievements in IPR Enforcement by organisations, companies and individuals. The winners (details in attached note) announced today, are:

Individual Achievement Award

Phil Lewis (ACG Director-General and Company Secretary)

National Public Body Award

Police de Saint-Ouen

International Public Organisation

OEPM (Spanish Patent and Trade Mark) Association Award

Companies (2 ex-aequo)

Chanel

&

Procter & Gamble brand protection department

Associations (2 ex-aequo)

ASUSCON (Spanish consumers association)

&

Rättighetsalliansen (Swedish association against online crime)



Delphine Sarfati-Sobreira, President of the GACG international network of national and regional anti-counterfeiting organisations said : *“The 2025 awards this year highlight the wide range of co-operation that is needed – and provided - by different organisations and individuals, especially across the public/private sector. The importance of coordination, education and communication was an evident feature of many nominations. Counterfeiting is a significant and ever-growing challenge for all intellectual property owners, and, tackling it requires a mixture of legal knowledge, investigative resources, technology, enforcement and public awareness. All those organisations recognised in this year’s Awards have demonstrated their commitment to break this illicit trade, and they deserve congratulations on their recognition.”*

The awards presentations are made in Paris on 4th June at the Musée de Contrefaçon, housed at the Headquarters of the Union des Fabricants (UNIFAB) on World Anti-Counterfeiting Day.

The jury was composed by some major actors in the intellectual property universe:

Delphine Sarfati-Sobreira – CEO of Unifab and President of GACG

Juna Shehu – General Director of Indicam and Vice-president of GACG

Gerard Guiu – General Director of Andema and Vice-president of GACG

Etienne Sanz de Acedo – CEO of the International Trademark Association (INTA) and winner of the award 2024.

*GACG: The Global Anti-Counterfeiting Group is the international organization, which leads all national associations against counterfeiting around the world. It is chaired by Delphine Sarfati-Sobreira, CEO of Unifab, Juna Shehu, General Director of (Italian association) & Gerard Guiu, General Director of Andema (Spanish association)



Regarding the winners :

Individual achievement

Phil Lewis (ACG Director-General and Company Secretary)

Phil Lewis has been a steadfast advocate for intellectual property for many years, consistently contributing to the protection and promotion of IP rights through his extensive experience and dedication. He has been instrumental in numerous efforts to combat counterfeiting, demonstrating exceptional leadership and commitment. In cooperation with PIPKU, he has played a key role in multiple raids targeting counterfeit goods, further strengthening international collaboration in the fight against IP crime. His ongoing dedication to advancing the defense of intellectual property has made a significant impact within the global community.

National Public body

OEPM (Spanish Patent and Trade Mark)

The OEPM is an essential pillar for Spain's economic and business development. Its role in the legal protection of intangible assets, such as trademarks, patents, and industrial designs, has provided legal certainty and fostered an environment of trust for entrepreneurs, SMEs, and large companies. Thanks to their work, many entities can now compete in the marketplace with a distinct and protected identity. In particular, OEPM's crucial role in the fight against piracy and counterfeiting stands out, as they actively collaborate with customs authorities to prevent the entry of products that infringe industrial property rights. It is also worth highlighting OEPM's contribution to the internationalisation of Spanish trademarks, facilitating their protection in foreign markets through multilateral systems like the Madrid Protocol. The commitment to digitalisation and training through its platforms, conferences, and resources further deserves recognition.

International public organization

EUIPO Observatory

EUIPO Observatory has been nominated for their impactful spring campaigns and actions aimed at raising awareness among influencers, significantly contributing to the success of EMPACT initiatives in the fight against counterfeiting and the promotion of intellectual property rights.

The Observatory is also awarded today for driving key topics within the area of anti-counterfeiting and for connecting industry representatives, national organizations, and intermediaries to fight the war against counterfeiters together.



Companies

CHANEL

CHANEL has been nominated in the 'Companies' category for their significant contribution to the fight against counterfeiting, particularly through the landmark ruling against Jonak, which marked a key advancement in case law concerning 'dupes' (counterfeit look-alikes). CHANEL's ongoing efforts in protecting its intellectual property rights set a strong example in the industry.

P&G's Global Brand Protection Team

P&G's Global Brand Protection Team, under the leadership of Mr. Mark Ruffels, Senior Director, has established an exceptional standard for corporate efforts to mitigate intellectual property rights infringements. Their global approach includes deploying brand protection experts across key markets vulnerable to counterfeiting, including India, Southeast Asia, and China. The team uses a comprehensive strategy that involves legal, security, supply chain, IT, marketing, and government affairs experts, ensuring that brand protection is embedded across all operations. P&G is also heavily invested in digital monitoring tools and online brand protection strategies. Through test purchases, investigations, and raids, they detect and disrupt counterfeiting at the source, and they have achieved landmark court rulings in China to protect IP rights. P&G's proactive approach makes it a benchmark in the consumer goods industry for safeguarding brand value.

Associations

ASESCON (Spanish association of consumers)

In an increasingly globalized and digitalized economy, where counterfeit products, unfair practices, and trademark infringements proliferate, ASESCON has been able to occupy an essential space as a guarantor of the general interest, articulating its action from the dual perspective of consumer protection and safeguarding the legitimate rights of industrial property owners. ASESCON has been an example of how the defense of legality can be approached from an ethical, responsible, and civic perspective, addressing both economic impacts and the risks posed to consumer health and safety.

Rättighetsalliansen (Swedish association against online crime)

Rättighetsalliansen is now awarded for their significant work in tackling illegal streaming, a major copyright issue in recent years. Rättighetsalliansen has been involved in several notable court cases regarding illegal streaming, holding individuals accountable for distributing films, TV series, and music without the rights holders' permission. They are also part of the network *A Modern Intellectual Property Law*, which brings together representatives from various industries to fight against intellectual property infringements.