

April 1, 2017 • Reports and White Papers • www.atllp.com

KNOCK IT OFF: COUNTERFEIT GOODS AND THE BUILDING BLOCKS OF AN EFFECTIVE BRAND PROTECTION PROGRAM

St. Louis Bar Journal

Counterfeiting costs businesses worldwide approximately \$400 billion a year and extends beyond luxury goods to personal care items, pharmaceuticals, auto parts and even food products. The loss is not just financial, as knockoffs can also pose safety and health concerns. PEOPLE

Donna Frazier Schmitt