



2021 CTSI SYMPOSIUM

National Markets Group for IP Protection, Real Deal and the National Trading Standards eCrime Team

Date: Wednesday 29 September 2021, 14:55

Fighting fakes at markets in the real world and on social media

Speakers: Gavin Terry, Graham Mogg, Mike Andrews (NTSecT) and Patricia Lennon

Information on the National Markets Group for IP Protection and its Real Deal programmes which assist trading standards in protecting consumers, businesses and communities from IP crime. An updated version of the Real Deal Online Toolkit, providing practical guidance for tackling fakes on social media selling groups, will be available to attendees.

In this session, delegates will hear how a coordinated approach - combining awareness, education and enforcement - can be implemented to reduce the sale of fake goods at local market events, car boot fairs and online/social media marketplaces.

Is your trading standards service concerned about the sale of fake goods on social media marketplaces and the threat they pose to shoppers and legitimate businesses? If so, you do not have to "reinvent the wheel", the Real Deal Online Toolkit, developed with the NTS e-Crime Team, is a ready-made package of guidance, best practice and resources for trading standards offices.

Delegates will hear how to get the most from The Toolkit, which includes legal background and case law regarding online intermediaries; step-by-step procedures for implementing a project to tackle the sale of fakes on local social media buy-sell groups; template letters informing administrators of buy-sell groups of their legal responsibilities and potential liabilities and a Code of Practice.

Learning outcomes:

Delegates will hear about the National Markets Group for IP Protection (NMG) and its range of projects which assist trading standards in tackling IP crime at markets and in the growth area of social media selling groups. An updated version of the Real Deal Online Toolkit will be available, providing trading standards with a model preventative approach to tackle the trade in fakes on social media. In tandem with the Real Deal's preventative approach are a range of intelligence-led enforcement projects which the National Markets Group coordinates

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YEARS OF
CONFERENCE
HISTORY



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with local trading standards services. The session will include snapshots of how individual trading standards services across the UK have used these NMG projects and the results achieved.

Ticketing: <https://www.eventbrite.co.uk/e/symposium-seminar-2021-fighting-fakes-at-markets-tickets-169542320645>

CPPD: 45 minutes