

BRAND & INTELLECTUAL PROPERTY

The emerging markets in Asia have huge potential for investment. However, in many cases, adverse risk, weak rule of law and the potential for your brand & intellectual property to be stolen, copied and used by criminals & competitors is extremely high.

Minimising risk is an essential component of any organisation and protecting your brand & intellectual property is not just about preserving your potential revenue. The damage to your brand's reputation and image caused by not placing risk minimisation as a priority can be catastrophic to your business and potentially expose you and your company to unnecessary risk. SMCS RISK provide's proactive & preventive solutions and advice on how to minimise the risk to your company, brand and intellectual property as well as reactive solutions and advice on how to resolve an incident where your company, brand or intellectual property have been compromised.

SMCS Risk's Brand & IP Specialists can help you with the following:

- Brand Compliance
- Counterfeit Product Investigations
- I/P Infringement Investigations
- Market Research
- Baseline Studies
- Product Monitoring

FAKE

GENUINE

