

Operation In Our Sites

National IPR
Coordination Center
Protection Is Our Trademark

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www.ice.gov

Taking Aim to Stop
the Sale of Counterfeit
and Pirated Items



National Intellectual
Property Rights
Coordination Center

Operation In Our Sites

On June 30, 2010, the National IPR Coordination Center (IPR Center), U.S. Immigration and Customs Enforcement (ICE) and the U.S. Attorney for the Southern District of New York (SDNY) announced the launch of “Operation In Our Sites,” a new initiative aimed at Internet counterfeiting and piracy.

In the first action carried out as part of the initiative, SDNY, together with the Homeland Security Investigations (HSI) New York Special Agent in Charge, seized seven domain names that were offering first-run movies, often within hours of their theatrical release. On the same day, the IPR Center seized the domain

names and content of two additional websites, both of which generated revenue from donations and advertising. These sites allowed visitors to stream or download popular television shows and movies. Over the course of the investigation, undercover agents observed links to more than 200 movies and more than 300 television programs, including



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The IPR Center stands as a focal point in the U.S. government's fight against counterfeiting and the flow of counterfeit goods into the commerce of the U.S. The center employs a true task force model to optimize the roles and enforcement efforts of member agencies, while enhancing government-industry partnerships to support ongoing IPR enforcement initiatives.

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“Sex and the City 2,” “Toy Story 3,” “Iron Man 2,” “The A-Team” and “Avatar.”

Operation In Our Sites resulted in the execution of federal search warrants for the content and domain names on servers in the United States and the Netherlands. ICE agents also seized assets from 15 bank, Paypal, investment and advertising accounts, and executed four residential search warrants in North Carolina, New Jersey, New York and Washington. ■

Read more about Operation In Our Sites on ICE.gov.

2010 Symposium: “IP Theft and International Organized Crime and Terrorism: The Emerging Threat”

On June 3, 2010, the IPR Center hosted a symposium titled “IP Theft and International Organized Crime and Terrorism: The Emerging Threat.” The goal of the symposium was to highlight the recognized connections between international

organized crime and intellectual property theft, and explore the possible connections to terrorism. Moreover, the symposium was developed to raise public awareness and change the perception that intellectual property theft is a “victimless crime.”

This one day symposium featured key representatives from academia, law enforcement and various private sector industries, and was well covered by major media outlets. Ultimately, this venue illustrated the IPR Center’s commitment to combating IP theft through both innovative and traditional means, including international initiatives and investigations, public outreach, and industry partnerships. ■

Read more about the symposium at ICE.gov.



Importer Convicted of Bribery and Trafficking in Counterfeit Exercise Equipment

On July 15, 2010, a federal jury convicted Chunchai Yu of bribery and trafficking in counterfeit exercise equipment, including counterfeit Malibu Pilates, Bowflex, Beachbody and Ab Circle Pro equipment.

Since approximately 2007, Yu operated a business in Chino, California, that imported exercise equipment from China into the U.S. Two of Yu’s shipping containers were detained in July 2009 for containing counterfeit equipment. The evidence

at trial demonstrated that after this occurred, Yu offered, and later paid, a bribe for the return of her containers to an undercover agent posing as an official with U.S. Customs and Border Protection (CBP).

Yu continued to import counterfeit exercise equipment until she was arrested in February 2010. The retail value of the seized counterfeit exercise equipment totaled approximately \$580,000. The counterfeit trademarks on the goods included

those of products legitimately manufactured by Nautilus, Inc., Guthy-Renker Corp., Product Partners, LLC, and Fitness Brands, Inc.

Yu faces a maximum sentence of 90 years in prison and fines totaling \$12.5 million. ■

Read more at ICE.gov.

2010 Certification Industry Against Counterfeiting Summit

On June 2, 2010, the IPR Center and INTERPOL, in partnership with the Certification Industry Against Counterfeiting (CIAC), co-hosted the 2010 CIAC Summit in Arlington, Virginia.

The theme for this event was “Raising Awareness and Converting Information into Action.” The primary mission of the summit was to

increase information sharing among the certification industry, and in turn, form an international alliance that could appropriately respond to this growing health and safety issue.

The summit organizers also sought to quantify the IP threat within the certification industry, on both the national and international scale. Experts from industry, government,

law enforcement groups and certification organizations discussed the implications of counterfeit certification marks in the global market. Attendees were rewarded with thoughtful panel discussions and the introduction to new partners in the fight against IP crime. ■