

A close-up photograph of a hand holding a white rectangular card. The card features the logo for the National Markets Group for IP Protection. The background is a blurred image of a person's face, focusing on the eye and nose area.

NATIONAL MARKETS GROUP

for IP Protection

The National Markets Group was established in 2008 to provide a forum for a national, co-ordinated, cross-sector approach to tackle the trade in counterfeit goods at markets and car boot fairs, and, more recently, through social media and online platforms.

This co-ordinated approach brings the following key benefits:

- **stakeholders can share ideas;**
- **best-practice models can be developed;**
- **consumer awareness campaigns and resources can be pooled;**
- **intelligence on rogue traders and counterfeit products can be exchanged through secure channels.**

Who We Are

Members of the National Markets Group include representatives from:

- **The Chartered Trading Standards Institute**
- **Local Authority Trading Standards Services**
- **Intellectual Property Office (IPO) Intelligence Hub**
- **National Trading Standards Intelligence Team and e-Crime Unit**
- **The Department for Work and Pensions**
- **Police**
- **HM Revenue & Customs**
- **Government Agency Intelligence Network (GAIN)**
- **National Association of British Market Authorities (NABMA)**
- **Industry groups and individuals representing trademark and copyright holders**
- **Law firms, brand protection consultants and investigators**

Broad Areas of Work

The work of the National Markets Group falls into two strands:

1. **Co-ordinated enforcement activity, coordinating intelligence and targeting markets that are identified as having serious problems with traders in counterfeit goods.**
2. **Real Deal initiative, which is a preventative campaign focused on a national markets charter, and which provides guidance, information and promotional support to market operators and trading standards to ensure that participating markets stay fake-free.**

Practical Enforcement Support for Trading Standards Authorities

Members of the National Market Group can offer a range of practical support and resources to assist Trading Standards in IP enforcement at markets and car boot fairs, including:

- **Intelligence gathering and sharing.**
- **Private criminal prosecutions.**
- **Storage and transportation.**
- **Destruction of seized goods.**
- **Product identification and witness statements.**
- **Coordination of members to support enforcement action.**

CASE STUDY: CAMDEN MARKETS, LONDON

During 2014/15 a coordinated enforcement approach at five markets and a number of High Street shops in Camden, London was implemented by Camden Trading Standards Service with support from the National Markets Group. This resulted in the seizure of some 30,000 items across a range of branded products. The market operator is now fully engaged with the Real Deal campaign and the markets are virtually fake-free. This turnaround has resulted in a healthier, legitimate shopping environment for consumers and market traders



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Get in Touch

The Group welcomes engagement and contact from private and public sector organisations concerned with IP protection at physical markets, car boot fairs and online marketplaces.

Meetings are held quarterly in London and other locations around the UK. The Scottish Markets Group was established in 2013 and meets regularly in Glasgow and Edinburgh.

The current chair of the National Markets Group is Graham Mogg, who may be contacted by email at graham.mogg@a-cg.com.

Vice chair of the Group is Gavin Terry, email gavin.terry@gmx.com.

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for IP Protection

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