



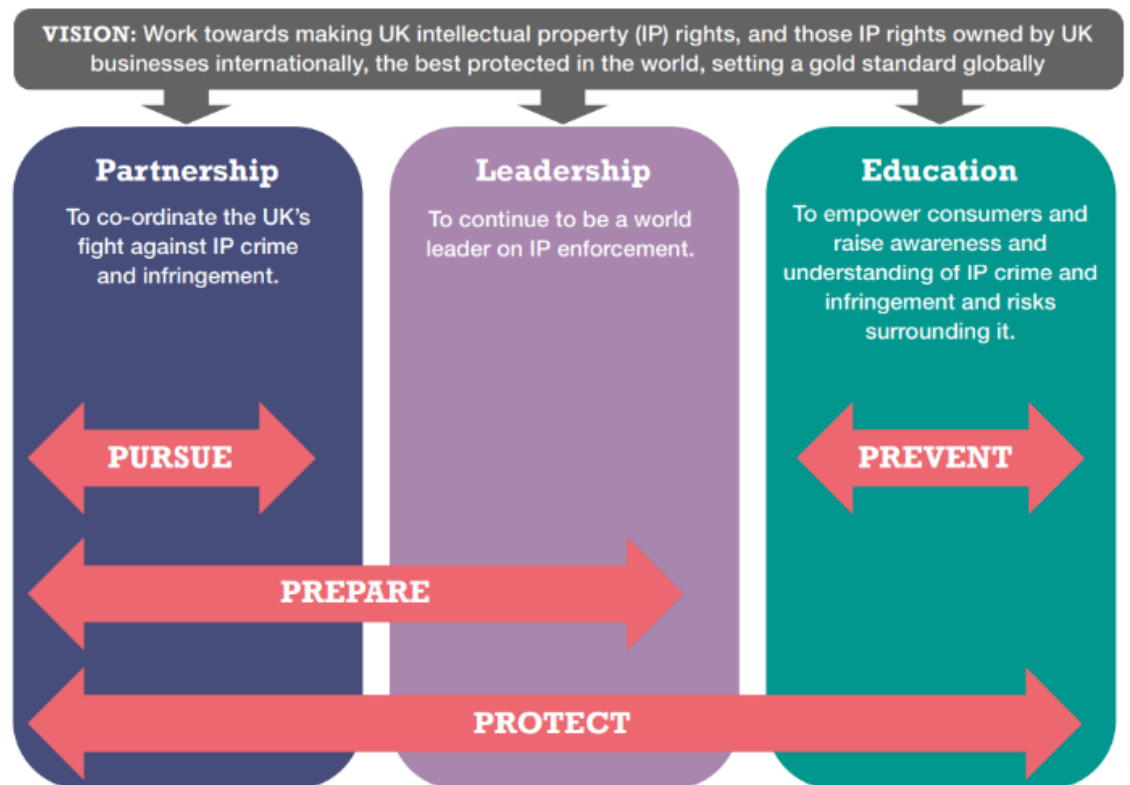
Intellectual
Property
Office

Fighting Fakes: Collaborative IP Crime Prevention

*Becca Hamilton: IP Crime and Infringement
Coordinator (Scotland)*

Imogen Percival: Senior Campaigns Manager

IPO Counter-Infringement Strategy

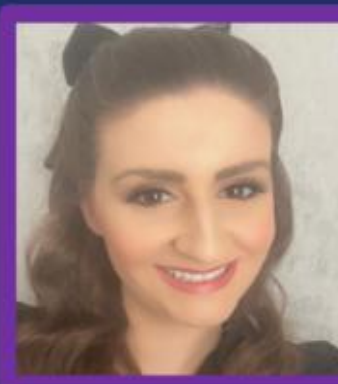


IP Crime Coordinators UK 2025

Mark

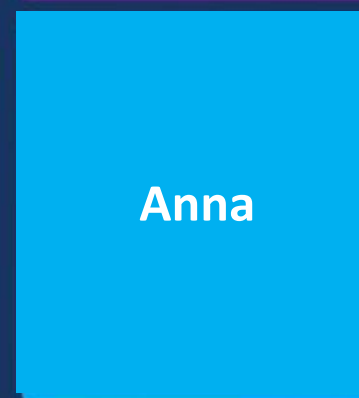


Ceri



Becca

Anna



Mark A



IP Coordinator Scotland





Scottish Anti-Illicit Trade Group

Safeguarding Communities and Businesses

Chair: Rachel Jones, SnapDragon

Secretariat:

Jim Hislop & Louise Brown, Scottish Government

Fiona Richardson, Trading Standards Scotland

Becca Hamilton, Intellectual Property Office



Some photos from the re-launch event





Intellectual
Property
Office

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Becca Hamilton

IP Crime & Infringement Coordinator (Scotland)

IPO enforcement campaigns

Counter-Infringement Strategy 2022-27:

Empower consumers and raise awareness and understanding of IP crime and infringement and the risks surrounding it

How campaigns are developed

- Focus on consumer safety
- Research driven: IPO bi-annual research into consumer purchasing habits and additional product research
- Coordinated with enforcement action
- Evidence centred: case studies, product testing



Campaigns to date:

- Electrical goods
- Football shirts
- Regional: Manchester
- Beauty and hygiene
- Regional: Camden
- Car parts
- Pet medication
- Toys

2025 results so far

1,064 pieces of coverage

Estimated reach of 4.4 billion people



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Fake Toys Real Harms

One in three have purchased a counterfeit toy in the last 12 months

259,000 counterfeit toys have been detained at UK Borders

£3.5 million of rights holder given valuations

90% of the toys seized were Pop Mart / Labubu counterfeits

75% of counterfeit toys fail safety tests

Campaign results

623 pieces of media coverage

3.5 billion people potentially reached

Intellectual Property Office is an operating name of the Patent Office



600 counterfeit labubu dolls seized in South Lanarkshire



Fake Labubu dolls seized ahead of Christmas shopping surge



Fake Always Breaks

Our poll found that one in six drivers have purchased fake parts in the last 12 months.

Results

- A record level of support from the motor industry including major manufacturers.
- 221 pieces of online and print coverage
- 367 pieces of partner content shared
- PR Moment Award for Best use of Strategy, Planning and Evaluation

38% awareness among the general public about a campaign targeting fake car parts

27% recall of the 'Fake Always Breaks' campaign specifically

