



CSA International/Gowlings Anti-Counterfeiting Alliance

Gowlings National Managing Partner Scott Jolliffe is pleased to announce the actions taken by CSA International/Gowlings Anti-Counterfeiting Alliance to curb the growing national and international problem of trade in counterfeit CSA-marked products. The alliance is a co-operative effort between Gowlings Partner David Aylen and CSA Group V.P., General Counsel & Corporate Secretary R.J. Falconi. The alliance is co-chaired by Gowlings Partner Norm Inkster and R.J. Falconi.

Under the alliance, Gowlings and CSA International share intelligence and offer joint actions where feasible. If a manufacturer's certified CSA product has been counterfeited, the manufacturer may be invited to act as co-plaintiff with CSA International, represented by Gowlings. A Gowlings client or a manufacturer with a CSA certified product could also initiate litigation co-ordinated through our firm.

Gowlings entered into this alliance in an effort to provide clients with CSA-marked products expanded protection against counterfeit items. Combining the legal expertise and experience of the largest intellectual property firm in Canada with the resources and knowledge of the world's foremost certification organization, ensures that our clients have ready access to extensive legal and business resources in combating those that sell products with fraudulent CSA marks.

CSA International has been active in battling counterfeiting for several years, with initiatives that include training programs to assist retailers understand product certification marks and detect counterfeit marks; a White Paper on counterfeiting; and enhanced marketplace surveillance of various commercial outlets and continuing investigation.

In recent years, CSA International has investigated reports of counterfeit CSA marks on computer power supply units and safety footwear. In addition to safety risks such as potentially fatal shock and fire hazards posed by counterfeit goods, it is estimated that trade-mark counterfeiting costs North America more than \$200 billion US annually.

Counterfeiting is pervasive worldwide. The Anti-Counterfeiting Alliance undertaken by CSA International and Gowlings will combine the significant resources and expertise of the two organizations to take action against counterfeiters. We welcome input and suggestions as to how to make this initiative more useful to you.

If you would like additional information on the CSA/Gowlings Alliance, please contact David Aylen at (416) 862-5792 or by e-mail at david.aylen@gowlings.com, Peter Choe at (416) 862-4413 or by e-mail at peter.choe@gowlings.com, or Norm Inkster at (416) 369-7210 or by e-mail at norman.inkster@inkstergroup.com.

About Gowlings

[Gowling Lafleur Henderson LLP](#) is one of Canada's largest diversified national business and technology law firms. For more than 100 years, Gowlings has been creating innovative and practical legal solutions to help its clients succeed. As a recognized leader in the intellectual property area, Gowlings is at the forefront of emerging fields. The firm provides comprehensive end-to-end legal services in English and in French to its clients in Canada, the United States and internationally from offices in Montréal, Ottawa, Toronto, Hamilton, Waterloo Region, Calgary, Vancouver and Moscow. The firm also offers specific

expertise concerning transactions in the United States, Mexico, Latin America, the Pacific Rim, Western Europe and the Commonwealth of Independent States.

About CSA International

CSA International is a provider of product testing and certification services for electrical, mechanical, plumbing, gas and a variety of other products. Recognized in the U.S., Canada and around the world, CSA's marks appear on billions of products worldwide. CSA International is a division of CSA Group, which also includes CSA, a developer of standards and codes, and QMI, a leading North American management systems registrar. CSA International can be found online at www.csa-international.org.