

The German Anti-Counterfeiting Association (APM)

The German Anti-Counterfeiting Association (APM) has been active since 1997 as a leading cross-industrial alliance for the protection of intellectual property. APM was founded by the German Association of Chambers of Industry and Commerce (DIHK), the Federation of German Industry (BDI), and the German Brands Association. Its members are renowned (well known) German and international companies from various sectors.

Network

APM has proven itself as a network and platform for its members affected by counterfeiting. At sector-specific and cross-sector events, practical issues regarding the protection of intellectual property rights can be discussed, information exchanged, risks identified at an early stage and solutions can be analyzed. Our member companies consider each other as partners in the fight against counterfeiting. To solve problems we frequently facilitate contacts to experts from other companies. At seminars and through our regular newsletter we inform our members about the most recent developments in anti-counterfeiting.

On the European level, APM is part of multiple networks like the Observatory of the European Union Intellectual Property Office (EUIPO), the European Brands Association (AIM) and the Global Anti-Counterfeiting Network (GACG).

Furthermore, specialized law offices and solution providers for product security and online-brand protection champion our cause as members of our circle of supporters.

Supporting the fight against counterfeiting

APM is a much inquired and well-regarded partner for customs and police authorities. We organize training events regarding the identification of fake products for the authorities and facilitate participation at similar events of our European partner associations.

The handling of customs interventions on attractive terms for APM members is offered by a partnering law firm.

Furthermore, we meet and exchange ideas with the customs authority on a regular basis.

In the forefront of important trade fairs in Germany, APM compiles guidelines with all relevant contact details for potential infringement cases.

Policy adviser

APM campaigns against the counterfeit trade in legislative procedures like the so-called Enforcement Directive, the EU Customs Enforcement Regulation or the EU Trademark Package, making use of the gathered knowledge and experience with this topic.

Public relations

Consumers as well as many companies and public authorities are still in need of information on the issue of counterfeiting. Therefore, we constantly raise awareness for this problem.

Our traveling exhibition "Schöner Schein. Dunkler Schatten (Nice appearance. Dark shadows)" runs under the patronage of the Federal Minister of Justice and Consumer Protection, and could already be seen at more than 90 venues throughout Germany since 2009. Incorporating exhibits from different product categories, it exemplifies to what extent consumers and companies are affected by infringements of intellectual property and thus encourages a more critical attitude towards counterfeits.



The annual membership fee is 3,500 EUR.

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