



ESTUDIO
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PRESS RELEASE: Gala Venezuela, Ricardo Alberto Antequera, managing partner of *Estudio Antequera Parilli & Rodríguez*, participates in roundtable on “Brand Protection and Anti-Counterfeiting for the Americas” in New York City, USA.

Last September 26, 2007 was celebrated a roundtable on Brand Protection and Anti-Counterfeiting for the Americas organized by The International Law Committee of the Intellectual Property Law Section of the New York State Bar Association.

The event counted with the participation of a distinguished panel of international experts who discussed the latest developments in the region and measures that can be taken to address the counterfeiting chain close to home.

Ricardo Alberto Antequera, *managing partner* of Estudio Antequera Parilli & Rodríguez, spoke knowledgeably about “A general update on IP enforcement in Venezuela”. He provided an overview of recent developments in anti-counterfeiting programs handled by several IPR owners in this country.

The main objective of the roundtable was to identify strategies governments as well as IPR owners are employing to stem the stream of counterfeits across seemingly porous borders. Counterfeiting is estimated to cost the global economy more than \$100 billion every year. Modern transportation, free trade zones and technology boosted by broadband Internet have been effectively harnessed by the modern counterfeiter to produce counterfeits of improved quality, in larger quantities and with a higher global penetration.

This event is a sample of the importance of counterfeiting and piracy war and the great work the Venezuelan tax and customs agency (SENIAT) are doing in this regard.

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