

WE PROTECT INTELLECTUAL PROPERTY



Founded in 2001, AGMA (Alliance for Gray Market and Counterfeit Abatement) is a non-profit organization and the largest group solely focused on intellectual property (IP) protection in the high-tech industry.

Protecting the invention, innovation, research, design and testing involved in creating IP is critical to high-tech companies of all sizes. By educating the high-tech industry, AGMA aids in the protection and preservation of IP.

MEMBERS:



Educating the high-tech industry and the public

Sharing and developing best practices in the fight against IP theft

AGMA is the tech industry's strategic partner in the fight against intellectual property threats



As an industry consortium of powerhouse brands, AGMA is chartered to educate the industry on 4 key threats to OEMs in the high-tech industry. The Alliance engaged Lages to help visually communicate AGMA's stature in the industry through its partnerships with companies like Avaya, Cisco, Microsoft and HP and educate on the 4 Pillars of focus: Counterfeiting, Gray Marketing, Digital IP Theft and Service & Warranty Abuse. The infographic we developed has been used worldwide by member companies to help communicate the massive size of these threats and helped AGMA to promote why companies should join the fight.

4 KEY THREATS TO INTELLECTUAL PROPERTY

Genuine, branded products sold through unofficial distribution channels

GRAY MARKETING



Billions of dollars' worth of tech products are being fraudulently acquired and/or sold on the gray market per year

COUNTERFEITING



Approximately \$100 billion of global IT industry revenues are lost to counterfeiters annually

Copying and distributing goods bearing trademarks without authorization from trademark owners

One in ten IT products sold may actually be counterfeit



Consumer electronics rank as the third most frequently seized fake product

The theft of intellectual property in digital form

DIGITAL IP THEFT



The loss experienced by U.S. companies due to software being pirated is over \$9 billion



Software is especially at risk for digital piracy

Lost Revenues IP threats cost domestic companies more than \$250 BILLION per year

SERVICE AND WARRANTY ABUSE



The use of services and support without proper entitlement or authorization

Any company producing goods that can fail or require repair is exposed to warranty and service abuse