



For Immediate Release

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If all you want for Christmas* is the real thing... Unwrap BPCouncil.com's Luxury Goods Issue

At no time are counterfeiters busier than during the season for giving. So before you buy that "Hermes" scarf or that "Prada" purse or that "Chanel" tie, check out <http://www.bpcouncil.com>.

This holiday season's "BPSpecial" on *Image Makers, Image Breakers* focuses on the counterfeiting of luxury brands – and gives you all the information you need to understand it, recognize it and avoid it.

The recently launched **BPCouncil** is a virtual community where brand protection professionals working for brand owners, intellectual property [technology](#) and [service providers](#), enforcement agencies and [NGOs](#) serving the brand protection community can now find a diverse array of [information](#), [resources](#), [best practices](#) and [networking tools](#) on <http://www.bpcouncil.com>. Professionals can take advantage of the *BPCconnection* networking tool to build and expand their business networks via the web. They also have at their fingertips up-to-date news, [profiles](#) of market leaders, [in-depth](#) stories, the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Curious about consumers' lust for French-made luxury goods? Find out more about this unique phenomenon, including what France is doing to protect its industrial heritage and what experts really think about the usefulness of IP laws (www.bpcouncil.com/apage/401.php)

Want to know if you should open that \$700 bottle of wine you just bought? Read all about the latest high-tech solutions for protecting the high-end wine industry as well as the latest [technologies](#) for luxury packaging applications (<http://www.bpcouncil.com/apage/400.php>).

Do copyright laws really protect high fashion? Find out why fashion designs are not copyright-protected and what designers are doing about it – as well as why some experts think that this lack of protection actually promotes rather than destroys the incentive to create (<http://www.bpcouncil.com/apage/398.php>).

The information found at **BPCouncil.com** touches upon brand protection-related technology, legal and business issues across industry lines and is applicable to intellectual property professionals in a multitude of roles. **BPCouncil.com** serves as the gateway to ideas, best practices, technologies and skills that can be incorporated into companies' into brand protection and IP arsenal.

According to **BPCouncil** director, Jodi Joseph, "**BPCouncil** keeps an ear to the ground so information is timely and reflects what's happening in the market this very minute. Best of all, our website provides **BPMembers** with a seat at the brand protection table and an opportunity to be part of the conversation."

*Words and Lyrics by Don Gardner

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About BPCouncil <http://www.bpcouncil.com>

The **BPCouncil**, a member of the **BPIIntelligroup**, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.