

BPCouncil Launches First Virtual Brand Protection Community

***BPCouncil**, <http://www.bpcouncil.com>, provides the first dynamic web platform for brand protection and intellectual property professionals to exchange best practices, share mission critical information and build business networks.*

Geneva – Brand owners, professional service providers, technology vendors and the many government and enforcement agencies dedicated to combating counterfeit now have a comprehensive web environment to find robust resources, up-to-date information, best practices and social networking tools.

Brand protection professionals can take advantage of the **BPC**onnection networking tools and a variety of web 2.0 technologies to build and expand their business alliances via the web and across the globe. They will also have at their fingertips up-to-date news, profiles of top **BP**Players, in-depth stories, the extensive **BPC**alendar, and the far-reaching professional directories (Go to Guide and RedPages).

The information found at **BPCouncil.com** touches upon technology, legal and business issues across industry lines and is applicable to intellectual property professionals in a multitude of roles. Brand protection managers, patent attorneys, security consultants, enforcement officers, customs agents and others gain access to ideas, technologies and skills which they can incorporate into their brand protection and intellectual property arsenal.

To date contributors include professionals from Macrovision, BrandEnforcement UK, HSBC's Asset Finance Division, MLG&LB.

BPCouncil is a PISEC07 sponsor.

Jodi Joseph, BPCouncil Director, said:

"We are very excited to bring a new virtual dimension to the brand protection community. Our mission is to sustain a vibrant, web-based meeting place for the whole spectrum of IP/brand protection professionals. Brand owners, **BP**service and technology vendors, government agencies, NGOs and educational institutions supporting anti-counterfeit activities will all find tools to empower a global dialogue. The **BPCouncil** looks forward to welcoming the diverse organizations and enterprises that make up the brand protection landscape and help them take full advantage of the web-technologies we offer now and in the future."

Lisa Lovell, Brand Enforcement UK General Manager, said:

"Counterfeit and contraband is a global issue – and the **BPCouncil** gives brand protection and IP professionals from all types of industries, enterprises and geographies an effective platform to exchange information and build alliances. While there are a number of niche organizations providing diverse services, technologies and information, it is great to see how the **BPCouncil** has developed one comprehensive web environment bringing all the brand protection players together."

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About BPCouncil – The **BPCouncil** (<http://www.bpcouncil.com>) is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing the wide spectrum of brand protection and intellectual property issues; technology, legal developments, market leaders, news and more. **BP**Members have access to the diverse host of **BPR**esources including networking tools, comprehensive directories, glossary, calendar, market leader profiles, news, blogs, forums, webinars, podcasts and in depth stories.

The **BPCouncil** is a member of the **BP**Intelligence group.