

For Immediate Release

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The Brand Protection Battle Goes Virtual

PISEC partners with BPCouncil to extend annual anti-counterfeiting event to a year-round experience.

PISEC07 – the Anti-Counterfeiting Forum on Brand, Product and Document Protection being held November 20 – 21 in London, UK - is going virtual. The newly launched **BPCouncil** will provide **PISEC** attendees with a dynamic platform to extend their industry networking experience and exploration of cutting-edge technologies to a year-round happening.

PISEC attendees and **BPCouncil.com** visitors gain access to ideas, technologies and skills to incorporate into their brand and intellectual property protection arsenal. Brand protection professionals working for brand owners, brand protection 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.

Jodi Joseph, Director of the **BPCouncil** said:

"We are excited to be bringing a virtual dimension to **PISEC07**. PISEC is a global event connecting pioneers in the brand protection world; brand owners can share successful strategies and gain access to critical technologies. We welcome PISEC attendees to explore and exchange information at www.bpcouncil.com."

Jennifer Davenport, from **PISEC** organizer IDEX, said:

"As the leading global event addressing international counterfeiting, piracy and fraud, we are excited to be venturing in cyberspace with the **BPCouncil**. The BPCouncil offers a truly rich internet experience for the brand protection professional."

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

BPCouncil, a member of the **BPIIntelligroup**, provides an independent platform to exchange information, resources, and best practices as well as building social networks among leading brand protection and intellectual property professionals. Our mission is to sustain a vibrant meeting place for brand owners, professional services providers, technology vendors, enforcement agencies and regulatory bodies. Being part of this dynamic virtual community grants you direct access to up-to-date information and resources, enable you to develop a solid social and professional network and build a strong presence in the internet-based brand protection world.

About PISEC <http://www.pisec-world.com>

PISEC is the number one event for professionals involved with brand protection, product authentication and document security. It comprises of a two day conference and exhibition, which allows all those tasked with combating forgery, fakes and fraud, to get together under one roof, and become part of a real community.