COUNTERFEITS CAN KILL

Brian Monks
Vice President & CSO
Apple helping police inquiry into iPhone user's death

Chinese woman was answering her iPhone 5, which was charging at the time, when she was killed by an electric shock.
Victim: Ma Ailun, a 23-year-old air stewardess with China Southern Airlines, who died when she picked up her phone as it was charging.
Counterfeit iPhone Charger Claims Another Life In Thailand

By Adnan Farooqui on 11/27/2013

According to reports of the Daily News Thailand (via MacRumors), police in Thailand found the body of an unnamed man dead in his room while holding his iPhone4s which was still plugged into the socket with a third-party charger.
Faulty USB phone charger blamed for Sheryl Aldeguer's death

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Emma Partridge, Saffron Howden
At UL, our mission of working for a safer world since 1894 is at the core of everything we do.

- Advancing safety through careful research and investigation
- Preventing or reducing loss of life and property
- Promoting safe living and working environments for all people
22 BILLION
UL MARKS APPEAR ON PRODUCTS ANNUALLY

1 BILLION
CONSUMERS WERE REACHED BY UL SAFETY MESSAGES IN ASIA, EUROPE AND NORTH AMERICA

MORE THAN
567K FOLLW-UP INSPECTION VISITS WERE CONDUCTED BY UL

1,490
CURRENT STANDARDS FOR SAFETY PUBLISHED BY UL

20,104
TYPES OF PRODUCTS EVALUATED BY UL

69,007
MANUFACTURERS PRODUCED UL CERTIFIED PRODUCTS

92,442
PRODUCT EVALUATIONS CONDUCTED BY UL
We work closely with law enforcement to remove products bearing counterfeit UL trademarks from the stream of commerce, and to hold accountable those responsible for their manufacture and distribution.

We also work closely with UL customers and other global partners to develop and implement anti-counterfeiting solutions that stem the flow of illegal and potentially dangerous goods.
Global Border Protection Program

✓ **Verifications** We process product authentication requests from authorities and customers to identify and stop the import of counterfeited UL-marked products.

✓ **Customs Seizures** Globally, our work with border and customs agencies prevents hundreds of thousands of potentially hazardous items from reaching the public.
Global Investigations Program

✓ **Criminal** Partner with law enforcement agencies to plan, coordinate and undertake enforcement activities including attendance at search warrants and court proceedings

✓ **Civil** With our legal department colleagues we have an effective civil enforcement program
COUNTERFEIT FIRE EXTINGUISHERS
TESTING OF COUNTERFEIT FIRE EXTINGUISHER
LOS ANGELES, CA
APPLE 5W ADAPTERS
L.A. COUNTY SHERIFF’S DEPARTMENT
SEARCH WARRANTS

RIDER BEST, INC.
UL case referral to LASD concerning ongoing counterfeit Apple style iPhone adaptors found in the marketplace

UL attended search warrants with LASD:
29,000 Products seized
$578,000 MSRP

✓ Criminal Charges – California Penal Code
✓ Civil Action – Manufacturer & Distributor
UL and Apple continue to work together globally to fight fake products, including shutting down counterfeit factories in China. Together we have been successful in getting hundreds of thousands of counterfeit USB adapters off the market around the world.
Global Partnerships & Education

✓ Outreach & Capacity Building team that participates in many initiatives designed to strengthen public and private sector capabilities to combat counterfeiting and piracy crimes

✓ International Intellectual Property Crime Investigators College a joint initiative of UL and INTERPOL, and the premier anti-counterfeiting training center for global law enforcement, regulatory authorities and private sector investigators
Counterfeiting Can Hurt Children
THANK YOU.