

# Sports, Fashion and Lifestyle Industry Working Group

## (IWG) Fact Sheet

### 运动、时尚与生活行业小组情况说明书

**Group Coordinator: Julie Yu, Nike**

小组协调员：俞卓韵，耐克

**Group Members:**

小组成员：

A&F	Daniel Wellington	MLB	Specialized
Activision Blizzard	Dazzle	NBA	Tommy Hilfiger
Adidas	Deckers	New Balance	US Golf
Amazon	Dolby	NFL	VICTORIA'S SECRET
ANTA	Fitbit	Nike	Kering
Brita	Hugo Boss	Perfect	Levi Strauss
Calvin Klein	Lotto	React	Rothy's
CAPRI	Lululemon	Ralph Lauren	Skechers
Chapter 4	Luxottica	Shanghai M&G	PUMA
Lacoste	VFC		

### Key Objective(s)

主要目标：

To share the intelligence related to anti-counterfeiting among the members such as counterfeiting factories' names, locations, branded counterfeits found, etc.

分享成员之间的反假线索，如制假工厂的名称、地点、发现的品牌假货等。

To share experience among the members such as solving similar problems, fighting complicated targets, dealing with corruption, etc.

分享成员之间的经验，如解决类似问题、打击复杂目标、处理腐败等。

To do joint brand training/exchange meetings with government enforcement agencies or conduct joint actions upon the targets which are infringing more than one brand's IP due to the common natures among the members.

与政府执法部门联合举办品牌培训/交流会，或对侵犯多个品牌知识产权的目标采取联合行动，因为成员之间有共同的性质。

To set up/consolidate working relationship with the e-commerce platforms, social medias, search engines, etc.

与电商平台、社交媒体、搜索引擎等建立/巩固工作关系。

To cooperate and coordinate in many other matters concerning anti-counterfeits.

配合和协调其他许多与防伪相关的事务。

### Introduction

介绍：

The Sports, Fashion and Lifestyle IWG covers most of the global sports brands, fashion brands or the brands with lifestyle nature. Counterfeits of the IWG include sneakers, sports suits, golf products, apparels, headwear and footwear, accessories, earphone, and speakers, etc.

运动、时尚与生活行业小组涵盖了全球大部分运动品牌、时尚品牌或生活方式品牌。该行业中的假冒产品类别包括运动鞋、运动服、高尔夫产品、服装、头饰和鞋类、配件、耳机和扬声器等。

The major flooded areas are Fujian, Guangdong, Guangxi and Zhejiang. Since the establishment of the IWG, we have already shared within this working group useful information as much as possible and have done lots of joint actions which have resulted in very good outcomes.

主要泛滥地区为福建、广东、广西和浙江。自行业小组成立以来，我们已经在这个行业小组内尽可能地分享了有用的信息，并做了很多联合行动，取得了很好的效果。

The Sports, Fashion and Lifestyle Industry Working Group is a very united team and has a very close daily communication.

运动、时尚与生活行业小组是一个非常团结的团队，日常交流非常密切。