



## How do you fight counterfeiting?

Counterfeiting is a growing problem that affects all sectors of Azerbaijan's economy, from hi-tech to FMCG. Import and sale of pirate or counterfeit goods lowers the demand for legitimate goods, reducing the revenues of good-faith sellers and damaging the reputation of trademarks.

Azerbaijan's Government is continuously modernizing the regulations governing the protection of intellectual property, which is reflected in the country's *Azerbaijan-2020: Look into the future* development concept.

The customs authorities play a key role in combatting the counterfeit goods. To make the process even more efficient, a designated register has been created by the government to register the goods containing or using intellectual property assets. The register is regulated by Decree No. 323 of the Cabinet of Ministers of Azerbaijan dated 28 December 2012.

Recording goods in the register, among many other benefits, will:

- Protect the market from poor-quality and counterfeit goods by disabling their import into Azerbaijan
- Prevent the sales of original goods from declining
- Identify the 'pirates' and help to compensate lost profit damages
- Affirm and maintain strong market position

'We need to fight counterfeit goods the same way we fight drunk driving'

**Jack Ma**

Founder and Executive Chairman of the Alibaba Group

**CONTACTS:**

**Nuran Kerimov**

**Managing Partner**

Tax & Legal Services

[nkerimov@deloitte.az](mailto:nkerimov@deloitte.az)

**Emil Garayev**

**Director**

Tax & Legal

[egarayev@deloitte.az](mailto:egarayev@deloitte.az)

**Bahar Kavuzova**

**Legal Manager**

[bkavuzova@deloitte.az](mailto:bkavuzova@deloitte.az)

Using the register, the customs officers will be able to identify and seize counterfeit goods at the customs and inform trademark owners of their rights' infringement.

The registration is valid up to five years and the trademark's owner can extend it afterwards.

We are happy to talk if you are interested in more.

## **deloitte.az**

### **About Deloitte**

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a more detailed description of DTTL and its member firms.

Deloitte provides audit, consulting, financial advisory, risk management, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries bringing world-class capabilities, insights, and high-quality service to address clients' most complex business challenges. To learn more about how Deloitte's approximately 286,000 professionals make an impact that matters, please connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#).

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.