

# **Combating Counterfeits, Sub-standard and Stolen Phones**



**Mobile & Wireless  
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# Introduction

- The MWF is an international non-profit association of telecommunications equipment manufacturers with an interest in mobile or wireless communications.



EMF &  
Health

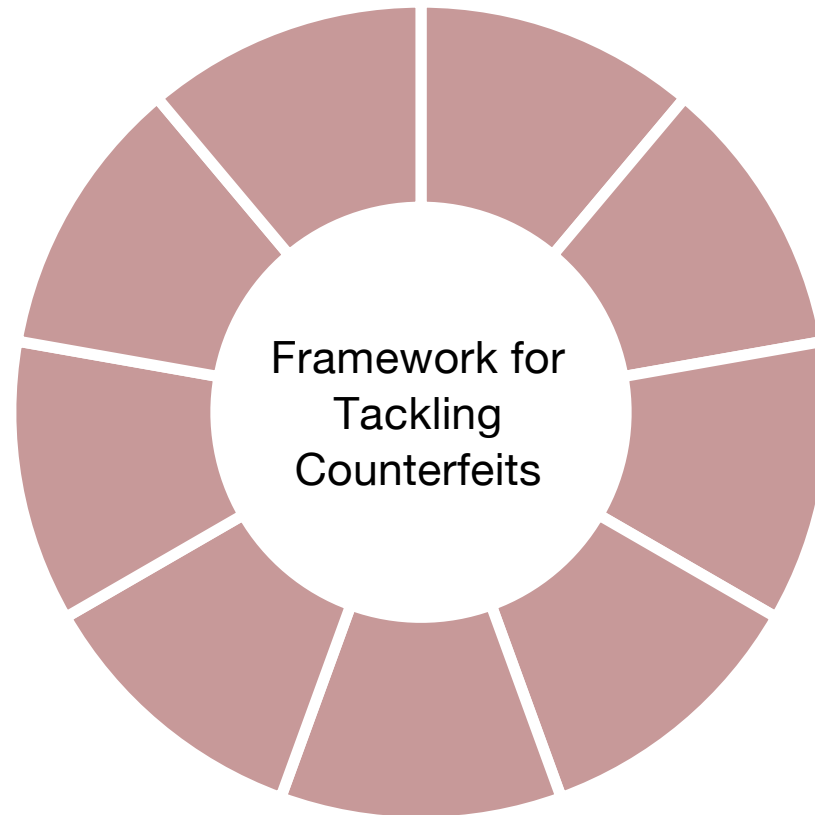
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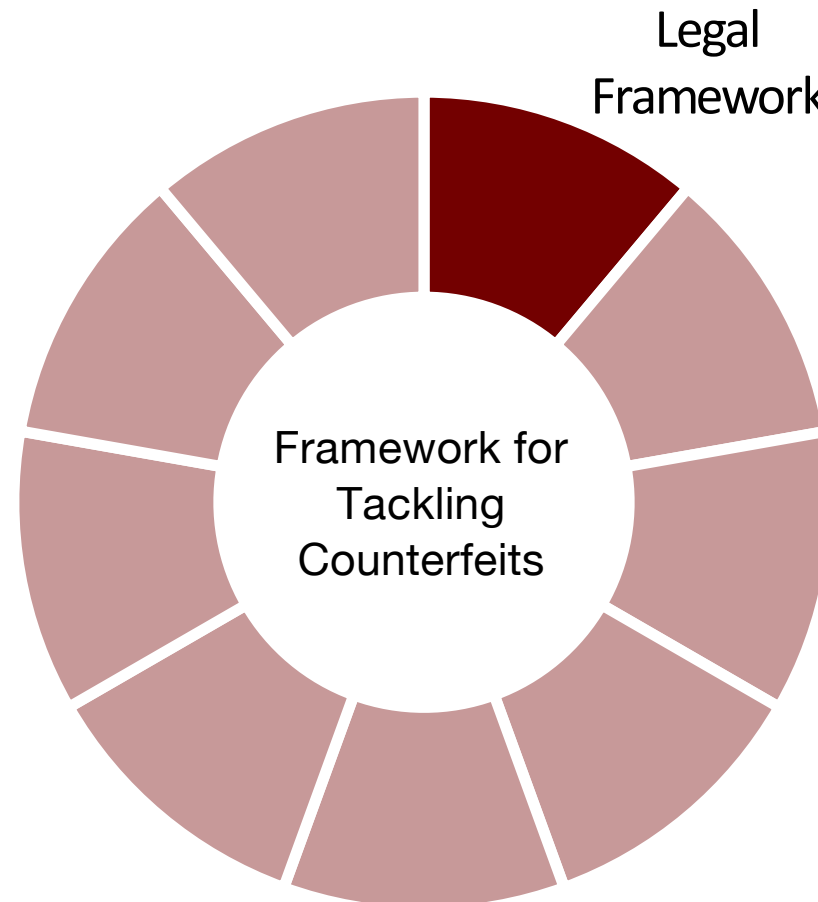
# Combating Counterfeits

- EUIPO has estimated the value of lost smartphone sales at €45.3 Billion in 2017
- Equals 184 million phones or 12.9% of total sales.
- Government loss of revenue is significant.
- Consumers face loss of data and PII\*, malware, poor performance and potential hazards from using such devices.

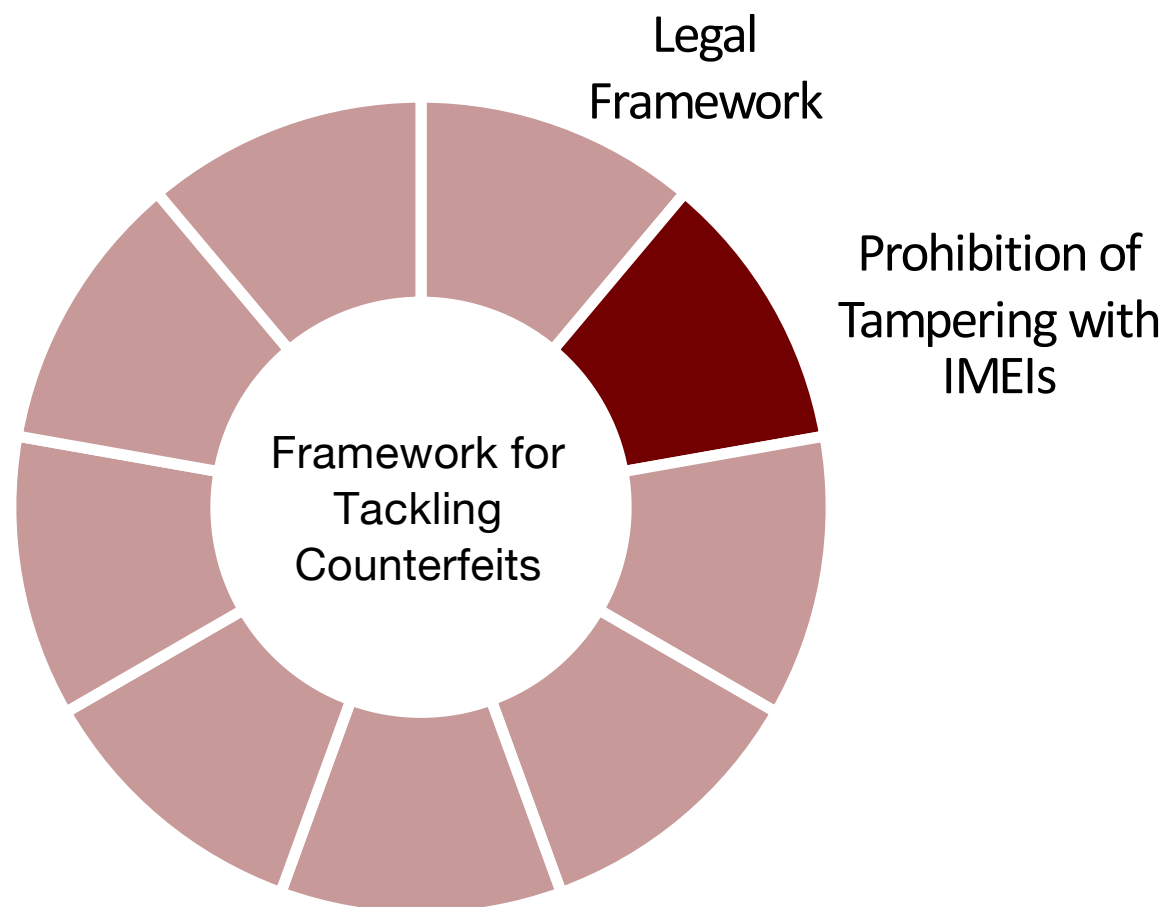
# Combating Counterfeits



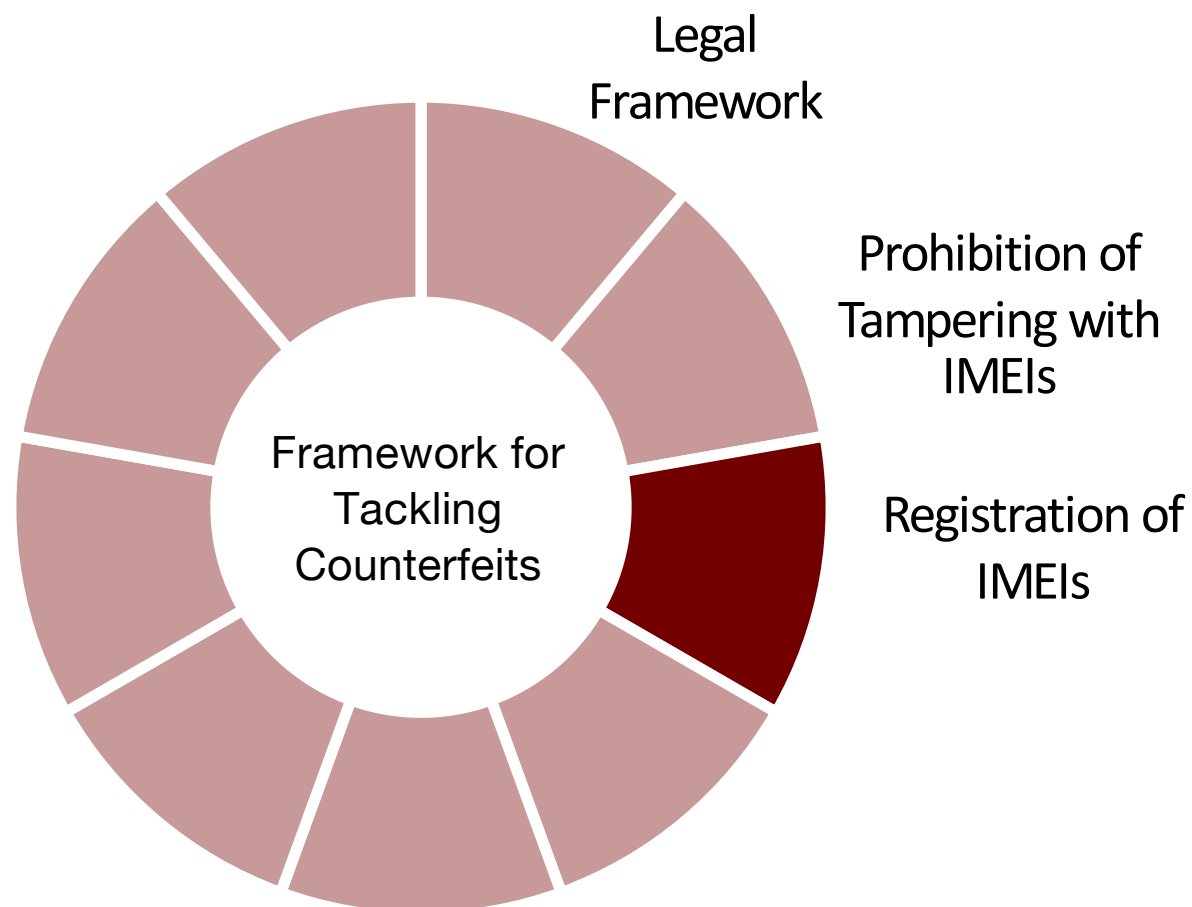
# Combating Counterfeits



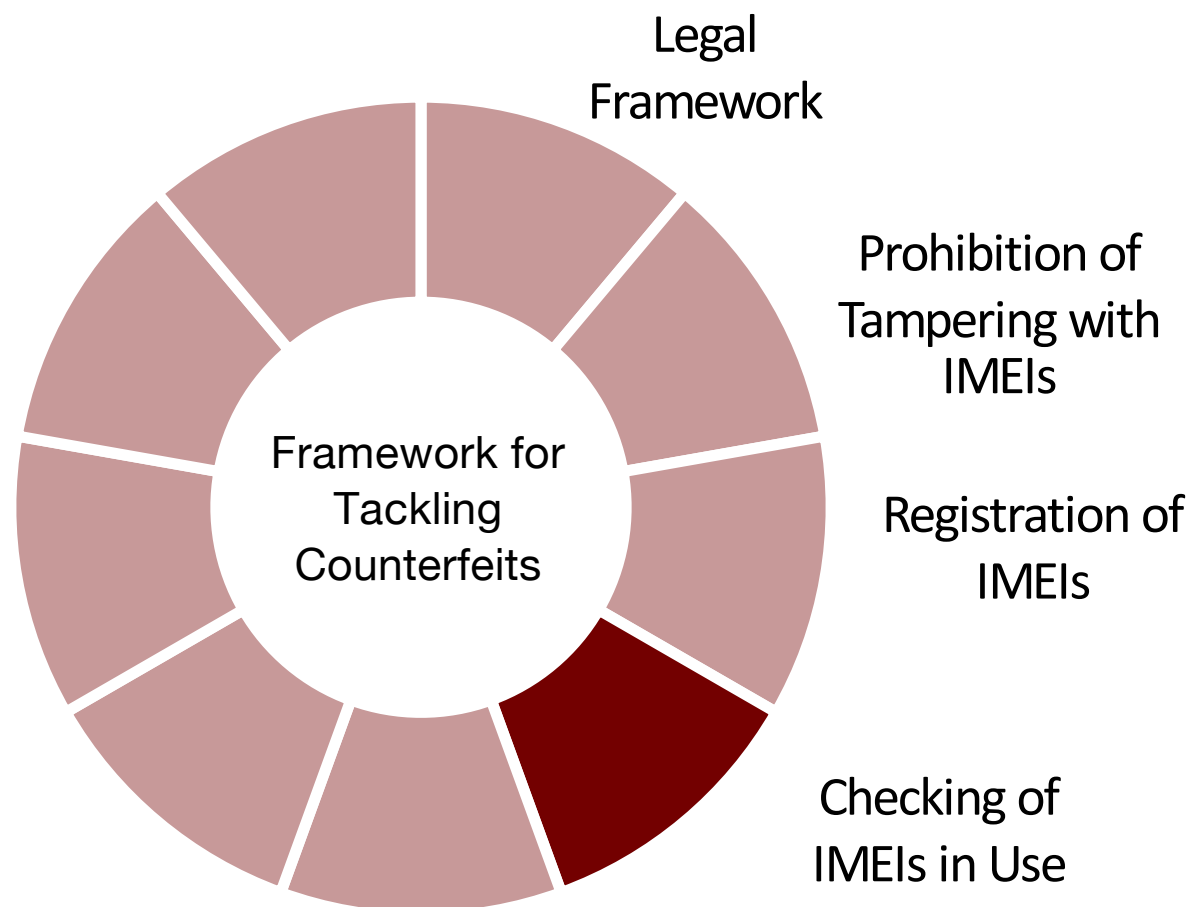
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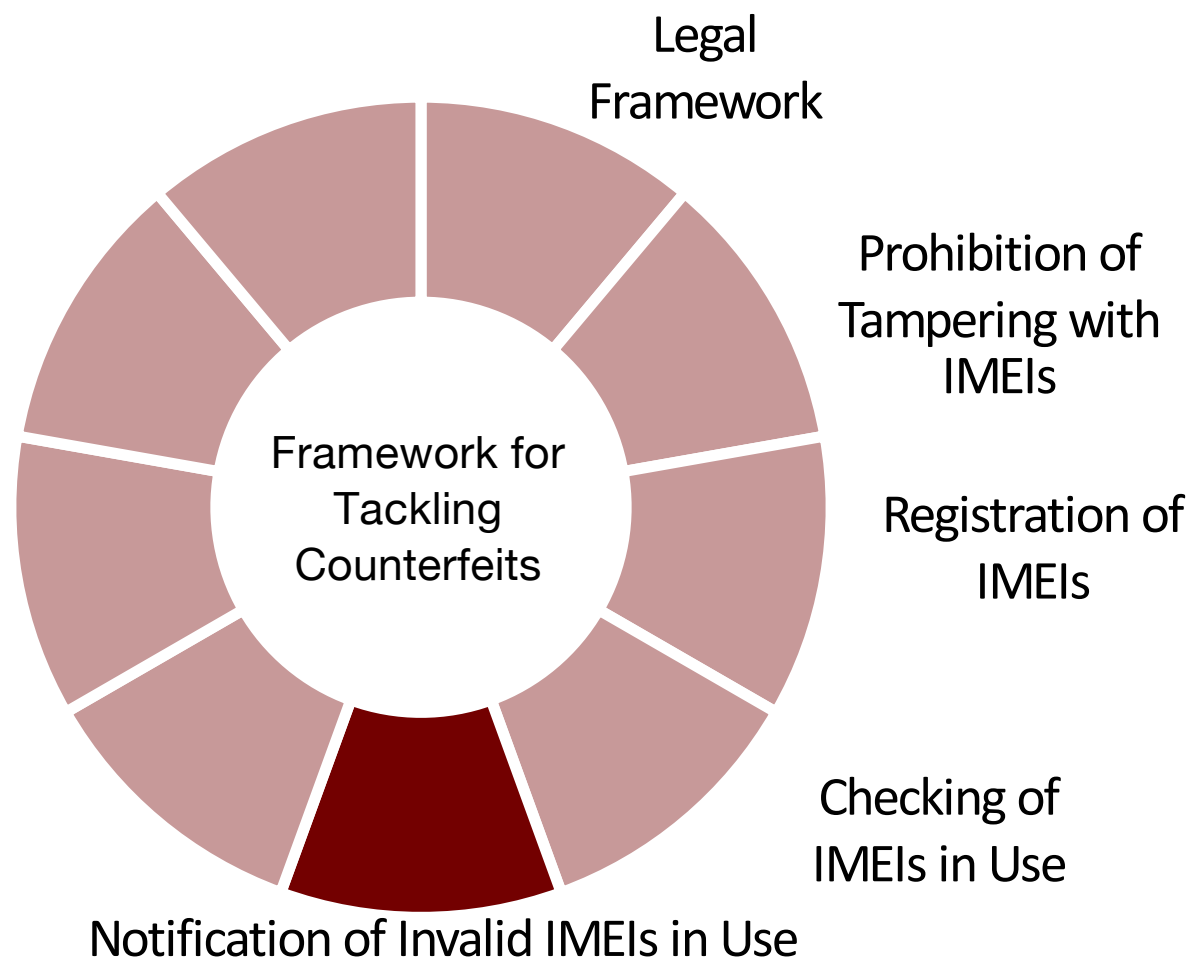


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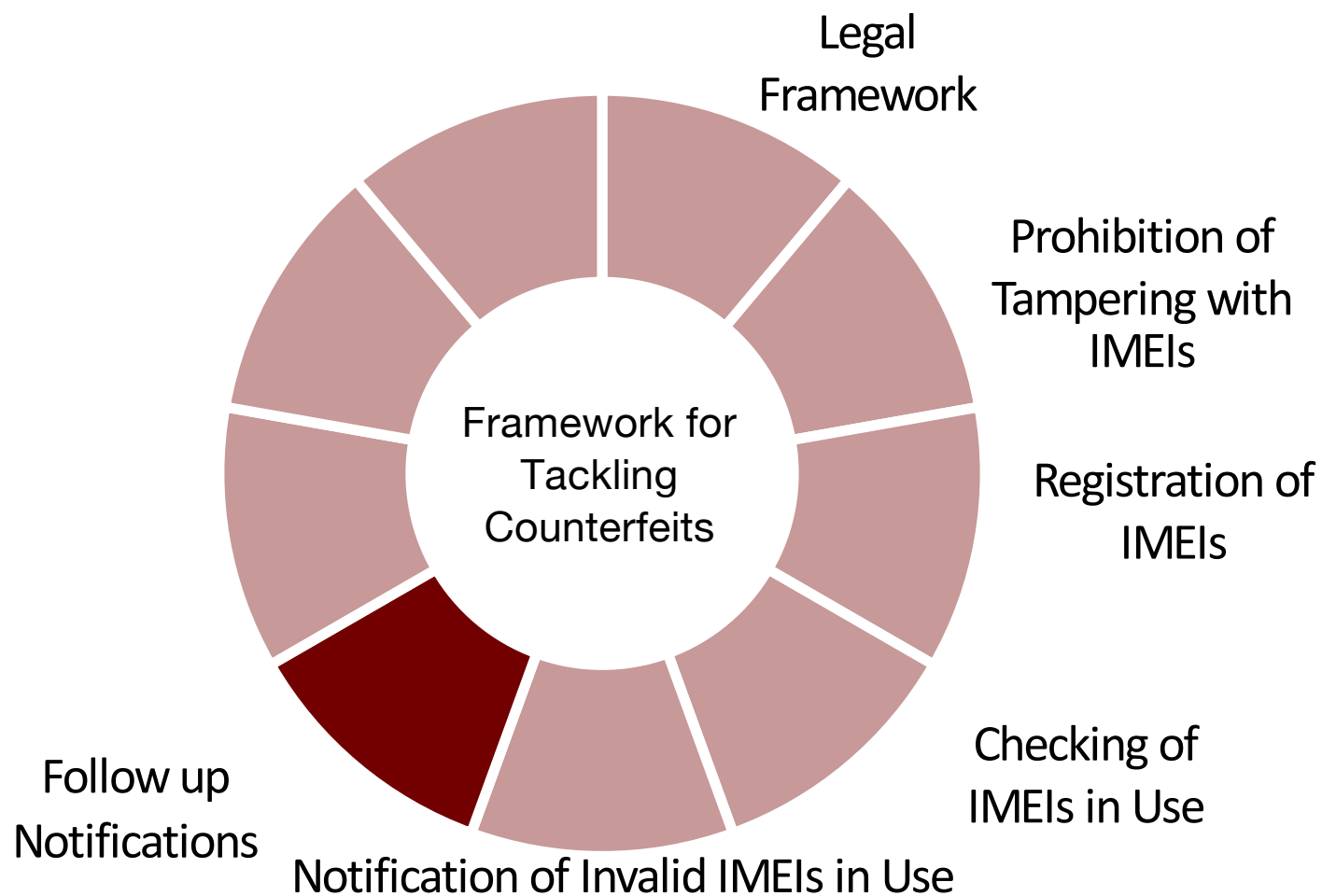




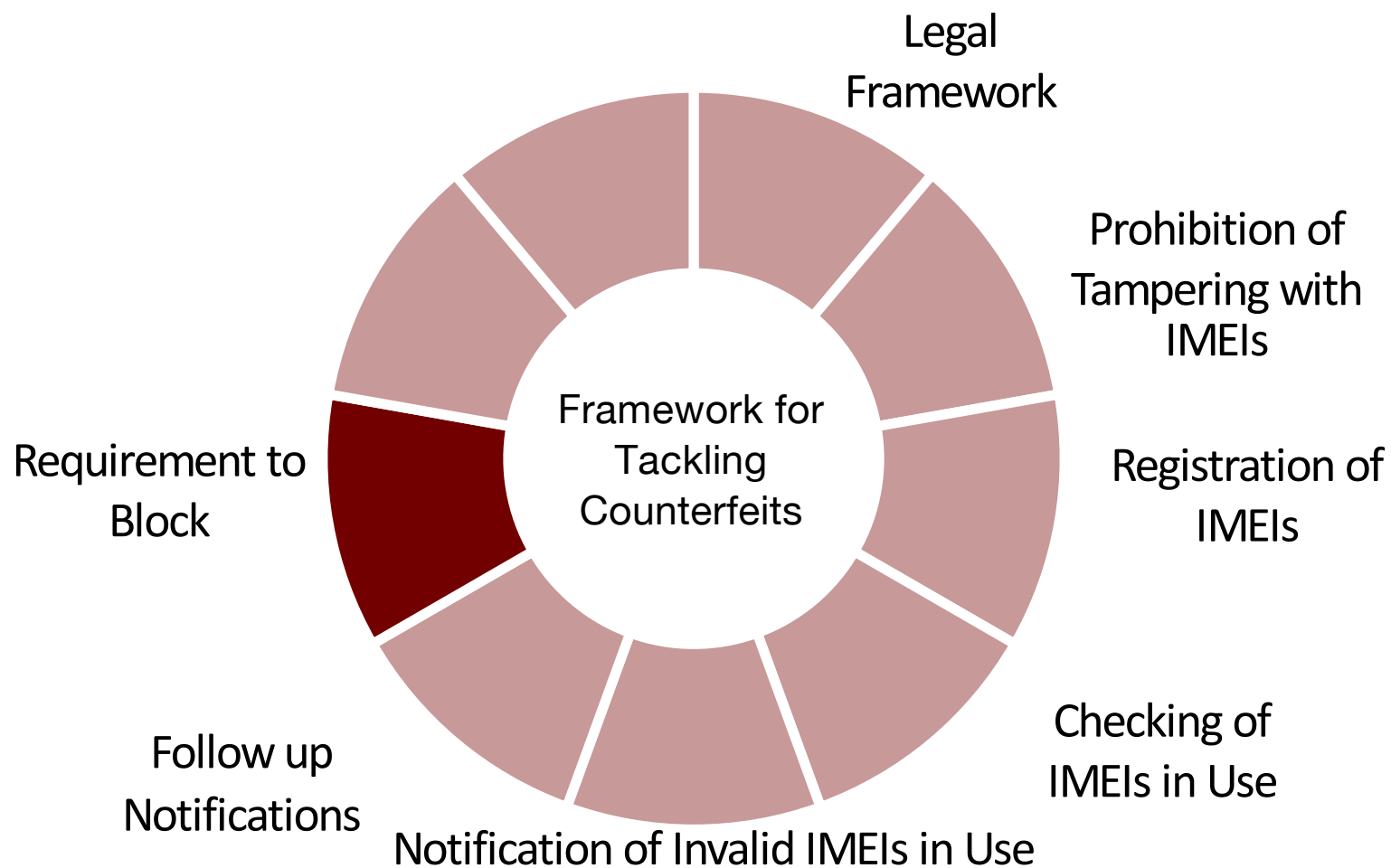
# Combating Counterfeits



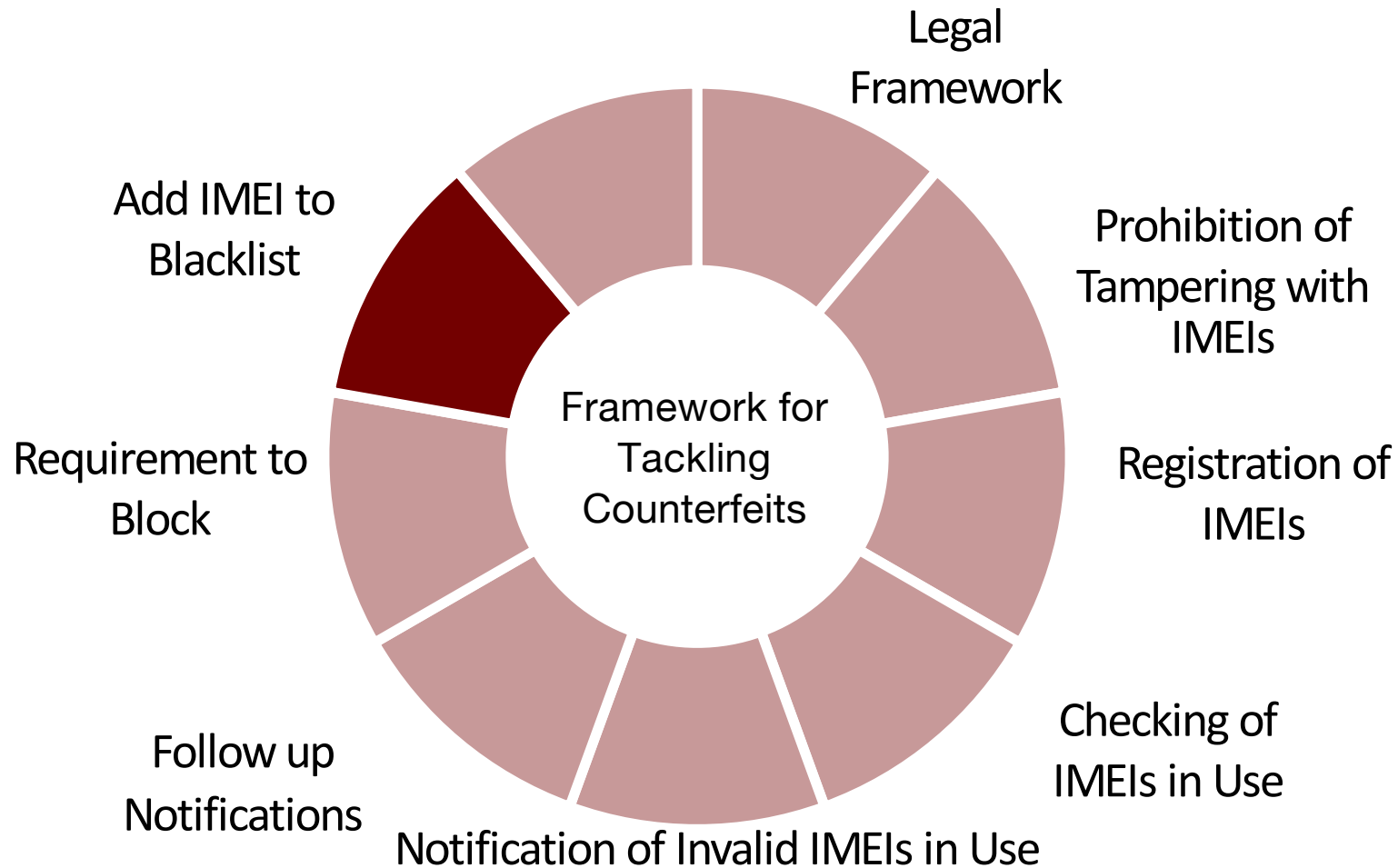
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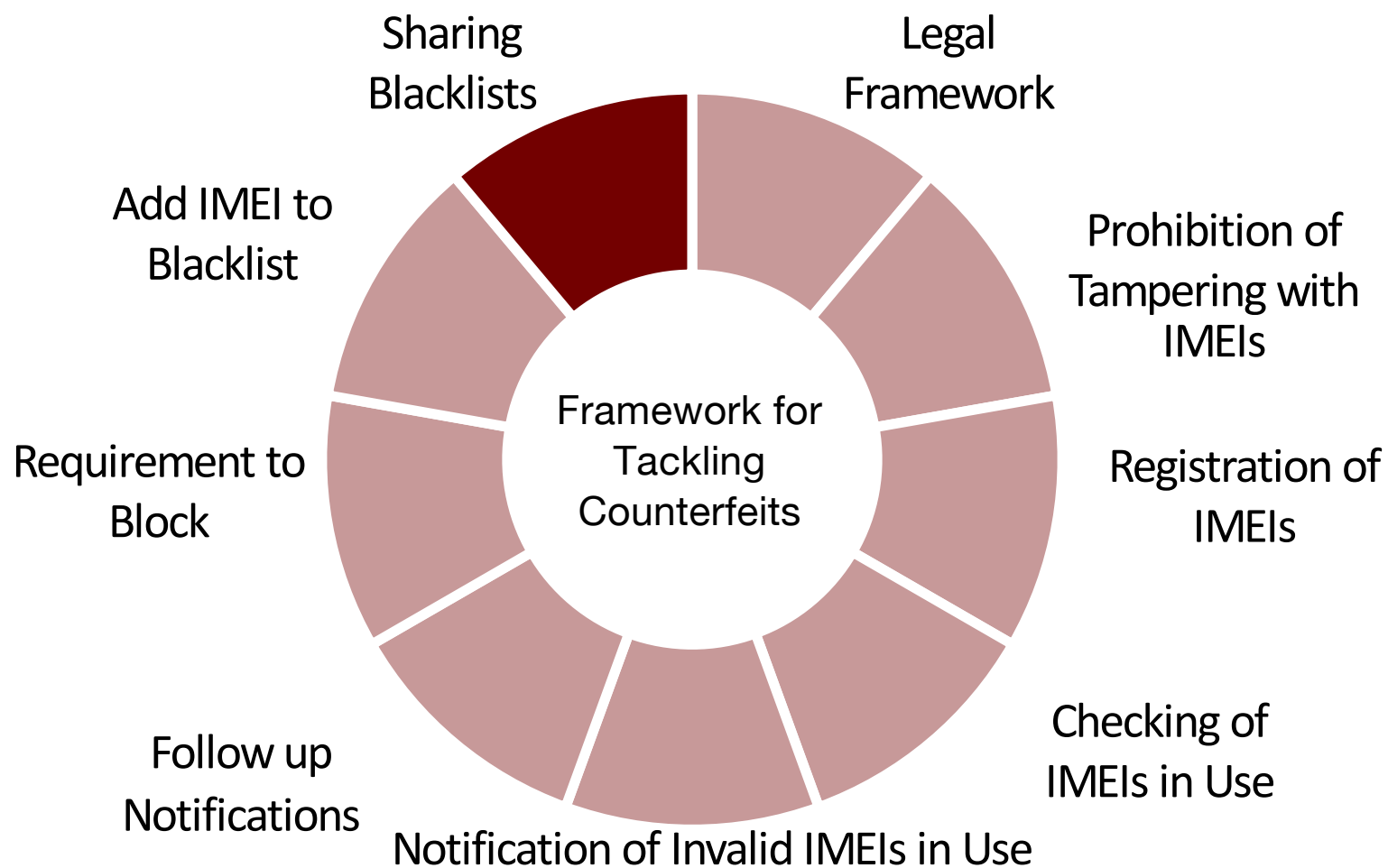
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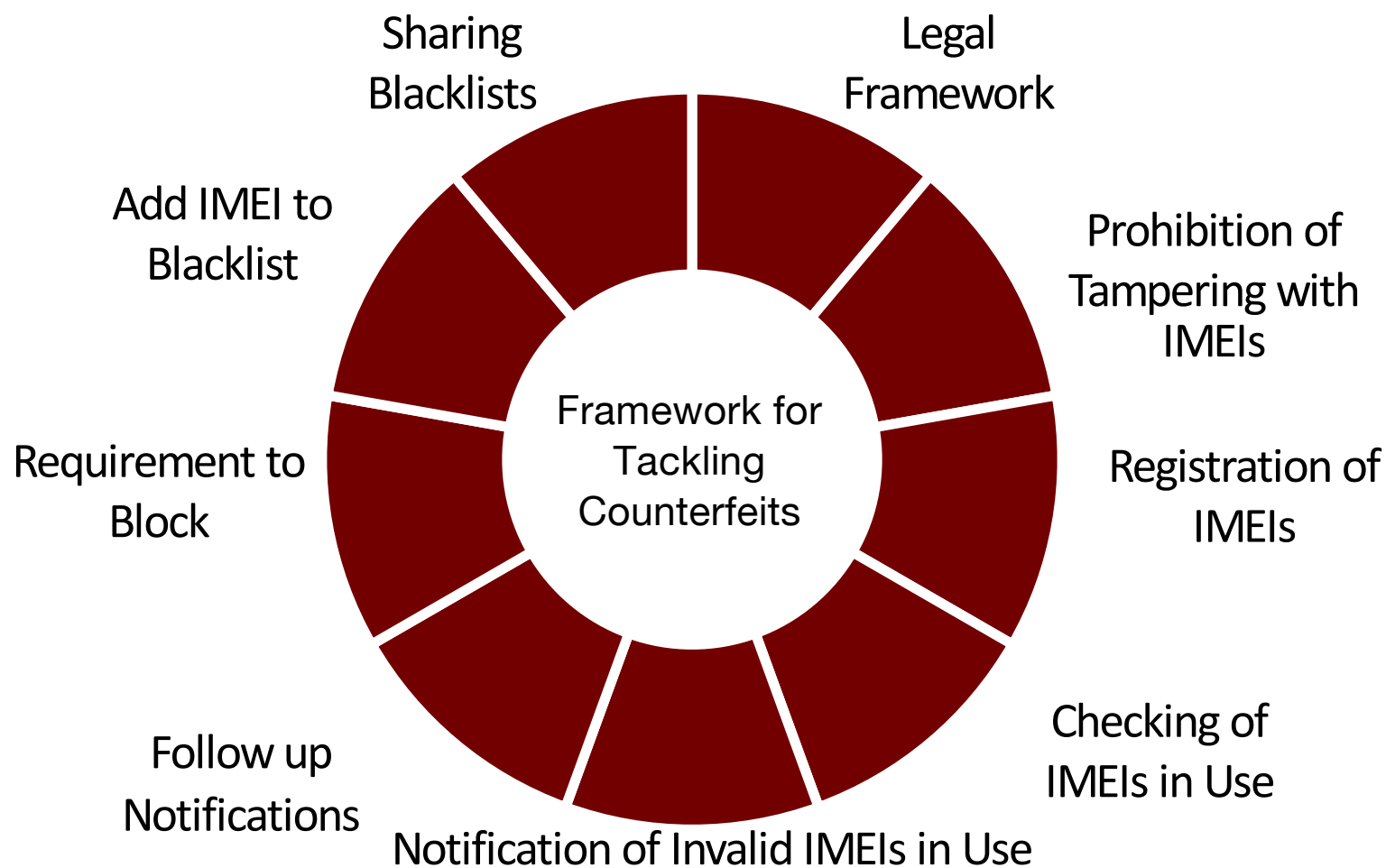
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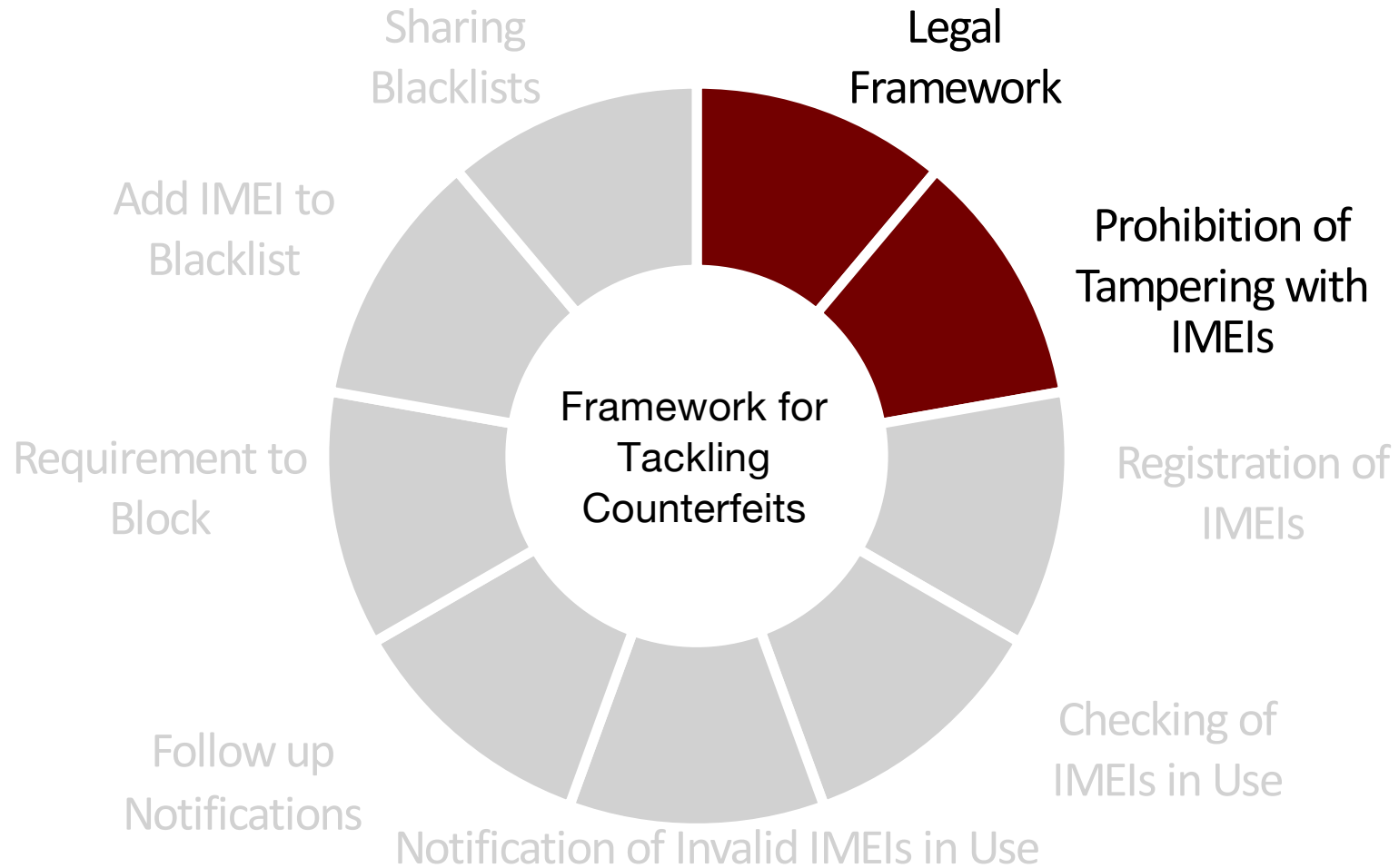
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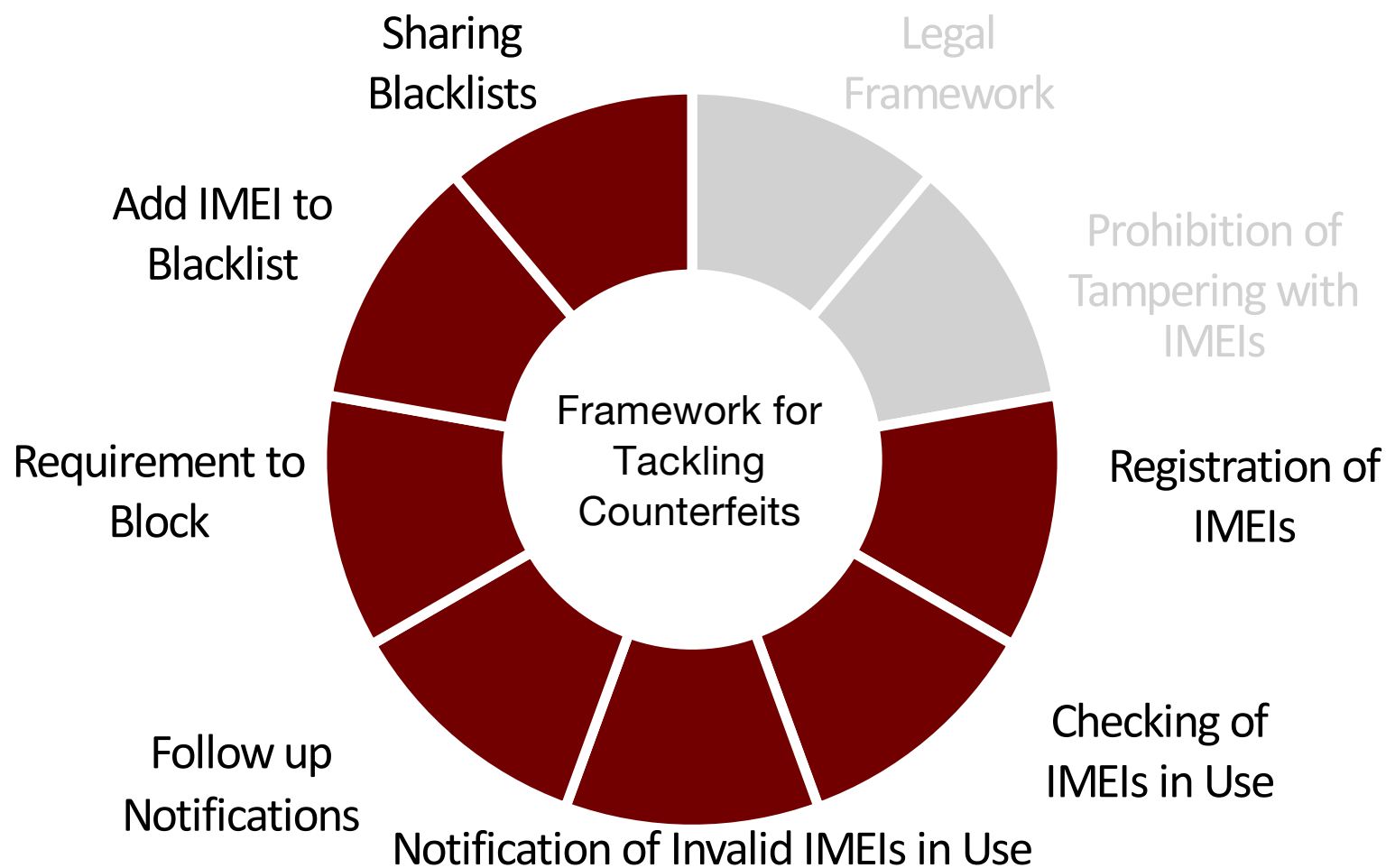
# Combating Counterfeits



# Implementation



# Implementation (via DIRBS)



DIRBS: Device Identification Registration and Blocking System



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# Conclusion

- EUIPO estimates cost of counterfeit at €45B / year
- The presented framework offers an effective way to address the issue
  - Securing government revenue
  - Keeping consumers safe
  - Protecting right holders
- The framework offers a comprehensive solution for governments to implement
  - Legal framework and anti-tampering provisions
  - Other elements are all available by utilizing DIRBS



# Thank you

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