



Original Equipment Suppliers Association

BULLETIN

To: All OESA Members

BULLETIN: 04-16

From: Neil De Koker, President

Date: May 14, 2004

MEMA Starts Brand Protection Council

OESA announces the formation of the MEMA Brand Protection Council. The Council will continue the process started at the MEMA counterfeiting seminars, in October 2003 and April 2004. The Council will provide a forum for automotive supplier manufacturers to discuss counterfeiting, intellectual property rights in the aftermarket, gray market, share best practices in brand protection, and recommend solutions. The group will coordinate closely with the Washington, D.C. office, which is working diligently on these issues.

The Council is open to AASA, OESA, and HDMA regular member company executives responsible for brand protection.

The Council will meet quarterly. The first meeting will be scheduled for late June or early July in the Detroit, Michigan area from noon until 5:00 p.m. Future meeting locations and times will be determined by the Council. The first meeting will be a round table discussion of each company's current activities and best practices. The group also will develop the agenda for the next meeting. Future meetings will include outside speakers, as appropriate.

The Council will be funded through annual dues of \$750. The dues will cover the cost of four meetings and include program materials, room rental, equipment, meals, staff support, and reception. Travel or lodging expenses are the responsibility of each member. Attached are the Council profile and a membership application. Members interested in participating should complete the application and return the form to Paul Foley, at pfoley@mema.org or fax it to 919.549.4824.

Direct questions to Paul Foley at 919.406.8840.



**BRAND PROTECTION COUNCIL
MEMBERSHIP APPLICATION**

Please accept my application to join the Brand Protection Council:

REPRESENTATIVE _____

POSITION/TITLE _____

ALTERNATE _____

POSITION/TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

TELEPHONE _____ **FAX** _____

E-MAIL _____

You will be invoiced for the Brand Protection Council dues of \$750 per year or you may pay by credit card.

Charge to (Check One): **American Express** **MasterCard** **VISA**

NAME ON CARD _____

CARD NUMBER _____

EXP DATE _____ **SIGNATURE** _____

Dues cover four (4) meetings, materials, staff, meals, reception, meeting room rental, equipment, etc. Travel and lodging costs are the responsibility of each member. The Council fiscal year is July 1 through June 30.

Return form to Paul Foley at, pfoley@mema.org, or fax 919.549.4824.



BRAND PROTECTION COUNCIL PROFILE

PURPOSE

Provide a forum for manufacturers to discuss counterfeiting, intellectual property rights, gray market or diversion, share best practices, recommend solutions, formulate future seminars, and promote networking.

MEMBERSHIP

Membership in the Council is available on an invitation basis to the senior executives of regular and divisional members of MEMA. The Council will be limited to a manageable size to promote effective dialogue among members as well as any invited speakers.

GOVERNANCE

The MEMA Brand Protection Council will be guided by a Board of Governors, which will set the direction for the Council's activities and counsel MEMA staff on programs, agenda, and special issues. A Chairman will be elected from the Board of Governors on a yearly base and confirmed by the full Council. The Council will be accountable to the MEMA Board of Directors.

MEETINGS

The Council will meet quarterly at mutually agreed upon times and locations selected by the members. A roundtable format will be followed, and meetings normally will begin with lunch at noon. Meetings will follow an issues format where previously identified issues are presented and discussed and the exchange of opinions, ideas and, issues result in resolutions of the issue or a plan for further investigation and analysis is agreed upon. The issues could result in "white papers" for the benefit of the industry as a whole. Such white papers must be presented to and approved by the MEMA Board prior to their publication as an industry position statement. Work produced by the Council will be made available to all MEMA members. These products will also be made available to the public on a reasonable fee basis.

Council substitutes for regular members are highly discouraged to encourage networking, trust, and open discussions among members.

Speakers will be invited periodically to cover specific issues and help with solutions.

The following issues have been identified as potential topics:

Counterfeiting	Patents
Solution Providers	Trade Secrets
Gray Market/Diversion	Domestic Issues
Intellectual Property Rights	International Issues
Legal Assistance	Government Enforcement
Trade Marks	Legal Actions
Government Support	China

ADMINISTRATION

The Brand Protection Council is a functioning group of the Motor & Equipment Manufacturers Association (MEMA). Contact Paul Foley, Vice President of AASA, for additional information: 919.406.8840 or pfoley@mema.org