Intellectual Property Protection

Counterfeiting and the IT Industry

Fadi Moubarak
Cisco General Manager
Content

<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Cisco</td>
</tr>
<tr>
<td>Intellectual Property Rights</td>
</tr>
<tr>
<td>Cisco Brand Protection</td>
</tr>
<tr>
<td>Addressing the Problem</td>
</tr>
<tr>
<td>Partner Outreach / End User Out Reach/ Strategic Relations</td>
</tr>
<tr>
<td>Global Cases</td>
</tr>
<tr>
<td>Lebanon Key Engagements</td>
</tr>
</tbody>
</table>
Cisco

$5.2 B+
R&D Investment Annually

20,000+ Engineers

700 Patents Filed Annually

30 Major Labs Worldwide

5000 Patents Issued

Brand Integrity
Protection of Intellectual Property is critical to Cisco’s success and is fundamental to the development of democratic societies and economic systems.
Cisco Global Brand Protection

Global Remit with a Local Touch
Cisco Brand Protection Lebanon

Ensure Safe and Secure Business Practices

Enable ICT Growth in Lebanon

- Safely enable ICT business in Lebanon
- Enhance business profitability in Lebanon
- Work with key stakeholders across government to secure to protect Intellectual Property

Genuine Products, Every Time

- Mitigate consumer risk by monitoring and promoting authorized paths to market
- Protect customers from counterfeit products

© 2009 Cisco Systems, Inc. All rights reserved. Cisco Confidential
Partner Outreach
Ensuring a Fair Playing Field

- **Partner Compliance:** Global Audit Program
- **Cross Border Sales:** Product Diversion Investigations
- **Monitor Market:** Test Purchasing
End User Outreach

Direct End User Engagement

Education and Awareness

Equipment Validation

© 2009 Cisco Systems, Inc. All rights reserved. Cisco Confidential
Strategic Relations
Proactively Protecting IPR

Engaging with Key Enforcement Authorities

Influencing Key Policy Makers

Driving Thought leadership
Key Global Cases

"Feds shred counterfeit Cisco Trade"
NetworkWorld

DOJ and Homeland Security announce 30 convictions, >$143 Million in seizures in counterfeit network hardware

Departments of Justice and Homeland Security Announce 30 Convictions, More Than $143 Million in Seizures from Initiative Targeting Traffickers in Counterfeit Network Hardware

The results of the operation were announced by Assistant Attorney General Lucy A.hn of the Criminal Division, Assistant Director Robert Berg of the FBI, and Homeland Security Assistant Secretary Joanne O'Sullivan. The operation, part of the Department of Justice's Operation Network Rider, a domestic and international enforcement initiative targeting the illegal distribution of counterfeit network hardware manufactured in China, resulted in 30 felony convictions and more than $80 million in seizures of counterfeit Cisco network hardware sold in the United States.

Man Sentenced for Selling Phony Goods to Military

"Man Sentenced for Selling Phony Goods to Military"
New York Times

"Man Sentenced for Selling Phony Goods to Military"
New York Times

Man sentenced for selling phony goods to military

The man sentenced to prison for selling counterfeit goods to the military was sentenced to five years in prison for selling counterfeit goods to the military. The man, who was a former employee of the U.S. government, was sentenced to five years in prison for lying to federal authorities and for selling counterfeit goods to the military. The man, who was a former employee of the U.S. government, was sentenced to five years in prison for lying to federal authorities and for selling counterfeit goods to the military. The man, who was a former employee of the U.S. government, was sentenced to five years in prison for lying to federal authorities and for selling counterfeit goods to the military. The man, who was a former employee of the U.S. government, was sentenced to five years in prison for lying to federal authorities and for selling counterfeit goods to the military.
Lebanon – Key Engagements

- Working closely with the Consumer Protection Department to minimise the risk of counterfeit at our customers’ sites
- Driving and promoting activities in IPR protection
- Working with Lebanese Customs to monitor the borders for counterfeit products
"Only occasionally do you have an opportunity to make a difference in a person’s life, much less in a community. We have a chance to make a difference in Lebanon and perhaps even a region…we can make a meaningful contribution to help position Lebanon for leadership in the future. Through the unique combination of public-private partnerships and the support of the global community, together we can accomplish what none of us can do alone."

John Chambers,
Chairman and CEO, Cisco Systems