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2. Register trademarks and trade names with the U.S. Customs and Border Protection (CBP). "I continue to see many companies fail to take this easy and inexpensive step that can lead to government interdiction at the border. If counterfeit merchandise is seized, CBP will advise you of the names and addresses of the exporter and importer, allowing you the possibility of taking additional steps directly against the offending party," explained Arnam.

3. Brands should ensure that the suppliers that make their products are not producing additional units of product on the side. "It's always best to only do business with suppliers you trust. As extra insurance, most companies will either have an in-house team or hire third-party agents to oversee quality control during production—especially if manufacturing is done overseas. This team can also do background checks to verify the reputation of your suppliers," said Arnam.

4. Companies should be aggressive and use the law to fight infringements. "Many remedies exist, both in civil and criminal law, and at both the federal and court levels. No violation is too small to warrant, at a minimum, a cease-and-desist letter," advised Arnam.

5. Identify Web sites—especially auction sites—that sell counterfeit merchandise. "Become familiar with the auction house policies that allow legitimate rights holders to identify themselves and to have the auction house remove offending auctions," explained Arnam. For example, he said, on eBay, this is called the Verified Rights Owner Program. On Sell.com, it is called the Rights Owner Compliance Systems.

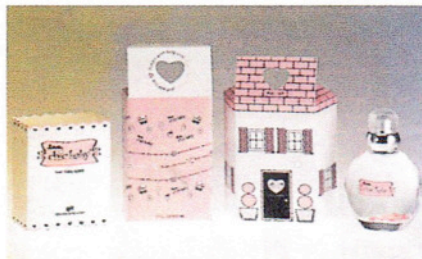
6. Lastly, brands should ensure that their employees are educated on these issues. "It's important to make sure that everyone in a company understands the importance of protecting these valuable rights," Arnam said.

—Marie Redding

## Baby Fragrance Wins Big at Ex-Tracts Awards

The best packaging winner at the Ex-Tracts trade show in August was a collection of scents for babies called Love, Chic Baby. Manufactured and marketed by Chic Baby, a new company founded by Corey Gelman and Masahiro Ouchi, the line's packaging is designed to keep young children amused.

Mixed in with the fragrances are blue or pink hearts that collect at the bottom of each oval-shaped glass bottle. These hearts float to the sur-



## World Wide Packaging Wins Four Tube Awards

Multifunctional features and advanced technology allowed tubes to shine in The Tube Council's 2007 Tube of the Year Awards. Supplier World Wide Packaging (Florham Park, NJ) was this year's top winner, taking home four awards.

The awards' highest honor, the Ted Klein Tube of the Year award, went to World Wide for a tube it created for Avon Anew Clinical Spider Vein Therapy. The tube has a cap that took 14 processes to complete. This tube was also awarded Innovative Tube of the Year.

Tube of the Year awards were also given to plastic, laminate, and metal tubes:

- Plastic Tube: World Wide Packaging for Sally Hansen's Gentle Peel



George Little Management's show manager, Rita Malek (far right), and show coordinator, Nicole Johnson (far left), present the Ex-Tracts best new product award for packaging to Masahiro Ouchi (second from left) and Corey Gelman (second from right) of Chic Baby for their Love, Chic Baby, scent line.

face when the bottle is shaken. When an outer sleeve on the carton is removed, customers can read a story that is printed on a secondary sleeve, which opens to reveal an illustration of a house.

The Ex-Tracts show was held August 13–16 at the Metropolitan Pavilion in New York City. A complete list of Ex-Tracts' best new product winners can be found at [www.extractsnyc.com](http://www.extractsnyc.com) in the Media section. The next Ex-Tracts will take place February 3–6, 2008.

—Marie Redding

for Rough Lips tube with full-wrap hot stamping.

- Laminate Tube: Alcan Packaging Beauty (New York City) for Chattem's Icy Hot Pain Relieving Gel tube with a built-in sponge applicator. (For more on this tube, read the feature story on tubes in *CPC Packaging's* September 2007 issue.)

- Metal Tube: Montebello Packaging (Oak Park, IL) for a Vernico Products tube with advanced decoration.

World Wide Packaging won another award for the best personal care tube for Time Wise by Mary Kay Cosmetics. The tube required seven molded parts, and a silicone tip required hand assembly. Alcan Packaging Beauty also won another award for a food tube of the year.