Abstract: Product piracy is a serious threat for original manufacturers. To protect oneself from being counterfeited and its negative effects, companies can apply collections of measures provided by research institutes and corporations. Furthermore, an unclear range of procedures and tools has been established for selecting and combining single measures into an effective protection concept for the individual threat. The objective of this paper is, how an user can be supported in selecting the appropriate procedures and tools for setting up an individual protection concept against product counterfeiting. Therefore we present a generic framework for a complete process of setting up protection concept as well as a set of criteria to assess the specific procedures and tools.

Stichworte: product counterfeiting; product piracy; protection concept
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