

# Golf Anti-Counterfeiting Group Seizes More Than 80,000 Fakes in September Raids

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## Group's Efforts Hit Several of the World's Highest Profile Counterfeit Markets

SHANGHAI and BEIJING, CHINA – November 2, 2011 – The U.S. Golf Manufacturers Anti-Counterfeiting Working Group announced today the completion of multiple strategic raids on China-based counterfeiting operations, where the group worked with local law enforcement officials to seize over 25,000 counterfeit golf products. The raids took place at stores in two of the world's most heavily trafficked counterfeit markets; Pudong Yatai Xin Yang Market in Shanghai and Ya Xiu Market in Beijing. The recent raids demonstrate the group's ongoing commitment to, and success with enforcement efforts. The group conducted four raids seizing more than 80,000 counterfeit golf products in the month of September alone.

"The number and location of these recent raids sends a strong message to counterfeiters that we are committed to shutting them down," said Michael Rider, Senior Vice President and General Counsel for Callaway.

"We are striking back at these illegal operations, hitting them where it hurts like our most recent action in shutting down some of the most popular locations in the world of counterfeit store fronts," said Rawleigh Grove Vice President and General Counsel for PING. "We're confident this will be a deterrent to counterfeiters in the future as we keep pushing to keep golf real."

The store located in Xin Yang Market was raided on September 21 by a group comprised of six Administration for Industry & Commerce (AIC) officials, two Public Security Bureau (PSB) officials and representatives from the U.S. Golf Manufacturers Anti-Counterfeiting Working Group. Over 500 clubs were found and more than two thousand counterfeit golf products total were seized. The alleged operator of the store, Mr. Li Chungang fled the scene during the search. He turned himself in to AIC authorities a day later and was held for questioning.

On September 29<sup>th</sup>, the raid of a store in Ya Xiu Market took place, leading to a subsequent raid on the associated wholesaler's warehouse. The raids on the two locations garnered over 26,000 counterfeit golf products. The wholesaler, Liu Qiqiao, was detained by local law enforcement officials.

In other recent Golf Anti-Counterfeiting enforcement actions, significant progress in the group's efforts has been achieved in working with Chinese authorities to cut off counterfeiting at its source including the conviction in August of two counterfeit vendors selling thousands of fake golf merchandise and continued with an additional large scale raid on September 7 that resulted in the seizure of more than 60,000 counterfeit golf products.

The group also recently launched [www.keeppgolreal.com](http://www.keeppgolreal.com) as part of its education efforts to inform consumers on how to spot and avoid fake golf products. As a result of the Golf Anti-Counterfeiting Group's petitioning efforts, dozens of successful raids of manufacturing, warehouse, assembly and retail facilities have been executed by Chinese law enforcement and civil enforcement authorities since 2004.

### About the Golf Manufacturers Anti-Counterfeiting Working Group

The Golf Anti-Counterfeiting Group consists of five of the most well-known golf companies in the world—Callaway-Odyssey, Top-Flite and Ben Hogan; TaylorMade-adidas Golf and Ashworth; PING; Cleveland Golf, Srixon and Never Compromise; and Acushnet Company whose brands are Titleist, FootJoy and Scotty Cameron. Since 2004, the Golf Anti-Counterfeiting Group has worked with international law enforcement and government agencies to conduct raids and investigations of counterfeit operations, as well as raise public awareness of the issue. In 2010 alone, the group seized more than 25,000 golf products with a value of more than \$1 million.

The Golf Anti-Counterfeiting Group is dedicated to continuing this education initiative. It plans to continue its efforts in the future with webinars, pamphlets and additional online resources.