

News & Insights

Thomas Moga Discusses Challenges in Counterfeiting During Pandemic Shutdown with *Bloomberg Law*

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Thomas Moga, Bloomfield Hills-based Senior Counsel in Dykema's Intellectual Property Practice Group, was quoted extensively in the *Bloomberg Law* article, "Virus Leaves Brands to Protect Themselves as Opportunists Pounce."

This article discusses how brand owners and their attorneys are largely on their own to protect their brands during the pandemic shutdown. Moga cautioned that consumers will need to change and learn how to combat the counterfeiters. He also points out that counterfeiters are rerouting merchandise with various factories and shipping routes closed down, and that increasing the use of radio-frequency identification (RFID) tags can serve as an effort to halt counterfeiters.

Subscribers to *Bloomberg Law* may read the article [here](#).

Attorneys

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Practice Areas

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