



U.S. Customs and Border Protection



U.S. Customs and Border Protection (CBP), Office of Trade, will be providing the sixth webinar in the *Year of the SME* series entitled:

Is Gray Market Protection Right for You? Understanding CBP's Gray Market and *Lever*-rule Enforcement Program

January 26th, 2022

1 – 2:00 p.m. (Eastern time)

Register Today

by clicking here for the registration link

Small businesses represent 99.9% of all U.S. businesses and employ 47.1% of the U.S. workforce. Small and mid-sized enterprises (“SMEs”) are the lifeblood of the U.S. economy, driving business development, economic vitality, and human progress. Many of our SMEs, including start-ups, entrepreneurs, independent creators, and inventors, have developed a brand and taken it to market – creating a product or service that directly benefits consumers, improving and enriching their lives. These ideas often form the basis of enforceable intellectual property rights. When these rights are exploited, everyone loses.

This webinar will help you understand the scope of CBP's authority to prevent importation of gray market merchandise, explore whether your marks might qualify for such protection, and learn how to apply for such protection.

The CBP Office of Trade is not only tasked with facilitating legitimate trade, but also enforcing the law, safeguarding the American economy, ensuring consumer safety, and creating a level playing field for American businesses -- especially our SMEs!

CBP has broad authority to protect federally registered trademarks and copyrights at the border by preventing the entry of infringing imports into U.S. commerce, provided these IP rights are recorded through the e-Recordation program (visit <https://iprr.cbp.gov/> for more information). CBP enforces all recordations, no matter how large or how small the enterprise of the IP owner.

This webinar is the sixth in a series of *The Year of the SME*, in support and recognition of small and medium enterprises. Stay tuned for information on the next *Year of the SME* program by visiting <https://www.cbp.gov/trade/priority-issues/ipr/cbp-year-sme>

<https://cdn.advocacy.sba.gov/wp-content/uploads/2019/04/23142719/2019-Small-Business-Profiles-US.pdf>