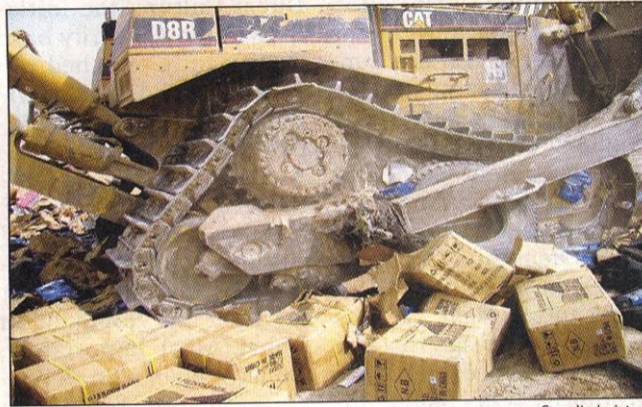


(Gulf News, UAE, 21st March 2009)

that a little mistake can leave a lasting impact on their own and other road users' lives. "Those who don't have control over

The situation demands increased attention and safety measures along with strict rules and police monitoring.



Supplied picture

Crushed

A Sharjah Municipality bulldozer destroys fake lighting and electrical products seized from a Dubai-based importer.

Counterfeit lighting and electrical products destroyed

Dubai-based importers behind fake items

Staff Report

Sharjah The Consumer Protection Department of Sharjah Municipality recently destroyed counterfeit lighting and electrical products and power tools worth \$2 million illegally bearing the trademarks Osram, Philips, Makita and others.

Sharjah Municipality officials, Al Shaali and Co Advocates and Legal Consultants IP Team, Arun Dangwal, Osram Middle East FZE-Regional Sales Manager and Seren Kumar, manager in Makita Middle East, witnessed the destruction process.

The details of this case date back to 2006 when Osram GmbH and Philips received information that a Dubai-based importer, who owns warehouses in Dubai and Sharjah, was responsible for distributing huge quantities of dangerous counterfeit lighting and electrical products across the Middle East region.

Osram GmbH and Philips alerted Sharjah Municipality's Consumer Protection Department through their lawyers, Al Shaali law firm. Municipality inspectors swung into action and seized the products before they were sold to consumers in the region.